



NEWSLETTER

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Theme - The Business of Hospitality: Strategies for Success in a Competitive Market

FOUNDER'S DESK

Gurpreet S. Pasricha
Founder Trustee



As we look back on the past month, the PCC community has been a hive of activity and growth. We extend our heartfelt gratitude to our dedicated co-chairs, and a special salute to those among our members who have emerged as leaders, guiding and fortifying our community. Your contributions have played an instrumental role in the strengthening of our PCC family.

Under the steadfast leadership we are fortunate to have, PCC has had the distinct honour of celebrating the triumphant Indian Women's Team, whose stellar performance at the IBSA World Games 2023 brought pride and glory to our nation. Such achievements remind us of the remarkable potential within our community.

In line with our commitment to our Charter Members, we are excited to announce two major chapter events scheduled for this month. These Charter Member Receptions, promised as part of our growing Tiered Level Memberships, will take place on September 13, 2023 in New Jersey, and on September 20, 2023 in New York. These events will serve as platforms for active networking, fostering new opportunities, and building valuable connections with business stakeholders. Moreover, we have plans in motion to extend such gatherings to India in the near future.

PCC's expansion is not confined solely to its Membership ranks; it extends to our flagship events and specialized Wings as well. With the relaunch of our Global Youth Squad, we've witnessed an overwhelming response from college students, and we're thrilled to announce the signing of a Memorandum of Understanding (MoU) with the prestigious Rajiv Gandhi National University of Law. This partnership signifies a significant milestone in our journey.

Our Punjabi Angels, too, have been garnering attention and partnership requests from various organizations. We are committed to establishing a solid foundation to provide our members with even greater value and substance.

The excitement is palpable as we approach the pinnacle of our annual calendar, the PCC Global Gala 2023. Months of meticulous planning and hard work have gone into ensuring that our members experience the best on December 1st and 2nd, 2023. We anticipate more than 500 attendees, offering unparalleled networking opportunities. Distinguished speakers and leaders of prominent organizations will grace our event, a source of immense pride for our community. To further enrich our members' experience, we are extending invitations to Ambassadors, High Commissioners, and foreign diplomats from various countries. Mark your calendars and join us as we aim to create history once more.

Stay updated with our future activities through our social media platforms to seize every opportunity that comes your way.

We at PCC are deeply grateful for your unwavering support and trust. Together, we will continue to chart an extraordinary journey.

GLOBAL GALA 2023

**PUNJABI
CHAMBER**
of COMMERCE

PCC GLOBAL
Gala
2023

DATE:

1ST & 2ND
DEC 2023

**CELEBRATE
CULTURE, COMMUNITY,
AND CONNECTION**

VENUE:

**ANDAZ HOTEL
AEROCITY, NEW DELHI**

GLOBAL GALA 2023

EXPERIENCE ENDLESS ENERGY AND EXCITEMENT!

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Punjabi Chamber of Commerce Recognizes Rippi Karda and Indy Samra for ROI Influencers Recognition

Rippi Karda

Co-Chair - PCC NJ Chapter
President - SABA-NJ
Associate General Counsel
Verizon



Indy Samra

Trustee & BoD - PCC
Co-Chair - PCC NJ Chapter
Private Wealth Advisor
Samra Wealth Management

Edison, NJ – The Punjabi Chamber of Commerce (PCC) is proud to recognize Rippi Karda and Indy Samra for being named to the ROI-NJ.com 2023 ROI Influencers - People of Color list. The ROI Influencers list is an annual ranking of the most influential people of color in New Jersey who are using their platforms to make a difference.

Karda is an attorney with Verizon and the co-chair of the PCCNJ's Women's Leadership Initiative. She is a strong advocate for South Asian women in business and is committed to mentoring and inspiring the next generation of leaders.

“I am honored to be recognized by ROI-NJ,” said Karda. “This is a testament to the hard work and dedication of the Punjabi community in New Jersey. I hope that this recognition will inspire future generations of South Asian women leaders.”

Samra is a private wealth advisor with Samra Wealth Management and the co-chair of the PCCNJ's Advocacy Committee. He is a passionate advocate for policies that support small businesses and minority communities.

“This recognition is a great opportunity to raise awareness of the Punjabi community and its contributions to New Jersey,” said Samra. “I am committed to using this platform to advocate for policies that will help our community thrive.”

Gary Pasricha, founder of the Punjabi Chamber of Commerce, said, “Rippi and Indy are two of the most dedicated and accomplished leaders in the Punjabi community. Their recognition by ROI-NJ is a testament to their hard work and dedication. I am proud to have them as Chairs of the Punjabi Chamber of Commerce New Jersey Chapter.”

