



## **HAWAII PAVILION AT THE 76<sup>th</sup> TOKYO INTERNATIONAL GIFT SHOW**

Tokyo International Exhibition Center (Tokyo Big Sight)  
September 4-6, 2013

### **FACT SHEET**

#### **About the 76<sup>th</sup> 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 2012 show drew 190,000 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 sample displays in keeping with the theme. A limited number of Japanese interpreters will assist companies during show hours. Exhibitor assessment form needs to be submitted no later than **Monday, May 6, 2013**.

#### **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 purchasing authentic products made in Hawaii as gifts and souvenirs as a reminder of their visit to Hawaii. The 76<sup>th</sup> Tokyo International Gift Show will give Hawaii businesses an 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.

**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.

### **Participant eligibility requirements:**

For purposes of implementing this 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/textidx?c=ecfr&tpl=/ecfrbrowse/Title13/13cfr121\\_main\\_02.tpl](http://ecfr.gpoaccess.gov/cgi/t/text/textidx?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.*

### **Additional Requirements:**

1. Submit a completed Assessment Form.
2. Submit a completed SBA Form 1624, "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions"
3. Submit a completed SBA's "Self Representation as an Eligible Small Business Concern"
4. Be registered and in good standing with the State Department of Commerce & Consumer Affairs Business Registration Division.
5. Have a current General Excise Tax License.
6. Your Hawaii made products must be able to be imported into Japan.
7. Be willing to share export information as it relates to sales made or anticipated to be made from this show. This information is required for the State to receive funds from the SBA to support this project and for consideration to continue this project next year.

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