

A Project of MLink February 01, 2010
American Muslim Consumer Newsletter

Assalam Alaikum and Peace,



Advancing the agenda

After the first successful conference, AMCC has been working to advance its agenda. We sent a thank you

CNN reached out to us to help organize interviews with customers and Islamic Finance Mortgage providers.

We also worked with the Los Angeles times and arranged interviews with AMCC participants and the sponsors.

We have now set the date and venue for the 2nd Annual American Muslim Consumer Conference.

Our web site www.AmericanMuslimConsumer.com has been completely revamped

Best Buy Wishes Muslims Happy Eid al-Adha

Best Buy Wishes Muslims Happy Eid al-Adha. Best Buy stands by its decision to wish U.S. Muslims a Happy Eid.

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Few Banks Serve Muslim Needs

Could Islamic banking principals have prevented the recession? CNN's Christine Romans reports "Few Islamic banks are open to Muslims."

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Marketing to Muslims Poses a Challenge to Retailers

As Best Buy recently discovered, reaching out to Muslims can cause a backlash. Even those who champion diversity can be accused of discrimination.

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2nd AMCC "Charting the Landscape"

The 2nd Annual American Muslim Consumer Conference will be held on Saturday, October 30, 2010 at the Sheraton Grand Hotel.

[Read More](#)

AMCC Coverage

The AMCC event was the first of its kind – [Read More](#) – to look at this market from the perspective of real Muslims.

"The potential for growth in the Islamic finance sectors were discussed at length as was an analysis of the challenges facing the industry."

Why do Muslims welcome advertising targeting them? Because to be marketed to is a form of acceptance.

[AMCC Conference Videos Available for Sale](#)

Session I features American Muslim Consumer, Who, What and Where by Michael Hastings-Black (Co-

Session II presents case studies of major driving forces in the Food and Finance Industry by Adnan Dur

Session III discusses key considerations in strategically and successfully selling products and services t

Session IV presents an analysis of the current media landscape, both traditional and grassroots, which e

Session V discusses challenges in the American Muslim Consumer market by Midhat Syed (Partner, Mu

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The Medjool date, aka “Nature’s Candy” is the oldest known cultivated tree crop dating back more than 5

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