



Since its founding in 2012, TAO has developed into Europe's only event agency which is 100% specialized in serving Chinese customers, from the private and government sectors. TAO is a leading European-thinking and Chinese-minded event production agency, providing outstanding creative and logistic services for international MICE-projects including incentives, trade fairs, congresses, meetings, kick-off, merger and motivational events, corporate hospitality and company business visit. TAO's clients include major international players, such as HNA Group, Tencent, Lenovo, BMW China, Huawei, Invest Hong Kong or CITIC Bank.

As a senator member of BWA (Federal Association for Economic Development and Foreign Trade), TAO is actively cultivating its commercial and political contacts and has deep and close relations to Germany's leading industries.  
BWA: <http://www.bwa-deutschland.com/de/chinesisch-0>

## About our **Business Visit** Product:

1. TAO organized and arranged numerous business visits for our customers in different industry sectors. For example, we brought Chief level guests (CEO, COO, CFO, CMO etc.) to BMW, Audi, Allianz, Siemens, Bosch, SAP, Wolford, Dior, Boston Consultant Group, Roland Berger etc.

In order to be successful for both sides, these kinds of business visits have to provide an absolute added value for the visited companies, it means that they select very carefully with who they will meet and offer their time. Normally we are looking for relevant discussion topics in order to create a forum atmosphere combined with lunch or causal Get-together. A guided plant tour or office presentation rounds up these company visits. The group size should not exceed the number of maximum 20 people, otherwise we are talking more about organizing an event rather than a business visit, which is a totally different approach.

As there are plenty of requests for these business visits, the companies ask us to check and select the participants based on the following criteria:

- Related industries
- Position, function and level
- CVs
- Seniority
- References

Only if the participants quality fulfils the expectations, we will proceed the request.

2. TAO is asking an organization flat fee of 1,500 euro for communication and arrangements. Additional costs such as lunch or dinner, venue rental or external speakers etc. are not included.

For better understanding: the 1,500 euro is not the price to "buy" the meeting, but just for the logistically organization, all depends on the added value for the visited company and level of the participants, but not on TAO's capability.

3. From our experiences with Hasso Plattner Institute, which is the foundation from Mr. Hasso Plattner, Co-founder of SAP, we have to point out again that it is only the „Reason why“ and not the „price“ which leads to a successful visit. Hasso Plattner Institute: <https://hpi.de/cn/>

In general, every business visit is individualized without any standard schedules or activities. Based on topics, industries and business approaches, TAO is suggesting individual programs for business visits.

The content of the previous business visits could not be disclosed based on the confidential guarantee with the clients.

*Dear Friends and partner, we are more than happy to support you in organizing a business visit and finding the right companies for you, based on the previous explanation. Please feel free to contact us directly in order to clear up in case you might have further questions. And for more detailed cases of TAO company visit, please kindly contact your TAO team.*

*Looking forward to a successful event!*