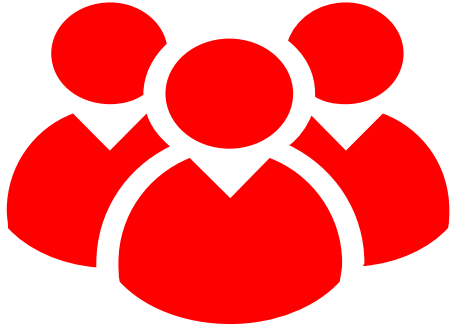


**ASIAN AMERICAN
CHAMBER OF
COMMERCE GREATER
PHILADELPHIA**

SEPTEMBER 2018

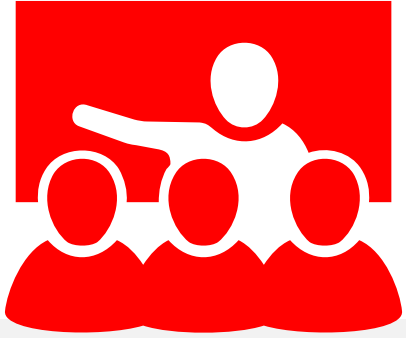


MAKING CONNECTIONS THAT MATTER

The Asian American Chamber of Commerce Greater Philadelphia is dedicated to:

- Promoting regional economic growth between Asian & non-Asian businesses
- Advancing business-friendly public policies
- Servicing our members through outstanding programs, benefits, and services
- Embracing Diversity And Fostering Inclusion Is Good For Your Business





HOW WE SERVE OUR MEMBERS

Business Start Up and Growth

AACCGP conducts periodic educational sessions on:

- Business Plan
- Cash flow analysis
- Marketing
- Start up Capital
- Working Capital
- Technical support

Member Support

AACCGP holds information and networking events for our members to

- Access working capital, increase market share and business growth.
- Access to City, State and Federal Business
- Access to startup and working capital
- Exposure to International business opportunities
- Networking sessions with corporations looking for minority business participation.
- Technical support to business growth
- Pooled health care and insurance

Minority Certifications

AACCGP provides technical support to apply for minority certification for Federal, State, City and Corporations.

- City of Philadelphia Certification
- SBA 8A/Hub zone Certifications
- SEPTA/PENNDOT
- PA Department of General Services
- MSDC - PA- NJ-DE Certification
- WBDC- Women Business Certification





WHY ASIAN AMERICANS?

Asian-Americans are diverse, spanning the languages and cultural traditions of more than 40 different ethnicities; they form an important consumer group across all industries

- ▶ From an aggregated view, Asian Americans lead the U.S. population (on a per household basis) for expenditures and usage, in a number of consumer categories, from food and travel to baby products, mobile digital devices, and social media
- ▶ Asian Americans are the most affluent of all major ethnic groups in the U.S. and are more highly educated than any other group
- ▶ However, we can not generalize this unique, diverse segment - a more disaggregated view is necessary to understand their consumption behaviors
- ▶ Young, empowered, and growing, understanding how to connect with the multifaceted Asian American consumer group will help shape the strategies necessary to succeed now and in the future





Nation's fastest growing multicultural segment



Expanding Footprint

From 2009-2014, the Asian American Population grew 25% and is expected to grow to 25.7 million by 2019



Consumer Dynamos

At an aggregate view, Asian-Americans are the nation's wealthiest consumer segment. Median income of \$74,829



Tech Titans

Continue to lead other consumer segments when it comes to adopting the latest technology, and they are often trendsetters



Entrepreneurship on the Rise

Asian-American-owned businesses grew by 24% between 2007 and 2012 and had the highest percent sales increase (38%) of any ethnic group

Success Comes in Many Forms...





Business Revitalization on South 7th Street

- ▶ Asian American Chamber of Commerce of Greater Philadelphia (AACCC), City of Philadelphia Business Service Manager, Americop Vista Volunteers, CAGP, and UMCC to support businesses on South 7th Street with a series of workshops, outreach and corridor cleanings
- ▶ Mekong Video, a Cambodian entertainment business located at 2218 S. 7th St., acquired appropriate financing assistance to update their store's façade. The clean and new storefront increased business by 10%





Women Advocacy Committee - SPARK!

An annual series comprised of Executive Asian American Women working in large Corporations and Medium Sized Own and Operated Businesses. The discussion about their journey, challenges and successes. SPARK's event mission is to inspire and empower professionals and entrepreneurs.



Supporting Future Leaders



KRUTEE SHAH

Founder and principal of Paradigm Architecture + Urban Design with 22 years of experience in architecture and interior design. Selected for Philadelphia Chamber CEO access program



AMANDA CHEVALIER

Owner and Principle of CFI-NJ was awarded Business Journal Class of 2018 Minority Business Leader



Lee Huang

Econsult Solutions Inc is serving as a newly appointed member of the Philadelphia Board of Education



SANJAY PAWAR

Founder of Bluesphere Advisors with 13 years of experience in the financial planning and wealth management industry. Selected for Philadelphia Chamber CEO access program



Carol Wong

Director, Chinatown Learning Center, will be recognized on Oct 1st at MED Week open with Outstanding Business Award



Acclaimed Leadership

Narasimha (Nick) Shenoy is the founder President & CEO of Asian American Chamber of Commerce of Greater Philadelphia (AACCGP).

