

October 8, 2008

Dear Reader,

I am delighted to have another edition of my newsletter to share with you, along with an apology to those of you who thought we had dropped you off the list, because you haven't seen one for a while! Our work has expanded so significantly in the last months, with some major seeds we planted all sprouting at the same time, so I have had to make some of those tough decisions about where I put my own focus, and producing frequent newsletters like this just did not make the cut. So if you are getting this, don't worry - you have not missed any!

We received **great feedback** from many of our clients over the last months – just one example I would like to share with you:

"We have just recently hosted 70 supermarket store owners from Australia to two weeks in Vienna, Prague & Dubrovnik. With a packed itinerary and many fantastic gala functions, including meeting a prince, this incentive certainly would not have been the success it was without the outstanding dedication & effort of Birgit and her team on organising the smooth running of the entire programme. Nothing was ever too big or could not be solved. All with such professionalism, hands on & a great smile!

I can't thank you enough and it will most certainly be difficult to find another such dedicated DMC around the world.

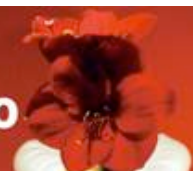
Thank you, thank you and thank you."

Shireen Kelman, Directions Sydney

More references from our clients on www.invent.at

Do you also want to suggest **Austria, the Czech Republic, Hungary, Germany, Slovenia, or Croatia** to your clients?

With the below information you will get a better idea of those countries. Here are interesting facts and news you may, or may not know:



Which movies to watch before you go: **Mission Impossible** (the first one) was shot in Prague, so was **Amadeus** (even though in the story it is supposed to be Vienna), **The Unbearable Lightness of Being** with Daniel Day-Lewis & Juliette Binoche shows Prague before the Velvet Revolution, **Kafka** with Jeremy Irons by Steven Soderbergh and **XXX** with Vin Diesel (This film is one of the few foreign movies in which Prague is really supposed to be Prague and not another European city. Many scenes were filmed at various locations around the city, such as the Old Town Square, Hradčanské náměstí, and Prague bridges), **Dungeons & Dragons** with Jeremy Irons, filmed entirely in the Czech Republic (Prague & Kutná Hora).

Good reading: Delve into the world of Kafka, through his most famous novels, **The Trial**, **Metamorphosis and Other Stories**, and **The Castle**. Derek Sayer's **Coasts of Bohemia** (Princeton University Press) is a comprehensive and engaging history of the Czechs and their country, while the fourth edition of the **Time Out Prague Guide** (Penguin) is the most authoritative of the many city guides. For an evocative snapshot of Prague life just moments before the Velvet Revolution, Bruce Chatwin's **Utz** (Vintage), about an obsessive collector of Meissen porcelain, is to be recommended.

> **What to read and watch before you visit Prague**



Major coup for the conference destination Vienna — **the world's largest HIV/AIDS conference will be taking place in Vienna in 2010**. Up to 30,000 delegates are expected to attend the event, generating some 100,000 overnights for the city. AIDS 2010 will be organized by the IAS, the world's leading independent association of HIV experts with the support of the Austrian government, domestic and international business and community partners and the United Nations.

The Vienna Convention Bureau was able to convince the IAS of the merits of Vienna as a destination for the conference. The main factors behind the decision to host the event in Vienna included the **excellent infrastructure**, Vienna's decent treatment of people suffering from AIDS and HIV (particularly the lack of restrictions on their freedom of movement) and **the city's strategic Eastern European focus**.

Vienna's dedication to the cause and its open approach to AIDS were once again in evidence for the world to see at this year's **Life Ball at Vienna Town Hall** – the biggest and most colourful charity event to prevent HIV.

> **World Aids Conference coming to Vienna in 2010**



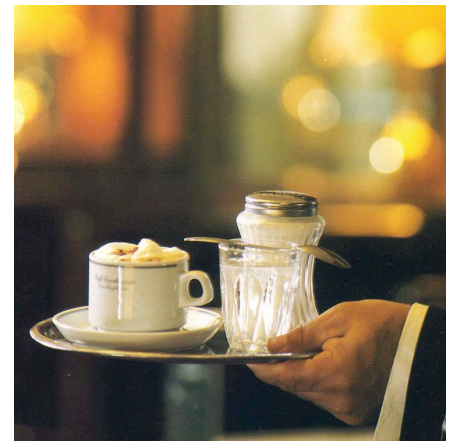
“Once all coffee houses are closed, the end of the world is near”.

In Austria cafés have always been much like a living room for artists - such as the afore cited Friedrich Torberg - and are an integral part of Austrian culture. Austria and cafés belong together like whistle and referee.

Be forewarned when visiting a traditional Viennese café: what seems like a grumpy waiter really is the „haute école“ of serving. „The customer might know best, but I,m the boss“, the legendary head waiter Robert at Café Landtmann once said. For many the „Roberts of the coffee houses constitute Vienna,s charm, for others it,is the unique contrasts between old traditions and a modern world which blend to create Vienna,s special atmosphere. Vienna,s most famous café, **Café Hawelka**, is one of the last ones that still serves as popular hangout for intellectuals and artists. In its heydays the Hawelka has seen Oskar Werner, H.C. Artmann and Helmut Qualtinger to name but a few. Besides the personal and intimate atmosphere the café is legendary for its mouth-watering pastries baked by Mrs. Hawelka herself.

One of Vienna,s great coffeehouses, **Café Landtmann**, dates to the 1880s. The café, which is popular with locals and guests alike, has always drawn VIPs to this corner of the world: stars like Marlene Dietrich, Romy Schneider, Hillary Clinton and Sir Paul McCartney popped by to sip coffee. At present **Café Kunsthalle** on Karlsplatz is one of Vienna,s most modern and hippest hangouts. In the summer Kunsthalle boasts a large beergarden where DJs spin the best new albums and clubbers can dance the night away.

> Best spots for coffee & cake in Vienna



In our time, to associate women with one thing and men with the other is not entirely a politically correct approach. Yet somehow, when the topic of cars comes up, most men immediately resume focus – no matter what they are doing – which inevitably contributes to the old cliché.

Car devotees consider Germany their fantasyland.

Undoubtedly, the local century-long impressively deep tradition of the automobile industry is overwhelming. Numerous major car producers and manufacturers have their seat in Germany and proudly present their experience and art in numerous museums. The recently re-opened BMW Museum in Munich is one of its kind. This **spectacular temple of car design** takes one's breath away almost immediately. The new installation project is called the Kinetic Structure and comprises moving silver spheres that in fact as a whole resemble a car moving.

The BMW Museum was opened in 1973 and monitors the entire history of BMW production. The recently reopened museum has a different structure now and the **most famous inventions and models** are on display. The Visions area reveals the future outlooks of BMW. The company intends to focus on the use of sustainable resources and preventing the production of polluting emissions. The **technology and its evolving history**, the mastery of BMW engineering or the company image are in the spotlight in the museum. The BMW Art Car Collection is the greatest reward for any enthusiast. Currently, there are **16 'masterpieces' on display** yet in the future their numbers are expected to grow.

> **BMW Museum in Munich – the Automobile Dream Come True**



I am looking forward to receiving your feedback and your requests in the near future.

Kind regards,
Birgit Kraus

