

eastwest US Pan Asian American Chamber of Commerce EF REPORT

Success Stories Abound and Spring from CelebrAsian

USPAACC creates business synergy and procurement roadmap via its flagship national business opportunity conference

Since 1984, USPAACC has been successfully opening doors to procurement opportunities for Asian American suppliers and buyers from Fortune Corporations, Government Agencies and national Non-Profit Organizations.

Through its flagship national event, CelebrAsian Business Opportunity Conference, USPAACC has indelibly put Asian American suppliers on the procurement map and has provided them with an effective platform wherein they could showcase their products and services to serious buyers.

"We offer a tremendous opportunity for businesses of all types and sizes to connect with one another in a collegial venue that encourages the sharing of information and best practices for growth," said Susan Au Allen, USPAACC National President & CEO. "There is truly no substitute for face-to-face meetings, because we are all sources of information and resources for each other, where simple conversations can turn into new business opportunities."

Last year in Bethesda, Maryland, CelebrAsian opened its doors to over 70 Fortune Corporations, 15 Government Agencies, and 7 Media partners to meet with Asian American suppliers. Over 90 different types of commodities across industries needed to be

purchased. In all, more than 600 Conference participants came in full force from all over the country.

Over the years, USPAACC has pioneered programs that place business interaction at the forefront, such as the Guanxi Supplier Opportunity Fair with pre-scheduled one-on-one business matchmaking meetings between sellers and buyers (Guanxi is a commonly used business term meaning "connections" or "relationship"). So successful was the one-on-one business matchmaking meeting format, that other organizations have since replicated it.

The numerous success stories that spring from CelebrAsian are proof positive that USPAACC's programs are indeed working to tremendous effect. Case in point: PepsiCo recently shared the story about one of their vendors, whom they met at CelebrAsian some years ago. The company has been doing well with one of their divisions, and now has good prospects at getting additional business with another division of this large corporation.

The same narrative applies to a California-based supplier of hospitality and lodging supplies who met with a buyer from a global hotel chain at CelebrAsian two years ago. Their meeting proved to be auspicious: a significant purchase order was placed soon after.

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Showcasing the best and the brightest: Asian American suppliers and buyers from Fortune Corporations, Government Agencies and Non-Profit Organizations meet and explore procurement opportunities at the CelebrAsian Supplier Trade Fair and USPAACC's signature pre-scheduled one-on-one business matchmaking sessions held last year in Bethesda, Maryland.

USPAACC An Advocate for Economic Growth

The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. USPAACC promotes, nurtures and propels economic growth by opening doors to contract, educational and professional opportunities for Asian Americans and their business partners in corporate America, the federal, state and local government, and the small and minority business community in the U.S. and Asia.

UPCOMING EVENTS

**USPAACC Western Region Chapter
Procurement Connections**
Hyatt Regency Orange County
Garden Grove, California March 7

**USPAACC Northeast Chapter
Top 10 Asian American Business Awards**
New York, New York March 28

SAVE THE DATE
**CelebrAsian Business Opportunity
Conference 2013**
Hyatt Regency Orange County
Garden Grove, California June 3 - 5

**USPAACC Southwest Chapter
12th Annual Asian Business Expo**
Arlington, Texas August 2013

Visit www.uspaacc.com for details

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President's Message

Dear Friends,

The year 2013 is off to a great start for USPAACC and we have planned bigger and better things for you!

We are busy preparing for our flagship CelebrAsian Business Opportunity Conference, June 3 – 5, 2013 in Garden Grove, California. We have been consulting with our brain trusts from Corporations, Government Agencies, and small and minority business community to ensure that our Conference programs will offer a wide array of opportunities to help your business grow and to help keep the economy moving forward.

We are expanding our regional footprint with the incorporation of the USPAACC New England Chapter based in Hartford, Connecticut! This Chapter will serve the dynamic States of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont – we will enhance and strengthen the prospects of the Asian American business community in the region and beyond.

We are also planning to hold more Procurement Events in the coming months to be held all over the country, to continue to inform, educate and nurture our members so that they could effectively compete in the mainstream.

