



CENTRAL TEXAS ASIAN IMPACT PROJECT



Asia × Austin: A Trans-Pacific Convergence

MAY, 2026



Asia x Austin: A Trans-Pacific Convergence

Austin is accelerating into its future as an international innovation-to-industry powerhouse.

We are witnessing the “Trans-Pacific Convergence,” a new era where the massive scale of Asian technology, capital and innovation joins to boost Austin’s industrial high-tech maturation. This report explores a fundamental shift: the rise of a global techno-industrial complex in Central Texas powered by over \$50 billion in active investment and a surging regional talent engine with one of the fastest-growing demographics in the southern United States.

This report moves beyond statistics to highlight partnerships with Asia that are helping to propel Austin past its “Silicon Hills” identity and further onto the world stage as a dominant strategic hub for global innovation, tech and industry.

SIX TAKEAWAYS FROM THIS REPORT

- **The Demographic Shift.** The Asian community in the Greater Austin MSA, approximately **12%** of the total population, is growing **three times faster** than the regional average rate. This surge provides an elite, high-skill STEM backbone essential to bolstering the region’s workforce.
- **An Entrepreneurial Powerhouse.** With over **35,000 Asian-owned entities** and 10,000+ employer firms, the Asian business community now accounts for **12% of all regional employer businesses**. Since 2020, Asian ownership in the high-value technical and professional services sectors has surged by over **40%**.
- **Employment, Fiscal Stabilization & Education Funding.** Asian-led enterprises contribute to an estimated **\$22 billion in regional economic impact, 80,000 jobs** and deliver nearly **\$500 million annually** in property tax revenues directly to local independent school districts (ISDs) and counties. This massive commercial influx effectively “futureproofs” the region’s elite workforce pipeline while shielding taxpayers.
- **Geography Counts Too.** Beyond tech, Central Texas’ strategic position within the booming \$2.7 trillion Texas Triangle offers a unique capital, talent and market opportunity, logistical advantages, and serves as **a convenient gateway to the North American interior**.
- **Established Capital Commitments (\$50B+).** Spurred by Samsung’s massive regional investment in chip production, Austin has secured its status as one of the fastest-growing destinations for foreign direct investment in the southern U.S., acting as a gravity well for talent, capital and entire global supply chains.
- **Future Investment pipeline from the Indo-Pacific.** Between July 2025 and early 2026, the United States finalized a series of landmark trade and investment pacts with Asian partners. Under these agreements, Japan, South Korea, and Taiwan cumulatively pledged over **\$1.4 trillion** in long-term investments. This capital is specifically earmarked to revitalize the American industrial base, with massive allocations toward shipbuilding, semiconductor fabrication, and AI infrastructure over the next decade.

This era of Trans-Pacific Convergence is not a fleeting moment. It is the emerging structural reality of the 22nd-century Austin regional economy. Austin’s leadership is clearly committed to making the thoughtful strategic investments that will maintain the city’s momentum, grow our international connectivity, and benefit the city and region for decades to come. By leaning into this accelerating convergence with Asia, Austin and all of Central Texas will not only survive global technology, industrial, and economic shifts, it will lead them.



The Austin Metamorphosis: From River Town to Tech Epicenter

Half a century ago, Austin, Texas, was a quiet, humid confluence of government and academia, a city where the Hill Country's rugged limestone bluffs met the slow, emerald curve of the Colorado River. It was a place defined by a defiant but friendly "weirdness," a collection of dimly lit dive bars and open-air music joints. Back then, the city's pulse was measured by the rhythmic footsteps of students at the University of Texas and the steady, analog hum of the state Capitol. But beneath the ancient live oaks, a tectonic shift was beginning.

