



ASIAN INTERNATIONAL LEADERSHIP SUMMIT CASTING A VISION

A large crowd of people, depicted as small, colorful figures, is arranged in a heart shape. The heart is formed by the density of the crowd, with the center being the most packed. The crowd is composed of many small, stylized human figures in various colors (blue, red, green, yellow, etc.), creating a vibrant, multi-colored heart. The background is a solid magenta color with several large, white, organic shapes that resemble stylized clouds or abstract forms. There are also several white circles of different sizes scattered around the heart shape.

Friday, April 12, 2024
Goei Center
8:30am - 5:00pm

AMPLIFY YOUR IMPACT

WMAAA is thrilled to host the Asian International Leadership Summit, which aims to empower brands with global influence through sponsorship. By aligning with our summit, sponsors have the unique opportunity to engage in unparalleled networking, thought leadership, and market expansion.

This event provides a platform to showcase your commitment to innovation, leadership development, and corporate responsibility, allowing you to gain maximum exposure among a diverse audience and amplify your brand's impact on the dynamic Asian business landscape in West Michigan.



SPEAKERS

KEYNOTE SPEAKERS

WELCOME & OPENING KEYNOTE-

**George Aquino, VP President/Managing
Director-AHC + Hospitality**

LUNCH KEYNOTE-

**Michelle Li, Journalist + Co-Founder-
The Very Asian Foundation**



MORNING WORKSHOP #1-

TECHNOLOGY

**Charles Elwood, SolisMatica LLC, TEDX
Speaker, Microsoft AI MVP**



MORNING WORKSHOP #2-

EDUCATION

- *Jesse M. Bernal, Equity & Inclusion Leader- GVSU*
- *Debra Kue, Ph.D. Student, Syracuse University*
- *Le Tran, Art Teacher, MI Art Education Association's Secondary Art Educator of the Year & National Secondary Art Educator of the Year*



AFTERNOON WORKSHOP #1-

ENTREPRENEURSHIP

- *Karla Velis Brito, Spring GR Director*
- *Khara DeWitt, South East Market*
- *David Lee, Senior VP at Bank of America*
- *Kavy Lennon, Zini Creator + Meijer Supply Diversity Mgr.*
- *Shirward PUNCHES, Bridge Commercial Realty*



AFTERNOON WORKSHOP #2-

CIVIC LEADERSHIP

- *Rosalyn Bliss, Grand Rapids Mayor*
- *Saleem Usmani, Indian Community Leader*
- *Senator Stephanie Chang*
- *Kim Koeman, Women of Color Give*



New Americans in Kent County

A Snapshot of the Demographic and Economic
Contributions of Immigrants in the County¹



State & Local



POPULATION GROWTH



Immigrant share of the population, 2016

Number of immigrants living in Kent County in 2016:

50,176

Between 2011 and 2016, the county's population grew by **4.6%**.

The immigrant population grew by **15.3%**.

Total population

601,797 → 629,309



Immigrant population

43,532 → 50,176

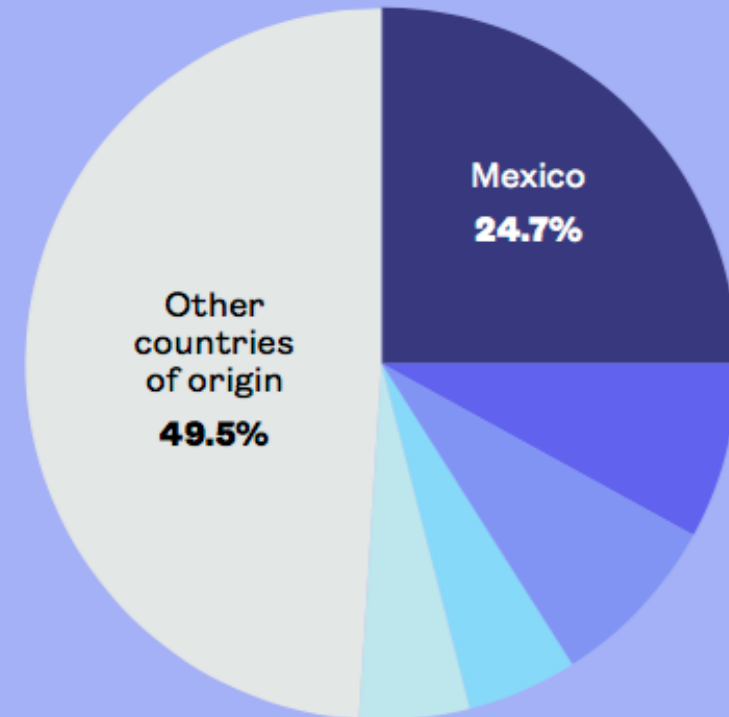


Share of total population growth in the county attributed to immigrants.