We tip our hats to our hardworking B2B Asian American-owned enterprises – they let us know how we could better serve their needs, to bring them to the forefront of supplier diversity, and to serve as the unified voice on their behalf on Capitol Hill and in the White House. We are proud of their accomplishments; they inspire us daily to work harder.

Rest assured, we will continue to make supplier diversity a vibrant place filled with innovative and cost-effective Asian American suppliers, open new doors to business opportunities, and reach out to the thousands of top-caliber B2B enterprises across the country. I am confident that our long-term value will be reflected in the many success stories that will arise through your partnership with us.

I look forward to seeing you in California in June or at any of our Regional events!

Susan Au Allen
National President & CEO

SAVE THE DATE



US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

JUNE 3 - 5, 2013
HYATT REGENCY ORANGE COUNTY
GARDEN GROVE, CALIFORNIA

CELEBRASIAN 2013

BUSINESS OPPORTUNITY CONFERENCE

THE LARGEST ANNUAL NATIONAL PAN ASIAN AMERICAN BUSINESS CONFERENCE
IN THE UNITED STATES



WWW.CELEBRASIANCONFERENCE.COM

WWW.USPAACC.COM

USPAACC-West Appointed Seat at California High-Speed Rail Authority Business Council

USPAACC Western Regional Chapter (USPAACC-West) has been appointed by the California High-Speed Rail Authority (CHSRA) as a member of its Business Council, giving USPAACC-West a voice in the estimated \$68 Billion project that connects California's major cities via a high-speed rail system.

Clyde Wong, President of USPAACC-West, will be on record as USPAACC's primary representative on the Council. Mayling Liang, VP of USPAACC-West, is the alternate.

USPAACC-West is grateful for the support of Ben Tripousis, Northern California Regional Director of CHSRA, who attended USPAACC-West's event last year in Milpitas, California, where he saw the organization's strength, depth, and energy.

In addition, Robert Padilla, Small Business Program Director of CHSRA, also helped ensure that USPAACC's application received the appropriate visibility. Padilla has known USPAACC for several years since he was at CALTRANS and participated in USPAACC-West procurement events. His endorsement at his new CHSRA post is especially meaningful. ●

USPAACC Forms New England Chapter

USPAACC's regional footprint has expanded with the incorporation of the USPAACC New England Chapter based in Hartford, Connecticut. This Chapter will serve Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont to enhance and strengthen the prospects of the Asian American business community in the region and beyond.

Founding members and officers include: Ted Hsu of Horizon Services Company (Chapter President); Amar Kapur of Aimtek, Inc. (Treasurer); and Arvin Chaudhary of Nadicent Technologies. ●

Regional Round-Up: Procurement Connections and Special Events Held Nationwide

USPAACC's Regional Chapters held several special events coast-to-coast in the second half of last year and early 2013 as part of its continuing effort to inform, educate and nurture Asian American businesses.

USPAACC Southwest Chapter held its 11th Annual Asian Business EXPO in Arlington, Texas in August — the largest of its kind in the Southwest region.

In October, USPAACC Southeast Chapter held its Annual Business Summit at the UPS Headquarters in Atlanta, Georgia.

In November, USPAACC Western Region Chapter held its Procurement Connections and Top 10 Asian American Business Awards in Milpitas, California.

Also in November, USPAACC held its signature and well-attended "Business Express: Ready Set Grow" in Costa Mesa, California to help businesses achieve accelerated growth.

In December, USPAACC held a networking event with Wells Fargo in New Jersey to strengthen B2B connections in the region.

In February 2013, USPAACC hosted a packed Business Matchmaking & Networking Reception in Arlington, Virginia that connected Asian American suppliers with buyers from Federal Agencies and Corporations. ●

www.uspaacc.com



At the USPAACC Western Region Awards Luncheon featuring the Top 10 Asian American Business Awardees in Milpitas, California.

