



## **DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM**

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### **FOR IMMEDIATE RELEASE**

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### **DBEDT ANNOUNCES NEW EXPORT DEVELOPMENT ASSISTANCE PROGRAM**

HONOLULU - The Department of Business, Economic Development and Tourism (DBEDT) announces its new Hawaii State Trade and Export Promotion Assistance Program (HiSTEP-AP), which will provide direct awards to individual companies to participate in export marketing activities.

The program is supported by funding from the U.S. Small Business Administration (SBA). Application proposals may request a minimum of \$2,000 and a maximum of \$6,000. HiSTEP-AP applicants must provide a minimum of 25 percent cash matching funds. In-kind and personnel are not allowed as matching funds.

“The department has been actively working with its partners to develop an export growth strategy,” said DBEDT Director Luis P. Salaveria. “This new program helps to increase the number of exporters in the state and Hawaii’s export volume.”

Award funds will be limited to the following uses:

1. Trade Show/Trade Mission costs (eligible costs include space rental and other exhibit-related expenses; airfare; accommodations for period of show/mission only; shipping of products for show)
2. Travel for multiple buyer meetings (minimum six meetings)
3. Gold Key Service (a program offered by U.S. Department of Commerce’s U.S. Commercial Service that matches pre-qualified foreign buyers with

- American companies in markets around the world), or other federal export development programs
4. Localization services for collateral materials and website (\$3,000 maximum).
  5. Fees for shipping sample products (\$2,000 maximum)
  6. Cost of compliance testing an existing product for entry into an export market (\$2,000 maximum).

The RFP Solicitation with the title Hawaii State Trade and Export Assistance Program (HiSTEP-AP) may be downloaded at: [spo3.hawaii.gov/notices/notices/rfp-16-02-bdsd](http://spo3.hawaii.gov/notices/notices/rfp-16-02-bdsd).

Proposals can be submitted beginning Jan. 4, 2016.

“For producers/manufacturers, priority will be given to companies whose Hawaii-made products have at least 51 percent of the wholesale value added by manufacture, assembly, fabrication, or production within the state,” explained Mark Ritchie, program manager for HiSTEP-AP. “For service providers, the eligibility requirement is that the company be registered to do business in the State of Hawaii.”

HiSTEP-AP is one component of the larger HiSTEP program designed to assist Hawaii small businesses with export market development and expansion through export readiness programs and industry-based marketing (trade shows and missions).

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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