



Tao
European Incoming.





Introduction



TAO Products

Case Studies

TAO



TAO Honors

Our Services



Event Health & Safety

Not local...
BUT EUROPEAN!
Not German...

The logo for TAO, featuring the letters 'TAO' in a bold, sans-serif font. The 'T' and 'A' are black, while the 'O' is white and set within a white circle. The background of the entire slide is a photograph of a large, elegantly decorated event space with round tables covered in white cloths and blue chairs, set for a formal dinner. The room has a blue and white color scheme, with a large screen in the background displaying the text '苏黎世之夜 - Zürich Nacht'.

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Chinese minded, European thinking

We connect the two worlds for you

Tao

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A for Attitude: It is only with the right attitude that we can expect to do business in China. We are open, are ready to learn and accept the rules of our business partners.

B for Be Aware of Cultural Differences: We are aware that we are doing business within a different cultural framework to our own, and that the language-barrier is really just the smallest of many potential hurdles.

C for Commitment: Trying to do “a little bit of business in China” does not work. We have decided to concentrate absolutely and solely on the expectations and demands of our Chinese event clients

Tao

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TAO

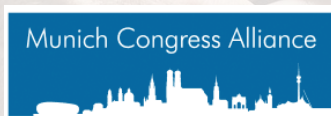
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Huawei global MWC
press conference

Launching Event
in Barcelona,
1 400 pax





INTER SWM 斯威汽车
国际米兰官方合作伙伴

行动, 就好!
Start, Win More!

Go one

SWM斯威汽车GO1意大利全球首发仪式
THE WORLD DEBUT OF SWM G01 IN ITALY

Launching Event
in Milan,
120 pax

SWM



honor
FOR THE BRAVE

WINNER.WINNER

WINNER
BATTLEGRANDS
MOBILE

honor
FOR THE BRAVE

Gamescom
Exhibition,
in Cologne

honor
FOR THE BRAVE





Tencent 腾讯

*Expert Meeting &
Youth Dialogue
in Paris,
40 pax*



2014 BMW 3行动终极欧洲之旅。
2014 BMW Mission 3 International Tour.

BMW 3 Series
Mission 3 Tour



Sheer
Driving Pleasure



Gala Dinner
in Munich,
80 pax





Joymain Sci &
Tech China

Incentive Events
Farewell Gala
in Munich,
450 pax



中脉科技

*Incentive,
Farewell Gala
in Munich,
2700 pax*



JEUNESSE®



*Incentive,
Grand Gala
in Lucern and Zurich,
12.000 pax*



LENOVORY MOMENT

President's Club of Lenovo China & APEM

ITALY 2014



Incentive - Gala
in Rome,
140 pax

Lenovo™

极致·荣耀

FY15美敦力总裁俱乐部

*President's Club
Award Gala
in Norway,
150 pax*



Medtronic



The HNA logo is displayed in a white circle. It consists of the letters 'HNA' in a bold, red, sans-serif font, with a yellow swoosh underline that starts under the 'A' and extends to the right.

*Semi-annual
conference Farewell
Gala
in London,
570 pax*





InvestHK
The Government of the Hong Kong
Special Administrative Region

Guest acquisition Gala In Berlin, 250 pax



5. November 2014 Berlin, Deutschland



香港特別行政區政府駐柏林經濟辦事處

HK ETO Berlin

Hong Kong Economic and Trade Office



BMW
Unterstützung
Wirtschaftliche Struktur
Wirtschaftswachstum



CWHR
Wirtschaftliche Struktur
Wirtschaftswachstum



DCW
BRITISH CHINA
ECONOMIC COOPERATION
WIRTSCHAFTS ZUSAMMENARBEITUNG

China lockt Berliner Unternehmer

Regierungsvertreter werben um weitere Investitionen aus Deutschland

■ VON VIKTORIA SOJMS

BERLIN – China und Deutschland haben schon seit Jahrzehnten enge Handelsbeziehungen. Nicht nur Konzerne, sondern auch viele Mittelständler haben dort Produktionsstätten und Niederlassungen aufgebaut. Berlin spielte dabei bislang noch keine große Rolle. Das ist auch den Wirtschaftsexperten in den Provinzregierungen Hongkongs, Guangdongs und Macaos aufgefallen. Und ganz offenbar sehen sie in der Berliner Wirtschaft großes Potenzial.

