

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the May edition of the TAO Newsletter. This month we update you on a high profile TAO project in Germany and Switzerland, offer up some brand new luxury in Budapest, and suggest a handful of unusual highlights of the European festival calendar for this summer.

We hope you enjoy this month's update, so please do share your feedback. And as always, if you'd like more details about any of the ideas or topics in this edition of our newsletter, please just drop us a mail.

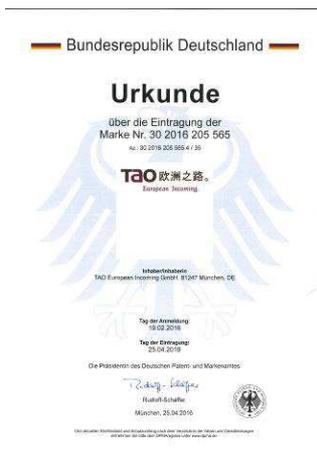
News from TAO:



Getting to Know Berlin

This month saw TAO link up with the German Convention Bureau and Berlin's city tourism authority, visitBerlin, to welcome a group of twelve guests from China for a very special fam trip to the German capital. The group was comprised of MICE agents, corporate buyers and MICE managers as well as representatives of the press, all accompanied by TAO's Managing Director, Thorsten Wilhekm.

The group's itinerary included all the highlights of Berlin, from the Brandenburg Gate to the shopping paradise of Kurfurstendamm, and also featured a look at one of the last standing sections of the Berlin Wall; a real piece of German history.



TAO European Incoming GmbH – A Protected Brand

In May, TAO was delighted to receive the official confirmation of the company's copyright to its brand and logo, following the registration of both with Germany's national Patent and Branding authority. As such, both the name and logo of TAO European Incoming GmbH are legally protected, and may not be used by any other company without TAO's express permission.

Managing Director of TAO, Thorsten Wilhelm said: "It is crucial for TAO to protect the strong and trustworthy brand we have built up in recent years, so I'm pleased that we now have complete and

sole control over our good name. With this protection, our clients can be 100% sure that TAO European Incoming will always be a guarantee of quality and professionalism.”



CEIBS Forum Roadshows in Europe

The China Europe International Business School (CEIBS) held its second annual European Forum roadshow in Munich and Zurich in May, and TAO was honored to be CEIBS’s MICE partner for this international project. The Forum in Munich, Zurich, London and Paris took the form of a day of talks and seminars, as well as a VIP dinner, blending the latest in academic and business thought on the relationship between China and Europe, with high-level networking.

Activities & Locations:



Ritz-Carlton Opens First Hotel in Hungary

The most recent addition to the prestigious Ritz-Carlton portfolio has opened its doors in the Hungarian capital of Budapest. Housed in a striking, historical building, with 170 rooms and 30 suites, the hotel is located on Elizabeth Square, in the heart of Budapest’s shopping and cultural district. The famous Danube River flows just a short walk away.

Alongside two restaurants and bars, the Ritz-Carlton Spa and Fitness Centre and two exclusive Ritz-Carlton Club Level floors (featuring their own concierge and lounge service), the hotel also offers high-end MICE facilities. The magnificent ballroom, situated on the lower ground floor, seats 180 people and is perfect for milestone celebrations, galas, presentations and conferences. Directly adjacent are five flexible meeting rooms, which combine contemporary interiors with state of the art technology.

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.



Calcio Storico Fiorentino, Florence, Italy – June 2016 (Final match: 24th June 2016)

“Calcio Storico” is an ancient form of football, once played by Florence’s nobility, to show their bravery and physical power. This historical, brutal sporting spectacular has taken place for over 500 years in Florence’s Santa Croce square, pitching four local teams against each other, playing for the honour of their neighbourhoods. The final match takes place on 24th June, on the Feast of St. John, the patron saint of Florence, and is accompanied by grand processions, dancing and fireworks – an incredible atmosphere, and an amazing introduction to the pomp and splendor of Florence’s illustrious past. But what does the winning team get? The traditional prize: A locally-bred calf.

Donauinselfest, Vienna, Austria – 27th-29th June 2016

Europe’s largest open-air music festival takes place at the end of June on a man-made island in the middle of the Danube River. Over the festival’s three days, nearly 2,000 acts are presented on 11 different stages, playing a total of more than 600 hours of live music. And the festival promises music for all tastes: From traditional Austrian and German folk music, to opera and classic, electronic dance music, rock, pop, metal and rap, there’s almost no musical genre that one can’t find at the Donauinselfest. This is the way to see how Vienna celebrates the start of summer!

Fiesta de San Fermin, Pamplona, Spain – 6th-14th July 2016

This almost mythical public festival has been celebrated in Pamplona since the 14th century, to honour Saint Fermin. Made famous by the American writer, Ernest Hemingway, in his novel “Fiesta/The Sun Also Rises”, now almost a million people throng to this city in Navarra each year to take part in what many people simply call, the best party in the world. This nine-day celebration is an incredible exhibition of Spanish spirit and tradition, combining the well-known “Running of the Bulls” with a host of other processions, musical events, dancing and local sports. Not for the faint-hearted, this festival lifts up locals and visitors alike in a wave of emotion and celebration.

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 **XX 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