

**FOR IMMEDIATE RELEASE**

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## **Asian Business Expo Releases Final Conference Schedule**

*Keynote Address, Safety and Security within the API business community,  
and labor shortages among topics at the Expo*

ALBUQUERQUE, NM - The Asian Business Expo, taking place August 19-20, 2022 at the Sid Cutter Pavilion at Balloon Fiesta Park, has released its final business conference schedule.

Workshop topics include addressing the labor shortage, safety and security, API women in business, and more. Bernalillo County will also be hosting a roundtable discussion with representatives for business owners to learn about resources available through the county and will be available to answer questions.

- 9:00 A.M. - Networking & Breakfast
  - 9:30 A.M. - Who is the Asian Business Collaborative
  - 9:45 A.M. - Special Keynote Address by Deputy Assistant to the President & AANHPI Senior Liaison, Ms. Erika Moritsugu
  - 10:00 A.M. - Video Presentation from Krystal Kai, Executive Director of the White House Initiative on AANHPI
  - 10:15 A.M. - Networking Break
  - 10:30 A.M. - Safety and Security Discussion: One-Stop Resources
  - 11:30 A.M. - Roundtable Discussions Presented by Bernalillo County
    - Growing your business in Bernalillo County
    - Doing business with Bernalillo County
    - Passing a Health Inspection for your food service business in Bernalillo County
    - Meeting Fire Code requirements and preparing your staff for emergencies
    - Permits and zoning requirements for my business in Bernalillo County
  - 12:15 P.M. - Lunch by Pacific Paradise
  - 1:00 P.M. - First, Second, and Third Generation API Business Owners
  - 2:00 P.M. - Labor: Addressing Shortages
  - 3:00 P.M. - API Womxn in Business
  - 4:00 PM - Open Networking Happy Hour
- \*Conference schedule subject to change due to unforeseen circumstances

“Through our work at The Asian Business Collaborative we’ve been able to see firsthand what the API community is dealing with and what kind of support they need to run successful businesses in our community,” said Kristelle Siarza, Volunteer Executive Director of the Asian Business Collaborative. “ We wanted to ensure that conference attendees not only had

interesting sessions to attend during the conference but that they also focused on relevant API issues within our community.”

The Asian Business Expo and Marketplace is being sponsored by Bernalillo County and Wells Fargo, along with other invaluable community supporters, city and state departments, and local businesses.

Proceeds from the Asian Expo and Marketplace benefit the Asian Business Collaborative, a 501-c3 (status pending) organization focused on supporting Asian and Pacific Islander-owned businesses. Through business support, ABC helps API small business owners in a culturally competent way. You can learn more about the upcoming conference and purchase tickets at [asianexponm.com](http://asianexponm.com)

#### **About Asian Business Collaborative**

The Asian Business Collaborative is a 501-c3 organization focused on supporting Asian and Pacific Islander-owned businesses. ABC helps API small business owners in a culturally competent way through direct business support and community advocacy. ABC supports API business owners in an inclusive environment to support their businesses without language or cultural barriers. For more information about ABC, visit [asianpibc.org](http://asianpibc.org).

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