

April 23, 2009

Dear Reader,

I am delighted to have another edition of my newsletter to share with you.

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

"Thank you for your latest newsletter, it always has a friendly note to your updates and gives clear and precise details - you almost feel as though you are in some of the destinations you write about, oh! what a treat to have the special Sacher-Torte recipe ... mmm yummmie! thank you."

Virginia Percival, Director, The Conference Event & Function Specialists

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 facts and news you may, or may not know:

> with China Airlines from Vienna to Sydney

China Airlines has launched the **first-ever non-stop service between Taipei and Central Europe**, with the inauguration of its new Vienna-Taipei direct passenger service on May 4.

"The inauguration of our Taipei-Vienna direct service marks a milestone, and provides better service to passengers travelling between Austria and Taiwan," said Chairman Chiang.

And from summer 2009 on China Airlines will also offer **the fastest direct connection between Australia and Vienna**. Because with the new morning connection between Taipei and Sydney there will be only a stopover of 2 hours in Taipei travelling from Vienna to Sydney.

China Airlines currently operate a modern fleet of 63 aircraft with an average age lower than 6 years and flies to 47 destinations in 21 nations. Its fleet is one of the youngest in the world.



> **MUST DOs in
 Germany's
 capital Berlin –
 part 2**

part 2 - Go shopping

In London, you'd visit Harrods, in Paris you'd hotfoot it to Fauchon or the Grande Epicerie at Bon Marche, but in Berlin you head for the **food hall at KaDeWe**, a department store that is celebrating its 100th anniversary. An American jet fighter crashed through the atrium during World War II, but the building was rebuilt. Up to 100,000 customers a day visit KaDeWe, including the likes of German Chancellor Angela Merkel.

It's hard to believe there are this many sausages in the whole world, let alone under one roof. From mustards to mettwurst, potatoes to caviar, if it is a gourmet product you'll find it here. **KaDeWe is the largest department store on the European mainland** but there are plenty of other places to spend your dollars, largely on the Kurfurstendamm, Friedrichstrasse and Potsdamer Platz.

For arts and crafts there's a small arts and crafts market opposite Museum Island and there are **more than 30 flea markets** each weekend; locals recommend the one next to the Bode Museum.



> **Vienna:
 Celebrate at
 the Life Ball
 2009**

The Vienna Life Ball – Europe's most extravagant **AIDS charity event** – will present spectacular outfits, an extra-classy fashion show and cool beats **on May 16**.

At this extraordinary event, world stars such as Sharon Stone, Sir Elton John, Catherine Deneuve, Liza Minnelli, Heidi Klum and Naomi Campbell are meeting for a rendezvous.

This year the vibrant, glamorous, erotic and infinitely creative party is celebrated with the motto of "The element of water", transforming the historical atmosphere of the Vienna City Hall into a fabulous dance palace.

The event's opening ceremony and highlight consist of the opulent **fashion show at the Vienna City Hall Square**. A gigantic runway will be erected here and around 40,000 visitors will be able to enjoy the Life Ball fashion show free of charge. World-famous celebrities from the designer world such as Donatella Versace, Jean Paul Gaultier, Vivienne Westwood, Roberto Cavalli and, last year, Joseph Corrés for Agent Provocateur have so far been in charge of the creations.



> **Budapest:
Ben Hur live**

BEN HUR - the name evokes powerful images and deep emotions. The memory of Charlton Heston and the legendary chariot-race is instantly brought back to life; the galleys, the naval battle, the dispute between Jews and Christians, but also the unforgettable love story.

Exactly 50 years after the film was awarded 11 Oscars, the timing is perfect to present the story of Judah Ben Hur again. And this time, to a live audience. The monumental **BEN HUR LIVE**© show will stand out with its 21st Century technical attributes. The 360° design offers the spectator an exceptional proximity to the events in the centre of the 2500sqm arena. Grand special effects together with **400 actors and 100 animals** will captivate the audience. Whether it is the busy Arabic bazaar, the massive naval battle with 3 galleys and 9 pirate ships or the spectacular chariot-race with 5 quadrigas - the audience will inevitably be fascinated.

The Budapest show will take place at the László Papp Sports Arena, on 11-12 December 2009.

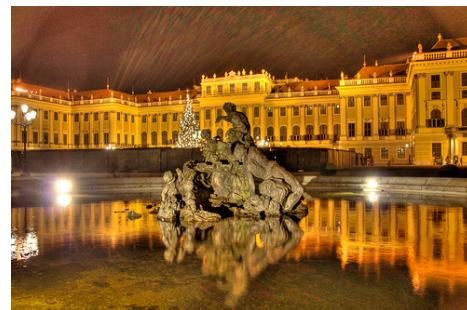


> **Vienna:
Classical music
under the
starry sky**

June 4: "Sommernachtskonzert Schönbrunn" of the Vienna Philharmonic On Thursday, June 4, 2009 Vienna will be all about music – the Vienna Philharmonic will be serving up the very best in classical music when they perform against the stunning backdrop of Schönbrunn Palace – and entry is free of charge.

The conductor for the evening will be **Daniel Barenboim**, who also wielded the baton at the New Year's Concert of the Vienna Philharmonic this year.

Part of the program are Wolfgang Amadeus **Mozart's serenade "Eine kleine Nachtmusik"** ("A Little Night Music"), Manuel de Falla's "Nights in the Gardens of Spain" and Modest Mussorgsky's "A Night on Bald Mountain". Of course music by **Johann Strauss II** must not miss: Listen to his **waltzes** "A Thousand and One Nights" and "Wiener Blut" ("Vienna Blood"). The **Vienna Philharmonic Orchestra** is rightly considered to be one of Austria's most valuable artistic exports. There may be no better location than the grounds of the **baroque Schönbrunn Palace**, a **UNESCO world cultural heritage site**. The atmosphere at the Sommernachtskonzert is a truly unforgettable experience.



I hope you enjoyed the above information.
Until next time!

Kind regards,

Birgit Kraus