The story of Austin's evolution is not one of mere growth; it is a profound metamorphosis. In the 1980s, the "Silicon Hills" emerged as the city traded its roots for a high-tech future, founded on the shoulders of titans like IBM and Motorola and the homegrown rise of Dell Technologies. By the turn of the millennium, that momentum grew into a global gravity well, pulling in a new generation of hardware and software giants: Samsung, Google, Meta, and Tesla. Today, Austin is no longer just a star-shaped coordinate on a Texas map, it is a lab for the future. It is a place where software and semiconductors, rockets and robots, AI, life sciences, biotechnology and quantum computing converge in a uniquely business-friendly ecosystem.

All of this occurs within the logistically convenient and high-velocity context of the **Texas Triangle**, the megaregion formed by Austin, San Antonio, Dallas, and Houston, which now accounts for a staggering 75% of the state's **\$2.7 trillion GDP**. Austin now thrives as a regional techno-industrial epicenter, fueled by three strategic industrial vectors that are physically reshaping the Texas landscape:

- **Central Texas "Innovation Corridor" to the South:** A massive convergence along the I-35 artery, bridging Austin and San Antonio into a single, contiguous high-tech megalopolis.

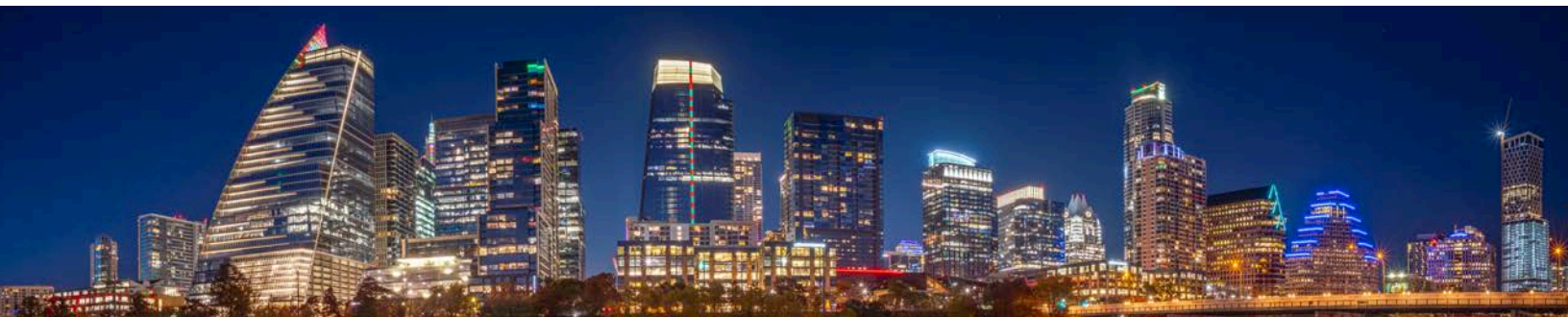
- **Emerging "Tech Clusters" to the North:** An established and growing landscape of high-value investments in North Austin, Travis County and Williamson County, anchored by one of the world's largest and most advanced semiconductor manufacturing companies.
- **"Giga Belt" to the East:** The emerging frontier along SH-71 toward Bastrop and Houston—a region now defined by "hard tech," the roaring expansion of electric vehicles, and the new frontiers of aerospace and robotics.

This metamorphosis is entering its most ambitious chapter yet: The Trans-Pacific Convergence. The region's international profile is being fundamentally redefined by the importation of entire East Asian supply chains. The massive Asian "anchors" of Samsung and Tokyo Electron are now bolstered by a surge of capital from leading Asian companies like LS Electric, Pegatron, and Compal. Meanwhile, the recent establishment in Austin of Enterprise Singapore's first non-coastal office has now strategically positioned Austin as a premier North American landing pad for Southeast Asian venture capital and technology startups.

In parallel, the ecosystem is being profoundly shaped by the rising influence of Indian enterprise. Industry giants like Tata Consultancy Services, Infosys, Zoho, Wipro, and HCLTech are expanding their local footprints, while a new generation of Indian-led AI innovators like LTIMindtree is driving Austin's transition from theoretical research to applied artificial intelligence.

