

USPAACC Leads Successful 3-City Trade Mission to China

Asia Trade Mission paves way for new business opportunities for delegates and their China-based partners

USPAACC concluded a successful 3-city Trade Mission to China – visiting the dynamic markets of Guangzhou, Dalian and Shanghai on October 15 - 25, 2014. The Asia Trade Mission (ATM), which has been held annually by USPAACC since 2005, paves the way for new business opportunities for its delegates and their China-based partners.

Three U.S. Consuls General – The Honorable Jennifer Galt (Guangzhou), The Honorable Scott Weinhold, (Shenyang), and The Honorable Hanscom Smith (Shanghai) – welcomed the delegation, Fortune 500 representatives, local organizations' representatives and China-based participants during the USPAACC International CEO & Business Leaders Forum.

In Guangzhou, the first leg of the trade mission, the delegates were joined by 15 local suppliers, 30 members of AmCham South China and several corporate representatives from Bayer China, B&Q China Investment Co. Ltd.,

Deloitte China, United Airlines, and UPS. Partner and host organizations AmCham South China, CCPIT and Made-in-China also welcomed the participants. The delegation visited the Guangzhou Bayer Material Science plant and the Canton Fair, China's largest biannual trade fair.

In Dalian, the delegates met with 15 local businesses, as well as representatives from Cisco, Deloitte China, Dezan Shira & Associates, Pfizer, PricewaterhouseCoopers, and Regus. Partner and host organizations AmCham Northeast China Chapter and CCPIT also welcomed the participants. The delegates visited the Pfizer Dalian plant.

In Shanghai, 42 local suppliers joined the delegates, as well as corporate representatives from China Aramark Food Service, Bayer China, Dezan Shira & Associates, Dow Chemical, Ford China, Hareon Solar Technology, Ingersoll Rand, Pfizer, and United Airlines. Partner and host organizations AmCham Shanghai and

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Strengthening business relationships in Asia: USPAACC's Asia Trade Mission delegates with local guests during the International CEO & Business Leaders Forum in Shanghai. Delegates also visited the fast-growing Chinese cities of Guangzhou and Dalian.

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 Business Connections & Networking Reception

February 5, 2015 / Capital One Bank
McLean HQ - McLean, VA

USPAACC-SW 2015 Lunar New Year Celebration & Top 10 Asian American Business Awards - February 7, 2015

Maxim's Restaurant - Richardson, TX

USPAACC-SE & American India Foundation Asian American Wellness Summit & Building Bridges Gala

March 27, 2015 / Atlanta Marriott
Century Center - Atlanta, GA

USPAACC-NE Top 10 Asian American Businesses Awards Reception

April 30, 2015 / JPMorgan Chase
New York City, NY

30th Anniversary CelebrAsian Procurement Conference 2015

June 3 - 5, 2015 / Bethesda North Marriott
Hotel & Conference Center - Bethesda, MD

Visit www.uspaacc.com for details

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(USPAACC)

1329 18th Street NW, Washington, DC 20036

Tel 1 (800) 696.7818 | (202) 296.5221

Fax (202) 296.5225

E-mail: info@uspaacc.com

www.uspaacc.com

USPAACC NATIONAL TEAM

SUSAN AU ALLEN

MARK ALLEN · ANNA ZAWACKI

ALYN HADAR · JAY LEE · JANICE C.Y. TU

MIHYUN YUN · MICHELLE YIN

KRISTINA VILLAVICENCIO · FAHIM MOIN

EDITOR: JP TORRES

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CEO'S MESSAGE

Dear Friends,

We are wrapping up the calendar year on a high note – and thanks to you, USPAACC is well-positioned to jump-start 2015 with vigor, excitement and optimism!

We have accomplished a lot and I am pleased to share with you some of the highlights of 2014: Our CelebrAsian Procurement Conference 2014, held on June 2 - 4, 2014 at the Sheraton Premiere in Tysons Corner, Virginia, lived up to its promise as the country's largest business conference convened by Asian Americans to connect with small, medium and large enterprises.

Once again, PepsiCo Chairman and CEO Indra Nooyi honored us with her active participation at the event as Conference Chair. It was her fourth time as Conference Chair, marking a strong validation that USPAACC is on the right track in creating a level playing field in the marketplace and in bringing new procurement opportunities to small and minority enterprises. This in turn stimulates job growth and revitalizes the national economy.

