



2010 Asian Pacific Americans Corporate Survey

On March 1, 2010 Asia Society will launch the *2010 Asian Pacific Americans Corporate Survey* to provide original benchmark data and best practices on how to maximize global leadership talent within a diversified workforce.

Asia Society has retained the services of Questar, an independent global survey company, to design and analyze the *2010 Asian Pacific Americans Corporate Survey*. The survey will be distributed electronically to the Chief Diversity Officers of Fortune 500 Companies to disseminate throughout their Asian Pacific American employee base.

All participating companies will receive a top line confidential report on their own company. There is no cost to participate in the survey.

“This survey can help to maximize Asian Pacific American employee engagement and potentially increase revenue by encouraging Asian Pacific American employees to help their company tap new markets and enhance customer loyalty” said Vishakha N. Desai, President, Asia Society.

Results of the *2010 Asian Pacific Americans Corporate Survey* will be released at the 2010 Diversity Leadership Forum scheduled for May 17th in New York City. For more information regarding the Forum please visit our website at www.asiasociety.org/diversityforum or email diversityforum@asiasociety.org.

The survey and subsequent report have the support of Asia Society’s Trustees, Business Council and Corporate Diversity Council.

Please spread the word throughout your networks and within the Asian Pacific American communities across the country on this groundbreaking effort to give voice to the Asian Pacific American employee.

For more information on the *2010 Asian Pacific Americans Corporate Survey*, please go to: www.asiasociety.org/asianamericansurvey.