



ASIAN AMERICAN  
BUSINESS ROUNDTABLE

**FOR IMMEDIATE RELEASE:**

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**The Asian American Business Roundtable  
to host “The New Majority is the New Normal for Businesses,”  
a Major Two-Day Summit with the Nation’s Top Business Leaders,  
January 29-30 in New York City**

**NEW YORK, NY - January 2, 2018** - The third annual Asian American Business Roundtable will explore “The New Majority is the New Normal for Businesses” during a two-day Summit at the JPMorgan Chase & Co. Conference Center in Manhattan, Monday, January 29 and Tuesday, January 30, 2018. Some of the nation’s top forward-thinking Asian, Latino, and African American corporate, business and community leaders, joined by diversity experts and advocates will participate in the highly-anticipated event, it was announced today by John Wang, Founder and President of The Asian American Business Development Center (AABDC), the Summit host.

Delivering keynote speeches will be business luminaries Timothy F. Ryan, US Chair and Senior Partner of PwC; Carla Harris, Vice Chair, Global Wealth Management and Senior Client Advisor, Morgan Stanley, Phyllis J. Campbell, Chair, Pacific Northwest and Vice Chair, JPMorgan Chase & Co, as well as Jonathan Spector, President and Chief Executive Officer of The Conference Board.

“The Summit is designed to be a hub for members of diverse groups to connect, collaborate and contribute new thoughts, information, strategies and tactics that will shape how business and industry is conducted now, while developing new goals, partnerships and actions for the future,” said Mr. Wang, who is co-chairing the Summit with internationally recognized business visionaries Ron Parker, President and CEO, The Executive Leadership Council and Cid Wilson, President & CEO, Hispanic Association on Corporate Responsibility (HACR).

More than five years ago, the AABDC identified the beginnings of a growing movement in American business: the rise of the New Majority centered on ethnic groups, formerly the minority, gradually becoming the majority in some large urban areas and states. Mr. Wang observed that the consumer power of this bloc comprised of African Americans, Asian Americans, and Latinos was forecast to reach over \$4.1 trillion by 2019.

“Diverse and inclusive workplaces are transforming the way the world does business throughout America and with America,” says Mr. Wang. “This year’s summit will be the strategic center where diverse professionals, business owners and corporate leaders will take full 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 Summit discussions will cover a wide-range of topics related to the multicultural-business model. They include: redefining diversity in businesses, cultural identity for the new generation, minority women in STEM industries, impact of shifting ethnicity on politics and case studies of collaboration across cultures.

Leaders in the fields of education, politics and journalism will be among the panelists conferring on trending topics as the challenges facing minority journalists; the current threats to EEO and Affirmative Action policies; and Millennial perspectives on identity. Bloomberg Television, MSNBC and NBC News, as well as Black Enterprise magazine are among the participating media speakers.

Community-based gamechangers will discuss the New Majority and the opportunities it presents to consumers. They include: Arva Rice, President & CEO of the New York Urban League, Ron Busby, President & CEO of the U.S. Black Chambers Inc., Jose Calderon, President of the Hispanic Federation, Jo-Ann Yoo, executive director, Asian American Federation, as well as Maria Escorcia, Vice President, Relationship Manager, Global Philanthropy, JPMC Foundation.

Mr. Wang emphasizes that as AABDC leads the way in the development of a formal “New Majority Alliance,” it is committed to educating minority communities, mainstream business and society about why a cross-cultural business coalition matters.

“The New Majority is the new business model for now and the future,” he says.

For tickets or more information on “The New Majority is the New Normal for Businesses,” visit [www.AABusinessRoundtable.org](http://www.AABusinessRoundtable.org).

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