The PCC is a non-profit organization that promotes the economic and social development of the Punjabi community in New Jersey. The organization provides a variety of resources and services to its members, including business development assistance, networking opportunities, and advocacy.

Here are some additional details about the ROI Influencers list:

- ▶ The list is compiled by ROI-NJ, a news and information website that covers business and economic development in New Jersey.
- ▶ The list is based on a variety of factors, including the individual's influence on the community, their track record of achievement, and their commitment to using their platform to make a difference.
- ▶ The 2023 ROI Influencers - People of Color list includes 50 individuals from across New Jersey.
- ▶ The list is a testament to the diversity and strength of the New Jersey community.

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GALA NIGHT ENTERTAINER



KANIKA KAPOOR

SUFI NIGHT ENTERTAINER



SAGAR THE SOUL

COMEDIAN



APPURV GUPTA

HOSPITALITY SECTOR BUSINESS WISE

Hospitality industry is a rapidly growing, and highly competitive industry that covers wide range of areas. Primarily it is a service industry that involves addressing customer satisfaction and catering the needs of guests. This can be addressed with lodging, amenities, and travel arrangements. Broadly hospitality sector comprises 3 areas:

Accommodation:

Accommodation is a place wherein guests will be staying and enjoying all the amenities provided. Accommodation includes luxury hotels, resorts, bed & breakfast, motels, inns, hostels, service apartments, time shares, and now a days growing Airbnb.

Besides, accommodation this can also include amusement parks, entertainment arenas etc.

Food, drink, and Catering:

Second area of this sector is “Food and Drink”. Guests staying must be offered food and drink during their stay. What will be offered depends upon the kind and quality of accommodation. The quality, taste, availability is a high concern for the guests and plays an important role in the success of hospitality industry. This service area includes restaurants, bars, cafes, clubs, catering industry etc.

Associated parties:

This is equally important area of hospitality industry that include tour operators, travel agencies, air and cruise lines, casinos, event management, entertainment etc.

Hospitality sector is highly dependent on customer satisfaction that can be driven by a trained staff, public reviews, loyalty programs, good quality of food and discount coupons. Marketing plays a significant role. Other key considerations and strategies keeping in mind while entering the hospitality sector include but not limited to value proposition, market research, marketing, online presence, location, smooth online booking, exceptional customer service, partnerships and collaborations, customer feed back, competitive pricing, loyalty programs, staff training, regular maintenance, upkeep and upgrades to the property, food and beverage quality, health and safety, entertainment are some of the areas that contribute significantly to the success of hospitality industry. Being rapidly growing sector adaptability to new trends is very important.



Dharma Jain
CPA (ON, AB, BC)

PCC Member - Toronto Chapter
CPA and Principal Consultant
D. P. Jain Professional Corporation

SPEAKERS OF GLOBAL GALA 2023



ANISHA SINGH

Founder
She Capital



PROF. RAMESH CHAND

Member - NITI Aayog
Chairman - Institute of Economic Growth
New Delhi



RACHIT KHANNA

Founder
Brand Rachit Khanna Turquoise



SAHIL JINDAL

Managing Director
Jindal Group



SAIREE CHAHAL

Founder & CEO
SHEROES & Mahila Money



SIMARPREET SINGH

Executive Director - Hartek Group,
Founder and CEO
Hartek Solar and Hartek India



UMESH AGARWAL

Managing Director - Haldirams



VIKRAMJIT SINGH

President
Lemon Tree Hotels Ltd.

And Many More, Stay Tuned

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TRADE SHOW



Connect & Collaborate at the

TRADE SHOW

OF THE PCC GALA 2023

1ST & 2ND, DECEMBER

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- Explore possibilities
- Display products

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Manisha Singh

Email: manisha.singh@punjabichamber.com | Phone: (+91) 93242 28823.