Our Gala audience was a veritable "who's who" in the community, including U.S. Senator Tim Kaine of Virginia, Best Buy Chairman of the Board Hatim Tyabji, Asian American Corporate Directors and Members of the Board of Directors of Fortune corporations, winners of the "Fast 50 Asian American Businesses" Awards, Chief Procurement Officers of top Fortune powerhouses, top-caliber Asian American business owners and suppliers, procurement officers of Government agencies and large non-profit organizations, and other distinguished guests.

In all, more than 700 Conference participants – representing more than 210 Asian American B2B enterprises, 85 Fortune corporations, 25 government agencies and 9 media partners – came in full force from all over the country.

On October 15 - 25, 2014, we held a successful 3-city Trade Mission to China – where we visited the dynamic markets of Guangzhou, Dalian and Shanghai. Our Asia Trade Mission, which has been held annually since 2005, presented another exceptional opportunity to build on strategic partnerships, extend the hand of friendship, and expand the reach of U.S.-based companies in China.

At the same time, we held several Procurement Connections across the country to inform, educate and provide a roadmap to contract opportunities for our members. Following every session, we also provided our participants a venue to connect with each other to build on and strengthen business relationships. Success stories were born as a result of these events.

Twenty-two business leaders from 20 minority-owned enterprises participated in our Business Express: ReadySetGrow, July 28 - 29 at the Renaissance Woodbridge Hotel in New Jersey. Business Express is our annual business executive coaching program, specifically created to help small- and medium-sized Asian American and other minority businesses take their companies to the next level of growth and prosperity.

Our Regional Chapters also held their own events over the year to actively promote new contract opportunities to minority enterprises and to shine the spotlight on the outstanding achievements of fast-growing Asian American-owned businesses.

Throughout the year, we brought important issues such as economic parity, job growth, and supplier diversity at the forefront of national discussion. We engaged high-level local and national officials, as well as top Corporate executives on substantive discussions on how to generate more opportunities for small and minority-owned enterprises nationwide and across industries.

As many of you may already know, 2015 is USPAACC's "Pearl Anniversary" – 30 years of creating the gateway to the Pan Asian American business community. We have many exciting projects lined up for 2015 and I urge you to join us to help mark this important milestone and to make our birthday celebration extra-special.

The wind is at our back – and with you on our side, together, we will surge and continue to win with flying colors!

In friendship,

Susan Au Allen
National President & CEO



Minority-Owned Businesses and the Changing Landscape in Supplier Diversity

Corporations are getting ahead of the demographic shift as minority-owned businesses record \$1 trillion in revenues

By the year 2043, the U.S. Census Bureau projects that the racial and ethnic groups that are known today as “minorities,” will collectively become the majority – signaling a tectonic, long-term shift in the demographics of the United States.

Within this group are minority businesses enterprises (MBEs), which are among the fastest growing segments of the U.S. economy. The positive economic impact of MBEs is indisputable. According to the U.S. Minority Business Development Agency (MBDA), MBEs account for \$1 trillion in revenues and 5.8 million jobs, and have grown more than twice the national growth rate of all businesses.

Corporations are now tapping into this economic growth – via supplier diversity – to get ahead of this demographic shift and to thrive in the highly competitive global market. Corporations recognize that offering products and services that cater to a diverse customer base can boost their competitive advantage. The goal is to appeal to minority groups now, to become perfectly positioned before minorities turn into the dominant economic force in the country.



Asian American suppliers from all over the country and across industries meet with buyers from Fortune corporations, government agencies, and large non-profit organizations at USPAACC's signature pre-scheduled one-on-one business matchmaking meetings at CelebrAsian Procurement Conference 2014 in Tysons Corner, Virginia.

“The continuing shift in demographics in the United States reveals the increasing collective economic heft and influence of minorities – and Corporate America is now taking notice. Across industries, MBEs have made their presence known and can no longer be ignored in the mainstream, as they continue to be laboratories of innovation and create greater economic impact,” said Susan Au Allen, USPAACC National President & CEO. “Demographics and buying power are inextricably linked to the supply chain and supplier diversity provides a measurable and significant return on investment for corporations.”

Dealing with diverse suppliers can be a strong asset for corporations in the global economy. Diverse suppliers have relationships with other suppliers and businesses worldwide. The global connectivity of Asian American supplier firms, for example, is a unique and invaluable asset where they are able to use existing relationships – based on heritage and culture – to open new markets throughout the Asia-Pacific region.

Further, MBEs are twice as likely to export, compared to non-MBEs, according to MBDA. On average, MBEs export gross \$7.4 million in annual receipts and spans 210 countries.

The economic ripple effect of MBEs is far-reaching: they create jobs and contribute to the economic vitality when they hire from

“The continuing shift in demographics in the United States reveals the increasing collective economic heft and influence of minorities – and Corporate America is now taking notice.”