Im Hotel Hilton fand daher am Dienstag ein mehrestündiges Seminar statt, bei dem Berliner Unternehmer von den Investitionsmöglichkeiten in China überzeugt werden sollten. „Berlin hat großes Interesse an einer Zusammenarbeit“, sagte Rainer Seider von der Berliner Senatsverwaltung für Wirtschaft. In seiner Begrüßungsrede verwies er auf die bereits bestehenden Verbindungen zwischen beiden Ländern und ließ die Gäste aus China in der „am schnellsten wachsenden Region Deutschlands“ willkommen.

Tatsächlich legt derzeit kein anderes Bundesland mit so starken Wachstumsraten zu wie Berlin. Allein im ersten Halbjahr erhöhte sich das Bruttoinlandsprodukt (BIP) in Berlin gegenüber dem Vorjahreszeitraum um 0,5 Prozent. Vor allem Dienstleistungen, also Handel, Gastgewerbe und Unternehmensdienstleistungen, sorgten für dieses Plus. Dass Berlin hier von einem sehr niedrigen Niveau kommt, trägt rein rechnerisch zu der Spitzenposition bei. Zumal die Hauptstadt innerhalb Deutschlands auch noch immer die höchste Arbeitslosenrate hat.

Dennoch ist den Wirtschaftsexperten in China die Aufbruchstimmung in Berlin nicht entgangen. „Wir haben bereits gute und enge Wirtschaftsbeziehungen mit Bayern“, sagte Meng Fanzhuang, Gesandter Botschaftsrat. Die dort ansässigen Unternehmen nutzen schon länger die wirtschaftlichen Möglichkeiten der zweitgrößten Volkswirtschaft der Welt. „Die Gegend um das Perlfussdelta ist der Brückenkopf zum Rest Chinas“, so Fanzhuang. Dort hat sich unter anderem der Medizintechnikhersteller WOM aus

Berlin niedergelassen. Im Juli eröffnete das Unternehmen dort seine erste Tochtergesellschaft in Asien.

Die beiden Sonderverwaltungsregionen Hongkong und Macau sollen nach Plänen der chinesischen Regierung verkehrstechnisch noch enger zusammen wachsen. In Hongkong sitzen die wichtigsten Kapitalgeber für die Industrie im Lande. Über den Hafen Hongkongs werden Schätzungen zu Folge drei Viertel der in Perlfussdelta produzierten Güter verschifft. Die ehemalige portugiesische Kolonialstadt Macau erzielt viele Einnahmen aus dem Tourismus und den Glücksspielen. Neben den Casinos spielt vor allem die Textilindustrie eine wichtige Rolle.

Fast man das Perlfussdelta etwas weiter, gehört auch Guangdong dazu. Wanderarbeiter aus dem Landesinneren machen Guangdong stärksten Exportregion Chinas. Viele Waren könnten sie in ihrem eigenen Land gar nicht erwerben, da sie nur für den Absatz im Ausland bestimmt sind. Dazu zählen Güter für die Unterhaltungselektronik, Textilien und Kunststoffwaren.

Alibaba Cloud | TIANCHI

Alibaba Cloud German AI Challenge

MACHINE LEARNING FOR EARTH OBSERVATION



VORTEX



Alibaba Cloud

*Tianchi Contest
in Munich
100pax*



CEIBS 3rd. European
Forum
in London, Paris,
Munich and Warsaw
350 pax





*Fans Club
in Prague
50 pax*

honor
FOR THE BRAVE



Media Event
in Schwalbach,
30 pax





乐游欧洲Go



扫码

支持微信跨境
人民币支付

乐游欧洲Go小程序

扫描二维码或者微信搜索“乐游欧洲Go”小程序，体验不一样的吃喝玩乐

20th Anniversary of the City Partnership
柏林与北京缔结友好城市关系20周年

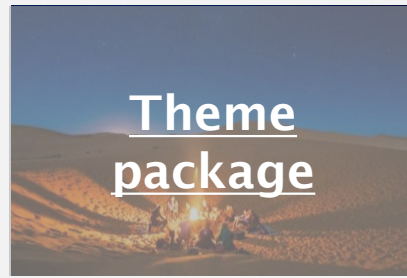
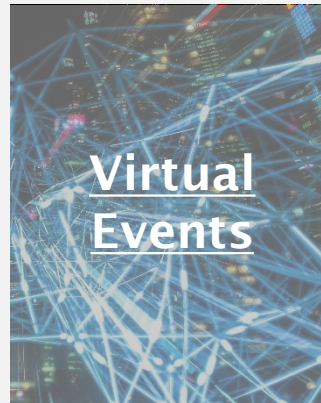
Case Studies

Beijing / Berlin

20 year anniversary
Embassy reception
&
exhibition



TaO Products



China Welcome Workshop



Workshop Topics:

- Table Manner
- Superstition
- Communication
- Booking Procedure
- Complaint Management
- Digital World in China



In the **workshop “China Welcome”** we will introduce our experiences and insights and prepare you for dealing with Chinese Hotel- and Event-Customers.