In 2014, Philadelphia Business Journal listed AACCGP as one of the top 25 chambers in the region. As an immigrant, Nick migrated to this country in 1972, to pursue American Dream. For the last 30 years, he has dedicated to help others to achieve American Dream socially and economically.

In 2018 Nick was given the honor of 2018 Minority Leader Lifetime Achievement by Philadelphia Business Journal.



Completed and Upcoming Major Events



MAJOR EVENTS

November

- One on One Coffee with Commerce Department in Chinese - educating local businesses on city programs for small businesses ie: safety cam and store front improvement

October

- MED WEEK - Asian American Chamber of Commerce and African American Chamber of Commerce collaboration - panel discussion with 3-4 Asian/African American professionals
- Asian American Chamber of Commerce of Greater Philadelphia 12th Annual Award Banquet

Completed Events

June

- Golf Outing with the Asian American Association of Business and Professionals of Bensalem

May (Asian Heritage Month)

- Pan Asian Celebration Banquet- collaborating and honoring with all Asian community leaders and non-profit that serve the Asian Communities
- Intersections - Collaboration with IBA (LGBTQ Chamber) an event celebrating diverse business communities

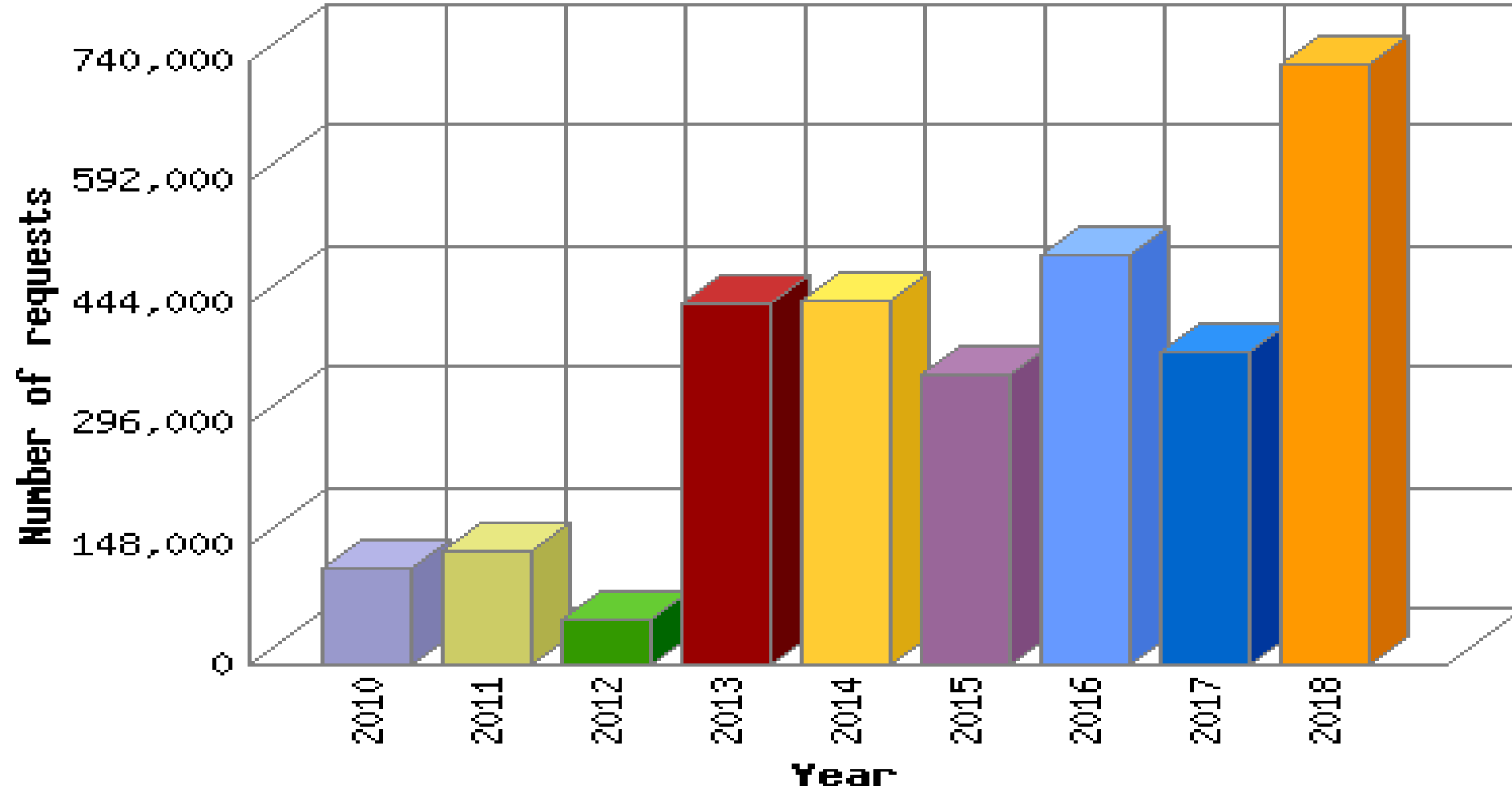
March

- SPARK!!! - Asian Chamber Women Advocacy Committee - Panel Discussion with 3 top Asian American Women Executives in the Philadelphia Area



WEBSITE STATISTICS

Yearly Report



THANK YOU



New Jersey



MADISON BIRCH
STAFFING AND RECRUITING



Power Up
Your Business





Asian American Chamber of Commerce of Greater Philadelphia

Making connections that matter...

Join us ...



Visit www.asianchamberphila.org

