

A scenic landscape featuring a sunset or sunrise over a mountain range. The sky is filled with vibrant colors, transitioning from a deep blue at the top to a bright yellow and orange near the horizon. The sun is partially obscured by clouds, creating a soft, glowing effect. The foreground shows the dark silhouette of a forest and the outlines of mountains.

Better understanding of Asian **American** Cultures

Objectives

1. Background
2. The role of culture in our business
3. Generalizations
4. Practical Tips to use today

National Statistics

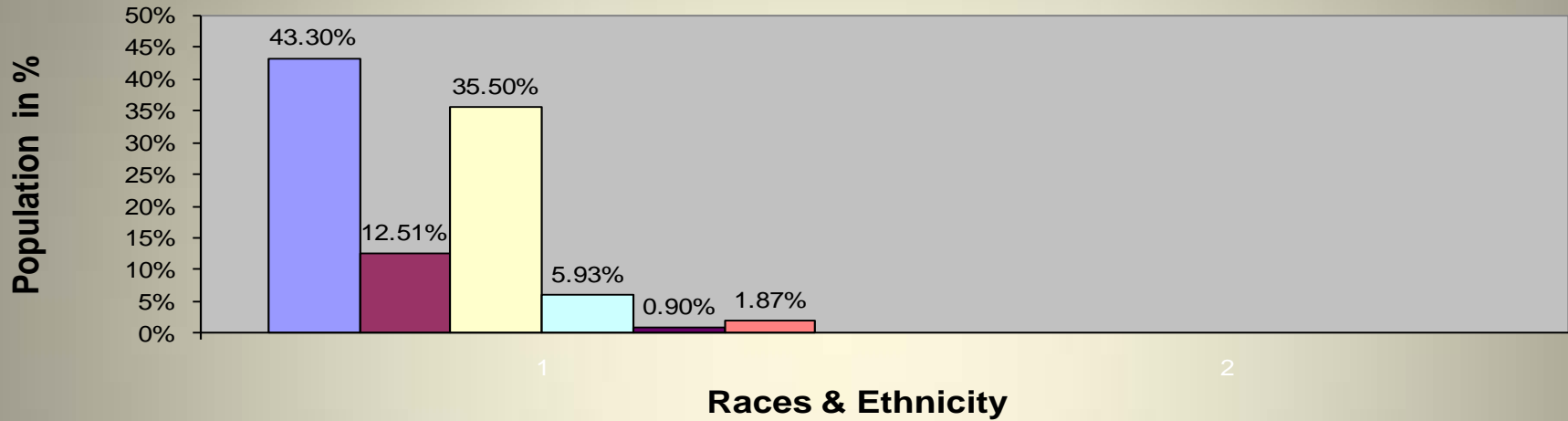
U.S. Population by Race 2009 - 2014

Year	Total	White	Black	Hispanic	Asian
2000	281,421,906	211,460,626	34,658,190	35,305,818	10,242,998
2009	306,624,699	222,311,945	38,203,182	47,540,993	13,486,064
<i>Percent Change 2000-2009</i>	<i>8.96%</i>	<i>5.13%</i>	<i>10.23%</i>	<i>34.65%</i>	<i>31.66%</i>
2014	322,320,436	228,659,078	40,616,189	55,458,202	15,561,068
<i>Percent Change 2009-2014</i>	<i>5.12%</i>	<i>2.86%</i>	<i>6.32%</i>	<i>16.65%</i>	<i>15.39%</i>
<i>Percent Change 2000-2014</i>	<i>14.53%</i>	<i>8.13%</i>	<i>17.19%</i>	<i>57.08%</i>	<i>51.92%</i>

▪ Between 2009-2014, the overall U.S. population is expected to grow by 5.12%, compared to that of the Black population at 6.32%, Asian at 15.39%, and Hispanic at 16.65%.