The same landscape that once hosted cattle drives and frontier politics has become the cornerstone of a Trans-Pacific economic corridor. With over \$50 billion in capital investments expected from Asian industry leaders, Greater Austin has emerged as an undisputed gateway for Asian Foreign Direct Investment (FDI) in Texas and indeed the American South.

This is more than a migration of capital; it is also cultural and economic integration. The Asian community—AOC now approaching 12% of the Austin MSA population and on a trajectory to double in the coming decades—is no longer just witnessing Austin's future. They are helping to build it.



Asian Population Growth in Central Texas

While the Greater Austin MSA has been heralded as the fastest-growing large metropolitan area in the United States, expanding by a remarkable 33% between 2010 and 2020, the velocity of the Asian community's growth has vastly outstripped the regional average. Over that period, the Asian Alone population in the Greater Austin MSA doubled. However, when measuring Asian Alone or in Combination (AOC) residents, which includes those identifying as Asian in combination with one or more other racial groups, the growth reaches even more significant heights.

"Austin has moved past the era of being an emerging regional tech hub. We are now a primary node in a global techno-industrial network. Trans-Pacific Convergence isn't just about trade; it's about the integration of Asian capital and innovation into the Texas DNA. When \$50 billion moves into a single corridor, the world changes."

— Regional Economic Development Leader

THE 2026 MILESTONE: THE 12% THRESHOLD

Demographic Category (Greater Austin)	2010 Census	2020 Census	2026 Projected
Total Population	1,716,289	2,283,371	2,530,000+
Asian Alone (%)	4.7%	7.1%	10.5%
Asian Alone or in Combination (%)	5.5% (est.)	8.3% (est.)	12.5% (est.)

As of April, 2026, data indicate that the region has crossed a new threshold of Asian influence. While the "Asian Alone" group is estimated at just over **10%** of the total MSA, the **Asian Alone or in Combination** population now represents approximately **12%** of Greater Austin's population.

Human Capital Density: This means that one in every eight residents in the Greater Austin MSA now identifies as Asian.

STEM Foundation: 65% of this demographic is in the prime working-age bracket (18–64), and they are disproportionately represented in high-value STEM and technical leadership roles.

"The 'Asian Alone or in Combination' metric tells the true story of Austin's present and future. We aren't seeing a transient workforce dynamic; we are seeing the growth of a multi-generational, highly educated community that is choosing Central Texas to build their lives. This 12% isn't just filling jobs—they are building the companies that will define the next decade."

— Board Member, Greater Austin Asian Chamber of Commerce (GAACC)

THE "TALENT MAGNET" AND THE 2060 TRAJECTORY

Demographic modeling suggests the Asian community could surpass **20% of the regional population by 2060**. This growth is driven by a self-sustaining feedback loop: massive capital commitments from firms like Samsung and Tesla create further high-tech demand, which retains existing workforce and attracts more talent, further incentivizing investment and facilitating business expansion.

Business Impact & Economic Contributions

The economic footprint of the Asian business community in the Greater Austin MSA has evolved from a collection of local retail hubs into a sophisticated, high-growth ecosystem of employer firms and tech-support enterprises.

THE SCALE OF ASIAN ENTREPRENEURSHIP IN 2026

As of the latest data from the U.S. Census Bureau's 2024-25 Annual Business Survey (ABS) and regional economic projections for April, 2026, the Greater Austin MSA has reached a critical density of Asian-owned enterprises.

