



Asia
Society

ENGAGING ASIAN PACIFIC AMERICAN EMPLOYEES STRENGTHENS FORTUNE 500 COMPANIES

2015 ASIAN PACIFIC AMERICANS

CORPORATE SURVEY

LOSING BUSINESS OPPORTUNITIES?

- LESS PENETRATION IN DOMESTIC AND INTERNATIONAL ASIAN MARKETS
- POTENTIAL LOSS OF APA EMPLOYEES

ENGAGE APA EMPLOYEES

— TOP APA EMPLOYEE ENGAGEMENT DRIVERS —



DIVERSITY & EMPLOYEE RESOURCE GROUPS



86%

of companies involve APA ERGs for business innovation and growth strategy



MARKET OPPORTUNITY



83%

of companies involve APAs in Asian market business development (domestic & abroad)



PROFESSIONAL GROWTH

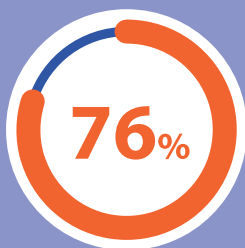


73%

of APA employees feel that their company provides a wide range of leadership development programs & skill building opportunities tailored specifically for them



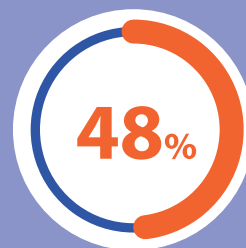
APAS ARE FOREIGN-BORN AND WELL-EDUCATED



are 1st generation immigrants



are Millennials



have a Masters Degree



work in Financial Services