

TAO 欧洲之路。 *European Incoming.*

Newsletter May 2014

NEWS FROM EUROPE

Dear Friends and Partners of TAO European Incoming,

Welcome to the July edition of the TAO European Incoming newsletter. This month's edition is packed with information and ideas that we hope will bring a smile to your face. From the delights of Rome and Greece, we take you go cart racing, showcase a wonderful winter location and share the latest news from EXPO 2015. As always, if there is anything in our newsletter you would like to know more about, please do not hesitate to contact us. We look forward to hearing from you!

News from TAO:

A Hero's Welcome in Rome for Lenovo.



This month brought a new highlight for TAO, in the form of an exquisite VIP event for Lenovo in Rome. On 21st July, TAO managed Lenovo's "President's Club Hero Party" at the Villa Miani, the Italian capital's most exclusive location, where 140 top Sales Managers from across Asia were rewarded for their outstanding achievements. The event took the form of an extravagant gala, accompanied by a

varied programme of events, entertainment and cuisine. The perfect summer weather and a breathtaking view of Rome ensured that guests, hosts alike enjoyed a unique evening that they will never forget.

The TAO Network: Our Expert in Greece



In each newsletter, TAO introduces you to a member of our partner network. This month we meet Maria Kyrliidou, TAO's partner in Greece. The destination offers an attractive blend of excellent value for money, combined with ancient culture and excellent links to China. We asked Maria what Chinese MICE travelers should know about her country.

- What makes Greece a good MICE destination for Chinese clients?
- Greece fascinates everyone who visits us. We have a huge variety of convention facilities, combined with great weather, amazing land and seascapes, one of the world's most ancient cultures and fantastic leisure opportunities. We can offer everything from a peaceful private island, surrounded by blue ocean, to the flair and bustle of an international city.
- What are the essential Greece experiences for MICE guests from China?
- We like to allow our guests a look at the real Greece, and that normally includes experiencing the sea and Greece's spectacular coastlines. Why not hold your event or meeting on a sailing yacht, calling from one island to the next? Or bring your team together on a car-free island, sharing ideas in an inspiring, natural location, with space, fresh sea-air and the warming Greek sunshine?
- Which are some of your most memorable recent projects?
- We've recently had a number of major projects which highlight our destination beautifully. One example was a large congress in Athens which included private sightseeing for VIPs, as well as a party evening at the New Acropolis Museum. We've also organized some wonderful incentives,

including an “all-in-white” beach party in Mykonos and sailing in Santorini, with an on-board barbecue evening. Each project is special in its own way.

- Why are you part of the TAO network?
- We believe in the importance and potential of the Chinese MICE market, and we appreciate the work that TAO does in this regard. With 16 years of international MICE experience, we feel that TAO is the right partner for us to bring our services and products to the Chinese market with.

Activities & Locations:

Ready, Steady, Go Kart!



Are you looking for an exciting, unusual team-building activity, bringing together action, team-spirit and fun? Then it's time to try the “Soap Box Grand Prix Race”! In summer, children across Europe spend their school holidays building “soap box carts” out of wood, wheels, nuts and bolts, to see which car is the coolest and fastest. TAO offers MICE groups a grown-up version of this adventure, where teams construct their own cart from equipment provided (axles, brakes, steering mechanism, chassis and all the necessary tools), decorating their vehicle in company colours, before racing downhill to see who is the Soap Box king! The event can be a full or half day activity, and is available for groups of 30 guests or more.

Hofbräu Winteralm – A Winter Wonderland



Bavaria in winter is a special place for many Chinese visitors; blue, clear skies, crisp snow, clear air and hearty Bavarian hospitality create a captivating blend. Now Munich offers a new location to make a winter event even more attractive.

Situated at the famous "Hofbräu" brewery's beer-garden, the new "Hofbräu Winteralm" is a charming event space for up to 80 people. Created in the form of a traditional Alpine hut, the warm, wooden interiors generate the ideal atmosphere to enjoy an evening of good company, conversation, Bavarian beer and delicious cuisine. Ideal for incentive or team-building events, the "Winteralm" offers a taste of rustic, real Alpine flair in the heart of the Bavarian capital.

MICE & Travel News:



Construction of the Czech Pavilion begins at EXPO 2015

July has seen the start of another pavilion at EXPO 2015, with the Czech Republic beginning construction of its EXPO pavilion. The creation of the 550m² space will be an international project, with constructors in Milan assembling the

pavilion's modules, as they arrive pre-constructed from the Czech Republic.

The pavilion's main theme will be water. "Ours will be the only pavilion at Expo 2015 to be surrounded on two sides by the canal which flows into the Expo site, as well as hosting a large pool", said the Commissioner General of the Czech Representation, Jiří Frantisek Potužník. "This setting will allow us to introduce the world to some of our best innovations, including nanotechnology in water purification, in line with the theme of Expo Milano 2015 *'Feeding the Planet, Energy for Life'*."

TAO will offer special access and VIP services at the Czech and other pavilions, as well as exclusive access to event locations at EXPO, and comprehensive travel packages in varying price categories. Please contact us for more details.

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**

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