

Message from the President

My first six months as the President of ACCE has been challenging but rewarding. It is great to work with a group of high caliber Directors, staff and volunteers who expend tremendous amounts of time and effort to organize and coordinate our many events. With their great imagination, leadership, teamwork, talent and creativity, the results have always been exceptional. The ACCE "A-Team" is one of the reasons why we continue to be the leading mainstream Chinese Canadian business association.

Looking back, I have been extremely pleased with the quality of the programs of the past few months. The Christmas party was a great success. The feature performance saw "the Godfather" pass on the reigns to a rookie successor, mirroring the recent change of ACCE's presidency. The Chinese Lunar New Year party followed suit with another climatic show named "Blessings from the Eight Immortals".

In March, KPMG sponsored and hosted the first Winners Club Reception of 2011 at their downtown office. We gathered many past award winners and had a great panel discussion with some familiar faces from CBC's Dragon's Den who shared their challenges and accomplishments. The heavy rain that night did not deter guests from coming to the event, and many of them stayed well beyond the end of the program to make new connections and network.

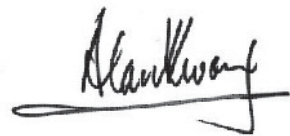
Looking ahead, our signature event – the Chinese Canadian Entrepreneur Awards Gala – will be held on April 2, 2011. We are proud to announce that former Governor General, The Right Honourable Madame Adrienne Clarkson, is the recipient of the 2011 ACCE Lifetime Achievement Award. In addition, eight other award winners will be announced and honoured at the Gala, after which they will join our exclusive Winners Club.

2011 marks a very special year as it is the 15th anniversary for the Awards Gala. We have produced a film to showcase the history and past achievements of ACCE. For this special occasion, our talented Board members, Adrian Cheung and Jeffrey Shek, collaborated to write an anthem for ACCE. It will be presented for the first time at this year's Gala. This is yet another example of the wealth of talents in ACCE.

Looking beyond the Gala, we are eagerly preparing for the first ACCE event to be held on the west coast. Commencing in the Fall of 2011, a group of committed volunteers from Vancouver will hold events in conjunction with ACCE's Toronto West Coast Development Committee. It is ACCE's goal to be the leading national business association to recognize the contributions and accomplishments of Chinese Canadian entrepreneurs and to promote social responsibility.

I wish to extend my sincere appreciation to the Board of Directors, sponsors, staff, members, volunteers, media and the government. Your continuous and overwhelming support is what makes ACCE a vibrant and thriving association. Please visit our newly designed website for upcoming activities. I personally invite you to join in the fun and become a part of the ACCE family.

Alan Kwong



President

Members of the 2011 Chinese Canadian Entrepreneur Awards Steering Committee at ACCE office for the committee meeting.





1
Guests and Directors at Chinese New Year Celebration Dinner. Alan Kwong, President of ACCE and Mr. Ligang Chen, Consul General of the People's Republic of China (front row, left 6 & 7). Mayor Dave Barrow, Town of Richmond Hill; Councillor Jim Jones, Regional Councillor of Town of Markham; The Honourable Michael Chan, Ontario Minister of Tourism & Culture; Mr. Stephen Siu, Assistant Director of HKETO (second row, left 2-5).



2
We had a fullhouse of guests attending the ACCE Chinese New Year party that was held on February 10, 2011 at Casa Victoria. The God of Fortune gave out red packets (lai si) to all the guests.



3
Multicultural Mega Networking was held on January 18, 2011 at Royal Ontario Museum with 100 attendees. Participating partners included Association of Chinese Canadian Entrepreneurs, Toronto Board of Trade, Brazil-Canada Chamber of Commerce, Canadian Pakistan Business Council, European Union Chamber of Commerce, TIE Toronto and Turkish Chamber of Commerce.

4

2011 ACCE Winners' Club Reception was held on March 10, 2011 at the KPMG office at the Bay Adelaide Centre. There were approximately 100 attendees.

5

The Honourable Dr. Eric Hoskins, Ontario Minister of Citizenship and Immigration (left 4), Alan Kwong, President of ACCE (left 6), Chris Van Stavern, Transaction Service Partner of KPMG, Genevieve Leong, Associate Partner of KPMG (left 1 & 2) and entrepreneurs from CBC's Dragon's Den at ACCE Winners' Club Reception.

6

ACCE in partnership with Markham Small Business Centre (MSBC) and North American Association of Asian Professionals (NAAAP) organized the Networking to Learn Night held on March 24, 2011 at Markham Convergence Centre, Markham.



1



2



3

1
Town of Markham Chinese New Year Dinner hosted by Mayor Frank Scarpitti.

2
Toronto Board of Trade's 123rd Annual Dinner. ACCE team with Mayor Rob Ford, City of Toronto.

3
Town of Richmond Hill Celebration of the Chinese New Year hosted by Mayor Dave Barrow.

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Date: Saturday, May 14, 2011 Time: 12:00pm - 5:00pm
 Venue: North York Civic Centre (5100 Yonge Street, Toronto M2N 5V7)

Limited Seating!