Business Category	Total Estimated	Asian-Owned (est.)	% of Category
Total Entities	350,000+	34,500 - 38,500	10.5%
Employer Business	88,000 - 95,000	10,500 - 12,000	12%
Non-Employer Business	260,000 - 275,000	24,000 - 26,500	9.5%

- Total Asian-owned Business Entities:** There are an estimated **35,000+ Asian-owned business entities** in the Greater Austin MSA. Over **10,000** of these are **employer firms** (businesses with paid employees) now accounting for an estimated **12% of all employer businesses** in the region.
- Non-Employer Firms (Solopreneurs and Startups):** An estimated **25,000** businesses operate as non-employer entities, a sector serving as a primary pipeline for Austin's thriving startup ecosystem.
- Velocity:** Between 2020 and 2026, the number of Asian-owned employer firms in Austin grew by an estimated **42%**, mirroring the demographic "surge" and outpacing the general business growth rate of the region (which grew at ~18% in the same period).

Unlike other major metros where Asian businesses are frequently concentrated in food and hospitality, **Austin's Asian business community is a leader in high-value technical sectors.**

SECTOR CONCENTRATION & ECONOMIC OUTPUT

Industry Sector	% of Asian Firms in Austin	National Average
Professional, Scientific, and Tech Services	28%	14%
Healthcare and Social Assistance	18%	12%
Accommodation and Food Services	15%	22%
Retail Trade	12%	15%

Austin's Asian business owners are disproportionately concentrated in the **Professional, Scientific & Technical Services** sector, making them a critical primary "support layer" for the region's technology giants.

THE ASIAN TECH BRIDGE

A significant portion of the Asian business growth is driven by the **Service & Consulting** sectors. With the 2026 expansion of firms like **TCS (India)** and the launch of the **Enterprise Singapore** office, Austin is becoming a global business and innovation hub for the Trans-Pacific corridor. These businesses act as the essential connective tissue between Asian equipment, capital and Austin's manufacturing floor.

SPENDING, EMPLOYMENT & PAYROLL IMPACT (2025-26 ESTIMATES)

The contribution to the regional labor market is substantial. Asian-owned employer firms in Austin are characterized by higher-than-average wages and employee retention.

- **Total Employment:** Asian-owned firms in the Greater Austin MSA employ an estimated **80,000+ individuals**.

- **Estimated Annual Payroll:** As of early 2026, the estimated total annual payroll paid by Asian-owned firms in the Greater Austin MSA (including Austin, Round Rock, and the rapidly growing Taylor corridor) is approximately **\$7.8 billion to \$9.2 billion**.
- **Economic Impact:** These businesses contribute significantly to an estimated **\$22 billion regional impact** through both consumer spending and business-to-business expenditures.



FISCAL STABILIZATION – SUPPORTING THE EDUCATION PIPELINE

In the Texas tax structure, where property taxes serve as the primary engine for public services, the influx of Asian capital has become a critical factor in the fiscal health of Central Texas school districts. With a significant portion of the tax burden shifting from residential homeowners to high-value industrial and commercial assets, Asian-led enterprises are directly funding communities and the next generation of the Texas workforce.

THE PROPERTY TAX CONTRIBUTION OF ASIAN-OWNED BUSINESSES

As of the 2025-26 fiscal year, Asian-owned businesses in the Greater Austin MSA, ranging from the 10,000+ employer firms to the global manufacturing anchors, contribute an estimated \$480 million annually in direct property taxes to local counties and independent school districts (ISDs).

- **The Industrial Anchor Advantage:** Massive facilities like the Samsung Taylor "Mega-Fab" and Tokyo Electron's campus are among the largest single property tax contributors in their respective counties. Even with strategic incentive agreements, the "new value" created by these facilities generates hundreds of millions in tax revenue.
- **A "Multiplier" for Local Schools:** For every major Asian tech facility established, a cluster of Tier-2 and Tier-3 suppliers follows, further diversifying the commercial tax base. This creates a "shield" for residential taxpayers, allowing ISDs to maintain top-tier facilities and competitive teacher salaries without increasing the burden on local families.

"The sheer volume of Asian-owned tech services in Austin means that a Korean or Taiwanese or Singaporean firm landing here doesn't just find a site; they find an ecosystem of service providers, legal experts, and technical partners who speak their language and share their business culture."

