



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM

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FOR IMMEDIATE RELEASE

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DBEDT ANNOUNCES NEW EXPORT TRAINING PROGRAM

HONOLULU - The Department of Business, Economic Development and Tourism (DBEDT) announces its new Hawaii State Trade and Export Promotion -- Export Readiness Program (HiSTEP-ERP), which will provide training programs to prepare Hawaii companies to begin or expand their export market development. This program is a component of DBEDT's HiSTEP program funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

Export University is an introductory program open to all types of businesses considering exporting. Participants receive 16 hours of instruction over the course of several days. At the conclusion of the program, companies will have a go-to-market strategy and export plan. The application deadline is Feb. 15, 2016. A program fee of \$99 is due by the first session.

ExporTech is designed for companies that have some experience with exporting, but not as part of a proactive export market development plan. ExporTech is organized by the Federal Manufacturing Extension Partnership and focuses mostly, but not exclusively, on businesses involved in manufacturing. Participants meet for one day each month over a three month period with assignments in between the one day sessions. The application deadline is Feb. 15, 2016. Program fee payable by the first session is \$295.

Interested parties may apply online at: invest.hawaii.gov/exporting/histep/.

"The department continues to grow the foundation for exporting in Hawaii," said DBEDT Director Luis P. Salaveria. "These new programs enable Hawaii companies to seek new markets to increase manufacturing and sales, which will result in the creation of more

jobs.”

HiSTEP-ERP is one component of the larger HiSTEP program designed to assist Hawaii small businesses with export market development and expansion through export assistance programs and industry-based marketing (trade shows and missions). Partner organizations for this training program include: Innovate Hawaii, Manufacturing Extension Partnership, Hawaii Pacific Export Council, Hawaii Small Business Development Center, U.S. Commercial Service, and U.S. Small Business Administration.

Success metrics for the HiSTEP program include, but are not limited to 1) expanded exports and revenue from exports of Hawaii produced goods and services; 2) a larger overall number and a larger percentage of Hawaii-based companies that are active in global markets; and 3) penetration of new markets for Hawaii produced goods and services.

About DBEDT (Department of Business, Economic Development and Tourism)

DBEDT is Hawaii’s resource center for economic and statistical data, business development opportunities, energy and conservation information, and foreign trade advantages. DBEDT’s mission is to achieve a Hawaii economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawaii’s citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments, and promotes innovation sector job growth.

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