

**FOR IMMEDIATE RELEASE**

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## **Introducing the Asian Expo and Marketplace - Celebrating Asian-Owned Businesses In New Mexico**

***The Asian Business Collaborative produces a festival celebrating the Asian goods and services we love, benefitting the new non-profit***

ALBUQUERQUE, NM -- The Asian Business Collaborative is curating its inaugural New Mexico Asian Expo and Marketplace on August 19-20, 2022, at the Sid Cutter Pavilion at Balloon Fiesta Park in Albuquerque.

Acting as the cultural producer of the event, [Asian Business Collaborative](#), the festival was designed to increase the visibility and awareness of AAPI-owned businesses here in our community. Production support is provided by [Blue River Productions](#), the event company behind New Mexico's largest and most successful large-scale festivals. Proceeds benefit the Asian Business Collaborative, a 501-c3 (status pending) organization focused on supporting Asian and Pacific Islander owned businesses. Through business support, ABC helps API small business owners in a culturally competent way.

The two-day event will feature:

- Business workshops and roundtables designed to grow business and provide community resources
- The first annual New Mexico Asian Film Festival featuring Asian short films produced by API directors, the inaugural awards ceremony, and a feature film celebrating Asians in film
- Asian-owned restaurants and vendors with Asian-inspired goods and services
- Performances and demonstrations from API groups and businesses
- Panels and workshops on API history and culture

"This is an opportunity for the community to come and engage with some great local Asian-owned businesses they may not be familiar with, while also learning more about API culture," said Kristelle Siarza, Volunteer Executive Director of the Asian Business Collaborative. "We wanted to create a one-of-a-kind event that would highlight the culture of our Asian business community while also giving attendees a fun, interactive marketplace to visit."

With an expected attendance of people of all ages, ethnicities, and backgrounds, the Expo will be a premier opportunity to increase brand awareness, connect with new customers, and make valuable onsite sales. The event pledges to be a safe space for all. You can learn more and purchase tickets to the Asian Business Expo and Marketplace here: <https://bit.ly/3Oft6Zf>

### **About Asian Business Collaborative**

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