

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: 1st Asian MBA Leadership Conference and MarketPlace

1st ASIAN MBA LEADERSHIP CONFERENCE AND CAREER EXPO



Jacob Javits Convention Center, New York City
September 10-12, 2009
www.AsianMBA.org

JOIN US for the inaugural Asian MBA leadership Conference & Career Expo (AMBA). AMBA is the largest gathering of present and emerging Asian leaders in the U.S. Columbia Business School is the Lead Academic Sponsor and The New York Times is the Lead Media Sponsor. 200+ exhibitors and 8,000+ attendees expected.

In addition to our Leadership Conference and Career Expo, AMBA invites companies to experience unprecedented opportunities to promote their brand, products and services to thousands of individuals from our Pan-Asian community at the **AMBA MarketPlace**. This is the must-attend event of the year!

INTRODUCING THE AMBA MARKETPLACE

The new and unique **AMBA MarketPlace** is the gateway for your company to discover and understand the nexus between corporate America and the Asian-American marketplace by connecting you to our diverse Pan-Asian community.

- Distribute your products to one of the nation's fastest growing and most influential consumers groups
- Connect with 8,000 present and emerging Asian leaders and professionals from a cross section of ethnicities and cultures
- Demonstrate your latest products and service to a targeted audience
- Showcase your company to industry movers and shakers
- Examine recent trends and opportunities and study the marketplace
- Attract new customers by reaching a new audience

Who will be attending:

- 8,000 present and emerging Asian American leaders

- MBA students and alumni
- Senior business executives from the U.S. and Asia
- Bi-Lingual and bi-cultural professionals
- Recruiters from Leading Corporations
- Industry experts
- Distinguished community figures
- Top diversity and professional development trainers

ABOUT AMBA

For the first time in history, the Pan-Asian community is coming together for the inaugural Asian MBA Leadership Conference & Career Expo. Our mission is to connect and empower outstanding Asian American professionals like no other forum before. Following the enormous successes of The National Black MBA Association and National Society of Hispanic MBAs conferences, AMBA will serve to galvanize and inspire present and emerging Asian leaders to Rise to New Heights.

AMBA CONFERENCE & CAREER EXPO PROGRAM

- Connect with thousands of present and emerging Asian American leaders, MBAs, top executives, industry experts, recruiters and prominent community figures
- Join the dialogue with other business leaders and engage in powerful professional leadership seminars, expert panel discussions and networking sessions
- Recruit the most talented Asian American candidates from across the nation
- Globalize and recruit bi-lingual and bi-cultural talent interested in working in Asia at our "Jobs in Asia Pavilion"
- Attend the prestigious AMBA Leadership Awards Gala Dinner for Corporate and Executive Excellence at the Marriot Marquis in Times Square
- Take part in the AMBA Global Executive Track (invitation only) and network with senior leaders from the USA and Asia
- Tee-off in the AMBA Scholarship Golf Outing in partnership with The Barclays PGA Tour

EXHIBITOR AND SPONSOR INFORMATION

AMBA Alliance Partners include:

- Asian American Government Executives Network (AAGEN)
- Asian Healthcare Leaders Association (AHCLA)
- Asian Women in Business (AWIB)
- Asian Woman Leadership Network
- National Asian Pacific Bar Association (NAPABA)
- Network of Indian Professionals, New York (NetIP-NY)
- The Indus Entrepreneurs (TiE)

Participating Industries include:

Banking/ Finance / Government / Legal/Technology/ Engineering/ Healthcare/

Biotechnology /Pharmaceuticals/ Insurance/ Hospitality/Food & Beverage/
Advertising/Marketing/ Global Media/ Energy/Telecommunications and more.....

Space is limited. Visit AsianMBA.org for conference details and updated information.
To register your company for the Leadership Conference, Career Expo & AMBA
MarketPlace, contact Ellen Park, Program Manager, ellen.park@AsianMBA.org or call
(212) 465-8391.