

## INVEST IN ASIAN AMERICA

The 21<sup>st</sup> Century is America's Pacific Century.<sup>1</sup>

The Asia Pacific region is already 55% of the world's economy<sup>2</sup>

And the US is the largest economy in Asia Pacific.

27% of US jobs created from exports come from trade with Asia.<sup>3</sup>

*"America's great ticket to the future is that there is **somebody here from everywhere.**"<sup>4</sup>*

- Bill Clinton, "Embracing Our Common Humanity" Speech, January 2012

Asian Americans are

the fastest growing racial group.<sup>5</sup>

One of the most likely groups to start a business

one out of five workers own their own businesses.<sup>6</sup>

A 40% increase in five years!!!<sup>7</sup>

Asian American employers create an average of seven new jobs.<sup>8</sup>

Asian Americans have made major contributions to the American economy.

- Yahoo! = Jerry Yang
- Foursquare = Naveen Selvadurai
- LaLa = Bill Nguyen
- Google = Vic Gundotra
- Adobe = Shantanu Narayen
- NVIDIA = Jen-Hsun Huang

Asian Americans are among the most watched on YouTube.<sup>9</sup>

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<sup>1</sup> America's Pacific Century By Hillary Clinton  
[http://www.foreignpolicy.com/articles/2011/10/11/americas\\_pacific\\_century](http://www.foreignpolicy.com/articles/2011/10/11/americas_pacific_century)

<sup>2</sup> The APEC Region Trade and Investment, Australian Government 2011, [http://www.dfat.gov.au/publications/stats-pubs/downloads/APEC\\_2011.pdf](http://www.dfat.gov.au/publications/stats-pubs/downloads/APEC_2011.pdf).

<sup>3</sup> WISERT Report, International Trade Administration <http://www.trade.gov/mas/ian/employment/index.asp>. Asia Matters for America, East-West Center, <http://asiamattersforamerica.org/>.

<sup>4</sup> <http://merchandisingmatters.com/featured/president-clintons-challenge-retailers/>.

<sup>5</sup> <http://2010.census.gov/news/releases/operations/cb12-cn22.html>

<sup>6</sup> 1.5 million small businesses (<http://www.census.gov/econ/sbo/get07sof.html?16>) / 7.2 million labor force ([http://www.dol.gov/\\_sec/media/reports/asianlaborforce/](http://www.dol.gov/_sec/media/reports/asianlaborforce/)) / = 20%.

<sup>7</sup> <http://www.census.gov/econ/sbo/get07sof.html?16>

<sup>8</sup> 2.8 million workers / 397,484 employer firms = 7.05 workers <http://www.census.gov/econ/sbo/get07sof.html?16>.

<sup>9</sup> Ryan Higa and Michelle Phan (<http://www.nytimes.com/2011/07/31/fashion/for-asian-stars-many-web-fans.html>)

And they are the most active and experienced news viewers online.<sup>10</sup>

Their kids are totally connected. (Three hours a day on a cell phone!)<sup>11</sup>

The Internet is Asian America's link to their ethnic homelands.

They send money back to Asia

60% travel to Asia frequently.

Helping to convince Chinese to invest \$5 billion in the US every year.<sup>12</sup>

And settle 3,000 Chinese millionaires in the US every year.<sup>13</sup>

Asian Americans are an engine of growth.

A source of soft power.

Invest in "somebody here from everywhere."

*"The Asian community is a very large economic force both inside and outside of the U.S.*

*The more you understand what's going on globally, and the impact that China and India are having on the world,*

*the more you will recognize the importance of having Asians be part of your organization and leadership team."*

*-Barbara Adachi, Managing Director of Deloitte Consulting LLP's Human Capital Practice<sup>14</sup>*

*"Asians in America: Unleashing the Potential of the 'Model Minority,'" a study from the Center for Work-Life Policy, July 2011*

### **Invest in Asian America.**

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<sup>10</sup> <http://www.slideshare.net/PewInternet/asianamericans-and-technology> - slide 8

<sup>11</sup> Nadra Kareem Nittle, "Minority youth media consumption may be hampering academic achievement," *Chicago Defender*, July 13, 2011, 106 edition.

<sup>12</sup> <http://online.wsj.com/article/SB10001424052748704615504576172410117309984.html?>

<sup>13</sup> <http://www.businessweek.com/magazine/chinas-superrich-buy-a-better-life-abroad-11222011.html>.

<sup>14</sup> [http://www.worklifepolicy.org/documents/TopAsianTalent\\_PressRelease\\_7.20.11.pdf](http://www.worklifepolicy.org/documents/TopAsianTalent_PressRelease_7.20.11.pdf)