

**PepsiCo Chairman and CEO Indra Nooyi is CelebrAsian 2014 Conference Chair and Keynote Speaker  
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WASHINGTON, Feb. 20, 2014 /PRNewswire-USNewswire/ -- PepsiCo Chairman and CEO Indra Nooyi is the Conference Chair and Keynote Speaker at the 29th Annual National CelebrAsian Procurement Opportunity Conference, June 2 – 4, 2014 at Sheraton Premiere at Tysons Corner, in Tysons Corner, Virginia.

CelebrAsian, the flagship event of the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC), is the oldest and largest national Pan Asian American business-to-business (B2B) conference in the United States.

AT&T, PepsiCo, UPS, and Wells Fargo are the Corporate Co-Chairs.

Bruce Geier, President & CEO of Technology Integration Group (TIG), has agreed to serve as an Asian American Co-Chair. TIG is an ISO 9001:2008 certified IT systems integrator with 26 offices in the United States and an office in China.

The Conference annually attracts the country's top-caliber Asian American and other minority suppliers, industry leaders and visionaries, key decision-makers from Fortune 1000 powerhouses, government agencies and large non-profit organizations — all to connect with each other, explore contract opportunities, and learn proven ways to achieve robust growth in the national and global market.

"We are thrilled to have Indra back. She is a very dear friend and long-time supporter of CelebrAsian, *the* 'gathering place' for Asian American and other minority suppliers and entrepreneurs, industry leaders and companies genuinely interested in building profitable enterprises and responsible citizenship," said USPAACC National President & CEO Susan Au Allen. "For many years, PepsiCo's steadfast support for USPAACC and its programs is testament to their strong commitment to supplier diversity and their leadership in helping small and minority businesses succeed in the global economy."

"Diversity and inclusion has never been more vital to our success at PepsiCo," said Nooyi. "Having a diverse team and supplier base enables us to understand and innovate to meet the needs of a diverse marketplace of customers and consumers. It also allows us to contribute to the economic development of the communities where we operate. That's why PepsiCo is proud to be a long-time supporter of USPAACC, an organization that champions Asian American businesses that contribute so much to the economy and businesses like ours."

In the 29th year, CelebrAsian brings together a cross-section of B2B businesses from a broadband of industries – providing the roadmap for sharing innovative and winning strategies, best practices and lucrative business opportunities.

In 2013 in Garden Grove, California, 689 participants from across the nation – representing over 150 Asian American businesses, 70 Fortune corporations, 20 government agencies and 8 media partners came in full force. More than 500 meetings were held at USPAACC's signature pre-scheduled one-on-one procurement matchmaking sessions. USPAACC introduced this concept to the market in 1989.

The roster of Conference speakers and sponsors continues to climb – a veritable "who's who" in Corporate America and the Asian American and minority business community.

Conference events include: IT Industry Focus Group; Under 40 Millionaire Entrepreneurs Success Stories; Procurement Officers Forum; Excellence Awards Reception & Gala Dinner; Presentation of Fast 50 Asian American Businesses; Asian American Corporate Directors' Awards; Supplier Diversity Managers Caucus; Government Town Hall Meeting: Contracting Vehicles & Opportunities; USPAACC/Wells Fargo Business Express Program Luncheon; The Secrets of Guanxi\* – Do's & Don'ts; USPAACC Supplier Success Stories Here & Abroad through Asia Trade Mission; Networking Reception; Guanxi\* Supplier Opportunity Fair and One-on-One Business Matchmaking Meetings; Business Leaders & Scholarship Awards Luncheon. \*Guanxi (gwan-shee) is a commonly used business term meaning "connections" or "relationship".

Early bird rates until April 25, 2014. To register or for more information, contact USPAACC at Tel (202) 296-

5221 or visit [www.uspaacc.com](http://www.uspaacc.com) or [www.celebrasianconference.com](http://www.celebrasianconference.com)

ABOUT USPAACC: Founded in 1984 as a non-profit and non-partisan organization, the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC) is headquartered in Washington, DC with Regional Chapters in California, Texas, New York, Georgia, Illinois, Connecticut, Maryland-Virginia-Washington, DC National Capital Area. USPAACC is the single unified voice for equal opportunity for Asian American businesses. We promote and propel economic growth by opening doors to business, educational and professional opportunities for Asian Americans and their business partners in corporate America, government at the federal, state and local levels, and the small and minority business community. For 29 years, USPAACC has served and will continue to serve as the gateway to large corporate and government contracts, top-caliber Asian American and small and minority suppliers, key information about Asian Americans and business opportunities in the dynamic Asia-Pacific market.

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SOURCE US Pan Asian American Chamber of Commerce Education Foundation

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