— Global Trade & Investment Consultant

DIRECT IMPACT ON LOCAL INDEPENDENT SCHOOL DISTRICTS (ISDS) (ESTIMATED 2025-26)

The concentration of Asian businesses in the **Tech Cluster (North)** and the **Giga Belt (East)** has created a direct windfall for school districts:

Independent School District	Estimated Asian-Led Property Tax Impact	Primary Industrial Contributors
Taylor	\$115 million	Samsung, Compal, Hanyang Eng
Round Rock	\$95 million	Dell (Asian Supply Chain), Tokyo Electron
Austin	\$135 million	NXP, HID Global, Asian tech offices
Manor / Pflugerville	\$65 million	Tesla Supply Chain (Asian battery/sensor firms)
Leander / Georgetown	\$70 million	Pegatron, Air Liquide, Asian retail hubs

WHY THIS MATTERS FOR INVESTORS: THE "RECIPROCAL VALUE"

For an Asian firm, this property tax contribution is not merely a cost of doing business; it is a strategic investment in their own talent pipeline.

1. Talent Retention: High-performing ISDs (frequently rated "Exemplary" as a result of this tax support) are the #1 attraction for high-skill employees. When an Asian firm pays into the **Austin, Round Rock or Eanes ISDs**, it is ensuring its employees' children receive an elite education, securing long-term workforce stability.

2. Infrastructure Priority: Counties with high industrial tax revenue are able to fast-track road improvements, utility expansions and public safety enhancements, essential services that support the logistics needs of companies like **Compal, Pegatron and LS Electric**.

3. Community Social License: By being a significant taxpayer, Asian firms earn a powerful social license to operate. They are viewed not as "alien foreign entities," but as the foundational partners that keep local libraries open and school buses running.

"From a municipal standpoint, the contribution of Asian employer firms is a 'stabilization engine.' These businesses provide a high-value commercial tax base that helps us fund world-class school districts while keeping the residential tax burden manageable. The \$480 million in property taxes paid by these firms is quite literally the foundation of our local education system."

— Williamson County Fiscal Officer



Why Asia × Austin: Ecosystem, Logistics & Global Reach

In the high-stakes theater of global industry and commerce, geography counts. Austin has evolved from a college town to a regional tech hub to a **strategic global fulcrum**, perfectly positioned at the heart of the **Texas Triangle**, the mega-region bounded by Austin-San Antonio, Dallas-Fort Worth and Houston.

For Asian investors, Austin now offers more than just talent and a thriving tech scene; it provides a logistical "triple threat" that maximizes market access, minimizes transit times and creates a gateway to North American markets.