In 2016, **358,780** commuters worked in Kent County. Of these, **7.8%**, or **27,824**, were foreign-born.

Top five countries of origin for immigrants living in the county²:

1	Mexico	24.7%
2	Guatemala.....	8.3%
3	Vietnam	7.8%
4	Bosnia.....	4.9%
5	Canada.....	4.8%



SPENDING POWER & TAX CONTRIBUTIONS

In 2016, foreign-born residents in Kent County contributed **\$3.3B** to the area's GDP.³

Given their income, immigrants contributed significantly to state and local taxes, including property, sales, and excise taxes levied by state or municipal governments.

Amount earned by immigrant households in 2016: nearly **\$1.3B**

\$219.4M

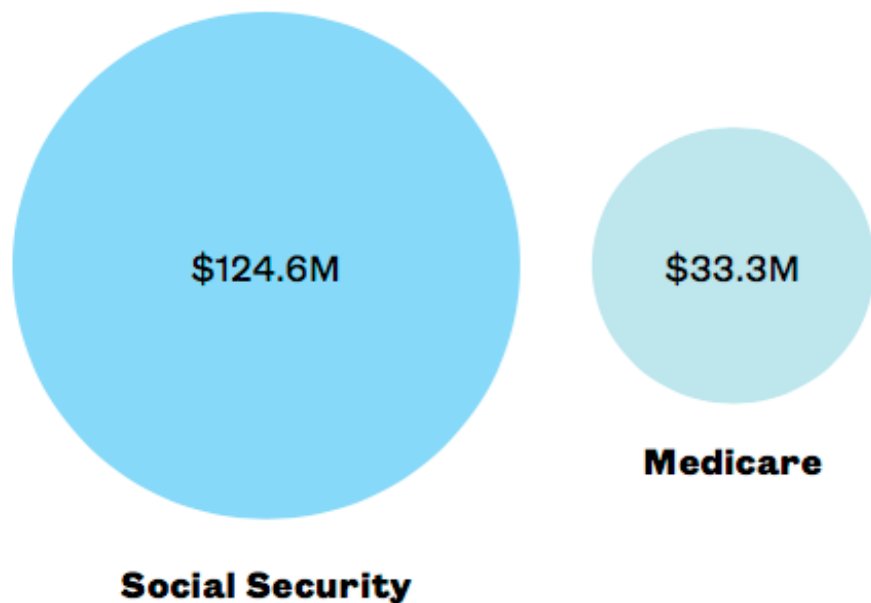
went to federal taxes.⁴

\$101.5M

went to state and local taxes.⁵

Leaving them with **\$943.7M** in spending power.

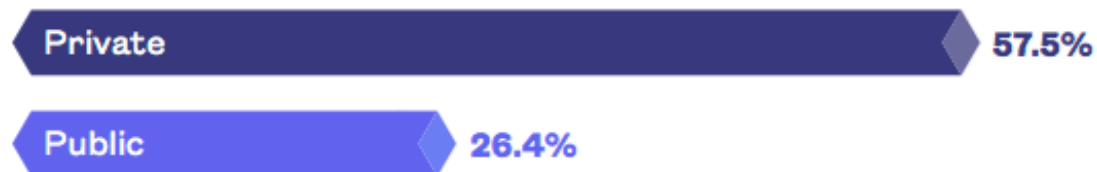
Immigrants in Kent County also support federal social programs. In 2016, they contributed **\$124.6M** to Social Security and **\$33.3M** to Medicare.



26.3% of immigrants in the county received Medicare or Medicaid, compared with **31.3%** of U.S.-born residents in 2016.



About **57.5%** of immigrants had private healthcare coverage, while **26.4%** had public healthcare coverage.