— Susan Au Allen, USPAACC National President & CEO

their own communities. For corporations, minority suppliers deliver equal value at lower operating cost, they are agile, bring fresh perspectives, innovative practices and creative solutions to the table. Some are even tapped to provide cultural feedback to corporations in marketing focus groups and at taste tests to determine flavor preferences among various ethnic groups.

Among the best business diversity programs, MBEs are now incorporated into corporate supply chains to ensure access to increased business opportunities. By strongly supporting minority suppliers, corporations make a direct impact with minority communities. As a result, minority suppliers help corporations build brand loyalty, positioning themselves as a top brand among those demographic segments.

Today, supplier diversity has clearly become a consumer-driven requisite. This linkage is especially crucial when the buying power of minorities are expected to reach the trillion-dollar mark in just a few short years, according to the Selig Center for Economic Growth. Perhaps now is the time for corporations to further step up and demonstrate that they indeed value and appreciate minorities and their burgeoning economic clout. ●

QUICK FACTS: ASIAN AMERICAN DATA

No. of Asian American-owned Firms: **1.5 million**

Economic Impact: **\$506 billion in revenue and 2.8 million jobs created per year**

Asian American buying power: **Over \$718 billion***

Top Industry Sectors: **Professional, Scientific & Technical Services, Retail, Healthcare & Social Assistance, Accommodations & Food Service, and Real Estate & Leasing**

Sources: U.S. Census Bureau, 2007 Survey of Business Owners, June 2010;

*University of Georgia, Selig Center for Economic Growth, The Multicultural Economy 2009

(Asia Trade Mission, From Page 1)

Made-in-China also welcomed the participants. The delegation visited the R&D Centers of Intel and Dow Chemical.

“Our Trade Mission presents an exceptional opportunity to expand the reach of U.S.-based companies in China, whose growing middle class with increased appetite for American products, talented workforce, abundant natural resources and strong economic growth are all underpinnings of a more robust relationship with the United States,” said Susan Au Allen, USPAACC National President & CEO.

“That is why we come back to this part of the world every year, where our delegates could familiarize themselves with the requirements of our target markets, develop significant and lucrative opportunities, build on strategic partnerships, and extend the hand of friendship,” Allen added.

MSL Express was, once again, the trade mission’s transportation sponsor.

With USPAACC’s Allen, the ATM delegates represented a broad spectrum of corporate and Asian American-owned businesses, including: import/export; solar and lighting technology; creative/video production; corporate relocation; IT; legal services; logistics/shipping; and more.

ATM’s itinerary was especially designed to maximize opportunities: market briefings, networking opportunities with local CEOs, top-level executives and industry experts, business-to-business meetings, site visits, meetings with government officials, cultural sightseeing tours, and much more.

For more information, visit www.uspaacc.com

USPAACC REGIONAL NEWS

- ▶ USPAACC National was honored with a Special Partnership Award by Marriott International. Susan Au Allen, National President & CEO, received the award on behalf of the organization at Marriott’s Global Design & Discipline Conference at the Ritz-Carlton in Tysons Corner, Virginia (September 8)
- ▶ USPAACC National President & CEO gave an on-camera interview to comment on the findings that pertain to Asian Americans from the Diverse Segments Lending Study conducted by Wells Fargo (September 15)
- ▶ USPAACC Southeast Chapter held Procurement in the Carolinas event at the Ingersoll Rand HQ in Davidson, NC (September 25)
- ▶ USPAACC Southwest Chapter was a partner at the Dallas Police Asian Health Fair and John Peter Smith Procurement Fair (October)
- ▶ USPAACC Southeast Chapter and TIMBG held a joint event – An Inside Look at USPAACC-SE at Global Mall at the Crossings in Nashville, Tennessee (November 20)
- ▶ USPAACC National and Wells Fargo jointly held a Business Connections & Networking Reception at The Peony Pavilion restaurant in Princeton, New Jersey (December 2)

for a diverse supplier mix.

At PNC, we value diversity and recognize the value of fresh perspectives, ideas and the efficiencies it brings to our company and the communities we serve. That’s the reason we are committed to building and maintaining relationships with diverse businesses and the organizations that support them.