Source: U.S. Census 2009

California 2005 Population

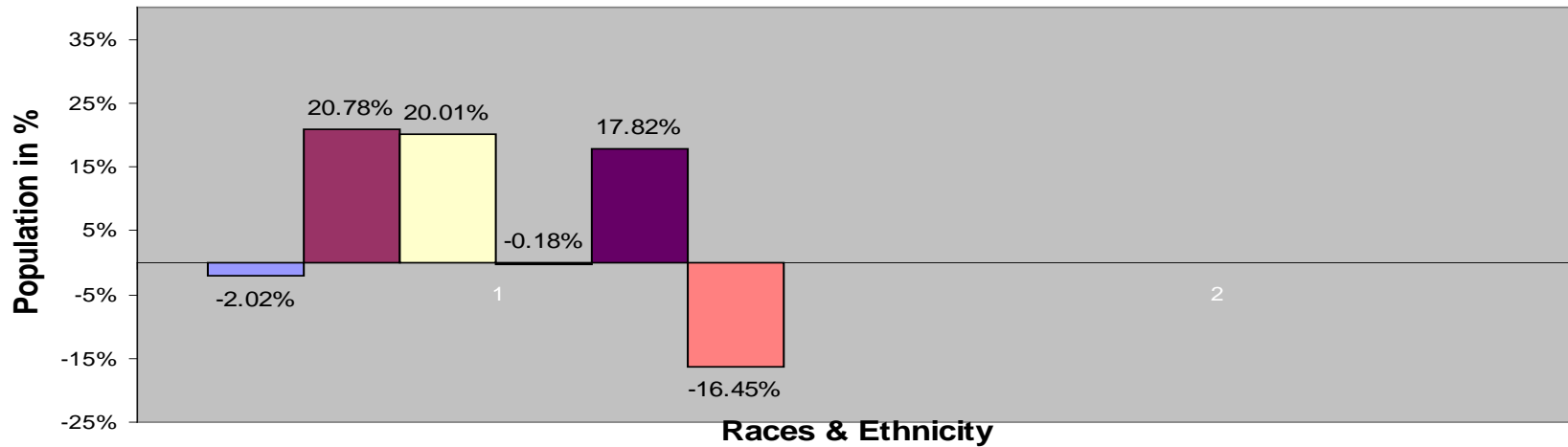


White	Asian and Pacific Islander
Hispanic or Latino (of any race)	Black or African American
Others	Two or more races

	White	Asian and Pacific Islander	Hispanic or Latino (of any race)	Black or African American	Others	Two or more races	Total
Population in number	15,274,256	4,413,918	12,523,379	2,090,284	316,931	660,000	35,278,768
Percentage of population by race	43.30%	12.51%	35.50%	5.93%	0.90%	1.87%	100.00%

