



7TH ANNUAL WORLD DIVERSITY LEADERSHIP SUMMIT HOSTS CORPORATE EXECUTIVES FROM AROUND THE WORLD ON THE TOPIC OF THE GLOBAL RETURN ON INCLUSION

Global Diversity and Inclusion Conference Takes Place September 6-8 at El Museo del Barrio, US Open, United Nations and the New York Stock Exchange.

New York, NY – September 1, 2011, WDLS: The World Diversity Leadership Summit (WDLS) will hold its annual U.S. meeting of Chief Diversity Officers, corporate executives, government leaders and policy makers from around the world on September 6-8 at the El Museo del Barrio in New York City. The theme for this year's conference is "Global Return on Inclusion: Workforce, Integration and Next Practices."

"Diversity Leadership is critical for managing a globally diverse base of employees, customers, suppliers, communities and regulatory environments. This year's World Diversity Leadership Summit will address the opportunities and challenges of improving organizational performance with the ultimate goal of achieving total inclusion," explained Douglas Freeman, CEO of Virtcom Consulting, producers of the World Diversity Leadership Summit. "Once leading organizations leverage diversity both in the US and globally, they can drive competitive advantage along with tangible cost-savings, productivity, employee engagement and revenue impact."

In 2009, the World Bank reported that the combined annual buying power of U.S. African Americans, Hispanics and Asians will be the fifth largest economy in the world, slightly larger than that of France, the United Kingdom, China and Japan. Moreover, according to *The New York Times* "BRIC countries comprise about 15 percent of the world economy and, perhaps more important, have about 40 percent of global currency reserves. Brazil, India and China have also weathered the financial crisis better than the world as a whole." Having the diversity leadership capabilities to successfully manage and navigate in the ever-evolving international nations of color and their infrastructures is what the World Diversity Leadership Summit wants to bring to the forefront.

This year's World Diversity Leadership Summit will feature notable speakers from business, government and culture, comprehensive panels on diversity and inclusion practices and complemented by receptions at the US Open, United Nations and New Stock Exchange all honoring diversity and inclusion trailblazers. The conference will open on September 6 at the USTA Billie Jean King National Tennis Center as a part of the 2011 USTA ICON Awards reception. This year's honorees are "icons" in their respective fields and include Mayor David Dinkins, Rick Welts, CEO & President for the Phoenix Suns and the Sportsman Tennis Club. On September 8 at the New York Stock Exchange, WDLS will recognize the top companies for diversity and inclusion in partnership with *Uptown Professional* magazine.

"Never before has diversity and inclusion been more important than in today's global marketplace," said Byron Lewis, Sr., founder and CEO of UniWorld Group, the longest-standing multicultural advertising agency in the U.S. "As Honorary Chairman of the WDLS conference, this year, we plan to brainstorm and discuss concepts that can fuel our attendees' work to support the business case that there is a quantifiable and positive return on global inclusion efforts and practices."

The 2011 World Diversity Leadership Summit is being presented by the following sponsors- US OPEN, Cisco, Caesars Foundation, DRAFTCD, EMC2, Uptown Professional Magazine, Enterprise Holdings, Department of the Navy Science & Technology.

For more information on this year's World Diversity Leadership Summit and to see a schedule of events, visit www.wdlssummit.com