USPAACC Holds Business Matchmaking with Major Federal Agencies

Participants packed the house at USPAACC's Business Matchmaking & Networking Reception when more than 100 Asian American businesses from a variety of industries, federal government officials from over 15 agencies and corporate representatives from Fannie Mae and Washington Gas connected with each other, February 13 in Arlington, Virginia.

Asian American, other minority and small businesses met face-to-face in three rounds of private discussions with procurement specialists from U.S. Departments of Defense, Education, Health & Human Services, Justice, Homeland Security – U.S. Citizenship & Immigration Services, U.S. Coast Guard, U.S. Postal Service, Defense Logistics Agency, Federal Reserve, Internal Revenue Service, NASA, National Geospatial-Intelligence Agency, National Science Foundation, Washington Suburban Sanitary Commission, Fannie Mae and Washington Gas.

The buyers from the different federal agencies and corporations said they were impressed with the quality of the suppliers they met. The suppliers, on the other hand, said they learned a great deal and commended government and corporate folks for being well-prepared in explaining how to do business with their agencies/companies and in discussing current and upcoming contract opportunities.

"It was a very worthwhile experience," said Susan Larimer, Small Business Specialist at the National Geospatial-Intelligence Agency. "The set-up worked extremely well — two agencies and multiple vendors. This is probably the first time I have attended an event where there weren't any multiple 'no-shows'."

"I was very impressed with the very organized and professional way the event was set up; it was very informative and productive," said Joseph LaFlamme, Senior Strategic Sourcing Specialist at Fannie Mae. "I made some really good connections in my interview process. I will actually get in touch with three of the suppliers, today, who I think are going to be a good fit for an RFP that I am working on." ●



Finding a good fit: Buyers meet with suppliers at USPAACC's Business Matchmaking & Networking Reception in Arlington, Virginia.

Breaking Barriers in a Pluralist America: Asian Americans Reach Record Number in the United States Congress

The 113th Congress welcomes the largest contingent of Asian Pacific American legislators ever — the House of Representatives will have 12 members of Asian American and Pacific Islander descent; it is the largest such caucus in history.

The most recent national elections have been overwhelmingly described as the year of political recognition for Asian Americans and Pacific Islanders. Many barriers have been broken and historic firsts have been established by congressional victors in their respective communities — and USPAACC salutes them on their outstanding accomplishments!

Asian Americans in the 113th Congress include - Senate: Mazie Hirono (D-Hawaii); House of Representatives: Eni F. H. Faleomavaega (D-American Samoa/Non-Voting Delegate); Mike Honda (D-California); Doris Matsui (D-California); Judy Chu (D-California); Ami Bera (D-California); Mark Takano (D-California); Tulsi Gabbard (D-Hawaii); Collen Hanabusa (D-Hawaii); Tammy Duckworth (D-Illinois); Grace Meng (D-New York); Bobby Scott (D-Virginia); Gregorio Sablan (D-Northern Mariana Islands/Non-Voting Delegate).

Among the notable firsts include: Senator Hirono, who became the first Japanese immigrant, the first Buddhist senator, and the first Asian American woman to win a Senate seat; Congresswoman Meng joins Congresswoman Duckworth as the first Asian American members of Congress from their states. Congresswoman Gabbard is the first American Samoan woman, the first Hindu member, and, along with Duckworth, one of the first female combat veterans in the U.S. Congress; and Congressman Takano became the first non-white openly gay member of Congress.

The Representatives are led by returning legislators Mike Honda, Doris Matsui, and Judy Chu of California and Filipino-American Robert “Bobby” Scott of Virginia.

According to the recent Pew Research study, Asian Americans are the fastest-growing ethnic group in the United States at about 18 million nationwide, comprising about 6 percent of the U.S. population, surpassing Latinos.

