

Fiesta in America's 17th year: Inspirational to many Filipinos

Written by Administrator
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A scene from last year's Fiesta in America at the Meadowlands Exposition Center in Secaucus, N.J. (Photo by Troi Santos)

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When somebody says one Filipino festival is the same as any other festival, they didn't factor in Fiesta in America, the two-day expo, culture and entertainment fest on Aug. 15 and 16 this year at the Meadowlands Exposition Center in Secaucus, N.J.

For 17 years now, Fiesta in America stands out for its one-of-a-kind two-day event in the tri-state area.

It holds a Philippine trade show featuring everyone's favorite Filipino and American brands without neglecting what is also its major draw and most crowd-pleaser — the best of Philippine culture and entertainment, especially with its partnership with TFC, the leading Filipino global TV network of ABS-CBN. TFC's big stars, to be announced soon, will be at the event.

The tremendous success of Fiesta in America has always hinged on how it gives both exhibitors and attendees the best way to interact with each other.

This is why big companies from other states participate in the event.

Mainstream brands like that they can get people's attention more in more business-like indoor setting, which makes it easy for them to talk about their products and services to Filipinos who, in turn, also get a chance to get amazing deals, discounts and freebies.

Filipino attendees also like the fact that they can sit down and talk with the exhibitors in terms of getting the best airfare rates.

In this indoor environment, attendees are also more relaxed as they talk to exhibitors offering the best vacation travel packages.

For those looking to invest in real estate in the Philippines, the business setting helps them

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make more informed decisions.



Nanding Mendez, president of Fiesta in America. (Photo by Troi Santos)

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Nanding Mendez, president of Fiesta in America, knows how important it is to make an event more comfortable for Filipinos — with more room to navigate around and better organization for those with different interests.

If you're an aspiring entrepreneur, you can find ideas from the exhibitors and business seminars scheduled this year in enclosed rooms.

If you enjoy Filipino food, it's also concentrated in one area.

If you're bringing your kids along, there's the children indoor playground for them.

And for entertainment, you'll find seats in front of the stage.

"If you're looking for more than a Filipino cultural event and thinking of networking and business opportunities, Fiesta in America is for you," Mendez said.

With a theme this year billed "Fil-Ams Mean Business!"

Fiesta in America is serious about its two-day event more than ever.

Fiesta in America is inspired to showcase Filipinos in America as a lucrative market — now with the second highest household income at \$81,000 a year and a buying power of \$120 billion.

On the flip side, Filipinos should also be able to see how American consumers (not just Filipinos) are a viable market to target with its renewed consumer confidence.

For more info, please contact Fiesta in America at 212.682.6610 or e-mail info@fiestainamerica.com.