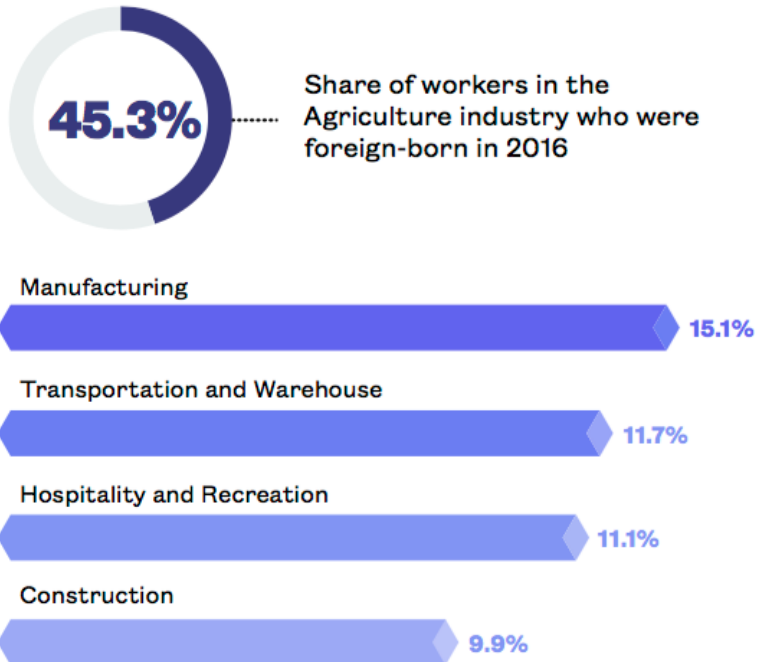
LABOR FORCE GROWTH

Although the foreign-born made up **8.0%** of the county's overall population, they represented **9.9%** of its working-age* population, **9.4%** of its employed labor force, and **9.9%** of its STEM** workers in 2016.

* Working-age refers to people ages 16-64 years old

** Science, Technology, Engineering, and Math

Immigrants play a critical role in several **key industries** in the county. This includes:

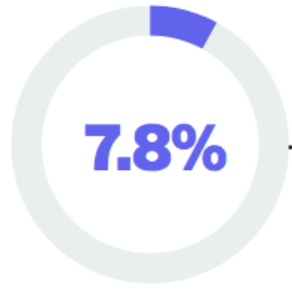


Because of the role immigrants play in the workforce helping companies keep jobs on U.S. soil, we estimate that, by 2016, immigrants living in the county had helped create or preserve

2,308

local manufacturing jobs that would have otherwise vanished or moved elsewhere.⁶

ENTREPRENEURSHIP



Immigrants represented **7.8%** of the entrepreneurs in Kent County in 2016.

1,971 immigrant entrepreneurs earned **\$47.6M** in business income.

While **8.2%** of the U.S.-born population in Kent County were self-employed, **6.7%** of the foreign-born population worked for their own businesses.



In 2012, African American-owned businesses in the county generated

\$132.6M
in sales and paid
727
employees.



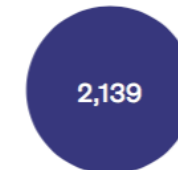
Asian American-owned businesses generated

\$492.2M
in sales and paid
2,941
employees.



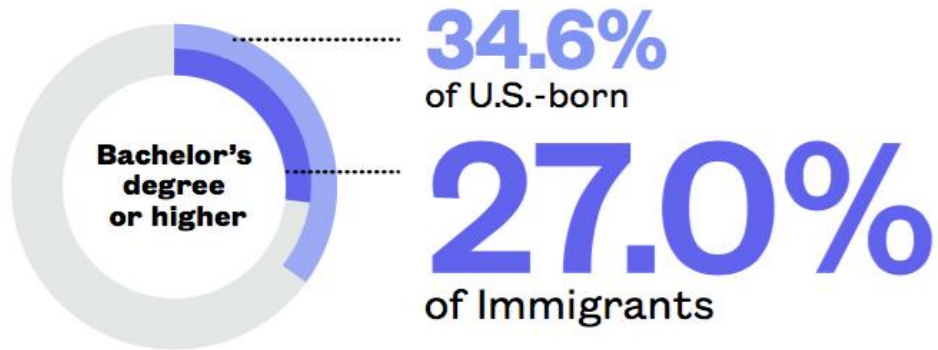
Hispanic American-owned businesses generated

