

## PRESS RELEASE

# Greek associations and the Greek-American community support "Greek Panorama"

## We "travel" from New York to Washington with images and flavors from Greece

**Athens, March 15 2017.** The "heart" of Hellenism beats in the "heart" of culture. The **1<sup>st</sup> "Greek Panorama" exhibition** opens its doors on **May 11-13** in **Manhattan**, New York, with the sole purpose of successfully promoting and advertising Greece abroad.

Incorporating the elements of Tourism, Culture and Gastronomy into one successful recipe will bring out the "aroma" of Greece inside one of the most impressive and historical railway stations in the world, the **Grand Central Terminal** in New York, reaching out to over **750,000 daily passersby's**.

A firm supporter for promoting Greece's most important business sectors in tourism and exporting of food products, the **Greek Embassy in Washington** has invited **Hellas North American Events Inc.**, organizer of the "Greek Panorama", to supply the embassy with tourism-related brochure material and **Greek products** on the annual **EU Open House** event on **Saturday, May 13<sup>th</sup>** (10.00-16.00), along with the Manhattan exhibition. Further enhancing and strengthening Greece's tourism destination identity and market positioning of Greek products in the U.S. capital is the basis of the above-mentioned agreement as both parties share common goals.

The **1<sup>st</sup> "Greek Panorama" exhibition** will be held **under the auspices** of the **Greek Tourism Confederation (SETE)**, the **Federation of Hellenic Associations of Travel & Tourist Agencies (FedHATTA)** and the **Hellenic Chamber of Hotels (HCH)**.

We should not forget that **Athens and New York are directly connected** with three airlines, among which the recent daily flight of **Emirates** is included. The exhibition takes a further step to bring Greece closer to the American public.

Not only the Greek expatriates but the entire Greek American community stands side-by-side on this important initiative. Among them the ultramarathon **Konstantinos (Dean) Karnazes** who will attend the exhibition and sign copies of his latest book "The Road To Sparta" while many more surprises will await the visitors. Mr. Karnazes is internationally recognized as an endurance athlete and bestselling author, he has run 350 continuous miles, foregoing sleep for three nights and has participated in 50 marathons, in 50 US states, in 50 consecutive days.

**It should be noted that the exhibition will be free and open to the public on May 12-13.**

The interest of many professionals in the US travel market is intrigued by the b2b event being held on Thursday, May 11<sup>th</sup> on the occasion of the exhibition, as it offers a unique opportunity to carry out individual business meetings with Greek tourist companies and destinations.

"Greek Panorama" exhibition and its parallel events are the basis of Hellas North American Events' marketing strategy for the Northern American market, including a number of targeted campaigns and events taking place throughout the year.

**North Events** – a strategic partner of Hellas North American Events in Europe, has been organizing tourism exhibitions for Greece with great success in major markets including "**Grecka Panorama**" in Poland and "**Grekland Panorama**" & "**Mediterranean Panorama**" in Sweden, since 2014.

For more information regarding the exhibition and its **special promotion 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 available exhibitor positions in "Greek Panorama" are limited due to high interest, and participation requests will be processed in priority order.***

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

**Official hashtag:** #greekpanorama

**Under the Auspices of:**



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