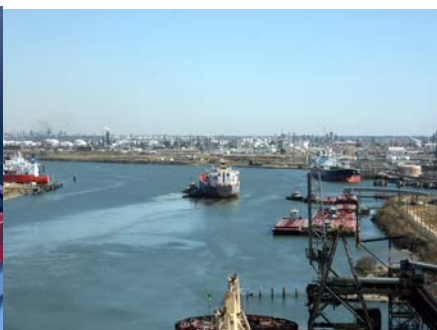
EIGHT PILLARS OF AUSTIN'S GLOBAL MAGNETISM

- 1. Semiconductor and AI Sovereignty:** Anchored by Samsung's monumental commitment, the Austin region is the undisputed North American capital for advanced logic and AI chip production.
- 2. The Giga-Belt Supply Chain:** Immediate proximity has created a localized "gravity well" for Asian battery, sensor and hardware partners, enabling "Just-in-Time" manufacturing at scale.
- 3. Access to Top-Tier Capital:** Austin maintains national leadership in **VC density per capita**, providing a deep well of liquidity for Asian startups looking to scale in the U.S. market.
- 4. Elite STEM Pipeline:** Investor companies gain access to the highest density of STEM graduates in the American South via **The University of Texas at Austin**, a top-tier global producer of engineering talent.
- 5. The Texas Triangle Workforce:** A massive, diverse talent pool of over **21 million people**, fueled by a robust network of world-class universities, community colleges and a highly skilled veteran population transitioning from regional military installations into the civilian workforce.
- 6. Fiscal Advantage:** A world-class, tax-friendly environment featuring **zero state income tax** and aggressive local incentives designed for rapid capital deployment.
- 7. Cultural Maturity & Soft Infrastructure:** A "move-in ready" welcoming community for families and executives, elite ISDs, and a thriving Asian cultural and retail infrastructure.
- 8. Strategic Logistics:** Centrality within the **\$2.7 Trillion Texas Triangle**, proximate to Mexico and providing a gateway to North American markets.

STRATEGIC FULCRUM: LOGISTICAL DOMINANCE AT THE HEART OF THE TRIANGLE

Austin's emergence as a global techno-industrial epicenter is no accident of geography; it is the result of a rare convergence of location, talent and industrial foresight. Functionally a **"port-adjacent" city**, Austin leverages high-speed connectivity to the **Port of Houston** and the **Port of Corpus Christi**, placing it at the epicenter of a region that accounts for **75% of Texas's GDP**.

- Proximity to Consumption:** Within a single 3-hour drive, a business in Austin can reach the major distribution hubs of Dallas-Fort Worth and the international maritime gateways of Houston.
- Economic Gravity:** If the Texas Triangle were a sovereign nation, its GDP would rival that of South Korea or Brazil, offering Asian firms a substantial high-density consumer and industrial market.



HISTORIC OPPORTUNITY: U.S.-ASIA TRADE & INVESTMENT AGREEMENTS

Between July, 2025 and early 2026, the United States finalized a series of landmark trade and investment pacts with its primary Asian partners. Under these agreements, Japan, South Korea, and Taiwan have cumulatively pledged over **\$1.4 trillion** in long-term investments. This capital is specifically earmarked to revitalize the American industrial base, with massive allocations toward shipbuilding, semiconductor fabrication, and AI infrastructure over the next decade.

- **Japan (\$550 Billion):** Focused on energy infrastructure, "reindustrialization" projects, and aerospace.
- **South Korea (\$350 Billion):** Allocated specifically as \$150B for shipbuilding and \$200B for **strategic high-tech** (AI, chips, and bio-pharma).
- **Taiwan (\$500 Billion Total):** Comprising \$250B in **direct semiconductor manufacturing** (notably TSMC's expansion) and \$250B in **credit guarantees** for supply chain ecosystems.



\$550B

ENERGY
REINDUSTRIALIZATION
AEROSPACE



\$350B

STRATEGIC HIGH TECH
AI CHIPS
BIO-PHARMA



\$500B

SEMICONDUCTOR MANUFACTURING
SUPPLY CHAIN ECOSYSTEMS

These commitments portend a **massive future opportunity for the region** which has matured into a unique nexus where semiconductor foundries, commercial space development, robotics and electric mobility intersect in a region ready to receive such inflows. Recent examples of confirmed committed Asian investments include:

- **Samsung (Korea):** In March 2026, Samsung revealed plans to invest **\$74 billion** globally this year, with a primary focus on scaling its **Taylor, Texas "Mega-Fab"** for mass AI chip production by 2027.
- **Compal Electronics (Taiwan):** A verified **\$235 million** investment for its new TaylorPort manufacturing hub and Georgetown server service center.

- **LS Electric (Korea):** A **\$240 million** total U.S. expansion plan, with a focus on its high-voltage energy infrastructure facility in Bastrop to power the region's data center boom.
- **Pegatron (Taiwan):** An **\$85 million** expansion in Georgetown, doubling down on specialized AI computing hardware.
- **iMarketAmerica:** With a Phase 1 commitment of **\$50 million**, **Gradient Technology Park** near Taylor is the first-ever Korean-style industrial complex in the United States, offering integrated MRO (maintenance, repair, and operations), logistics, and office space for Asian industrials and suppliers seeking a "plug-and-play" landing spot in Central Texas.

