



Join the Hawaii Pavilion at the 78th Tokyo International Gift Show

September 3-5, 2014
Tokyo International Exhibition Center
Tokyo, Japan

The Tokyo International Gift Show is the largest international trade show in Japan with over 2,500 companies marketing gifts, consumer goods and accessories to over 200,000 domestic and international buyers.

Department of Business, Economic Development & Tourism is offering booth space in the Hawaii Pavilion to Hawaii companies interested in marketing their Hawaii made products at the following rates:

Half booth = \$500
Full booth = \$1,500

Exhibitor space is limited.

The deadline to apply is Monday, May 26, 2014.
Please complete the assessment and SBA forms and email to: mkwock@dbedt.hawaii.gov

Participation approval will be based on SBA and State of Hawaii criteria.

For more information, please contact:
Milton Kwock at 587-2759

Please visit the Tokyo International Gift Show's website at:
www.giftshow.co.jp/english/78tigs/

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

www.invest.hawaii.gov
Buy Hawaii, Give Aloha



HAWAII PAVILION AT THE 78th TOKYO INTERNATIONAL GIFT SHOW
Tokyo International Exhibition Center (Tokyo Big Sight)
September 3-5, 2014

FACT SHEET

About the 78th Tokyo International Gift Show (TIGS)

The trade show is the largest international trade show in Japan featuring exhibits promoting personal gifts, consumer goods and decorative accessories. The show was established in 1967 and is held twice a year in the Spring and Autumn at the Tokyo International Exhibition Center (Tokyo Big Sight). The show is supported by the U.S. Commercial Service and draws 2,500 companies in 4,100 booths. The Autumn 2013 show drew over 197,000 buyers and this year, show organizers anticipate over 200,000 buyers.

About the Hawaii Pavilion

DBEDT will organize an island of 20 booths for up to 40 Hawaii companies to create a Hawaii Pavilion. The Hawaii Pavilion will be located in the East Hall of the Tokyo International Exhibition Center. DBEDT will identify and contract with a decorator to design the Hawaii Pavilion with a theme representing a Hawaiian sense of place. Companies will be responsible for setting up and decorating their area with their displays in keeping with the theme. A limited number of Japanese interpreters will assist companies during show hours. Exhibitor application form needs to be submitted no later than **Monday, May 26, 2014**.

Why participate?

Hawaii has a long history of attracting a strong and loyal base of Japanese tourists, exceeding 1.5 million tourists in 2012, which represents 18.5% of the total number of visitors to the State. Japanese tourists have a long history of seeking out and purchasing authentic products made in Hawaii as gifts and souvenirs as a reminder of their visit to Hawaii. Hawaii companies participating in last year's gift show generated over \$436,000 in direct sales and projected \$3.5 million in sales in the coming year. The 78th Tokyo International Gift Show will give Hawaii businesses another opportunity to market new and familiar Hawaii made products at the largest international trade show in Japan.

Targeted Businesses

Hawaii businesses that manufacture and distribute a wide range of high quality, authentic, Hawaii made gift products suitable for export to Japan and Asia market. Companies should be export ready and have the capacity to manufacture products in sufficient number to meet overseas sales contracts.

DBEDT

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII

78th Tokyo International Gift Show

September 3-5, 2014

Tokyo International Exhibition Center

Tokyo, Japan

ASSESSMENT FORM

Name: _____ Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone Number _____ Fax Number _____

Email _____

Description of Hawaii Made Product(s):

Are you a new to export company? _____

Are you new to the Japan market? _____

Are your products allowed to be exported to Japan? _____

What is the approximate value of your exports to Japan? _____

What other countries are you currently exporting to? _____

What is the approximate total value of your exports? _____

Request full booth @ \$1,500 _____ Request half booth @ \$500 _____

Please email the completed assessment form and the two SBA forms to:
mkwock@dbedt.hawaii.gov no later than Friday, May 3, 2013.

Eligibility and selection will be based on SBA and State of Hawaii criteria.
See Page 2 of this form for more details.

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DBEDT

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
S T A T E O F H A W A I I

Please complete, sign and submit:

1. Application form.
2. SBA Form 1624, *"Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions."*
3. SBA's *"Self Representation as an Eligible Small Business Concern."*

Additional requirements:

There are eligibility requirements prescribed by the SBA and the State of Hawaii for companies interested in joining the Hawaii Pavilion.

1. Company must be registered and in good standing with the State Department of Commerce & Consumer Affairs Business Registration Division.
2. Company must have a current General Excise Tax License.
3. Company's Hawaii made products must be able to be imported into Japan.
4. Share export information as it relates to sales made and anticipated to be made from this show. This information is required for DBEDT to receive funds from the SBA to support this project and for consideration to continue this project next funding cycle.