EVENT HIGHLIGHTS:

- One-on-one meetings with professionals in the fields of financing, legal, taxation, marketing, import/export
- Success Stories - ACCE Award Winners 2011
- Trade Show
- Government resources & information

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- Small Business Financing
- Small Business Taxation
- How to Do Business with the Government
- How to Use Social Media to Market Your Business
- How To Do Business with Walmart
- Learning from the Achievers – Panel Discussion

Grande Finale Networking With The Award Winners

Coming Soon

Thursday, April 14	2011 Diversity Procurement Fair – Hosted by CAMSC, In Association with ACCE at Metro Toronto Convention Center, Toronto
Saturday, May 14	2011 ACCE Business Forum "Growing Your Business" at North York Civic Centre, Toronto
Thursday, June 16	ACCE Appreciation Dinner at Regal Chinese Cuisine & Banquet Hall, Toronto
Tuesday, July 12	ACCE Golf Classic 2011 at Angus Glen Golf Club, Markham

For more details, please check www.acce.ca



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It's never been a better time to promote your company's "green" credentials. In fact, for many industries it's become a prerequisite for attracting and retaining customers, employees and suppliers.

But beware: consumers have already become quite adept at spotting questionable green marketing claims and won't hesitate to out your misdeeds through social networking sites like Facebook and Twitter.

"You can get the word out instantaneously and for virtually no money through social networking, and that puts the onus on companies to be more transparent and more honest," says Jed Goldberg, President of Earth Day Canada. "Those that aren't will be struggling with damage control."

A recent study by the Conference Board of Canada predicts that green corporate and marketing strategies will be the most important source of competitive advantage for companies in the future. At the same time, the report warns that consumers have become sceptical of the term "green."

To avoid even the perception of greenwashing, the Conference Board study says companies should partner with credible organizations or, where possible, seek quality certifications which offer concrete, measurable performance standards.

There are a growing number of companies and organizations that will help small companies assess their environmental footprint and recommend ways to reduce it.

Climate Smart Businesses of Vancouver works with partners to offer a training, software and technical support program that is organized and priced to fit into small business owners' do-it-yourself ethic. It recently partnered with BDC Consulting on a new "Lean and Green" pilot program that will help companies incorporate 'lean' thinking and environmentally sound strategies into their operations.

"We emphasize the business case for reducing carbon: that cutting emissions is not separate, but directly related to cutting operational costs of doing business, whether you're travelling for business, delivering product, running a facility, or choosing your suppliers," Climate Smart President Elizabeth Sheehan says.

One of its trainees, Sunrise Soya, installed a boiler economizer at its tofu manufacturing facility in Vancouver to capture and re-use waste heat. Combined with other process changes identified in the course of its greenhouse gas reduction program, the company expects to save up to \$22,000 annually in natural gas costs.

Adding meat to your green message

Goldberg cringes when companies make false, confusing or meaningless claims in an effort to attract customers with marketing fluff rather than sincere efforts at environmental sustainability. He recalls the aerosol product claiming to be CFC-free, an ozone-depleting chemical that was banned over 20 years ago. Then came the "green" disposable plastic lighters.

"Canada doesn't have many legal or regulatory constraints on companies that are greenwashing, so it's pretty much buyer beware," says Goldberg, whose non-profit organization has been on the frontlines of educating consumers about greenwashing.

Michel Bergeron, Vice President, Corporate Relations at the Business Development Bank of Canada (BDC), says it's not only customers that companies should worry about alienating. Greenwashing can also tarnish your credibility with suppliers. For example, an increasing number of large retailers now require their suppliers to measure the environmental impact of their goods as part of a new green labelling program, akin to nutritional labels on food.

Not living up to your environmental claims could also trigger a backlash from employees, and diminish your company's ability to hire and retain top talent. Bergeron says human resources considerations were among the main drivers behind BDC's decision to ramp up its environmental practices.

"What we're seeing among our employees, is that corporate social responsibility is important to them," says Bergeron. "If your company doesn't measure up, they'll often look elsewhere."

Bergeron says the first step to a truly green marketing strategy is to understand the environmental impact of your activities. Step two: take action to reduce that impact. Step three: tell your story.

"Be sure there is substance and real action behind your message. A reputation takes many years to build, but it can be lost in minutes."

*Beware of shortcuts when it comes to **Green Marketing*** - BDC



Green Marketing Tips

1. Demand for green products is growing but doesn't guarantee success.
2. Green products must be able to compete with conventional products.
3. Be careful not to expose yourself to greenwashing charges.
4. Support your green claims with independent certification.
5. Not all products are appropriate for green marketing—choose carefully.
6. You don't have to be completely green, as long as you can show commitment.
7. Green practices are good business in and of themselves and enhance the company's image.

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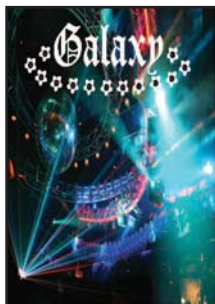
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1
Welcome Dinner with the Ambassador Extraordinary and Plenipotentiary of the People's Republic of China, His Excellency Zhang Junsai, hosted by Hong Kong Economic and Trade office.



2

2
Hong Kong Chinese Business Association Chinese New Year Ball.

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- ☐ I want to nominate someone for 2012 ACCE Award.





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