References: U.S. Census Bureau; American Factfinder

California Population 2000-2008 % Change

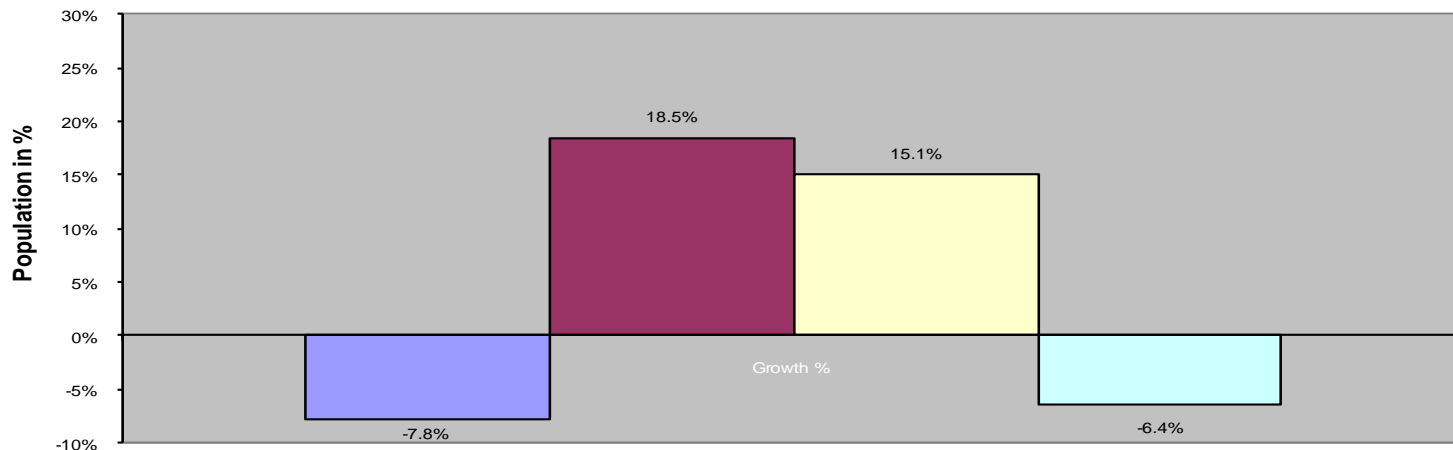


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Population in number (2006-2008)	15,497,272	4,532,239	13,160,978	2,178,099	295,323	754,588	36,418,499
Population in number (2000)	15,816,790	3,752,596	10,966,556	2,181,926	250,665	903,115	33,871,648
Population changed	-319,518	779,643	2,194,422	-3,827	44,658	-148,527	2,546,851
Growth in %	-2.02%	20.78%	20.01%	-0.18%	17.82%	-16.45%	7.52%

References: U.S. Census Bureau; American Factfinder

Bay Area 2000-2008 Population % Change

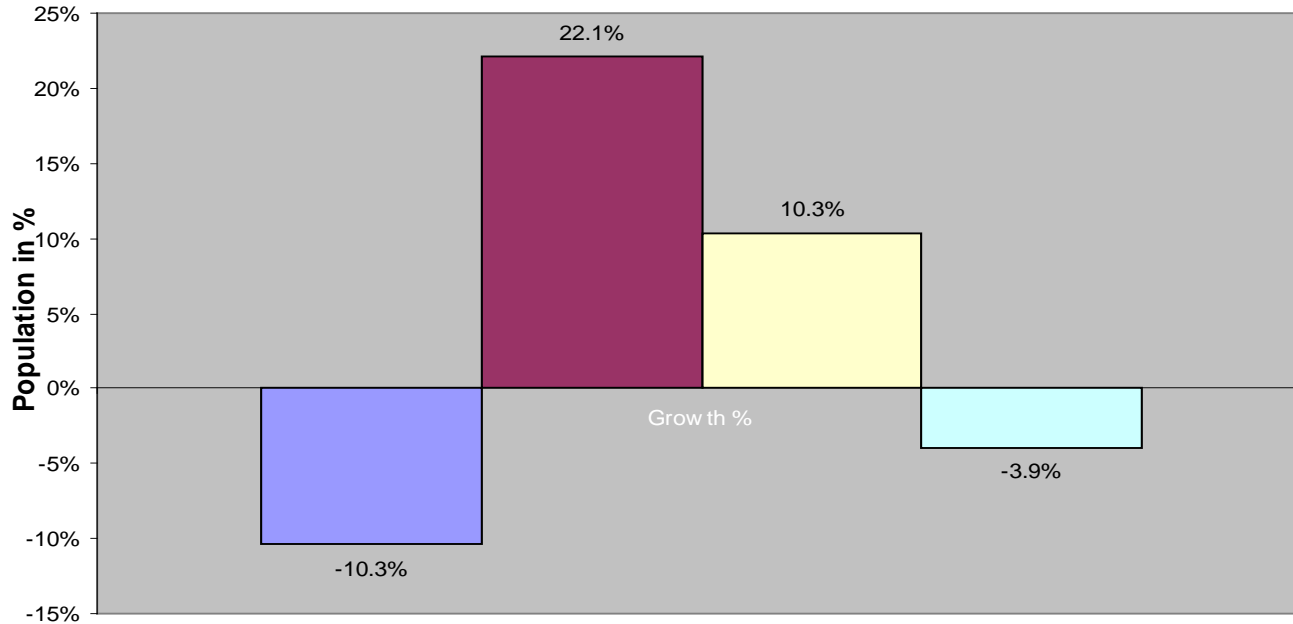


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	White	Asian and Pacific	Hispanic or Latino (of any race)	Black or African American
Population by Race in 2006-2008	3,475,795	1,595,000	1,809,655	480,420
Population by Race in 2000	3,771,713	1,345,676	1,571,630	513,450
Population changed	-295,918	249,324	238,025	-33,030
Growth %	-7.8%	18.5%	15.1%	-6.4%

