

Mission Statement

In the age of intensified globalization, communities are now more diverse than ever with different cultural groups having a larger share of the market. We at Pages LA nurture multiculturalism and encourage tolerance through developing a forum for businesses that understands this new social and economic climate.

Our mission is the growth of the local and global economy by building bridges between businesses and a myriad of ethnic communities in the following three ways:

- **Promoting businesses to multicultural communities in Los Angeles**

As a country with a large and increasingly dynamic immigrant population, immigrants contribute to local life, and reach out from their economic and social niche to positively impact the country. These niche markets play a decisive role in the function and success of the U.S. economy.

Incorporating this perspective, Pages LA specializes in promoting specific multi-ethnic communities with great buying power in Los Angeles on the ultimate egalitarian global forum: the internet.

- **Connecting multicultural businesses**

We view cultural differences as an opportunity for positive growth in Los Angeles. The strength of the American economy is created and perpetuated by the contributions of all businesses, not only of a selected few. E pluribus unum "Out of Many, One", in economic terms, describes a vision of a successful national economy built on small businesses.

In this regard, we facilitate the networking and alliance between multiethnic businesses. For example, a Jewish business could form a relationship with a Hispanic business and thus, in a pragmatic way, form a new bond between these two communities. We create small intercultural bridges throughout Los Angeles, business to business and business to consumer.

- **Forming global bonds**

Ethnic business owners are not separate from the countries of their origin and "import" vital new relationships between those countries and the U.S. In our current stage of globalization, a business that recognizes this is especially vital now, where the local is inseparable from the global.

Therefore, we aim to reach out to the international community by working with multicultural businesses in Los Angeles. For example, when we promote a local immigrant-owned business in Los Angeles, we also promote the United States in the global arena.