THE NEW 22ND CENTURY COMMAND CENTER

Beyond the numbers, Austin now offers a **pre-built industrial and service infrastructure that mirrors the speed and technical rigor of East Asian hubs**. Here, the "Texas spirit" of innovation is bolstered by a deeply integrated Asian community providing the essential cultural and professional bridge for incoming capital.

In the high-stakes landscape of global trade, Austin is no longer just an alternative to Silicon Valley; it is a strategic command center for Asian enterprises and industrials looking to build into the future of the global economy.

"We investigated locations on the East and West Coasts first and then we quickly moved our focus to Texas and then to Austin. We are very satisfied that we found the talent and supply chain ecosystem that we need right now. We also see Austin building the right pipelines into the future."

— Executive from leading Asian Investor



Strategic Recommendations for Stakeholders

Greater Austin is maturing into a premier U.S. gateway for the Trans-Pacific economy. The convergence of technology-at-scale, record-breaking FDI, a hyper-growth Asian demographic, and a substantial fiscal contribution to local infrastructure has created a virtuous cycle of prosperity and momentum, positioning the city and the region as a dominant strategic hub for global innovation, tech and industry.

Beyond industry, the Austin area is also home to a growing number of globally recognized cultural, entertainment, and innovation-oriented annual events that continue to enhance the region's profile and attractiveness. Events such as the **Austin City Limits Music Festival**, the **Formula 1 United States Grand Prix** and other events at Circuit of the Americas, and the **SXSW Conference & Festival** draw thousands to the area from around the world.

With this global visibility and economic momentum comes the need for stewardship. We must continue to grow more talent locally, further strengthening our universities, community colleges, apprenticeships and technical pipelines. We must invest strategically and responsibly, both in AI and more traditional infrastructure, while preserving the accessibility, community, character and openness that make Austin magnetic, and we have to think regionally, because Austin's future is tied to the future of the broader Texas Triangle.

The good news is that much forward thinking investment is underway. From **Unconventional ATX**, the new world-leading downtown convention center to **Project Connect**, the transit expansion and light-rail program led by the Austin Transit Partnership and CapMetro, Austin's leadership is clearly committed to investments that will benefit the city and the region for decades to come. Also emerging is a much-needed framework for thoughtful, coordinated economic development in the city, one that reflects exactly the kind of intentionality this moment demands.

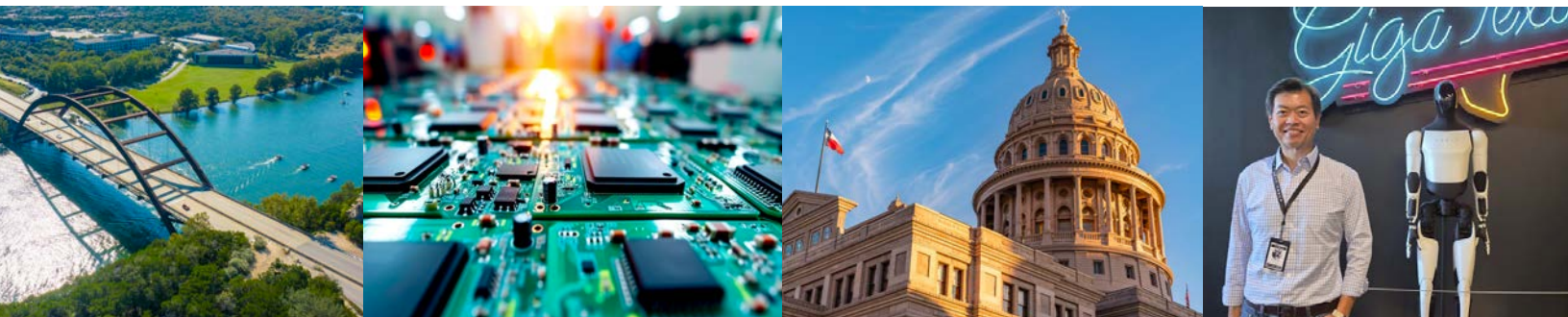
That framework supports another imperative: We must move beyond passively welcoming Asian investment and toward the strategic and consistent pursuit of the connections, relationships, exchanges and institutional partnerships that turn a great tech city into a genuinely global one. There are many good examples of leaders who have helped shape and steer our cities' growth and emergence globally, but in many ways, Austin has grown through organic discovery and attraction. Clearly, that has worked so far, but "what got us here may not get us there" and the next chapter requires us to grow through more coordinated pursuit.