This new Congress has the most female lawmakers at 101. For the first time in history, women and minorities will make up the majority of one party in the U.S. House of Representatives. As for Asian Americans, equitable representation of the community in Capitol Hill would need at least 31 elected members – currently, there are 13 Asian Americans in the U.S. Congress. ●



M. Hirono (HI)



A. Bera (CA)



J. Chu (CA)



T. Duckworth (IL)



E. Faleomavaega (AS)



T. Gabbard (HI)



C. Hanabusa (HI)



M. Honda (CA)



D. Matsui (CA)



G. Meng (NY)



G. Sablan (MP)



R. Scott (VA)



M. Takano (CA)



Participants discuss business-related issues at a USPAACC-sponsored event at The Cannon House Office Building Caucus Room on Capitol Hill, Washington, DC in 2010. A Legislative Networking Reception followed, where Senators and Congressmen and women met and mingled with event participants.

USPAACC Creates Collective Leverage to Advance Issues on Business Growth

Since its founding in the nation's capital in 1984, USPAACC has become the single, unified voice for the more than 1.5 million businesses owned by Asian Americans (\$506 billion in total receipts)* as it helps shape policy on business issues. *2010 U.S. Census

USPAACC continues to develop connections and relationships with policy- and decision-makers in Congress, the Executive Branch, national trade associations, and think tanks. As a result, USPAACC's views on issues affecting the economy and international trade are often sought by legislators, researchers and representatives of the media. USPAACC also provides its members easy access to Capitol Hill, where legislative briefings are held and members' concerns are regularly presented and discussed. ●

SAVE THE DATE: CelebrAsian 2013



CelebrAsian Business Opportunity Conference 2013

JUNE 3-5, 2013 | HYATT REGENCY ORANGE COUNTY | GARDEN GROVE, CALIFORNIA

WHAT: CelebrAsian Business Opportunity Conference 2013

WHEN: June 3 - 5, 2013 (Monday - Wednesday)

WHERE: Hyatt Regency Orange County, Garden Grove, California

WHY ATTEND:

Suppliers will showcase their product or service offerings • Buyers will present their procurement needs and requirements • An intensive three-day event filled with inspiring keynotes, informative general and breakout sessions • Participate in our signature and bustling Guanxi* Suppliers Opportunity Fair with pre-scheduled one-on-one business matchmaking meetings • Access multi-million-dollar business opportunities • Learn proven strategies, best practices and ideas that you can immediately apply to your business • Leverage information, maximize performance, minimize cost and improve the scalability of your business • Join hundreds of companies that have benefited from this conference — the largest of its kind in the U.S. (*A commonly used business term meaning “connections” or “relationship”).

WHO WILL BE THERE:

Business owners, suppliers, CEOs, Presidents, CFOs, COOs, Marketing VPs, Operations VPs, who want to: Learn effective ways to connect and do business with corporate/Federal, State & Local government buyers • Become part of an important supplier network — a vital component in today's economic environment • Establish strategic alliance and teaming partnerships to bid on large corporate and government contracts • Access capital and new financing under better terms • Create profitable and sustained growth in this challenging economy

Fortune Corporate Chief Procurement Officers, Buyers/Managers, Directors, Federal Government Buyers and Decision-Makers who want to: Connect with innovative and cost-effective Asian American suppliers • Learn the future of Corporate Supplier Diversity and Federal Small Business Programs • Learn innovative and cost-cutting approaches from industry peers • Maximize value-added, strategic supplier-buyer relationships that work • Drive Supplier Diversity in the Asian American community • Learn the future of Corporate Supplier Diversity and Federal Small Business Programs • And much more! ●

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TESTIMONIALS

“Congratulations on yet another successful CelebrAsian conference. I made great contacts and will be following up with many.”

— Jacqueline Rosa, JP Morgan Chase

“A BIG thank you for inviting me to join your fantastic event. It was really a great pleasure and honor to be with all the great members of the USPAACC organization... Certainly one of the few times I really enjoyed the level of discussion and dialogues!”

— Stephane C. Masson, Marriott International, Inc.

“What a great and exciting Conference! We enjoyed every moment of the three days and made connections with major buyers from corporate America.”

— Jason Yoo, JDDA Group of Companies

“I received so much beneficial information from the conference. I was so glad I attended and I look forward to next year's event.”

