

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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Subject: Empower Your Asian Employees – Build Bridges to Asian Communities



**Empowered Asian Employees:
Global Business Growth Through Leadership Development**

New York, May 15, 2009 – Over 20 corporate leaders from the tri-state area will be leading workshops on the best ways to empower Asian employees and seize new business opportunities even amid the downturn, at the **Asia Society 2009 Diversity Leadership Forum at the New York Marriott Marquis on June 1, in New York City.**

With the current economic recession, companies everywhere are learning how to do more with less. One untapped resource: employees' own networks and global expertise. Asian Employee Resource Groups (or ERGs) are valuable assets in understanding markets, utilizing resources and generating new business opportunities.

Asia Society's Corporate Diversity Council – made up of senior diversity officers from Global 500 companies – provides a platform to discuss the challenges, opportunities and best practices employed by ERGs within the United States, as well as develop the leadership needed to successfully utilize these groups as vital business partners within a company.

“Over the long term, the globalization of markets will continue to create tremendous opportunities for multinational companies,” said Harold McGraw III, chairman, president and CEO of The McGraw-Hill Companies and the Forum's keynote speaker. “The collective talents, perspectives and wisdom offered by Employee Resource Groups are proving to be a driving force behind the innovation and execution needed to capture those opportunities.”

The all-day event features workshops on:

- Using Asian ERGs as a bridge to Asian markets in the U.S. and Asia
- Making ERGs a known resource for your company
- Measuring ERGs' contributions to a company
- Leveraging internal and external partnering
- Mentoring, coaching and more!

Pioneers in diversity such as **Jane Hyun**, author of the groundbreaking book, *Breaking the Bamboo Ceiling: Career Strategies for Asians* and **Lord Michael Hastings**, KPMG International's Global Head of Citizenship and Diversity, are among the high level experts who will be leading the workshops.

Corporate partners for the forum include Colgate-Palmolive, Corning, General Electric, KPMG, McGraw-Hill Companies, National Grid, and Novartis Pharma.

Monday, June 1, 2009 8:00 am – 4:15 pm
New York Marriott Marquis, 1535 Broadway, New York City

For registration and additional details, visit www.AsiaSociety.org/DiversityForum or email diversityforum@asiasociety.org.

Asia Society Corporate Diversity Council

American Express
Bank of New York Mellon
BD (Becton, Dickinson and Company)
Bloomberg L.P.
Cardinal Health
Citigroup
Colgate-Palmolive
Corning Incorporated
Ernst & Young
General Electric Company
Goldman, Sachs & Co.
HSBC
IBM
JPMorgan Chase
KPMG LLP
Merck & Co.
Bank of America Merrill Lynch
Morgan Stanley
National Grid
Novartis Pharma AG
PepsiCo, Inc.
Pricewaterhouse Coopers, LLP
The Proctor & Gamble Company
Time Warner, Inc.
UBS Wealth Management Americas
The Walt Disney Company

About Asia Society

Asia Society is the leading global and pan-Asian organization working to strengthen relationships and promote understanding among the people, leaders and institutions of Asia and the United States. The Society seeks to increase knowledge and enhance

dialogue, encourage creative expression, and generate new ideas across the fields of policy, business, education, arts and culture. Founded in 1956 by John D. Rockefeller 3rd, Asia Society is a nonpartisan, nonprofit educational institution with offices in Hong Kong, Houston, Los Angeles, Manila, Melbourne, Mumbai, New York, San Francisco, Seoul, Shanghai and Washington, D.C.