

The Nepal Brand Module,
CAN-USA 2nd Annual US-Nepal Development Conference 2009
Marriott Convention Centre, Oakland, California
3-4:30PM, July 4, 2009

1. Background

About CAN-USA

CAN-USA, Computer Association Nepal-USA, is a non-profit US organization born on July 29th 2007 and is dedicated to professional development of its members and technological progress of Nepal. Its members include Nepali and American professionals. More information can be found at www.can-usa.org.

About ANA Convention

ANA, Association of Nepalis in Americas, is an organization of the people of Nepali origin in the Americas and international friends of Nepal. ANA was founded on July 1983 in New York and Incorporated in Washington DC in 1983 as a non-profit tax exempt organization. Since its inception ANA has grown steadily as an international organization attracting a diverse membership that includes resident Nepalis in the Americas and many other international scholars, scientists, outdoor enthusiasts, and philanthropists who share an interest in the Nepali culture. ANA has hosted over 20 annual conventions on July 4th weekends starting in 1983. These conferences have attracted hundreds of Nepalis living in the Americas and from abroad and friends of Nepal. At this year's ANA convention in California, more than 5000 Nepalis are expected and is being organized in a convention centre with the largest physical capacity so far since 1983.

About 2nd Annual CAN-USA US-Nepal Development Conference

The Nepali diaspora in various professional sectors are already reaching a critical mass in the US. Silicon Valley is the technology hub of the US. Opportunely, we plan to showcase the talents of the diaspora while facilitating professional networking. In addition, we plan to connect in more action-oriented terms with the development in Nepal.

We realize ANA convention as a significant opportunity for CAN-USA to leverage its knowledge and experience towards a high-impact high-visibility development conference. Similarly, we look forward to remarkably furthering the culture of professional development during ANA conventions.

2. Vision

The Nepali diaspora in the US is reaching a critical mass. In any field – arts, technology, or the sciences – we have secured impactful roles as CEOs, professors,

scientists, entrepreneurs, public administrators and successful professionals. All said and done, how is America viewing us? Have we been able to clarify some of age-old assumptions about Nepal and Nepalis? Does America only know of our glorious mountains or are they aware of our serious efforts to establish wireless backbone in the Himalayas? And what would it take to enhance our credibility? Do we have a Nepali brand? Do we need one? How can we contribute?

These questions can have direct and indirect impact on the professional development of Nepali diaspora as well as the progress of Nepal. Whether it means taking some of the multinationals to Nepal, establishing some new IT houses in Nepal, securing VC funding for a startup in the US or generating policy-level interactions with the US, such questions are relevant to each of us. And, with the upsurge of outsourcing opportunities, the answers become only more pertinent at this year's ANA convention in Silicon Valley.

3. Plan

Five speakers from different professional backgrounds will discuss the importance and ways to create a Nepali brand. A moderator will orchestrate a discussion among the panelists and the audience. The module will be advertised through various online means and through various Nepali organizations throughout US.

4. Future

The discussion about creating a Nepali brand is open-ended. We do not hope to arrive at any directive and also do not want to limit the discussion to just ANA convention. Through our Transfer of Knowledge initiative, we will further this discussion by involving the authorities in Nepal. Similarly, we will collaborate with other groups in the US and in other countries to raise awareness about the importance of the topic and create synergy in working towards some possible avenues.

For more information, please contact:

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