For companies that may be unsure if they are export ready, please take the *Export Questionnaire* on the U.S. Department of Commerce's website at:

<http://export.gov/begin/assessment.asp>.

Upon completion, the questionnaire will give you an Export Readiness Assessment score based upon your responses.

Note: The **"Made in Hawaii"** designation is defined under Hawaii Revised Statutes Chapter 468 -119, stipulating that the product will have at least 51% of the wholesale value added by manufacture, assembly, fabrication, or production within the State.

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**Certification Regarding
Debarment, Suspension, Ineligibility and Voluntary Exclusion
Lower Tier Covered Transactions**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 13 CFR Part 145. The regulations were published as Part VII of the May 26, 1988 *Federal Register* (pages 19160-19211). Copies of the regulations may be obtained by contacting the person to which this proposal is submitted.

(BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS ON REVERSE)

- (1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- (2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Business Name _____

Date _____

By _____
Name and Title of Authorized Representative

Signature of Authorized Representative

INSTRUCTIONS FOR CERTIFICATION

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations (13CFR Part 145).

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Nonprocurement List.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.



U.S. SMALL BUSINESS ADMINISTRATION
WASHINGTON, D.C. 20416

SELF REPRESENTATION AS
AN 'ELIGIBLE SMALL BUSINESS CONCERN'

The undersigned seeks services from a State grant recipient under Public Law 111-240 § 1207, Small Business Jobs Act, which authorized the State Trade and Export Promotion Program.

A. Section 1207 of P.L. 111-240 defines the term 'eligible small business concern,' as:

"...a small business concern that--(A) has been in business for not less than the 1-year period ending on the date on which assistance is provided using a grant under this section; (B) is operating profitably, based on operations in the United States; (C) has demonstrated understanding of the costs associated with exporting and doing business with foreign purchasers, including the costs of freight forwarding, customs brokers, packing and shipping, as determined by the Associate Administrator; and (D) has in effect a strategic plan for exporting;...."

B. For purposes of implementing the STEP Program, the U.S. Small Business Administration (SBA) operationally defines the term 'eligible small business concern,' as an entity that:

1. *Complies with SBA size standards found at 13 C.F.R. Part 121 (http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr&tpl=/ecfrbrowse/Title13/13cfr121_main_02.tpl);*
2. *Has been in business for not less than the 1-year period ending on the date on which assistance is provided under a STEP grant;*
3. *Is operating profitably, based on operations in the United States;*
4. *Has demonstrated understanding of the costs associated with exporting and doing business with foreign purchasers, including the costs of freight forwarding, customs brokers, packing and shipping; and,*
5. *Has in effect a strategic plan for exporting.*

Submitting false information in order to obtain services from a STEP grant recipient is a violation of Federal law. If you submit false information the Government may seek criminal, civil, and/or administrative remedies against you, pursuant to 18 U.S.C. §§ 1001, 1040; and 31 U.S.C. §§ 3729-3733. The Government may elect to exclude you from further participation in certain Federal programs and contracts if you submit false information in connection with receiving services from a STEP grant recipient.

I hereby certify that the business that I represent is seeking services from a state recipient under the STEP Program, and is an 'eligible small business concern,' pursuant to Paragraph B., above.

Signature

Date

Title

Company

THE 76th TOKYO INTERNATIONAL
Gift Show
Autumn 2013

PARTICIPATING HAWAII COMPANIES

Aloha Water Company

Beads & Things by Kori

Benny Farms

Bubble Shack Hawaii

Coradorables

Coscina Brothers Coffee Company

Diamond Bakery

Hamakua Macadamia Nut Company

Hawaii Kai Corporation

Hawaii Popcorn Company

Hawaiian Accessories

Hawaiian Chip Company

Hawaiian Fresh Products

Hawaiian Happy Cakes

Hawaiian Springs Water

HPC Foods

I'iwi Kona Coffee Company

Kissy Hawaii

Kona Natural Soap

Kula Herbs

Lau Lau Woodworks

Made in Hawaii Exports

Maui Gold Pineapple

Maui Preserved

Maui Soap Company

Menehune Mac

Noh Foods of Hawaii

Ola Tropical Apothecary

Olivia Collection

Plan Z

Puchipetto

Rubber Stamp Plantation

Sea Salts of Hawaii

Shop Toast

Tea Chest

Tori Richard

Trans-Pacific Textiles

Two Palms

Wings Sportswear