— Shendora Pridgen, Morgan Stanley

“I am impressed, congratulations on hosting such an energetic conference.”

— Chandrakant “CK” I. Patel,
Asian American Hotel Owners Association

“Again, FABULOUS Event! I have already connected with three suppliers that I met at the event and we're now moving them into discussions with members of our sourcing teams.”

— Marianne Strobel, AT&T

Creating a Fertile Ground for Robust Business Growth and Success

Proof positive that *guanxi** works in the business world, here are few of the many success stories from Asian American-owned businesses that have taken their companies to the next level and have benefited from their relationship with USPAACC:



MSL EXPRESS INC.

MSL Express is a Chinese American-owned global logistics company with headquarters in Jamaica, New York, which became a preferred supplier to one of PepsiCo branches after attending USPAACC's CelebrAsian Business Opportunity Conference several years ago. And after participating in USPAACC's annual Asia Trade Mission, PepsiCo introduced MSL Express to their vendors in Asia and Italy, and they became PepsiCo's preferred vendor for the food and beverage giant's international logistics needs. Recently, following another participation at USPAACC's annual conference, MSL Express is expanding its business with PepsiCo's other branches.

Ampcus, Inc. is a South Asian American and woman-owned global consulting company based in Chantilly, Virginia that learned about supplier diversity and federal contracting through USPAACC. After participating in one of USPAACC's national annual conferences featuring its signature one-on-one prescheduled business matchmaking meetings, Ampcus became a preferred vendor to Verizon and made contacts



**Guanxi* (a business term meaning "connections" or "relationship") at work during USPAACC's pre-scheduled one-on-one business matchmaking meetings between suppliers and buyers.

with several federal agencies. Now Ampcus is doing 30% of their business in the federal arena and the company is growing at 300% annually.



I.L. Creations, a Korean American-owned food services company based in Rockville, Maryland, connected with American Red Cross at USPAACC's Washington, DC office during an exclusively-organized business matchmaking meeting. Then they re-connected at USPAACC's annual business opportunity conference in 2011. Soon after, I.L. Creations bid on and won a 5-year contract with American Red Cross worth \$1.9 million. ●

Call for Award Entries: FAST 50 ASIAN AMERICAN BUSINESSES

USPAACC is now accepting applications and nominations for its "Fast 50 Asian American Businesses" awards program.

Over \$4 billion in revenue were generated by USPAACC's Fast 50 Asian American businesses last year, with companies reporting up to 400% growth rate. The winners came from a wide range of industries nationwide — supply chain management, healthcare, professional staffing, food wholesale, IT, environmental, green energy, media, etc. — owned and managed by Americans of Chinese, Filipino, Indian, Japanese, Korean, Malaysian, Taiwanese and Vietnamese descent.

The revenues and growth rates of the finalists will be verified, ranked and officially revealed at the Excellence Awards Gala by Ernst and Young, the Fast 50 Ranking Sponsor, on June 4, 2013 at the Hyatt Regency Orange County in Garden Grove, California.

To qualify, companies must be owned (at least 51%) and managed by one or more Asian Americans (U.S. citizens or permanent residents)

and with at least \$1 million in annual revenue in the immediate past 3 fiscal years of operation. Selection will be determined by percentage revenue growth over the past three years. Company President/CEO must be able to receive the Award in person.

The strategic value of the Fast 50 Asian American Business Award is indisputable, as conveyed to USPAACC by past award recipients. Honorees received attention from Fortune 500 Corporations' procurement departments and government agencies, their business received nationwide recognition through media coverage by renowned regional and national newspapers and magazines, and increased their possibility for contract opportunities due to the resulting publicity.

Deadline for applications and nominations is on March 22, 2013. For more information or additional inquiries, contact USPAACC at Tel (202) 296-5221 or email Janice@uspaacc.com or Mihyun@uspaacc.com ●



Our community's best: USPAACC's Fast 50 Asian American Businesses gather on stage at the Excellence Awards Gala at last year's CelebrAsian Business Opportunity Conference.

