



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

News Release

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STATE RECEIVES \$704,000 GRANT FROM U.S. SMALL BUSINESS ADMINISTRATION TO INCREASE LOCAL BUSINESS EXPORTS

Honolulu – The Hawaii State Department of Business, Economic Development and Tourism (DBEDT) has received a \$703,505 grant from the State Trade and Export Promotion (STEP) program of the U.S. Small Business Administration (SBA) to increase the number of local small businesses that want to export as well as the value of exports for those small businesses that currently export.

Hawaii's State Trade and Export Promotion Program, known as "HiSTEP," is built on a multifaceted approach that begins with comprehensive export assistance, readiness, counseling and training that leads into a menu of targeted activities designed to generate new export sales for participating small businesses from key industry sectors. The total budget for HiSTEP is \$1,012.333. The state and its partners will provide the additional \$308,828 in cash and in-kind services.

"HiSTEP will provide specialized resources designed specifically to enable eligible small Hawaii businesses to grow their export sales and enter new international markets," said DBEDT Director Richard Lim. "The primary goal of the program is to expand and elevate export-oriented programs throughout Hawaii. We will thereby grow our small businesses' productive, innovative and competitive edge in the world while helping to build a sustainable economy here at home."

"SBA is partnering with the State of Hawaii to build the exporting capacity of more small businesses here in the State. Tapping into the growing consumers in global markets translates into increased revenues, jobs and new opportunities locally," said Jane Sawyer, SBA District Director. "HiSTEP's multi-faceted approach will offer expanded resources, referrals and results to help many companies at different stages of international trade -- from thinking about entry to a new market, to research and contacts to completing transactions."

HiSTEP and its public and private partners have planned the following activities:

- Export readiness sessions to prepare new and existing exporters to participate in the HiSTEP Program activities. Forums and workshops will be conducted by the U.S. Export Assistance Center and the Hawaii Pacific Export Council.
- Development of a Hawaii Pavilion at the *2013 JFW-International Fashion Fair*.
- Export mission to Korea in partnership with the Economic Development Alliance of Hawaii and the county economic development boards.
- Development of a Hawaii Pavilion at the *2013 Tokyo International Gift Fair*.
- Development of a Hawaii Pavilion at the *2013 Hong Kong Natural Products Show*.

Hawaii is one of forty-seven states that received a STEP grant, in addition to the District of Columbia, Puerto Rico, Guam, American Samoa, and the Virgin Islands.

DBEDT's award was based on the success of its participation at the recently completed JFW-International Fashion Fair and Tokyo International Gift Fair where a combined total of over \$2 million in exports are expected over the next 12 months.

DBEDT's partners in the HiSTEP program include the U.S. Export Assistance Center, Hawaii Pacific Export Council, Small Business Administration, Small Business Development Centers, Economic Development Alliance of Hawaii and the county Economic Development Boards.

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