

Department of Business, Economic Development & Tourism invites you to exhibit at:

Hawai`i Pavilion— JFW International Fashion Fair, January 22-24, 2014

Building on Hawaii Fashion Month and Hawaii as a fashion hub of creativity and style, the Department of Business, Economic Development & Tourism (DBEDT) invites Hawaii's designers and fashion related manufacturers to participate in the JFW-International Fashion Fair (IFF) from January 22-24, 2014, at Tokyo Big Sight (Tokyo International Exhibition Center).

Hawaii companies interested in exporting their Hawaii-made fashion and accessories to Japan are encouraged to join DBEDT at this international trade show. Organizer, Senken Shimibun, expects over 700 exhibitors from Japan and other countries and 26,000 buyers and professionals, mainly from Japan and Asia, to attend this three-day trade-only event.

The Hawaii Pavilion at IFF is expected to showcase a colorful display of exciting and trend-setting designs and styles reflecting Hawaii's global influence and traditional cultural themed patterns and motifs that capture the international and romantic ambience of our islands and lifestyle.

DBEDT would like to hear from you if you are interested in participating in the 2014 IFF. Please send your intent to participate via email to mhiraoka@dbedt.hawaii.gov.

Highlights

- 26,000 buyers and professionals from and Asia attend the three-day event
- Showcase and elevate Hawai`i's creativity and passion for fashion
- Learn about upcoming trends from the Asia-Pacific region and move Hawai`i fashion forward.





JFW International Fashion Fair Tokyo Big Sight, Odaiba, Tokyo, Japan January 22-24, 2014

YES! I WANT TO JOIN THE HAWAII PAVILION SPONSORED BY THE HAWAII STATE DEPARTMENT OF BUSINESS ECONOMIC DEVELOPMENT AND TOURISM (DBEDT).

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____ CITY: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

Description of Product:

Is your company new to export? _____

Are you new to the Japan market? _____

What markets are you currently exporting to? _____

Please submit this registration form and additional requirements (please refer to Page 2) along with a non-refundable registration fee of \$500.00 (payable to State of Hawaii) to:

Dennis T. Ling
DBEDT/Business Development & Support Division
250 South Hotel Street, Suite 503
Honolulu, HI 96813

Should you have any questions, please contact Marlene Hiraoka (808-587-2758).

Funded in part through a grant award with the U.S. Small Business Administration.



The State's participation in the JFW International Fashion Fair is funded in part by a U.S. Small Business Administration (SBA) grant and there are eligibility requirements prescribed by the SBA and the State of Hawaii for companies interested in joining the Hawaii Pavilion.

Please submit:

1. Completed Registration 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.”***
4. Three photos of your products in PDF or JPG formats.
5. Non-refundable registration fee of \$500.00 made payable to DBEDT.

PLEASE SUBMIT ALL ITEMS TO DBEDT BY SEPTEMBER 30, 2013.

Additional requirements:

1. Be registered and in good standing with the State Department of Commerce & Consumer Affairs Business Registration Division.
2. Have a current General Excise Tax License with the State Department of Taxation.
3. Hawaii made products must be able to be imported into Japan.
4. 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.

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.

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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