Business Visit



TAO is able to organize different forms of business visit with leading European companies for you, such as seminar, training, guided Tour, factory visit etc.

Through dialogue with leading companies you will get the newest insights in your industry!

Football Hospitality

What can **TAO** do for you?

TAO 欧洲之路。
European Incoming.

Our portfolio of services includes:

- Ticketing for matches
- Ground handling and transfer logistics
- Hotel booking and liaison
- Sponsor and VIP management
- Organization of promotion tours
- Organization of gala events and receptions
- Organization of training and fitness facilities
- On-site support with mandarin speaking team
- Translation and language services
- Security



Virtual Events

A hand in a blue suit jacket is shown interacting with a glowing digital network of people icons on a screen. The network consists of numerous circular icons representing people, connected by lines, with a bright light emanating from the center. The background is a dark blue gradient with a subtle pattern of stars and dots.

BRINGING VIRTUAL TO LIFE

TAO offers new formats in new spaces.

Whether webinar, virtual workshop or exhibition, our experts create the right virtual concept for and with you, in a virtual space tailor-made for your event.

Theme package



Influencer Marketing

let your opinion lead the trend

INFLUENCER MARKETING WITH HIT
INDIVIDUAL AND INDUSTRY
LEADING PLAYER



Tao 欧洲之路。
European Incoming.

Tao

emergency management

injury or illness

demonstrations

outdoor pursuits

Health & Safety

static displays within buildings

manual handling

contractor management

unauthorised access

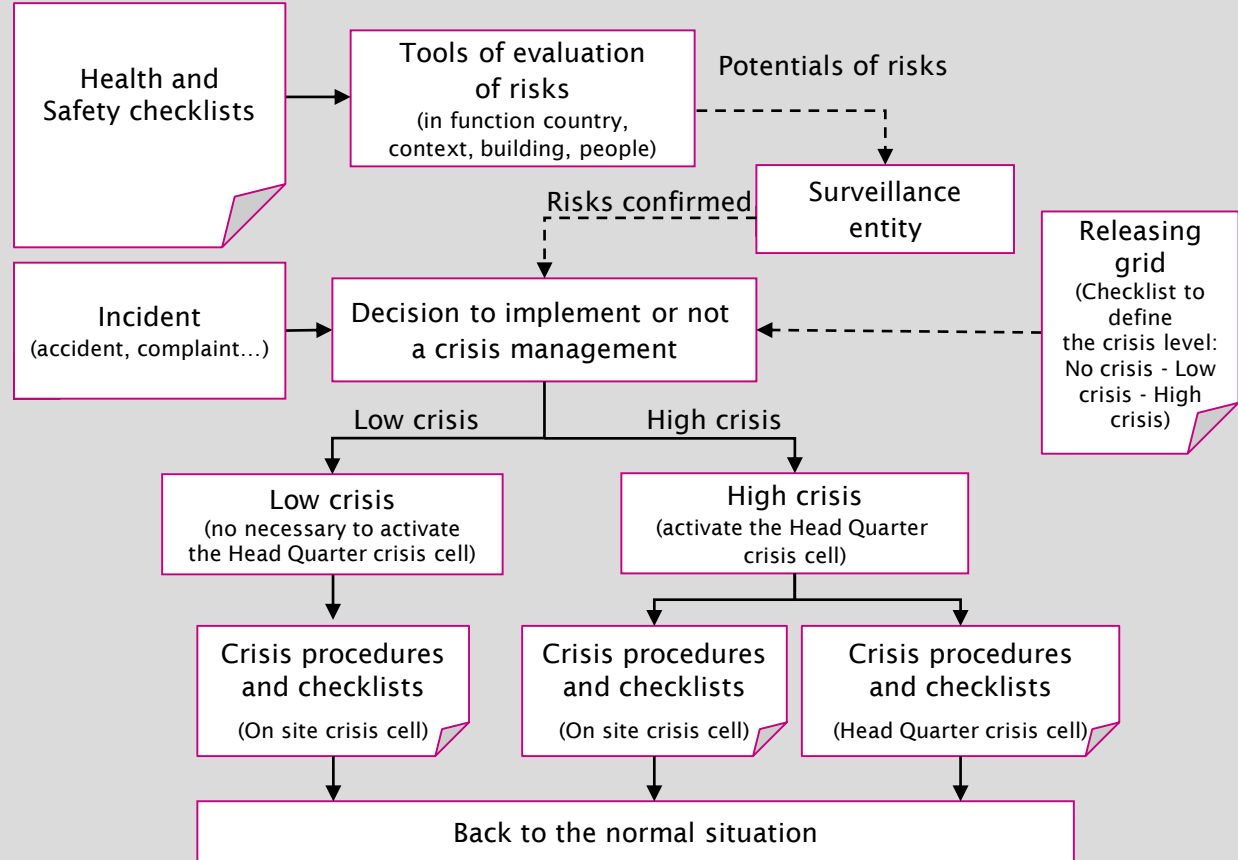
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Tao 's crisis procedures

