

# Asian Market Promotions

Why do you need to pay attention to this group in the US?

You need to pay attention to this group because the Asian population is growing rapidly in the past few decades. If you haven't noticed the growing Asian purchasing power, please Google the internet or here are some examples we selected for you:

## **Asian-Americans: Growing buying power**

<http://www.examiner.com/article/asian-americans-growing-buying-power>

## **Asian American consumers: Nearing \$1 trillion in buying power**

- This growing segment of the consumer market is largely untapped.

<http://articles.latimes.com/2012/nov/20/business/la-fi-mo-asian-americans-nielsen-consumers-20121120>

What is in our **DNA**?

We specialize in Asian market consulting, advertising and promotions. Our DNA is made of creative gene deeply rooted in knowing the Asian culture, preferences as well as the ethical and moral standards. Without a deep understanding of the ethical culture, you would not be able to grasp the heart of the consumers and promote your products/services successfully. As we all know, decisions are important. Before you make your marketing decision, please consult with us

before you take action to avoid unexpected business loss because *“We are your Asian market consultants”*. If you have further questions, please do not hesitate to contact us at (973) 960-9093 or e-mail us at [info@yourchineseconnection.com](mailto:info@yourchineseconnection.com).

Sincerely,

*YourChineseConnection.com*