

TAO 欧洲之路。 *European Incoming.*

Newsletter March 2016

Dear Friends and Partners of TAO European Incoming,

We hope you enjoy this month's update and look forward to your feedback.

News from TAO:



Exclusive New Driving Incentives from TAO

For many visitors to Germany, the chance to drive a high-speed, German car on the famous “Autobahns” is an absolute highlight of their stay. Now, TAO is able to offer its clients some of the most exclusive driving experiences in Europe.

Together with its partner, Drive in Motion, TAO now offers a new range of automotive activities featuring top-of-the-range Porsche and brand new Tesla models. Both manufacturers are among the world’s most innovative car companies, and most desirable brands.

For further details of how you and your clients could soon be motoring in luxury through the European countryside, please contact TAO!



BMW – The Next 100 Years

TAO is delighted to continue its strong relationship with one of Germany’s top luxury brands, BMW. As part of the company’s 100th anniversary celebrations this month, TAO was honoured to handle two Chinese VIP groups from TUI and Across China. The guests included many of BMW’s top Chinese investors, who were invited to BMW HQ in Munich to participate in the official centenary celebrations.

TAO also congratulates BMW on 100 years of success and innovation!



LANCÔME
PARIS

A Song for Lancôme

In March, TAO also welcomed 122 guests from the headquarters of the international cosmetics giant, Lancôme, to Berlin. The two-day team-building event took in some of the German capital's coolest locations, including a gala evening in the hip club and restaurant, Spindler & Klatt, on the banks of the river Spree.

The highlight of the event took place at the legendary Hansa Studio recording centre, famous for its work with stars such as David Bowie, U2 and Depeche Mode. Here, TAO provided a unique team activity, in the form of a song for Lancôme: "L is Beautiful". After vocal coaching and introduction to the recording process, the Lancôme team recorded their track. That same evening, the team were able to hear the fruits of their efforts, when the DJ in Spindler & Klatt played their tune to a packed dancefloor!

Feedback from the participants and the client was excellent. A spokesperson for Lancôme said simply: "The best event we've ever had."



Reminder: Visit TAO in Shanghai or Frankfurt!

Don't forget to visit TAO this April, at two of the world's key MICE exhibitions; the IT&CM China in Shanghai, and the IMEX in Frankfurt.

From 6th to 8th April 2016, TAO will be in Shanghai at the IT&CM China, which celebrates its 10th edition this year. TAO's stand partner at IT&CM China is Visit Berlin. Visitors can meet the TAO team at the Visit Berlin stand B5.

From 19th to 21st April 2016, Germany's leading MICE trade fair, IMEX, will take place in Frankfurt. TAO European Incoming will be partnering here with the German Convention Bureau (GCB), taking its place on one of the exhibition's largest and most prominent stands. Please visit us at stand F100.

To make an appointment to meet with TAO in Shanghai or Frankfurt, please send us a mail to:

zc@tao-incoming.com

Activities & Locations:



China Europe International Business School 2nd Europe Forum 2016

Wednesday, 18th May 2016 in Munich

CEIBS's second Europe forum takes place this May in Munich, and TAO is pleased to be an official partner of the event.

Under the heading "Win-Win Cooperation: Germany's *Industry 4.0* in Connection with *Made in China 2025*", this high-calibre gathering will provide valuable insights into the future of China and Germany's future cooperation in the worlds of economics and trade. As two major economies, which serve as the driving engines for economic growth respectively in Asia and Europe, this core topic is of major significance to everyone involved in global business.

Speakers at this event will include such internationally renowned experts as Prof. Romano Prodi, Former Prime Minister of Italy and former President of the European Commission and Prof. Ding Yuan Vice President and Dean of CEIBS and holder of the Cathay Capital Chair in Accounting.

Festivals and Events around Europe



Each month, we'll keep you updated on forthcoming events, festivals and exhibitions taking place around our continent. Here are three highlights to watch out. Contact TAO for more details of how to incorporate these events into your MICE planning.

Formula 1 – Grand Prix Monaco: 26th to 29th May 2016

Formula 1 represents the pinnacle of motor sport, and no race promises more drama, prestige and glamour than the annual Grand Prix in Monaco, on the shores of the sparkling Mediterranean Sea. Held annually since 1929, the race is run on a 3.3km road circuit, snaking through the centre of the principality. For the three days of the race, Monaco turns into the international hub of motor sport, with even more glitz than Monaco usually promises! For fans of high-octane excitement and world-class luxury, a visit to the Monaco Grand Prix is a must.

Horse Fair in Jerez, Spain: 30th April to 7th May 2016

Jerez, an historical and picturesque city in the south-west of Spain, is considered by many to be the heart of traditional Spanish culture. For a taste of the flair and verve of the unique Andalucian lifestyle, the annual Horse Fair in Jerez is the ideal starting point. With ancient origins going back to 1284, the fiesta celebrates the purebred horses of the region, the horsemanship of their riders, as well as all the other special elements of southern Spanish culture, from flamenco and bulls to the fine wines and food of the region. Dancing and firework displays take place every

evening, and visitors cannot help but get whipped up into the fantastic atmosphere which the fair generates.

Cannes Film Festival, France: 11th to 22nd May 2016

Alongside the Oscars, the Cannes Film Festival is one of the world's most celebrated gatherings of the global film world. Taking place in southern France each May, the festival is part trade fair, part networking platform, part talent exchange and part media circus. A jury of film professionals and actors award prizes to their colleagues and peers, including the famous "Palme D'Or", perhaps film's most highly sought-after recognition.

Although primarily for cinema professionals, the festival attracts thousands of visitors to Cannes each year, looking to share their passion for film with other like-minded fans and hobby-cineasts. From outdoor screenings to public events and private parties, the Cannes Film Festival is a feast of film.

And don't forget!

TAO European Incoming is your one-stop shop for all MICE projects in Europe. Whether you're looking for assistance with incentives, trade fairs, congresses, meetings and workshops, kick-off, merger or motivational events, corporate hospitality or business travel, we've got it covered. With a network covering more than 28 European countries, TAO European Incoming can support and guide you through the whole continent.

**To find out more, visit our website (in Mandarin and English) at:
www.tao-incoming.com**

As a friend of TAO European Incoming you are receiving this monthly newsletter

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