Anticipation →

Surveillance →

Crisis cells → !



TaO is your event security support...

Liability Insurance 6 Mio Euro

M Mannheimer
Versicherungen

...it is not the incident that is provoking a crisis...

...but its consequences...





Event Planning



Entertainment



Event Technology



Man Power



Guest Management



Logistic Service



Incentive



Budget Control



On-Site Operation

OUR SER- VICES

What can TAO do for you.



A person is working at a desk with a laptop and tablet. They are writing in a notebook with a pencil. The scene is overlaid with a white diagonal shape on the right side, which contains text. There are also several purple diagonal bars at the bottom left.

EVENT PLANNING

managing chinese expectation with european standards

target analyze
creative themes
destination suggestion
unique location
side program
customer service
third party selection & evaluation

a wide range of artists all over europe

From exciting stunning show for your trade fair booth to classic string quartet for your white tie banquet - TAO provides not only the best live entertainment but also authentic cultural experience.

ENTERTAINMENT



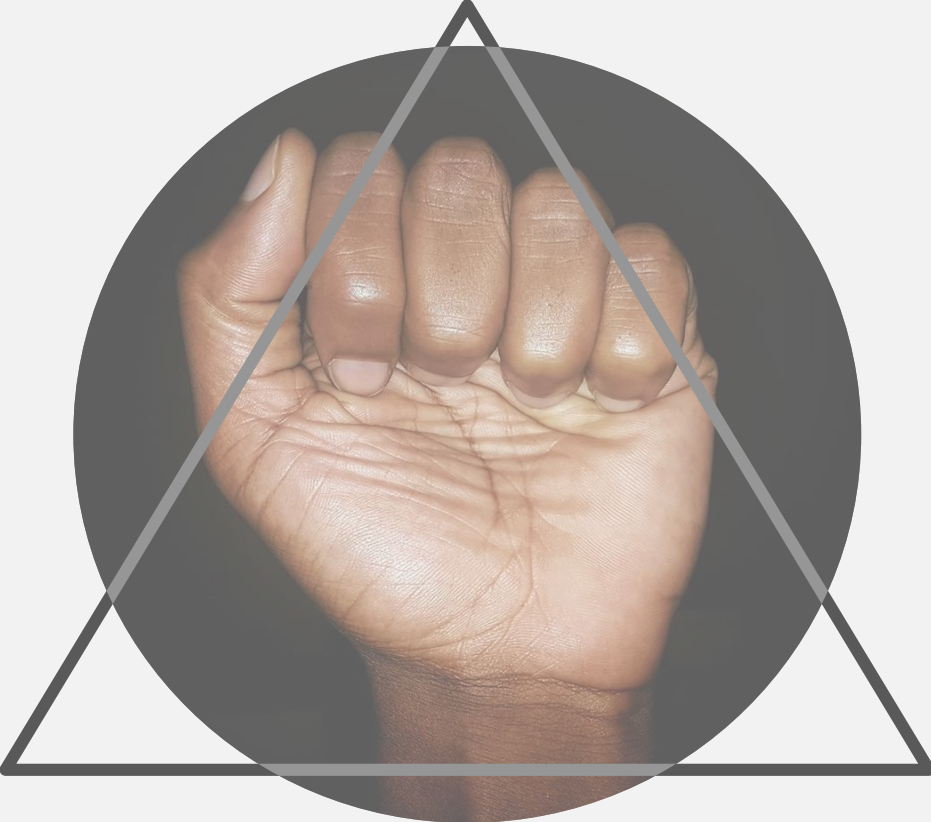


EVENT TECHNOLOGY

let the technology amazes you

Though technology is not the leading figure in your event, but it intensifies presenting your product, impressing your guests and making the experience unforgettable.

Team of professional event technician from TAO bring you the latest event technology in trends.

