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# TAO 欧洲之路。 *European Incoming.*

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**Newsletter August 2017**

## **NEWS FROM EUROPE**

Dear Friends and Partners of TAO European Incoming,

Welcome to the August edition of the TAO Newsletter. This month we report on one of TAO's most prestigious projects to date, introduce you to one of Rome's most exquisite locations and also offer some tips on forthcoming events in Europe.

If there is any aspect of our newsletter you would like more information on, or if you'd just like to share some feedback, please send us a mail to: [contact@tao-incoming.com](mailto:contact@tao-incoming.com).

## **News from TAO:**



### **TAO completes prestigious semi-annual conference project for HNA Group**

This July, TAO had the honour to once again work with China's HNA Group on a major European MICE project

### **TAO supports Lenovo at Gamescom**



In conjunction with the Singapore-based agency, TravelGolf, TAO recently managed and hosted a 13-guest media delegation on behalf of the Chinese PC and smartphone manufacturer, Lenovo. The delegation of Asian journalists was invited to Cologne, Germany by Lenovo, to attend Gamescom, Europe's leading digital gaming trade fair and exhibition, which took place from 20th to 24th August.

TAO ensured that the delegation enjoyed and made the most of their time in Cologne, by providing hospitality services, transfers and logistics services as well as hotel accommodation and restaurant bookings. As a special touch, TAO also organized welcome kits for Lenovo's media guests, which included souvenirs and specialities from the city of Cologne.

### **Activities & Locations:**



### **Hotel Eden: A Roman Legend...**

This summer saw the re-opening of one of Rome's most famous luxury hotels, Hotel Eden, located in the upmarket Ludovisi district of the "Eternal City". After a major, 17-month renovation, the property now sets a new standard for luxury in the city, and provides an opulent setting for any corporate travel or event.

While the public spaces have been conceived to impress and entertain, with lots of marble and gold, the hotel's guest rooms are models of understated elegance, with neutral colours and fine details, including Murano glass lamps and original watercolour artworks. During the renovation, the number of guest rooms and

suites was reduced from 121 to 98, to allow for larger spaces, and the overall effect is one of a sophisticated private house. Floor to ceiling windows fill the rooms with natural light.

Hotel Eden offers three meeting/presentation rooms as well as various banqueting options. The “Sala Borghese” is perfect for larger board or management meetings, presentations with up to 90 participants, or a cocktail reception for around 100.

For further ideas on unusual and exclusive locations across Europe, please contact your TAO team!

### **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.



#### **Café Budapest Contemporary Arts Festival, Hungary – 6<sup>th</sup> to 22<sup>nd</sup> October, 2017**

From classical music to theatre premieres, from pop and jazz to dance and visual art, this festival in the Hungarian capital highlights contemporary art in all its forms. During the seventeen days of the festival, which is realized in cooperation with the Budapest Festival and Tourism Centre, and the Hungarian Tourism Agency, locations throughout the city come alive with performances and exhibitions of all kinds. Besides the work of the influential Hungarian composer, Béla Bartók, this year's festival will also showcase Jewish art and artists.

#### **Salon Du Chocolat, Paris, France – 28<sup>th</sup> October to 1<sup>st</sup> November, 2017**

This event is a must for all fans of chocolate and cocoa, in all its wonderful variations! More than 500 participants from 60 countries, including 200 well-known chefs, will celebrate the delights of chocolate at the world's largest showcase of the product. Over 20,000m<sup>2</sup> of exhibition space, producers, chocolatiers, experts and chocolate lovers from five continents will celebrate their

favourite food. Highlights include a B2B village, chocolate sculpture, live workshops, demonstrations and tastings, and even a chocolate fashion show!

**Christmas Markets, Olomouc, Czech Republic – 18<sup>th</sup> November to 23<sup>rd</sup> December, 2017**

Everyone in travel knows about the fantastic Christmas markets that kick off at the end of November in Germany. But what about in the Czech Republic? In the beautiful, ancient city of Olomouc, in the Czech Republic's Moravia region and just two hours by train from Prague, the annual Christmas market invites locals and visitors to enjoy the atmosphere of the season. Set in the UNESCO-protected old quarter of the city, the market offers hundreds of stalls selling gifts and regional produce, as well as a programme of music, artistic performances and traditional folklore. Visitors shouldn't leave without trying one of the hot punch drinks that the market is renowned for, often flavoured (and given a kick) with rum, cherry brandy or orange liqueur.

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

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TAO European Incoming GmbH  
Meyerbeerstr. 12  
81247 Munich  
Germany

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