

PROVEN WAYS TO BUILD YOUR BRAND IN THE "MULTICULTURAL ECONOMY"

PRESENTED BY



AGUILAR PRODUCTIONS
Promoting the Emerging Markets

5th ANNUAL

MULTICULTURAL MARKETING MIDWEST CONFERENCE

Focus on the:

U.S. EMERGING AFRICAN MARKET

U.S Population, Somalia, Ethiopia, Sudan, Liberia, Nigeria, Cameroon, Kenya, Ghana

PRESENTATION OF THE U.S. EMERGING AFRICAN MARKET MARKETING STUDY AND RESEARCH

(interviews/focus groups with African immigrants in New York, Washington D.C., Los Angeles and the Twin Cities)

NEW!

ASIAN-AMERICAN (HMONG-AMERICAN MARKETS)

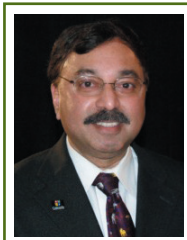
Tuesday, April 28, 2009
8 a.m. - 3 p.m.



MARK RITCHIE
Minnesota Secretary of State



MARTIN MOHAMMED
African Chamber of Commerce
Minneapolis, MN



DR. BRUCE CORRIE
Concordia University
St. Paul, MN



DAVID MORSE
New American Dimensions
Los Angeles, CA



NKAJLO V. VANGH
VH Business
Consulting, LLC
Saint Paul, MN



RICHARD VENEGAR
Milestone Growth Fund
Minneapolis, MN



LEE YANG CHANG
American Family Insurance
St. Paul, MN



Hilton
Minneapolis



Presented by

AFRICAN
CHAMBER of COMMERCE

Sponsors



MULTICULTURAL MARKETS BUYING POWER IN MINNESOTA 10 BILLION DOLLARS !!

To Register go to conference web site at www.aguilarpromotions.com

Registration Fee \$195 (includes full registration to all seminars, breakfast & lunch)

Non-Profit Registration Fee \$100 (includes full registration to all seminars, breakfast & lunch)

Student Registration Fee \$75

For More Information call Aguilar Productions 651-665-0633

Conference Location HILTON MINNEAPOLIS, 1001 Marquette Avenue, Minneapolis Phone: 612-376-1000

PROGRAM
HIGHLIGHTS

New! New!

U.S Emerging
African
Marketing
Research/Study

Focus Groups

Demographics

Brand Loyalty

Financial Services

Media
Consumption

Asian Focus
Groups

Panels

Case studies

**PREMIER
MARKETERS
SHARE
STRATEGIES
THAT WORK!**

Focus on U.S. Emerging African Market And Asian-American Market

TOPICS PRESENTED

"Marketing Insights
for Targeting Hmong,
Lao Americans"
Focus Group Video
David Morse
New American Dimensions

Panel Discussion
Asian Marketing in
Minnesota
Lee Yang Chang
American Family Insurance
Sang Moua
Hmong Today Newspaper
Rico Her
S.I.M.PLE Advertising

LUNCHEON
Keynote Speaker
Mark Ritchie
*Minnesota Secretary
of State*

U.S. Emerging African
Market Research Study

David Morse,
New American Dimensions

Dr. Bruce Corrie,
Concordia University

Panel Discussion
Marketing to the
African Consumer

Richard Venegar
Milestone Growth Fund

Readus Fletcher
City of St. Paul

Mohammed Agoubi
U. S. Bank

Sarah Harwell
M & I Bank

Benin Brown
Pamoja Media

5th ANNUAL

MULTICULTURAL MARKETING MIDWEST CONFERENCE

Tuesday, April 28, 2009

8:00 a.m. - 3:00 p.m.

Hilton Minneapolis

The U.S Emerging African Market includes U.S. Population immigrants from Somalia, Ethiopia, Sudan, Liberia, Nigeria and Cameroon and Kenya. This market, with population centers in San Diego, CA; Washington, D.C.; New York, NY; Los Angeles, CA; Columbus, Ohio; and the largest population in Minneapolis/St. Paul, MN, is now a 50 Billion Dollar market in the U.S. and growing. This conference will present the *1st national marketing research study of the U.S. emerging African market, that includes hundreds of interviews/focus group with African immigrants in New York, Los Angeles, Washington D.C and the Twin Cities.* This a market that your company or organization should be looking at for growth in the near future and beyond. The Asian-American market represents one of the most lucrative markets in the U.S. Asian-Americans lead all categories in household income, disposable income, internet usage, business ownership, management positions and education excellence. Do we have to say more!! This conference presents experts from the Multicultural world of advertising, marketing and research, who will present strategies, case studies and proven techniques to help you reach these growing consumer segments... This is a "must attend conference... Please join us.

AGENDA

5th Annual Multicultural Marketing Midwest Conference Hilton Minneapolis, April 28, 2009

7:30 - 9:00 a.m.	Registration & Breakfast
9:00 a.m.	Opening Remarks Rick Aguilar President, Aguilar Productions
9:05 - 10:00 a.m.	Marketing Insights for the Hmong/Lao Market
10:00 to 10:30 a.m.	Panel Discussion Asian Marketing in Minnesota
10:30 - 10:45 a.m.	Coffee Break
11 a.m. - 12:30 p.m.	U.S. Emerging African Market Research Study Presentation
12:30 - 1:30 p.m.	LUNCHEON Keynote speaker Minnesota Secretary of State Mark Ritchie
1:30 - 2:30 p.m.	Panel Discussion Marketing to the African Consumers
2:30 - 2:55 p.m.	Q & A
3:00 p.m.	Closing Remarks

REGISTRATION

Call Aguilar Productions at 651-665-0633 or Fax 651-665-0129

Online at www.aguilarproductions.com

Cost is \$195 per person (includes seminars, breakfast, luncheon)

Non-Profit fee is \$100 per person (includes seminars, breakfast, luncheon)

Student fee is \$75

Name _____

Company _____

Phone _____

Address _____

City _____ State _____ Zip _____

Method of payment:

() Check () Visa () Mastercard () American Express

Total: _____

Credit Card Number _____ Expiration Date _____

Signature of Card Holder _____

PLEASE MAKE CHECKS PAYABLE TO:

Aguilar Productions, Inc

Attn: Richard Aguilar

204 Emerson Avenue E.

West St. Paul, MN 55118

Phone: 651-665-0633 Fax 651-665-0129

Email: RichardAguilar@qwestoffice.net

Web: www.aguilarproductions.com

Payment must be received with our reservation (for other accommodations call)

Cancellations must be made 48 hours prior to the event for 75% refund.