

International Best-Selling Co-Author of “The Secrets of CEOs” is Speaker at CelebrAsian '09

By JP Torres / USPAACC Education Foundation

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Steve Tappin will share insights based on his personal interviews with 150 global CEOs, at CelebrAsian Business Opportunity Conference '09 International CEO Forum, on May 20 in New York

Washington, DC — Steve Tappin, co-author of the international bestselling book “The Secrets of CEOs,” will be the featured speaker at the International CEO Forum on May 20, a program of CelebrAsian Business Opportunity Conference '09 to be held on May 20-22 at the New York Marriott at the Brooklyn Bridge in Brooklyn, New York. Tappin will share his unique insights based on his personal interviews with 150 global CEOs in this highly interactive and informative forum.

CelebrAsian '09, the 24th Anniversary flagship Conference of the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC Education Foundation), is part of its continuing effort to boost economic growth and address the challenges facing small and minority businesses in the current marketplace. It is the oldest and largest Asian American business opportunity conference in the United States that connects hundreds of top-caliber Asian American suppliers and business owners with buyers from Fortune 500 corporations, the Federal government, and the small and minority business community, through pre-scheduled one-on-one matchmaking meetings, informative summits, workshops, and networking sessions.

The Conference theme, “Business beyond Boundaries: Turning Challenges into Opportunities—Follow the Money,” highlights how businesses could thrive in an economic downturn, where to find opportunities in the Federal initiative on “green” energy, and strategy to win a piece of the Obama Administration’s \$787 billion Economic Stimulus package. Wells Fargo and PepsiCo are the Corporate Co-Chairs; Merck and The Coca-Cola Company are the Program Co-Chairs.

Sessions also include Follow the Money: Expand through the Stimulus Plan; Successful Marketing; Strategy for Growth; Guanxi* Business Opportunity Fair and One-on-One Matchmaking Meetings; Go Green: Opportunities for Green Suppliers, and How to Become a Green Supplier; Access to Capital; Strategic Alliances with Corporations and the Federal Government; China Trade Mission Success Stories; Supplier Diversity Professionals’ Summit; and other programs that educate participants on procurement trends and new requirements, valuable information on lucrative contract opportunities, best practices, and other strategic tools necessary for sustainable growth (*Guanxi is a commonly used business term meaning “connections” or “relationship”).

The spotlight will also be placed on the success and achievements of outstanding Asian American businesses, through several special events during the Conference, including the USPAACC Education Foundation/Wells Fargo Asian Business Leadership Awards, The Excellence Awards Gala Dinner presenting the “Fast 50 Asian American Businesses,” and the Business Leaders and Scholarship Awards Luncheon.

For more information or to register, visit www.uspaacc.com

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The US Pan Asian American Chamber of Commerce Education Foundation (USPAACC Education Foundation) was formed in 1984 as a national, non-profit organization representing all Asian Americans

and Asian American-related groups in business. It promotes, nurtures and propels economic growth by opening doors to contract, educational and professional opportunities for Asian Americans and their business partners in corporate America, the Federal, State and local governments, and the small and minority business communities in the United States and Asia. Headquartered in Washington, DC, USPAACC Education Foundation has a nationwide reach through Regional Chapters in California, New York, Texas, Illinois, Georgia, and Washington, DC-Maryland-Virginia in the National Capital Area.

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