References: U.S. Census Bureau; American Factfinder 2000 & 2006-2008 Data

Santa Clara County, CA 2000-2008 Population % Change

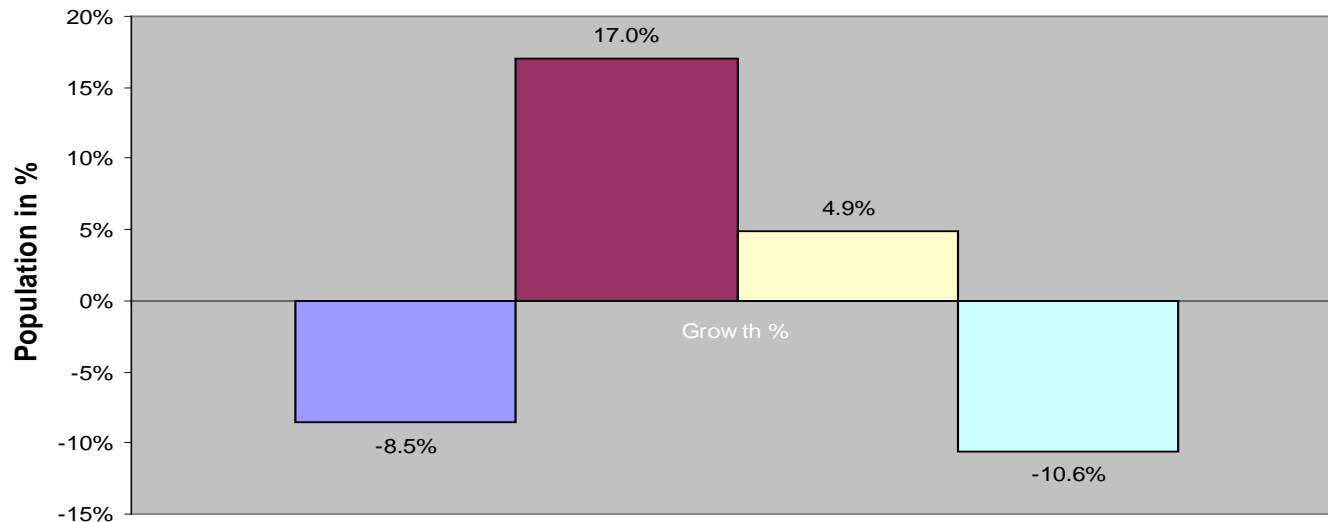


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	White	Asian and Pacific Islander	Hispanic or Latino (of any race)	Black or African American
Population by Race in 2006-08	667,568	527,212	444,913	42,724
Population by Race in 2000	744,282	431,811	403,401	44,475
Population changed	-76,714	95,401	41,512	-1,751
Growth %	-10.3%	22.1%	10.3%	-3.9%

References: U.S. Census Bureau; American Factfinder 2000 to 2006-08 Data

San Mateo County, CA 2000-2008 Population % Change



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	White	Asian and Pacific Islander	Hispanic or Latino (of any race)	Black or African American
Population by Race in 2006-2008	322,438	174,875	162,333	21,268
Population by Race in 2000	352,355	149,425	154,708	23,778
Population changed	-29,917	25,450	7,625	-2,510
Growth %	-8.5%	17.0%	4.9%	-10.6%

References: U.S. Census Bureau; American Factfinder 2000 & 2006-2008 Data

What is Culture?