\$326.7M
in sales and paid
2,139
employees.⁷

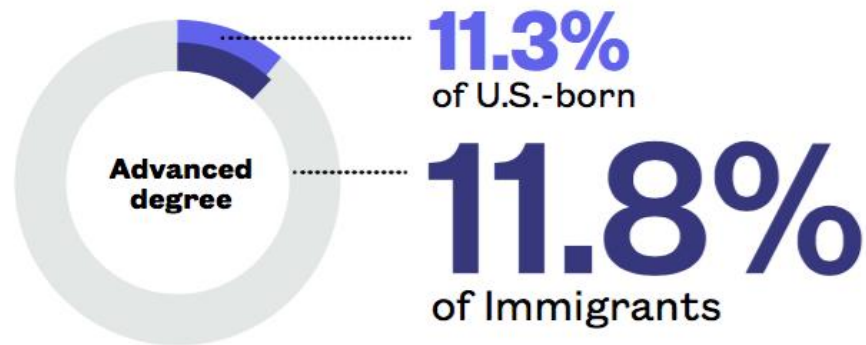


EDUCATION

Share of the Kent County population aged 25 and over with a **bachelor's degree or higher** in 2016:



Share of the Kent County population aged 25 and over with an **advanced degree*** in 2016:



* Master's degree, professional degree, or doctorate

910

students who were enrolled in colleges and universities in the county during the fall of 2015 were temporary residents.⁸ International students supported

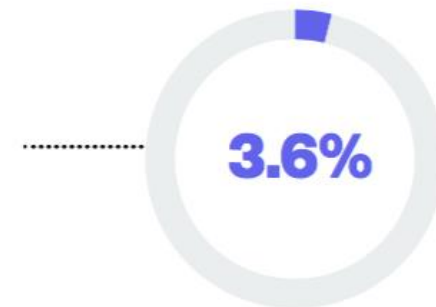
151

local jobs and spent

\$25.2M

in the 2016-2017 academic year.⁹

Immigrants make up **3.6%** of students under age 18 who attended public schools in the county in 2016.



HOUSING WEALTH

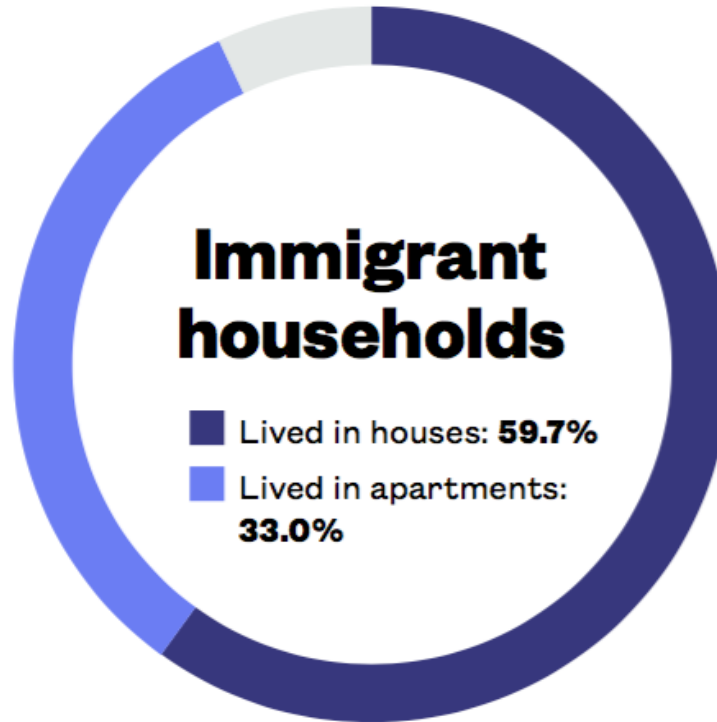
In 2016,

54.5%

of immigrant households in Kent County owned their own homes, compared to **66.5%** of the U.S-born.

41.7%

of immigrant households were renters.



The total property value of immigrant households was

\$1.7B.

Their total annual rent was

\$69.8M.

NATURALIZATION*

41.3%
Naturalized

Share of immigrants who were naturalized citizens in 2016. This constitutes **20,745** immigrants.

28.2%
Likely Eligible

Share of immigrants who were likely eligible for naturalization in 2016. This constitutes **8,306** immigrants.

* The process by which a foreign citizen becomes a citizen of the U.S.

