

## PRESS RELEASE

# “Greek Panorama” presents Greece in America!

## Greek tourism in the “heart” of New York!

**Athens, February 17 2017.** The lights of Greek tourism, culture and gastronomy will flash in the “heart” of Manhattan, in New York, USA in May for the highly anticipated first exhibition “**Greek Panorama**”!

The **first “Greek Panorama” exhibition focused on Tourism, Culture and Gastronomy exclusively for Greece** is organized by **Hellas North American Events Inc.** in collaboration with the company **North Events** and will be held in the iconic **Grand Central Terminal Station**, which is one of the most important historic buildings of Manhattan, in the city center, on **11-13 May 2017**.

It is the **first time** that such a dynamic and integrated organized promotion and advertisement action for Greece takes place in this area; at a spot where **over 750,000 daily** residents, workers and foreign visitors of New York pass through!

With three American companies flying directly to Athens and the daily flight of Emirates, all year round, the exhibition steps forward to bring Greece closer to the American traveling audience and America; an audience that has doubled its arrivals in our country within the recent years.

The exhibition will take place at the **Vanderbilt Hall** (1,000 m<sup>2</sup> area) of Grand Central Terminal (42nd Street and Vanderbilt Avenue junction) and will include presentations for **each tourist destination in Greece** and the exposure of sectors such as **luxury tourism, Greek gastronomy, real estate, shopping, yachting & cruises** etc.

On **Friday, May 12, 2017** and **Saturday, May 13, 2017**, the exhibition will be open to the public for free.

The opening of the exhibition is scheduled for **Thursday, May 11, 2017**, which will be dedicated exclusively to professionals from the US and the Greek market with b2b meetings at a central hotel in New York, with the aim of cultivating professional relationships and networking of both sides. Key members of the US tourism market will be in contact with representatives of Greek tourism.

Similarly, in the evening of the same day professionals and exhibitors will have the opportunity to attend the **official dinner** of the “**Greek Panorama**” with guest representatives from Greek and American tourism market, as well as numerous journalists and participants.

“Greek Panorama” exhibition is organized with the support of the main tourism operators in Greece and abroad.

The Greek community stands once again, on the side of this important initiative, as well as the entire Greek American community. Great personalities will be present in the exhibition while many surprises should also be expected for the participants.

One of them is the interview of the –maybe- top Greek basketball player, in the new Greek American magazine **Hellas Blu**, which will be released just before the opening of the exhibition. The **first festive edition** will have some additional surprises such as the famous ultramarathon **Konstantinos (Dean) Karnazes**.

The magazine will be published three times a year and will be distributed at key points and specially selected recipients while its content will be exclusively dedicated to Greece. It will include among others, extensive special editions focused on selected destinations in Greece, interviews with key persons of the Greek American community and distinguished Greeks and Americans from the political, business, sports and artistic world, columns devoted to gastronomy, culture and specific forms of tourism, as well as news, proposals and useful information about Greece, its tourism, services, products, events, etc.

“Greek Panorama” exhibition and its parallel events are one of the main axes of the strategy of **Hellas North American Events Inc.** for the Northern American market as the plan designed includes actions and respective initiatives throughout the year.

It should be emphasized that **North Events** organizes with great success the “Grecka Panorama” tourism exhibition in Poland and the unique tourism exhibition “Grekland Panorama” in Sweden.

For more information regarding the exhibition and its exposure packages you may visit the [official website of the exhibition](#). **North Events** is responsible for the exhibition’s sales in Greece that you may reach in the following contact information: (Tel. +30 2109713281, Fax +30 2109767371, Email: [info@north-e.com](mailto:info@north-e.com))

***It should be noted that the available exposure areas in the Greek Panorama exhibition are limited and due to the interest already expressed, the participation requests will be processed in priority order.***

**Official Website:** <https://www.greekpanorama.com/>

**Official hashtag:** #greekpanorama

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