



ASIAN AMERICAN
BUSINESS ROUNDTABLE

Asian American Business Roundtable III – January 29–30 2018, NYC

The New Majority is the New Normal for Businesses

Background:

Diverse and inclusive workplaces lead to more robust and competitive businesses. America's society is transforming as key minority ethnic groups gradually become the majority population in some large urban areas and states. The buying power of this "New Majority" bloc is growing exponentially, with the combined consumer muscle of African Americans, Asian Americans and Latinos forecast to reach over \$4.1 trillion in 2019. This development cannot be ignored. Forward-thinking business leaders are taking steps to harness the new mainstream economy to their strategic plans.

Description:

A two-day gathering of Asian, Latino, African American corporate leaders, entrepreneurs, diversity and inclusion experts and advocates to take stock of the emergence of the New Majority demographics that are transforming how businesses operate, sell, recruit and grow.

Fortified by an alliance with the CEO Action for Diversity & Inclusion, the Asian American Business Development Center will chair a multicultural discussion of key topics including: redefining diversity in businesses, cultural identity for the new generation, investing in multicultural startups, minority women in the C-Suite, impact of shifting ethnicity on politics and case studies of collaboration across cultures.



Why Attend:

- Witness and participate in the formation of “New Majority Alliance” and understand why it matters for minority communities, mainstream business and society.
- Take advantage of the resources and networks of “New Majority Alliance” to advance your business goals.
- Acquire examples, strategies and tactics useful in building cross-cultural coalitions.
- Connect with, and learn from, those who are leading CEO Action for Diversity & Inclusion. Discover how you and your business can play a role and benefit from these changes.

Diversity and inclusion are the new normal for businesses. CEOs of Fortune 500 companies, university heads and association leaders have recognized this reality. They are pledging to work together to create workplaces that bring together the best talents, perspectives and experiences.

Link to CEO Action latest release:

<https://www.ceoaction.com/media/press-releases/2017/nearly-100-new-ceos-join-the-ceo-action-for-diversity-inclusion>

Dates: January 29-30, 2017

Location: JPMorgan Chase & Co. Conference Center at 270 Park, New York City

Number of Participants: ~250

Summit Co-Chairs:

John Wang, Asian American Business Development Center

Ron Parker, Executive Leadership Council

Cid Wilson, Hispanic Association on Corporate Responsibility



Potential Speakers/Participating Organizations and Companies:

Accenture (Nellie Borrero, Senior Global Inclusion & Diversity Managing Director)

Ascend

Catalyst (Deborah Gillis)

CEO Action for Diversity & Inclusion

Cisco

Columbia University (Director of Admissions)

Hispanic Federation (Jose Calderon)

JPMorgan Chase Foundation

LEAP (Linda Akutagawa, CEO)

LinkedIn (Rosanna Durruthy, Head of Global Diversity, Inclusion & Belonging)

Microsoft (Joy Chik, Distinguished Engineer)

Morgan Stanley Multicultural Innovation Lab

PepsiCo (Indra Nooyi, Tony West)

RUN (Chloe Bennet, actress, principal at RUN; Cate Park, principal at Hawkins Mikita; principal at RUN)

Target (Laysha Ward, Executive Vice President and Chief External Engagement Officer)

Urban League



Targeted Keynote Speakers:

(total of four keynote opportunities: at opening and during luncheon on Jan. 29 & 30)

Accenture (Julie Sweet, CEO of North American operations)

Bristol-Myer Squibb (Giovanni Caforio, CEO)

Deloitte (Cathy Englebert)

JPMorgan Chase & Co. (Phyllis Campbell, Chairman, Northwest)

Michael Bloomberg

Morgan Stanley (Carla Harris)

Pfizer (Ian Reed, CEO)

PwC (Tim Ryan, Senior Partner and Chairman, PwC US)

Merck (Ken Frazier, CEO)

Univision

We Need Your Leadership and Participation:

We hope you will be able to have a strong and visible leadership presence at the Summit. Currently we are seeking strategic partners from diverse groups to organize, source speakers, drive attendance, promote and fund this historic Summit. Thank you for your time and consideration of this proposal. We look forward to connecting with you on how we can mutually benefit from this remarkable event.

What to Expect:

Each of the two days includes keynote speakers (opening keynote & luncheon keynote), interactive activities, multiple networking opportunities, breakfast, lunch and end-of-day reception.