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# TAO 欧洲之路。 *European Incoming.*

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**Newsletter July 2013**

**News from TAO**



**TAO goes Weibo!**

TAO European Incoming is now officially on Sina Weibo, China's most important micro-blogging social networking platform, with 503 million registered users and over 100 million messages posted each day. TAO European Incoming is excited to be part of this unique platform, which we hope will help us to stay even more connected with our partners in China!

Check out our Weibo site and connect with us at:

<http://www.weibo.com/taoincoming>



### **Our Man in Dubrovnik**

In each newsletter, TAO introduces you to one of our partners in Europe. This time, we travel to the newest EU-member state, Croatia, to visit TAO's partner in Dubrovnik, **Michael Burton**.

*Michael, why should Chinese guests consider a MICE event in Croatia?*

Croatia is a small country with a huge array of attractions. Dubrovnik itself is considered one of the world's wonders: Just forty minutes from Dubrovnik lies the second longest wall in the world ... I guess you know where the longest wall is!

Croatia also currently enjoys the status of an up-and-coming luxury destination. Top brands and lifestyle experiences can be combined here with the most amazing natural locations. There are 1200 islands of the coast of Croatia, only 66 are inhabited, so why not enjoy your own little private kingdom for an evening or a few days?

Furthermore, Croatia makes it easy for Chinese guests to come and visit. Although not officially a part of the Schengen area, citizens of the P. R. China with a Schengen visa can enter Croatia from any other Schengen country, as long as they are travelling as part of an organized group and have valid travel health insurance.

*What kinds of events have you organized?*

Our portfolio is wide and varied, from billionaire birthday parties for a select few, to major conferences for well-known brands such as Pfizer, Allergan and Lexus. We were responsible for the worldwide driving premier of Bentley's GTC model, as well as the largest MICE project Croatia has seen so far: Skoda's World Dealer Conference, where we handled 5000 guests in rotation. We also have experience in consumer product and technology launches, having handled major projects for brands such as Sony Playstation.

One element which makes us unusual is our expertise in audio visual support, which is guaranteed through our affiliate company, Adriatic Productions, specialized in film and TV productions.

*Why are you a part of the TAO network?*

We see that the Chinese MICE market is developing rapidly, and that Europe as a whole has so much to offer our Chinese guests. It's understandable that Chinese clients want to see more than just one corner of the continent, but they also want an expert for each region. That's just what TAO offers.

## **Activity News**



### **Wine is Poetry in a Bottle...**

Anyone can buy a bottle of Petrus or Brunello di Montalcino, but how many people can say that they have created their very own wine – from blending to bottling? Now TAO Incoming offers you and your guests the chance to do just that, almost anywhere in Italy.

Whether in an ancient hillside vineyard in Tuscany or an exclusive cellar in the heart of Rome, this experience brings your guests together with winemakers and experts, who explain the fine art of growing and blending wines, before letting their “students” make their own personalized blends. Create your own wine poetry for an unforgettable day. Contact TAO for more details!

### **Venues and Locations**



### **When five stars are not enough...**

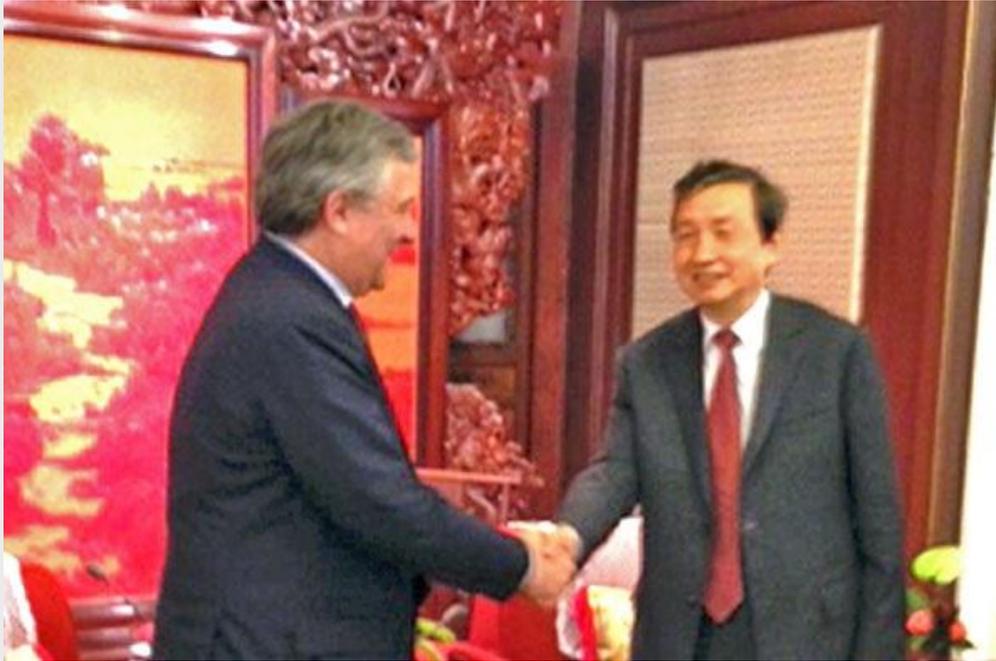
Milan is a must-see stop for all fashionistas and culture-lovers; a hub of design and luxury. So what better location for Europe's very first certified 7-star hotel; the **Seven Stars Galleria** in the Galleria Vittorio Emanuele II, the historic heart of Milan. A rare jewel of a hotel, this property is Italy's only hotel situated in a national monument.

Designed by Ettore Mocchetti, the seven spacious, contemporary suites overlooking the stunning Galleria offer an intimate, tranquil and exclusive hideaway. Each suite is served by its own butler, on hand 24 hours a day, to serve his guests' every need.

This refined nest of luxury is located just a few steps from Milan's most important attractions, and also includes the "La Sinfonia" Restaurant and the "Le Sale del Re" events area, where up to 230 guests can enjoy the royal atmosphere of this location.

Where will your top guests be staying during EXPO 2015 in Milan? Contact TAO for more information on this unique Italian gem.

**MICE & Travel News**



### **EU “working on flexible rules” for visas**

As reported in sections of the Chinese press, Antonio Tajani, Vice-President of the European Commission, has confirmed that the EU is looking at ways to make the visa application process easier for Chinese tourists.

Speaking to a news conference in Beijing on 20th July 2013, at the end of an official diplomatic visit to China, Mr. Tajani noted that: “We see that the main problem in visa applications for Chinese travellers, is that it is very time-consuming.”

While details of the potential new visa system have not yet been provided, Mr. Tajani indicated that changes to policy could be made as early in November this year. He also suggested a special visa project, to coincide with the 2015 Expo in Milan.

TAO European Incoming hopes that Mr. Tajani’s ideas are put into action as soon as possible! We’ll keep you informed...

**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 18 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](http://www.tao-incoming.com)**

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