To learn more about supplier diversity at PNC, visit pnc.com/supplierdiversity



for the achiever in you®





Top photo: At the USPAACC Southeast Chapter's Annual Summit & Asian American Business Award with The Honorable Ajit Kumar, Consul General of India in Atlanta, Kurt Kuehn, Chief Financial Officer of UPS, and Susan Au Allen, USPAACC National President & CEO, at the UPS Headquarters in Atlanta, Georgia; (Above photo) West Coast Top 5 Asian American Business Awards Recipients with the Honorable Willie Brown, Jr., sponsors and Western Chapter Leadership at the Procurement Connections & Awards Reception at the Wells Fargo Penthouse, San Francisco, California.

USPAACC Regional Chapters Present Top 5 Asian American Business Awards

USPAACC-Southeast's signature event, The 2014 Annual Summit & Asian American Business Awards, was held on October 8, 2014 at the UPS Headquarters in Atlanta, Georgia.

UPS, Ingersoll Rand, Wells Fargo, Sun Trust, The Coca-Cola Company, Turner, and Aflac were the corporate and event sponsors.

USPAACC-SE's Top 5 fast-growing Asian American businesses are: Software Paradigms International Group, a retail industry-focused outsourcing, IT services and technology solutions company headquartered in Atlanta; Atlanta Radio Korea, a Korean American-owned radio station based in Atlanta; D&D Unlimited, Inc., an international marketing and trading company based in Orlando, Florida; Softpath System, a consulting services and staffing company based in Atlanta; and V-Dart, Inc., a global IT staffing and consulting firm based in Alpharetta, Georgia.

Featured speakers at the event were: The Honorable Ajit Kumar, Consul General of India in Atlanta; Kurt Kuehn, Chief Financial Officer of UPS; Susan Au Allen, USPAACC National President & CEO; and Neera Bahl, USPAACC Southeast Chapter President. Estrella Cramer, Global Procurement Finance Manager, UPS, served as the mistress of ceremonies.

In California, USPAACC Western Region Chapter announced the winners of the Top 5 Asian American Businesses Awards during a full-house Procurement Connections & Awards Reception on October 16, hosted at the Wells Fargo Penthouse in San Francisco.

Wells Fargo, PG&E, Wells & Bennett and The Coca-Cola Company were the event sponsors.

USPAACC Western Chapter's Top 5 fast-growing Asian American businesses are: Infostretch Corporation, an information tech-

nology company based in Santa Clara; Nth Connect Telecom, Inc., a telecommunications company based in San Jose; Triune Informatics, Inc., an information technology consulting & staffing company based in Fremont; Uesugi & Associates, an architectural firm based in San Francisco; and Zero Waste Solutions, Inc., a waste management and recycling company based in Concord.

USPAACC Western Chapter President Clyde Wong and the Chapter's leadership team were on hand to preside over the event. The Honorable Willie Brown Jr., former Mayor of San Francisco and Speaker of the California State Assembly, and Carmen Chu, San Francisco City Assessor-Recorder were among the Special Guests. ●

USPAACC National President serves on National Renewable Energy Lab Innovation Incubator External Advisory Board

USPAACC National President & CEO Susan Au Allen has accepted an invitation to serve on the Wells Fargo/National Renewable Energy Laboratory (NREL) Innovation Incubator External Advisory Board. As an advisory member, Allen will share her insight and expertise in business in Board meetings. Since then, Allen has participated as an advisory board member in the 27th annual NREL Industry Growth Forum held October 28-29 in Denver, Colorado. ●

SAVE THE DATE

**30TH ANNIVERSARY CELEBRATION
PROCUREMENT CONFERENCE**

JUNE 3-5, 2015 / MARRIOTT BETHESDA NORTH HOTEL / BETHESDA, MARYLAND

ASIA TRADE MISSION 2014



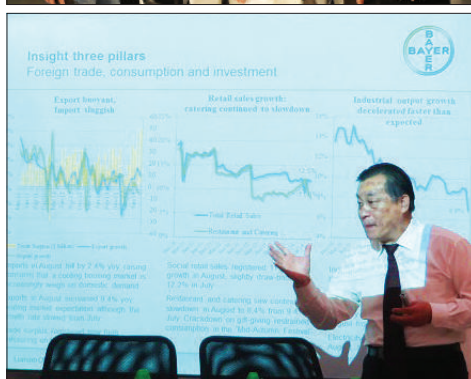
▲ Asia Trade Mission 2014 delegates with U.S. Consul General, The Honorable Jennifer Galt, at the International CEO & Business Leaders Forum in Guangzhou, China



▲ U.S. Consul General, The Honorable Scott Weinhold (Shenyang), speaks at the International CEO & Business Leaders Forum in Dalian, China; Asia Trade Mission 2014 delegates visit Pfizer Dalian site, hosted by Hongwei Xiao, Procurement & Distribution Director, in Dalian, China



