

Good day,

November 11, 2009

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:

"I would like to thank you for the great help your company provided Novo Nordisk during EASD 2009. Your proactive contact, no-nonsense approach, and 100% hands on support really made this EASD a simple, but highly effective congress. The support you provided not only for Novo Nordisk headquarters, but also for some of our affiliates was outstanding. Everything you laid your hands on worked exceptionally well, and I had no worries about these items. The staff gave a 5 out of 5, for venue, ambience, food and transportation. Thank you very much indeed for your support. Should we come back to Vienna, I would not hesitate in using your services, and I have similarly passed on your contact details to other parts of my organization who may have smaller visits in your fair city.

Duncan C. Simmonds, MBE
Global Project Manager, Global Event Marketing, Novo Nordisk A/S
... 3000 pax in Vienna - October 2009

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:

> Christmas in the Czech Republic is a pleasure for all the senses.

In the streets, you will **smell roasted chestnuts** and sweets and be able to warm your hands with a glass of hot punch. Christmas in the Czech Republic is one of the most beautiful times of the year, and people savour it with all their senses.

Prague's Christmas markets are among the most beautiful in Europe. Traditionally, they take place on **Old Town and Wenceslaus squares**. You can find such Christmas goods as **Christmas decorations, figures made of dry maize husks, straw trinkets**, lovely **icing-coated gingerbread**, candlesticks, mistletoe and Advent wreath. After shopping, a visit to some of the refreshment stands is a certain treat for anyone. You can warm yourself with corn on the cob, **grilled sausages** and other delicacies. Under the brightly lit tree on Old Town Square, you will see the nativity scene and on the stage **choirs and dance ensembles** from all corners of the Czech Republic will appear.



> **Swarovski
 Megastore in
 Vienna**

A new shopping highlight is set to give Vienna additional sparkle from December 2009 – Swarovski is opening a new crystal-themed store.

Tyrolean crystal maker Swarovski will be presenting its broad product range including jewellery, fashion, accessories, designer goods, optics and world-famous figurines on a total of **1,200 square meters of sales space spanning three floors**. Visitors to Swarovski Vienna can look forward to interventions by artists and designers, as well as a **Crystallized TM Store**, as previously seen in London, New York, Shanghai and the Swarovski Kristallwelten in Wattens, Tyrol. Lovers of handicrafts will enter a **veritable paradise adorned with crystal elements** in every conceivable colour and shape. It is a place brimming with beads and gems ready to be crafted into a unique piece of jewellery. Experts are at hand to give tips on jewellery design techniques at a series of **creative workshops**.

There is much more to the new Swarovski store at Kärntner Strasse 24 than an impressive interior. The facade is equally spectacular - LED crystal light modules are a real eye-catcher among the shop fronts that line one of the best known shopping streets in Vienna. Art installations are presented in glass cubes that protrude far into the street. Tyrolean architects Hanno Schlögl and Daniel Süß dreamt up the architectural concept. The artistic design comes from the hand of **André Heller** the creative force behind the Kristallwelten in Wattens. Swarovski is the **world's leading manufacturer of precision, polished crystals**. Its products are used in the worlds of fashion and jewellery, lighting, architecture and interior design.



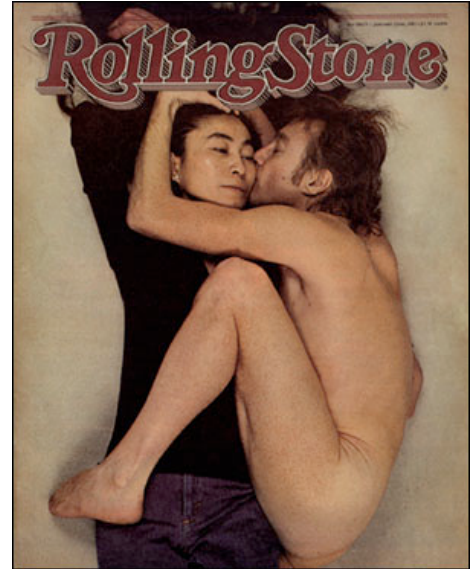
> **'Spot on Wien' in
 Tokyo**

For 5 days end of October **"SPOT ON WIEN – Flashing Austrian Design and Music"** was under Tokyo's spotlights as the **biggest contemporary contribution to the Austria-Japan-Year 2009**, established on the occasion of 140 years of diplomatic relations between both countries. As **this year's only guest country and official partner of 100% Design Tokyo**, Vienna and Austria presented a 'spot-on' selection of the today's domestic creativity, including **product and furniture design, fashion, electronic music and dance performances**. "SPOT ON WIEN – Flashing Austrian Design and Music" was developed and **Tokyo's design-savvy audience** had the opportunity to delve into Vienna's and Austria's creative output on SPOT ON WIEN's main stage located and featuring experimental work next to classics by companies steeped in tradition like **Wittmann, Augarten and Lobmeyr**.



> **Annie Leibovitz –
 A Photographer’s
 Life – in Vienna**

Annie Leibovitz is one of the **best-known and best-paid photographers** in the world. The Kunst Haus Wien presents a cross-section of the artist’s creative work **from 1990 to 2005** with the exhibition "A Photographer's Life". The former head photographer of the magazines "**Rolling Stone**" and "Vanity Fair" was born Anna-Lou Leibovitz in Connecticut in 1949 and became famous above all for **her portraits of US celebrities**. Her shots of Bette Midler, the Rolling Stones and Whoopi Goldberg were seen around the world. Leibovitz became famous for her photographs of John Lennon and Yoko Ono, which were taken just hours before Lennon was murdered. It comes as no surprise to learn, therefore, that **the show at the Kunst Haus** includes photographs of Bill Clinton in the Oval Office, George W. Bush and his staff, Nelson Mandela in Soweto, a heavily pregnant Demi Moore and Jack Nicholson on Mulholland Drive. Unusual are the **many private, even occasionally intimate photographs from the everyday family life of the photographer**. These include family parties, trips to the beach, moving images of the death of her father and shots of the birth of her three daughters, plus pictures of journeys to Sarajevo, Venice, Berlin, Kyoto and Cairo.



> **Trabant Tour
 in Berlin**

Those seeking to **explore the wondrous city Berlin from a different perspective** should try a Trabant Tour. Berlin has many charms. Its memory is very long and complicated and especially this year means a lot for its history. It is only a few days since many statesmen and politicians commemorated the **fall of the Berlin Wall**. Its cultural potential is undisputed and **local majestic buildings and architectural gems are overpowering**. It is a proper metropolis with pulsating nightlife and countless galleries. Those who wish to **truly re-live the past and explore the area formerly known as Eastern Berlin** will love the Trabant. During the Soviet era, Trabant, or Trabbi, used to be the car that many were willing to wait for years to get. There are not many surviving examples of Trabants that are still working properly. They are not comfy, they are not fancy, but **they are real – and are a very truthful reminder of the past times**. An authentic tour de Berlin in a Trabbi is an unforgettable experience – especially as we will provide a local guide who is chatty and knows his history.



I hope you enjoyed the above information.
 Until next time!
 Kind regards,
 Birgit Kraus