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A Quick Glance at Past Events

PCC felicitation of the Indian Women's Team for their spectacular victory at the IBSA World Games 2023

(Delhi Chapter)



Masterclass on how to build system processes for Startups

(Chandigarh Chapter)



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A Quick Glance at Past Events

Charter Membership Reception

(New Jersey Chapter)





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- Website - **1,000+** Unique Visitors every month
- Email Campaign - **38%** Daily Open Rate
- Newsletter - **50%** Click Through Rate & **2,000+** Impressions
- Podcast - **1,000+** Distinctive Impressions & Engagements
- Webinar - **100+** Viewers on FB, LinkedIn & YouTube LIVE
- Social Media - **6,000+** Followers

✉ Write to prabhjot.singh@punjabichamber.com

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Global Youth Squad Program

Opportunity to Learn Entrepreneurship

BENEFITS:

1. Mentorship from Successful Entrepreneurs
2. Reach out to NRI Investors
3. Sessions from Experts
4. Prize Money
5. Certification

Register for Free

Mode of Session: Virtual

For College Students

For Further Information, Please Contact:
Jatinder Kaur at jatinder.kaur@punjabichamber.com

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CALL FOR INVESTORS

PUNJABI Angels

CALL FOR INVESTORS!



Eligibility

- ✓ The Investors must be interested in investing at least \$5k - \$25k per year
- ✓ Punjabi Angels is open to all PCC registered members
(For a limited period)



To fill in the application form, visit <https://forms.gle/sorsVkai3GRH2Zbp8>

Join the Punjabi Angels Now

to foster Mutual Business Development

or simply dial (732) 837-4840

To know more, write to angels@punjabichamber.com

CALL FOR START-UPS

PUNJABI Angels



CALL FOR START-UPS!

ELIGIBILITY

- ▶ Must not have completed a period of ten years from the date of incorporation/ registration
- ▶ Must be working towards innovation, development, or improvement of products or processes or services, or a scalable business.
- ▶ If pre-revenue, the Start-Up must have a Minimum Viable Product (MVP)
- ▶ Only registered member of Punjabi Chamber of Commerce can apply



To fill in the application form, visit <https://forms.gle/UxN68DFiDc2joXXQ9>

Join the Punjabi Angels Now

to Escalate your Business to the next level!

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of COMMERCE



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- ★ Correct Knowledge gaps
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Glimpses of Embassy Visits

- **Embassy of Hungary**



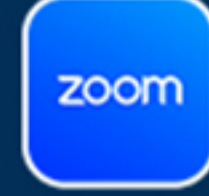
- **Embassy of Bhutan**



OUR UPCOMING EVENTS



Will be available on



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Webinar on Legal Compliances

Date: September 16, 2023

Time: 03:00 pm (IST), 10:30 am (BST), 05:30 am (EST)



SPEAKER

Siddharth Sodhi
Senior Associate | LawSikho



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SPEAKER

Bhavish Sood
General Partner, Modular Capital

📅 September 16, 2023

🕒 2:00 pm to 4:00 pm

📍 CICU Complex

Ticket Price: Rs 300

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OUR UPCOMING EVENTS



PCC Networking Event

Date: September 26, 2023 | Time: 5:30 pm to 7:30 pm

Venue: Yonge & Eglinton Scotiabank Branch
2370 Yonge St, Toronto, M4P 2E6

SPEAKERS



Deborah Hornbostel
Senior Vice President
MNP



Kamal Bhardwaj
President - Lotus Funeral and
Cremation Centre Inc.



Andy Nasr
Chief Investment Officer
Scotia Wealth Management

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PCC Jaipur Networking Nite

Date: September 29, 2023 Time: 7:30 pm onwards

Venue: Rambagh Golf Club

Contribution Amount: ₹1100/-

(Includes FUN n GAMES with Dinner & light entertainment.)
Drinks on BYOD basis.

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PCC Philly Book Club

Connect and inspire over lunch, laughs, and a book

First session: 1-3 pm on Saturday, 14 October

Venue: Karma Indian Restuarant, 114 Chestnut Street, Philadelphia, PA 19106

Book: Playing Big by Tara Mohr



Led by: Monica Marwah
School Psychologist
School District of Philadelphia



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OUR UPCOMING EVENTS

SUPPLIER DIVERSITY SUMMIT

FRIDAY, OCTOBER 6, 2023
8:30 AM - 2:00 PM

The NJSBDC will help you apply for Certification as a Small, Minority, Women, Veteran, Disabled Veteran & LGBTQ+ Owned Business Enterprise for **FREE** at the event.

LOCATION:

Bristol Myers Squibb Headquarters,
3401 Princeton Pike, Lawrenceville NJ
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EVENT HIGHLIGHTS:

- Supplier Showcase
- Industry Panels
- EBRG Roundtable
- Networking with State Change Makers

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Saturday
4 Nov
2023



PCC Philly's
Diwali Celebration

Time: 11:00 am to 03:00 pm

Venue: House of Biryani and Kebabs, 2541 W Main St,
Norristown, PA 19403

Ticket Price: **\$30**
After Oct, 31st: **\$35**

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Thank You



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