▲ Sightseeing at The Bund in Shanghai, China



▲ Professor He Mengsheng, Vice President, Government Affairs, Bayer China, makes a presentation to the Asia Trade Mission 2014 delegation; (Above) At a networking reception in Shanghai, China



▲ Asia Trade Mission 2014 delegates are received by Professor He Mengsheng, Vice President, Government Affairs, Bayer China, at the plant in Guangzhou, China



ASIA TRADE MISSION 2014



▲ Asia Trade Mission 2014 delegates with U.S. Consul General in Shanghai, The Honorable Hanscom Smith, during the Business Program Day in Shanghai, China



◀ USPAACC National President & CEO Susan Au Allen with Kaihua Zhang, Chairman, CCPIT; (Above) Asia Trade Mission 2014 delegates join local businesses during the International CEO & Business Leaders Forum in Shanghai, China



◀ Asia Trade Mission 2014 delegates at the Hi-Tech Development Zone (Dalian Tiandi) in Dalian, China; (Above) The delegates visit Intel's R&D Center in Shanghai, China



▲ Asia Trade Mission 2014 delegates meet with U.S. Consul General, The Honorable Scott Weinhold (Shenyang) and local businesses in Dalian, China



**US PAN ASIAN AMERICAN
CHAMBER OF COMMERCE
EDUCATION FOUNDATION**

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USPAACC: YOUR CONNECTION TO ECONOMIC GROWTH

WHY BECOME INVOLVED WITH USPAACC

NATIONWIDE PRESENCE – Reach thousands of Asian American-owned B2B enterprises through our Regional Chapters in California, New York, Texas, Georgia, Illinois, Connecticut, and the Maryland-Virginia-Washington, DC National Capital Area.

LEGISLATIVE BRIEFINGS – Meet and discuss with Federal lawmakers important issues that impact your business.

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

CELEBRASIAN PROCUREMENT CONFERENCE – Participate in our flagship event, the country's largest annual national B2B procurement conference convened by Pan Asian American businesses to find partners in small, medium and large enterprises.

Our **FAST 50 ASIAN AMERICAN BUSINESSES** program puts the spotlight on the achievements of Asian American-owned businesses, showcases their continued robust growth despite tough economic times, through innovation, hard work and ingenuity, remains at the forefront as engine of growth in our national economy.

Our **EXCELLENCE AWARDS, ASIAN AMERICAN CORPORATE DIRECTORS 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.

SUPPLIER TRADE FAIR – Acquire valuable contract opportunities in our signature pre-scheduled quality one-on-one procurement matchmaking meetings with buyers from Corporate America, the Federal, State, and Local Governments, and Non-Profits, and meet Asian American mid-size, small and other minority suppliers.

SUPPLIER DIVERSITY MANAGERS CAUCUS – Supplier Diversity Directors, Managers and Buyers address cultural challenges they face in negotiating, doing business, and partnering with diverse Asian American suppliers. This forum explores solutions to current issues, challenges and best practices in the supplier diversity arena.

FEDERAL CONTRACTING TOWN HALL MEETING – Federal Government representatives present a roadmap to current and upcoming contracting opportunities for small/minority businesses, and discuss new developments impacting small businesses.

USPAACC SUPPLIER SUCCESS STORIES – USPAACC members from corporations, government agencies and Asian American business community share their success stories – how they did it, how they grew, pitfalls avoided, challenges faced, best practices, and much more.

YOUNG ENTREPRENEURS – Young Asian American CEOs share how they started their business from scratch, competed against large companies and made their mark – ultimately changing the paradigm for entrepreneurship, business growth and success.

Seasoned industry leaders are featured in our **ASIAN AMERICAN CEOs: LIVING THE AMERICAN DREAM**, where they discuss their experiences on their road to achieving success. **WOMAN PIONEERS SUMMIT** – Outstanding woman pathfinders in Corporations, Government and small business share their personal experiences, trials, tribulations, and precious lessons learned on their journey to the top.

ASIA TRADE MISSIONS – Since 2005, USPAACC has been leading successful Trade Missions to the fast-growing 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 & CPO FORUM – Chief Procurement Officers of U.S. Corporations, CEOs of U.S. small- and medium-sized companies from China, India and other Asia-Pacific countries discuss procurement trends, alliances and joint venture opportunities in the Asia-Pacific region.

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

**WE OPEN DOORS TO PROCUREMENT,
EDUCATIONAL & PROFESSIONAL OPPORTUNITIES**

MEMBERSHIP APPLICATION

Send completed application to USPAACC • 1329 18th Street • NW • Washington, DC 20036
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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