Making the Perfect B2B Match

USPAACC is the Bridge that Brings People and Business Together

When it comes to establishing business relationships, face-time is key—where nuances of facial expressions and body language and good old-fashioned human-to-human contact can go a long way toward solidifying bonds and business.

As proven by numerous success stories, what began as introductory face-to-face meetings have led to multi-million dollar deals, thanks to the signature platform created by USPAACC—business matchmaking meetings meticulously arranged between quality suppliers with buyers and key decision-makers within the supply chain.

“Despite the advent of virtual business interaction, there are still some areas where face-to-face is the best method,” says a USPAACC member. “There are times when various sellers offer the same product, and the actual sale takes place because the personality of the buyer and seller connect—especially when the buyers get a sense of security, knowing that the person in front of them can adequately address their specific concerns.”



Suppliers and buyers connect at USPAACC's Supplier Opportunity Fair

“It was my first USPAACC Conference and it really opened my eyes to new opportunities for my business and for networking with other Asian American business leaders.”

— Giles Shih, Bio Resource International, Inc.

Man versus Machine: Studies Show that Face-to-Face Meetings Trump Virtual Networking

In an era where technological tools have become ubiquitous, businesses have increasingly relied on the power and immediacy of computers, smart phones and advances in digital telephony to communicate with clients and co-workers everywhere, anytime.

Citing affordability and convenience, many businesses have been eschewing on-site travels and in-person meetings for something as remote and virtual as teleconferencing. While others argue that these methods work, numerous studies have recently shown that technology is no substitute for face-to-face meetings and events. According to the results of studies, there is clearly a ‘man over machine’ mindset when it comes to other elements of meetings and conferences. Among the reasons why face-to-face meetings always trump virtual networking are: the spontaneity of socializing and networking is put front and center; it becomes easier to put names with faces; people tend to focus more and pay greater attention when talking to others face-to-face; and open dialogue is created between participants and vendors/buyers.

Personal interaction may soon be relegated to a lost art. But USPAACC firmly believes in the value of face-time and the power of a handshake – necessary tools to effectively connect and build on business relationships.

Stay connected: USPAACC helps you nurture contacts into relationships by creating the platform that leverages the value of “face-time” and the power of a handshake.

(Continued from Page 1)

Further, one Asian American-owned company was recognized as USPAACC's “Top 10 Asian American Businesses in California” and because of this award, the company received national recognition. Through this publicity, they were approached by Fortune corporations, and soon they were awarded two contracts by a large, nationally-renowned rental car company.

Today, CelebrAsian is the only annual national Pan Asian American business conference in the United States that provides Asian American-owned businesses wide access to contract opportunities, growth industries, strategic solutions and best practices to thrive in the global marketplace.

The Art of Guanxi

Guanxi (*guan-shee*) is a commonly used Asian business concept that builds on “connections” or “relationship” with others. Rich in symbolism and culturally embedded in Asia, guanxi transactions can be subtle but powerful. At its core, guanxi is based on trust. Asians like to do business with those they already know and trust – and good guanxi is needed for this reciprocity. To achieve the right kind of guanxi, one must show strong qualities of dependability, trustworthiness and respect.

The first step is to establish a familiar connection to fuse the personal identities between the two people involved: the donor and the recipient. Generate a sense of bonding – shared qualities and experiences – or frequently invoke a common acquaintance or friend.

Build your own “bank” of guanxi by looking at what personal benefits you and your business can add to someone else's, particularly by providing value to other parties. Guanxi is not just for Asia. No matter where you negotiate, the concept of guanxi impacts your ability to negotiate a mutually beneficial agreement. Good guanxi will gradually evolve and mature over time and must be maintained for business to flourish.

So get out there, participate in USPAACC-sponsored events and start building your guanxi – it might just be the best decision you ever make for your business!



US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION

1329 18th Street NW, Washington, DC 20036
www.uspaacc.com

USPAACC: Your Connection to Economic Growth

Why Become Involved with USPAACC

Nationwide Presence Reach over 15,000 Asian American-owned businesses through our Regional Chapters in California, Texas, Chicago, Georgia, New York, and the Maryland-Virginia-Washington, DC National Capital Region.

