

Take the

# EXPORT CHALLENGE



## Hi-STEP BUSINESS ASSISTANCE - GET UP TO \$6,000!!!

The new Hawaii State Trade and Export Promotion Assistance Program (HiSTEP-AP) provides 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). For more information go to: [spo3.hawaii.gov/notices/notices/rfp-16-02-bdsd](http://spo3.hawaii.gov/notices/notices/rfp-16-02-bdsd). All of the below events are eligible for financial assistance! Apply Now!

## EXPORT UNIVERSITY - GO GLOBAL!!!

**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 Mar. 15, 2016. A program fee of \$99 is due by the first session. For more information including an application go to: <http://invest.hawaii.gov/exporting/histep/>.



## BIO INTERNATIONAL CONVENTION - SEED AND GROW!!!

The BIO Convention and Exhibition is the world's largest biotechnology gathering. Featuring more than 1,700 exhibitors including 60+ state, regional and country pavilions who in turn host many companies from their regions. The BIO Exhibition allows exhibitors to reach high-level executives and influential decision makers who come to BIO to discover new players in the industry, form partnerships and evaluate emerging technologies. For more information go to: <http://invest.hawaii.gov/save-the-date-for-the-bio-international-convention/>.

## HANKYU HAWAII FAIR - SELL BIG IN JAPAN!!!

DBEDT is partnering with Hankyu Umeda Main Store to organize the Hankyu Hawaii Fair, June 29–July 5, 2016 in Osaka, Japan. Over 40 vendors from Hawaii will offer food, gifts and apparel to over 300,000 consumers over the week of the Fair, and there will also be hula and Hawaiian music performances to be enjoyed. DBEDT will invite importers and distributors to meet the vendors to discuss longer term distribution and sales throughout Japan. For more information, email [lyle.h.fujikawa@hawaii.gov](mailto:lyle.h.fujikawa@hawaii.gov).



## HAWAII EXPO 2016 AT SHIBUYA HIKARIE - BIGGEST CROSSING IN TOKYO.

In partnership with Hawaii Tourism Japan, DBEDT is recruiting product vendors to sell their unique products at Shibuya Hikarie, a high-end youth oriented shopping destination near the Shibuya Station during this two-day consumer event. The second annual **Hawaii Expo** will promote the Hawaii brand and lifestyle attracting thousands of consumers to *Buy Hawaii, Give Aloha*, along with over 40 other travel industry representatives, Hawaiian music and entertainment, food and gift product vendors. For more information email [marlene.m.hiraoka@hawaii.gov](mailto:marlene.m.hiraoka@hawaii.gov).



## TOKYO INTERNATIONAL GIFT SHOW - JAPAN'S #1 EXPORT SHOW!!!

The Tokyo International Gift Show is the largest international trade show in Japan with over 2,500 companies marketing high-end gifts, consumer goods and accessories to over 200,000 domestic and international buyers. Hawaii companies interested in marketing their authentic, Hawaii-made products to the world's fastest growing region go to: <http://invest.hawaii.gov/exporting/80th-tokyo-international-gift-show/>.

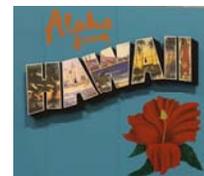


## LAS VEGAS SOUVENIR AND RESORT SHOW - HIT THE JACKPOT!!!

The Las Vegas Souvenir & Resort Gift Show presents an unrivaled selection of souvenirs and resort products. The four-day event features 1,200 exhibitors showcasing thousands of lines of products in a wide range of categories, including destination, resort and tourist merchandise, souvenirs, green products, T-shirts, beach items, Made in America, and MORE! For more information go to: <http://www.lvsouvenirshow.com/270/las-vegas-souvenir-resort-gift-sho-home.htm>.

## SURF EXPO - RIDE THE WAVE TO BUYERS !!!

Surf Expo is the longest running and largest board sports and beach/resort lifestyle trade show in the world. The show draws buyers from specialty stores across the U.S., the Caribbean, Central and South America and around the world, and features approximately 2,600 booths of hard-goods, apparel and accessories, and gifts/lifestyle products. For more information go to: <http://www.surfexpo.com/>.



SIGN UP TODAY @ <http://invest.hawaii.gov/exporting/histep/>