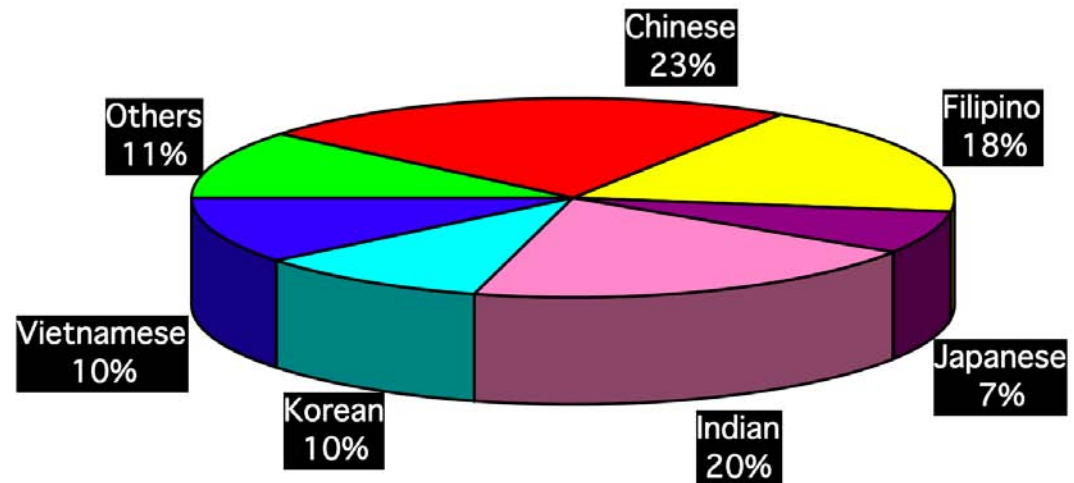
“... is a set of learned behaviors, beliefs, attitudes, values, and ideals that are shared by a particular society or population.”

Understanding Asian American Cultures



Asian American Population Composition

- The sub group distribution changed from 2000 to 2004
- Asian Indian has grown to 2nd largest in the sub markets
- Chinese continues to be the largest segment



Asian American Generalizations

- Courtesy and Hospitality
- Social Relationships Before Business Relationships

- Value Conscious
- Bad drivers- not all
- Educated
- Reserved
- Cautious
- Hardworking



Family & Community

- Family Oriented. Great emphasis is placed on strong family relationships. Extended family is considered just as important.
- It is common for parents to financially contribute towards the purchase of a home for their children.
- Family's buying decision is strongly influenced by the well-being of their children.

Faith, Philosophy and Celebrations

- Strong sense of faith often influences their family, lifestyles and belief systems.
- Oral traditions, philosophy and superstitions are influential components especially with Feng Shui.
- Birth of a child, birthdays for the elderly and weddings are communal celebrations



Panel Discussions

1. Etiquette & Behaviors
 - A) Meeting- How do you greet others?
How to Exchange of business cards?
 - B) Gift Giving
 - C) Shoes off
 - C) Dining and drinking
2. Business Communications
 - A) Decision Making -male/female/family
 - B) Negotiation Process
3. Superstitions/ Feng Shui
 - A) Colors-red ink
 - B) Numbers
 - C) Directions
 - C) Others

EXERCISE

Define the meaning colors and numbers...

Colors

Red:

Chinese Good luck; Koreans Mourning, death

White:

Asians – Death, funerals

Black:

Asians – wear to weddings

Purple:

Asians – not worn to happy events, “wouldn’t last”

Numbers

3 & 7:

Koreans - lucky

4:

Chinese – Sounds like death

5:

Chinese – Sounds like no or negate

8:

Chinese – rich/luck

9:

Japanese – Sound (word) for suffering

Asian Customer Practical Tips

Do

- Radiate **warmth** & hospitality
- Be **humble**
- Value **social** relationships
- Talk about **family** and **praise**
- **Learn** about the culture
- Exhibit **sincerity**
- Be sensitive to modes of **communication**

Don't

- Assume that their English **is not proficient**
- Be overly **aggressive**
- **Refuse** a social invitation
- **Embarrass** or put on the spot
- Raise your **voice** or **point** with your finger

Q&A