Legislative Briefings Meet and discuss with Federal lawmakers, issues that impact your business.

Asian American Suppliers Council (AASC) Develop mutually beneficial business relationships in our one-stop shop with Corporate America, Federal, State and Local Government agencies, Asian American and other small and minority-owned businesses.

USPAACC E-Portal® Connect with innovative, resourceful, and cost-effective Asian American suppliers, and market to Corporate and Government buyers through this dynamic electronic database.

Procurement Connections Increase your business profits through these high-level networking events held throughout the country.

CelebrAsian! Participate in the largest annual national Asian American Business Opportunity Conference and the only business conference designed for the Asian American community during Asian Pacific American Heritage Month in May.

Our annual **"Fast 50 Asian American Businesses"** Program puts the spotlight on the outstanding achievements of Asian American-owned businesses, showcase their continued robust growth despite tough economic times—as testament to the enduring quality of the Asian American business community who, through innovation, hard work and ingenuity, remain at the forefront as engines of growth in our national economy.

Our **Excellence Awards** and **Most Influential Asian Americans** publications present, since 1988, the best and brightest Asian Americans in Business, Education, Science & Technology, the Arts, Sports, Public and Community Services.

Guanxi* Supplier Opportunity Fair Acquire valuable contract opportunities in pre-scheduled quality "one-on-one" business matchmaking meetings with buyers from Corporate America and the Federal, State, and Local Governments, and meet Asian American and other minority suppliers. **Guanxi is a commonly used business term meaning "connections" or "relationships."*

Summit of Supplier Diversity Directors/Managers and Buyers – Break Business Cultural Barriers We are our own culture. Supplier Diversity Directors/Managers/Buyers address cultural challenges they face in negotiating, doing business, and partnering with diverse Asian American entrepreneurs.

Woman Pioneers Summit Outstanding woman pathfinders in Corporations, small business, and Government share their personal experiences, trials, tribulations, and precious lessons learned on their journey to the top. A motivational experience—up close and personal—you will remember for a long time!

Asia Trade Missions Since 2005, USPAACC has been leading successful Trade Missions to the burgeoning Asian market—designed to extend friendship, establish strategic connections, strengthen existing relations, promote American products and services, explore opportunities for joint ventures, and source potential suppliers.

International CEO Forum CEOs of U.S. small- and medium-sized companies and from China, India and other Asia-Pacific countries discuss alliances and joint venture opportunities in the region with the highest economic growth in business and industries.

Reach out to Asian Americans in various professions through our **National Directory of Asian American Business & Resource Guide**, the **E-News**, and our newsletter, the **East West Report**. And more!

USPAACC

*The ultimate solution
to make the right connections*

Membership Application

Send completed application to
USPAACC • 1329 18th Street • NW • Washington, DC 20036
Telephone 1.800.696.7818 | 202.296.5221 | Fax 202.296.5225
E-mail: info@uspaacc.com | Website: www.uspaacc.com
Annual dues are pro-rated.

- ☐ Yes, I/We would like to become a member of the US Pan Asian American Chamber of Commerce Education Foundation.
- ☐ Enclosed is \$15,000 for annual Corporate Platinum membership
☐ Enclosed is \$10,000 for annual Corporate Gold membership
☐ Enclosed is \$5,000 for annual Corporate membership
☐ Enclosed is \$2,500 for Government/Non-profit membership
☐ Enclosed is \$300 for annual Individual membership and application for certification
☐ Enclosed is \$250 for annual Individual membership
- ☐ Yes, I/We will contribute \$ _____ to the Asian American Scholarship Fund.
Contributions are tax-deductible under IRS Code 501(c)(3).
- ☐ Yes, send me/us more information on Asian American Certification.

Name of Company/Individual

Name and Title of Corporate Officer

Street/P.O. Box Number

City/State/ZIP

Phone

Fax

E-mail

Website Address

Signature of Individual/Corporate Officer