



**THE UNITED STATES HISPANIC CHAMBER OF COMMERCE  
CELEBRATES AMERICA'S HISPANIC BUSINESS PROSPERITY AT  
45TH ANNUAL NATIONAL CONFERENCE IN KANSAS CITY**



*This year, the USHCC's National Conference prepares Hispanic businesses to play the game and win in securing financial well-being and economic long-term growth.*

**KANSAS CITY, MO - SEPTEMBER 26, 2024** - The United States Hispanic Chamber of Commerce is returning to its roots in Kansas City, Missouri, for its 45th Annual National Conference. Hosted at the Kansas City Convention Center from October 6-8, 2024, in partnership with the Hispanic Chamber of Commerce of Greater Kansas City, the USHCC's National Conference is the largest gathering of Hispanic business leaders in the country.

Kansas City is home to the first USHCC office and its organizational foundation in 1979, prior to landing in Washington, D.C. In connection with the local KC Chamber, both groups have championed the Hispanic business community, connecting entrepreneurs and business owners from around the Midwest and across the nation.

From 2000-2020, [the Latino population grew most rapidly in the Midwest](#) and the South. This rapid expansion signals a region ripe with economic opportunities for Hispanic businesses, a larger workforce and increased influence.

The National Conference brings together small and medium businesses, corporate partners, and government officials to discuss the overall contributions made by the Hispanic business community. According to the Latino Donor Collective, the U.S. Latino GDP is currently valued at \$3.6 trillion annually, which translates to the 5th largest economy in the world.

This year's agenda includes workshops and exclusive panels spotlighting important topics like small business growth, national economic contributions, and all-star Latina entrepreneurs related to capacity building, access to capital, and connections, along with access to an exclusive female-empowered [speaker](#) lineup including:

- [Stephanie Parra](#), CEO, ALL In Education
- [Chanelle Hardy](#), Head of Civil Rights, Google
- [Janet Murguía](#), President and CEO, UnidosUS
- [Mercedes Enrique](#), Presidente and CFO, CMS Corporation
- [Esperanza Teasdale](#), Vice President and General Manager, PepsiCo Beverages North America

"It's an honor to return to Kansas City, home to where we first planted roots for the national Hispanic chamber. What started as a small group of business leaders has flourished into a national organization representing more than five million Hispanic-owned businesses," says **USHCC President & CEO Ramiro A. Cavazos**. "This year's Conference will bring together nearly 1,500 people from across our national community looking for new ways to innovate and continue to scale the small business growth fueling the American economy."

"The Hispanic Chamber of Commerce of Greater Kansas City is honored to welcome the Hispanic business community to Kansas City for the 45th Annual USHCC National Conference," says **Carlos Gomez, President & CEO of the HCCGKC**. "Over the past 40 years, our city has grown into a rich hub for the Midwest's Hispanic business community. Today, the Hispanic workforce leads in some of the region's top sectors such as agriculture, construction, and manufacturing, with a vision to expand. On behalf of our entire community, welcome to Kansas City!"

Throughout the three-day event, according to the Visit Kansas Visitor Bureau, the USHCC is expected to make an estimated direct impact of a \$2.5 million contribution to the local economy of Kansas City and add approximately 1,250 jobs to its local labor force, further cementing the USHCC's role as an economic developer throughout the country.

The event will conclude with an awards gala, including the Ohtli recognition—the highest honor presented by the embassies and consulates of Mexico—Hispanic Businessperson of the Year, Hispanic Veteran-Owned Business of the Year, and Corporation of the Year.

**Important links:**

- USHCC conference website and registration: [www.ushccconference.com](http://www.ushccconference.com)
- USHCC main website: [www.ushcc.com](http://www.ushcc.com)
- Photos from the 45th Annual USHCC National Conference Kick-Off Celebration in KC (July 22-24): <https://bit.ly/4ecFh68>
- Media registration: <https://ushcc.typeform.com/NC24MediaForm>

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**About the USHCC**

The United States Hispanic Chamber of Commerce actively promotes the economic growth, development, and interests of more than five million Hispanic-owned businesses that, combined, contribute over \$800 billion to the American economy every year. Now in its 45th year, the USHCC is America's largest small business advocacy group, representing over 260 local chambers and business associations nationwide and partners with hundreds of major American corporations. Recognizing the more than \$3.6 trillion GDP contribution of U.S. Latinos, a vital economic force, the Chamber is dedicated to supporting their interests nationwide.

**About the HCCGKC**

The Hispanic Chamber of Commerce of Greater Kansas City is the birthplace of the United States Hispanic Chamber of Commerce in Washington DC. The Hispanic Chamber is the voice for small business in the Greater Kansas City metropolitan area. We represent businesses of all sizes across 8 counties in both Kansas and Missouri.