

2013 HAWAII TRADE MISSION TO SOUTH KOREA



Aloha mai kakou!

Please join us for an informational briefing this Wednesday, February 20th from 10:30 a.m to 12 noon at the Pacific Guardian Center - Conference Room 'A', as we learn about establishing connections, relationships and business opportunities for export in South Korea and throughout the Asia Pacific Region.



*Richard Wacker
President and CEO
American Savings Bank*



*William Oberlin
Former President-Boeing Korea & Chairman
of the American Chamber of Commerce in Korea*



*John Holman
Director of the Pacific
for the U.S. Commercial Service*

Richard Wacker and William Oberlin will share an overview of their experiences and sage advice about making connections and building relationships in South Korea. They will give the insiders' view of some of the resources available to support companies trying to do business in Korea.

Rich is the President and CEO of American Savings Bank. Prior to joining American Savings Bank in 2010, Rich was Chairman of Korea Exchange Bank (KEB), the fifth largest Korean bank and market leader in trade finance and foreign exchange. He joined KEB in 2004 and served as President & CEO from 2005 to 2009. He helped establish the KEB Foundation, the first social welfare organization in the Korean financial industry, was a director of Junior Achievement Korea and also served on the Board of Governors of the American Chamber of Commerce in Korea. In 2008, Rich was recognized as one of Korea's "Most Respected CEOs."

Bill served as the president of Boeing Korea and vice president of Boeing International from January 2002 to June 2010. In this position he strengthened Boeing's local market presence and under his leadership The Boeing company closed over \$15 Billion in sales and services. For his contributions as chairman of the American Chamber of Commerce in Korea ('03-'04 and '07-'08), and Seoul Metropolitan City Foreign Investment Advisory Council, Oberlin received the prestigious Ministry of Commerce, Industry and Energy's Industrial Service Medal in 2005 and the CEO of the Year Award from Korea Management Association in 2007. He is a decorated US Air Force combat pilot. Oberlin resides in Hawaii with his wife and daughter. He is an international marketing and business development consultant specializing in aerospace and defense industries.

John Holman serves as the Director of the Pacific for the U.S. Commercial Service, a division of the U.S. Department of Commerce and will share an overview of Trade Winds - Asia Business Development Conference in Seoul, South Korea this coming May 12-15, 2013. In his capacity, John manages the Hawaii Export Assistance Center, which is located at the Foreign Trade Zone at Pier 2 in downtown Honolulu. The mission of the U.S. Commercial Service is to assist local companies in selling their products or services in international markets. Prior to his current position in Honolulu, John served at Commerce headquarters in Washington D.C. where he helped facilitate the largest trade mission in U.S. history to India, participated in events at the White House to promote U.S. exports, and helped to ensure that foreign firms were competing fairly in the United States. John has also served overseas as a Foreign Service Officer in Beijing, China and Singapore during temporary assignments.

This informational briefing is hosted by Enterprise Honolulu and the Economic Development Alliance of Hawaii in cooperation with the Small Business Administration, U.S. Commercial Service, Hawaii Export Council and the State Department of Business, Economic Development and Tourism.

RSVP for the February 20th Informational Briefing at the Pacific Guardian Center by no later than February 18th to Mark McGuffie at mmcguffie@enterprisehonolulu.com or by calling 521.3611

ABOUT THE MISSION FEES AND BENEFIT:

The Trade Winds Asia \$ 2,450 registration fee includes from May 12-15, 2013 Seoul, South Korea - Business to Business matchmaking, attendance in the Business Forum, and one-on-one meetings arranged with Senior Commercial Officers from 14 countries in Asia. Additional stops are also available for matchmaking meetings by the U.S. Department of Commerce in Hong Kong, Japan, the Philippines, and Taiwan for an additional \$1,000 per stop including the same services of business to business matchmaking. (Additional information and the preliminary itinerary attached).

Grant funds are available to qualified companies for up to \$ 1,650 reimbursable of the \$ 2,450 Trade Winds Forum registration fees. This subsidy will be reimbursed upon successful completion of the mission for those qualified participating companies.

All other related costs of travel, lodging and transportation are the sole responsibility of each participant.

The application web link is: <http://export.gov/pennsylvania/assessment/index.asp>. For more information on Trade winds Asia, please visit: <http://export.gov/pennsylvania/tradewinds/>

Limited spaces available! Register today! Approval of participants through the US Commercial Service is expected to take approximately two weeks. The number of companies outside of Hawaii signed up thus far is over half of the allotted space. **Therefore, Hawaii companies are encouraged to complete their full application and prepayment to the US Commercial Service on or before February 28th, 2013.**

This project is funded in part through a Cooperative Agreement with the U.S. Small Business Administration in partnership with the Hawaii Department of Business, Economic Development and Tourism.



Department of Business,
Economic Development
& Tourism



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