UNDOCUMENTED IMMIGRANTS

Number of undocumented immigrants in Kent County in 2016:

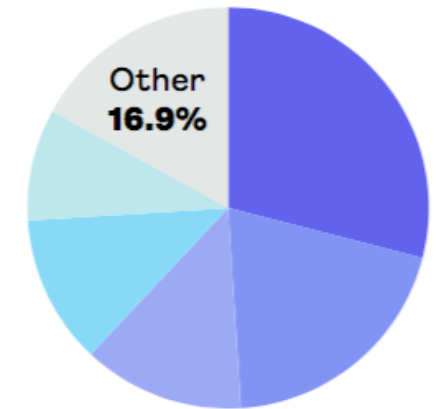
13,384

Undocumented share of the immigrant population:

26.7%

Undocumented immigrants tend to concentrate in these **key industries** in the county:

- 1 Manufacturing 29.3%
- 2 Hospitality and Recreation . . 19.9%
- 3 Construction 12.9%
- 4 Agriculture 11.8%
- 5 Professional Services 9.2%



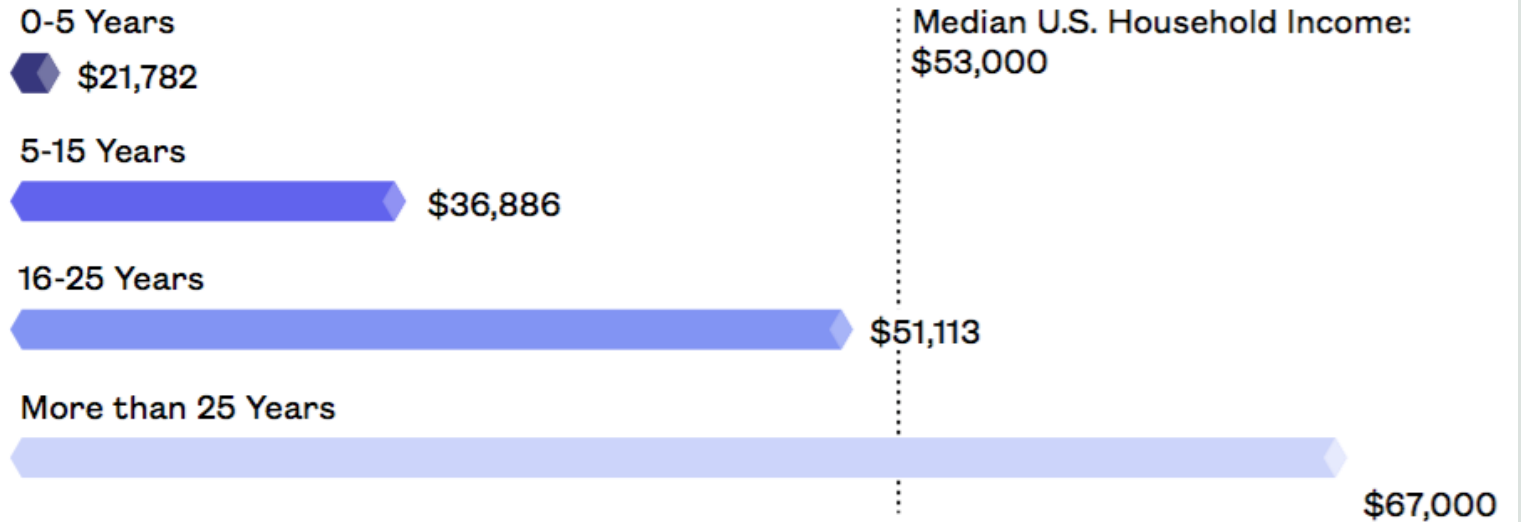
REFUGEES

Kent County has a long history of refugee resettlement.

Median income of refugees in Kent County, 2016¹¹:

\$54,045

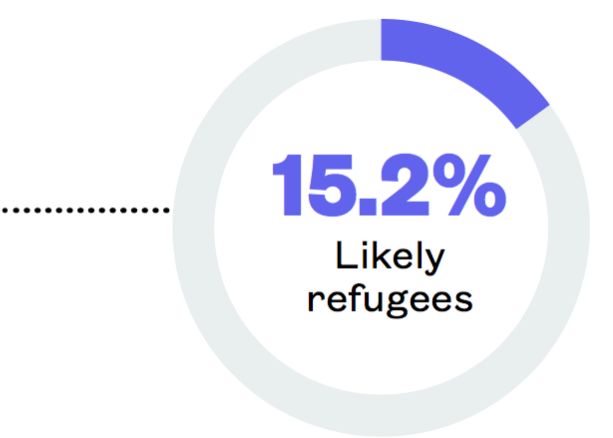
Median household incomes of refugees, by years in the **United States**, in 2015:



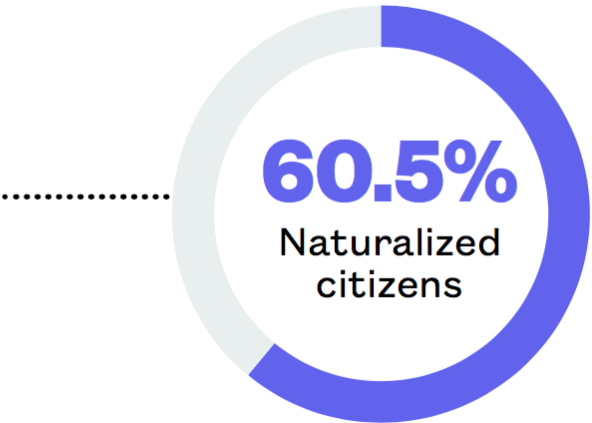
Source: Author's analysis of American Community Survey, 2011-2015.

