



## ASIAN AMERICAN EXPO 2009 USHERS IN NEW YEAR

Recognized as one of the largest Chinese Lunar New Year celebrations in the West, the Asian American Expo 2009, celebrating its 28th anniversary is slated Saturday, January 17 and Sunday, January 18 at Fairplex in Pomona. Every year more than 100,000 people are expected at the spectacular trade show and to celebrate the Lunar New Year festivities and celebrations.

Twenty-five years ago, the Rosemead-based Chinese Overseas Marketing Service Inc. organized the Asian American Expo to share a cultural heritage and to promote a better understanding among people of different backgrounds through the celebration of the Asian Lunar New Year Festival. The expo features more than 800 booths in five large exhibition halls – Buildings 4, 5, 6, 7 & 8 - showcasing services in financial, insurance, medical, health, Asian foods, telecommunication, banking and more. Featured products include cosmetics, health food, jewelry, show cars, hi-tech electronic and computer equipment/accessories and household equipment.

“The Expo successfully builds a dialogue between the booming Asian market and the U.S. marketers,” says Mr. Alan Kao, president of the company. “It also provides positive one-on-one contact opportunities between sellers and consumers.” The Expo has three food courts with authentic traditional Asian foods for sale. Food lovers can sample a wide selection of mouthwatering Asian delicacies to tease their taste buds. They can look forward to delicious food like Chinese ChowMein , Orange Chicken, Beef Broccoli, Stir-Fry Vegetables, Dumplings, Pot stickers, Tapioca Pearl Drinks, exotic slush drinks, Japanese Sushi, Vegetarian food, Egg-rolls, Crepes, Asian pancakes and more.

The Expo offers exciting, spectacular live traditional non-stop musical performances on seven stages throughout the buildings both days of the show. There are more than 80 groups of entertainers and performers scheduled, including several famous singers performing a live concert. Guests can experience cooking demonstrations, Japanese Taiko, Native Malaysian dances, Thai traditional dances, Flamingo dancing, Sambala Samba (Brazilian) dancing and ballroom dancing. The lion and dragon dances are a must for the Lunar New Year celebrations and to usher in the New Year.

Building 7 houses the Asian American Food Expo, the largest food & beverage offering for vendors and consumers. Complementing the Asian American Expo, it ranked in the top five largest trade shows in Southern California and No. 1 in the Asian communities. Fairplex is an ideal location to stage this unique cultural event.

Building 8 features pets for animal lovers of all ages along with a petting zoo with adorable goats, sheep, llamas, ponies, pigs and rabbits. Pet vendors will also offer a variety of dogs, cats, rabbits, hamsters, birds and, reptiles for sale.

Free samples of the traditional sweet dumplings will be given free along with official large red bags for all attendees to store their purchases and goodies. An exciting Grand Prize Drawing will be conducted for all attendees with purchase of an admission tickets, and hourly drawings at Building 6 on Stage 6.

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**華人工商大展**  
**ASIAN AMERICAN EXPO.**

Admission tickets are sold on site. Admission is \$8 for adults; \$6 for seniors and for ages 3 and older. Discount tickets for \$1 off admission are available at a number of sites. Visit the Web site [www.asianamericanexpo.com](http://www.asianamericanexpo.com) for more information.