



US PAN ASIAN AMERICAN CHAMBER OF COMMERCE

1329 18th Street, NW, Washington, DC 20036
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Diversity Seminar

Who **US Pan Asian American Chamber of Commerce (USPAACC)**, business and public sector leaders, and diversity advocates (Derrick Millard, MWOB Manager, Fannie Mae; Claire Tse, Tse Solution; Jose Nino, El Nino Group, Jana Goldenman, Corp. Diversity Office, General Mills and more).

What *“Doing Business in a Multi-Cultural and Multi-Ethnic Society in a Global Economy.”*

Why America’s increasing diverse population has created new economic opportunities for corporations, small businesses, and the minority community of \$1 trillion purchasing power. Corporations are beginning to realize that it is good business to market to and do business with the minority community, an emerging market that could not be ignored. They also know that there are cultural differences among people of different racial and ethnic backgrounds, and that these differences often create wrong impressions, misunderstandings, dislike and sometimes hostility among the groups, therefore impeding business and trade. Finally they recognize that successful penetration in the U.S. minority market will prepare them for entry into other emerging markets in the global economy.

This diversity seminar will explore the backgrounds, communication styles and expectations among different ethnic groups, and their impacts on perceptions and understanding of different people and events in the daily conduct of our business. We will present an up-to-date analysis of diversity issues from various perspectives and develop best practices for participants to take home to their jobs and businesses. It is our intention to promote better understanding among people of all racial and ethnic backgrounds, thereby improving productivity and the bottom line.

The seminar will define the differences, draw upon our commonalities, and integrate the values of various ethnic groups (white, African American, Hispanic and Asian Americans) to arrive at some of the best practices that could add value to all our businesses and professions.

When Friday, December 1, 2000, 8:30 am to 2:00 pm

Where University Club
University Hall
1135 16th Street, NW
Washington, DC 20036