



May 12, 2019

To Whom It May Concern,

Re: Letter of Support for South Asia Expo for Surrey

I am proud to write this letter of support and endorse a South Asia International Expo for Surrey.

AAJ is a South Asian lifestyle magazine geared towards the 18 to 45 year-old South Asian target market in Canada. South Asians are emerging as a new economic, professional and political force in Canada and South Asia is emerging as a regional, if not global power in the world. That's why we created AAJ, to help shape the perception of the South Asian community positively, expose the successes of the community while driving discussion about issues of concern to the community.

AAJ is excited about the possibility of a South Asia Expo coming to Surrey. Surrey is the best place to host such an event because it has a large South Asian population which would be an immediate draw for this international exposition. The Expo would provide an opportunity for the world to learn about South Asia and its diaspora including the local South Asian community. The South Asia Expo will provide a platform for local artists and performers and provide an opportunity for the exchange of knowledge, expertise, and ideas from a truly unique eastern and western perspective.

Expo 86 was a huge success and put Vancouver on the map. The South Asia Expo can also put Surrey on the map, not to mention attract new business enterprises, a network of contacts, and mutually beneficial relationships from city to city and state to state. A South Asia International Expo will help diversify the market for Canadian goods and services and exports and teach Canadians about the art, culture, and ideas of South Asia.

AAJ supports a South Asia International Expo coming to Surrey. If I can provide any further details please do not hesitate to contact me below. Thank you.

Sincerely,

Suki Pangalia

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Chief Executive Officer

AAJ Magazine and Media Group

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