A central graphic featuring a close-up of a hand in a fist, with fingers curled and thumb tucked. The hand is set against a dark circular background. This circle is enclosed within a light gray triangle. Above the top vertex of the triangle is a dark red inverted triangle.

multi-language translator
simultaneous interpreter
photographer
videographer
drone pilot

model
hostess
Chinese speaking guide
Chinese speaking assistant
and more

MAN POWER

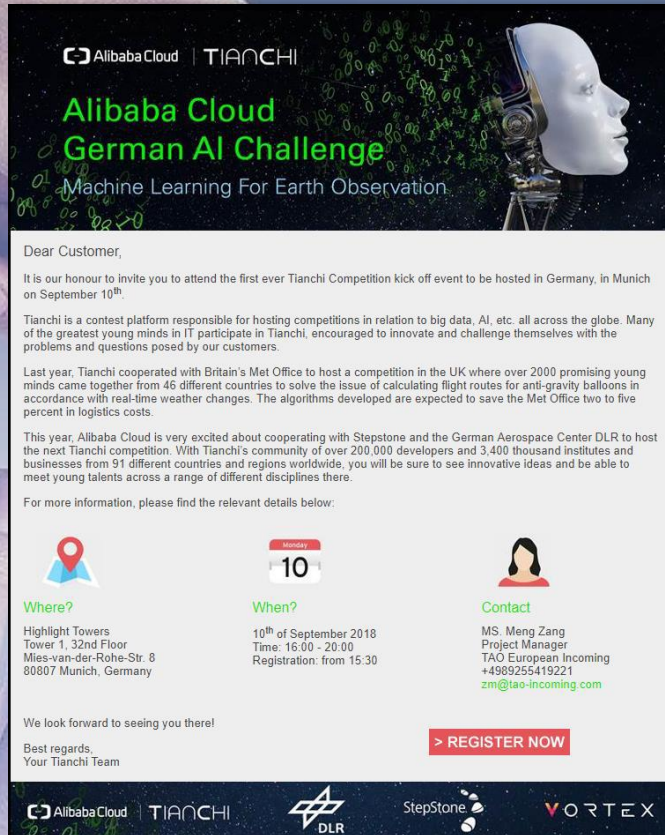


GUEST MANAGEMENT

no reason to treat all prospects and attendees the same

We customize content, planning, schedules, and even networking opportunities for each participant.
We do it with **aventri** at its best.

Your own registration tool



The image shows a registration tool interface for the Alibaba Cloud German AI Challenge. It features a header with the Alibaba Cloud and TIANCHI logos, a title 'Alibaba Cloud German AI Challenge' in green, and a subtitle 'Machine Learning For Earth Observation'. Below the header is a white box containing a message to the customer, details about the competition, and contact information. At the bottom, there are logos for Alibaba Cloud, TIANCHI, StepStone, and VORTEX.

Alibaba Cloud | TIANCHI

Alibaba Cloud German AI Challenge

Machine Learning For Earth Observation

Dear Customer,




It is our honour to invite you to attend the first ever Tianchi Competition kick off event to be hosted in Germany, in Munich on September 10th.

Tianchi is a contest platform responsible for hosting competitions in relation to big data, AI, etc. all across the globe. Many of the greatest young minds in IT participate in Tianchi, encouraged to innovate and challenge themselves with the problems and questions posed by our customers.

Last year, Tianchi cooperated with Britain's Met Office to host a competition in the UK where over 2000 promising young minds came together from 46 different countries to solve the issue of calculating flight routes for anti-gravity balloons in accordance with real-time weather changes. The algorithms developed are expected to save the Met Office two to five percent in logistics costs.

This year, Alibaba Cloud is very excited about cooperating with StepStone and the German Aerospace Center DLR to host the next Tianchi competition. With Tianchi's community of over 200,000 developers and 3,400 thousand institutes and businesses from 91 different countries and regions worldwide, you will be sure to see innovative ideas and be able to meet young talents across a range of different disciplines there.

For more information, please find the relevant details below:

 Where?	 When?	 Contact
Highlight Towers Tower 1, 32nd Floor Mies-van-der-Rohe-Str. 8 80807 Munich, Germany	10 th of September 2018 Time: 16:00 - 20:00 Registration: from 15:30	MS. Meng Zang Project Manager TAO European Incoming +4989255419221 zm@tao-incoming.com

We look forward to seeing you there!

Best regards,
Your Tianchi Team

[> REGISTER NOW](#)

Alibaba Cloud | TIANCHI | StepStone | VORTEX



European Data Protection Regulation



LOGISTIC SERVICE

people on the move

corporate flight
VIP private jet
group ticketing
helicopter
limousine service
coach transfer
staff van
and more



Tao
European Incoming.