That means embracing an **intentional, long-term strategy for international engagement**. It means further investing in the place-to-place and people-to-people connections that build trust across oceans and borders, and it means making Austin easier to access and do business with. It also means continuing to invest in critical international infrastructure such as the massive improvements underway to our airport. Indeed, as Austin's role in the global economy continues to expand, the \$5 billion **Journey With AUS** airport expansion reflects the broader vision and ambition to become a more internationally connected gateway for commerce, talent, investment, and long-term engagement with Asia and the world.

This "Era of Trans-Pacific Convergence" is not a fleeting trend. It is the emerging structural reality of the 22nd-century Austin economy. By leaning into this partnership, Austin and Central Texas as a whole will not only survive global economic, industrial, and technological shifts but will lead them.

"I see Texas emerging as one of the most important economic platforms in America — in technology, industry, energy, capital, and AI infrastructure and innovation. I see Austin as the creative and technological heart inside that platform. And I see Asia becoming more deeply woven into what comes next — not in the background or at the margins, but at the center."

— Austin Based Global Technology CEO



About the Central Texas Asian Impact Project

AN ECOSYSTEM OF KNOWLEDGE

It takes a village to achieve the work of the Central Texas Asian Impact Project. With the Asian Chamber serving in its established role as a "superconnector," a robust Ecosystem of Knowledge has formed around the project. None of the Impact Project's work would be possible without the assistance and expertise of the individuals, organizations, and companies who join and actively support this important effort.

This report was prepared by **Mark Duval**, President and CEO of the Greater Austin Asian Chamber of Commerce (GAACC) with critical advice, input and thoughtful commentary from:

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Design and layout by **Erich Pelletier**, Vice President of Marketing and Communications, GAACC.

A PHASED, MULTI-YEAR EFFORT

The Central Texas Asian Impact Project began in Fall, 2022 when an ad-hoc team of data scientists and analysts from Accenture's Austin office joined efforts with the staff of the Greater Austin Asian Chamber of Commerce to begin exploring current data pertaining to the AAPI population in Central Texas.

In 2023 the Impact Project released **interactive reports** produced by Accenture to facilitate public engagement with relevant U.S. Census data along with **in-depth analysis** provided by Angelou Economics of the Central Texas AAPI population in terms of business and economic impact.

Beginning in late 2023, the Project began conducting **community surveys and focus groups** to better determine and express the opportunities, challenges, and needs of the Greater Austin AAPI business community as directly expressed by community members. In May, 2025, the Impact Project completed the second **Austin Asian Impact Survey** with plans to expand both the recruitment of survey participants and analysis of survey results in future iterations and reports.

In May, 2026, the Impact Project released this **Asia x Austin report** and plans continuing updates on existing interactive demographics resources, developing synergies with the Asian Chamber's business advocacy work, and more.

Our deepest gratitude goes out to our generous, expert partners.

Visit the Central Texas Asian Impact Project for more deep-dives and interactive resources detailing the demographic and economic impact Asians and Asian-Americans bring to the Greater Austin area:
www.austinasianchamber.org/impact