REFUGEES CONT.

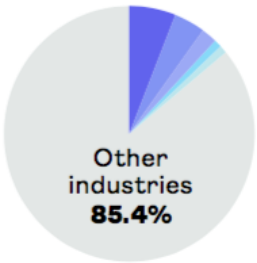
In 2016, **15.2%** of the foreign-born population, or **7,607** people, were likely refugees.¹²



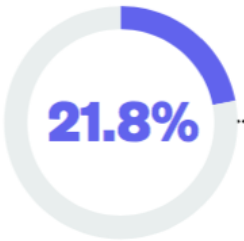
About **60.5%** of these refugees, or **4,600** people, were naturalized citizens.



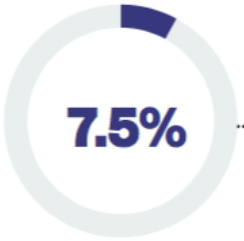
Refugees tend to concentrate in these industries in the county:



- 1 Transportation and Warehousing..... 5.9%
- 2 Manufacturing..... 4.4%
- 3 Professional Services¹³1.7%
- 4 Wholesale Trade1.3%
- 5 General Services¹⁴1.3%



Share of refugees aged 25 and above with a **bachelor's degree or higher**, 2016



Share of refugees aged 25 and above with an **advanced degree**, 2016

Top 5 Reasons to Consider Sponsorship

- 1. Knowledge Exchange:** Showcase your expertise and thought leadership, positioning your brand as an industry leader.
- 2. Market Expansion:** Explore business opportunities in the diverse and dynamic Asian market in West Michigan.
- 3. Leadership Development:** Optimize your leadership strategy by associating your brand with the advancement of leadership excellence and talent development. Enhance Asian recruitment success and foster superior retention outcomes.
- 4. Corporate Social Responsibility:** Demonstrate your commitment to CSR by supporting an event that promotes leadership, collaboration, and positive change.
- 5. Networking Opportunities:** Benefit from exclusive networking opportunities with leaders, influencers, and decision-makers

Sponsorship Levels



Dragon Emperor Sponsor **(Title Sponsor): \$10,000**

Prominent logo placement on all event materials
Speaking opportunity during Keynote Welcome & Lunch
Recognition in press releases and potential media coverage



Zen (Program Sponsor): **\$10,000**

Prominent logo placement on all event materials.
Speaking opportunity during Keynote Lunch.
Recognition in press releases and potential media coverage.

Sponsorship Levels



Cherry Blossom **(Speaker Sponsor): \$10,000**

Prominent logo placement on all event materials.
Speaking opportunity as Program Sponsor during Keynote Lunch
Recognition in press releases and potential traditional and social media coverage



Jade Pavilion Benefactor **(Reception Sponsor): \$10,000**

Prominent logo placement on all event materials.
Speaking opportunity as Program Sponsor during Keynote Lunch
Recognition in press releases and potential traditional and social media coverage

Sponsorship Levels



Eastern Harmony
(Speaker Sponsor): \$5,000 (*Four Available*)

Prominent logo placement on all event materials.
Speaking opportunity at one of four workshops
Recognition in press releases and potential traditional and social media coverage
VIP access for representatives.



Bamboo Grove
(Keynote Lunch Sponsor): \$3,500

Recognition as the official Bamboo Grove Sponsor.
Logo placement on community-related materials

Sponsorship Levels



Silk Road **(Happy Hour Sponsor): \$2,500**

Recognition as the official Silk Road Sponsor
Logo placement on community-related materials



Sunrise Sponsor **(Continental Keynote Sponsor):** **\$2,000**

Recognition as the official Sunrise Sponsor
Logo placement on community-related materials



Mystic Lantern Guardian **(Lunch Keynote Table Sponsor):** **\$1,500**

Prominent logo placement on all table materials
10 people (5 company sponsors/ 5 Future Gen sponsors)



Thank You for your consideration!