



Join the Hawaii Pavilion at the
82nd Tokyo International Gift Show
September 7-9, 2016
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.

54 Hawaii companies participated at last year's show with almost \$6 million in sales!

The State Department of Business, Economic Development & Tourism (DBEDT) is offering booth space in the Hawaii Pavilion to Hawaii companies interested in marketing their Hawaii made products.

Exhibitor space, subsidized by the State of Hawaii is limited.
Half booth—\$750 Full booth—\$1,500.

Final acceptance for participation is subject to DBEDT approval.

For more information, please contact:
Milton Kwock at 808-587-2759
or milton.kwock@hawaii.gov

Visit the Tokyo International Gift Show's website at: www.giftshow.co.jp/english

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





APPLICATION INSTRUCTIONS

Please submit:

1. Completed Application Form.
2. Completed Indemnification and Hold Harmless Agreement.
3. Completed SBA Debarment Certification Form (Form 1624).
4. SBA STEP Self Representation as an Eligible Small Business Concern Form.
5. Check Payable to *DBEDT/State of Hawaii*: 1 Booth, \$1500; ½ Booth, \$750.
6. Three photos of your products in PDF or JPG (at least 300 DPI) format.

Mail to:

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

PLEASE SUBMIT ALL ITEMS TO DBEDT BY May 31, 2016.

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. Be willing to share export information as it relates to sales made or anticipated to be made from this show. Individual company information will be kept confidential but reported in aggregate. It is necessary for us to report this information in order to receive continued funding support for export promotion programs from State and Federal sources.

Priority for selection to participate in DBEDT's booth at the Tokyo International Gift Show will be given to companies that have a Hawaii-made product that meets the "Made in Hawaii" designation as 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.

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.



Hawaii Pavilion at the Tokyo International Gift Show Tokyo, Japan September 7-9, 2016

YES, I WANT TO BE PART OF THE HAWAII PAVILION SPONSORED BY THE STATE DEPARTMENT OF BUSINESS ECONOMIC DEVELOPMENT & TOURISM!

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____ CITY: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

Description of Product(s):

Is your company new to export? _____

If not, what countries are you currently exporting to? _____

1. Please complete this application, sign and submit to along with a check payable to: *DBEDT/State of Hawaii* for 1 Booth, \$1500; ½ Booth, \$750.

Mail to:

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

Please contact Milton Kwock at 808-587-2759 if you have questions.

INDEMNIFICATION AND HOLD HARMLESS AGREEMENT

_____ agrees to defend, indemnify, and hold harmless the

(Name of Exhibitor)

State of Hawaii, DBEDT, and their officers, employees, and agents from and against all liability, loss, damage, cost, and expense, including all attorneys' fees, and all claims, suits, and demands therefore, arising out of or resulting from the acts or omissions of the Company or the Company's employees, officers, or agents, or arising out of or resulting from the Company's participation in this event.

The Company shall comply with all federal, state, and county laws, ordinances, codes, rules, and regulations that in any way affect the Company's participation in this event. No person participating in this event, including any employee or agent of the Company, shall engage in any discrimination that is prohibited by any applicable federal, state, or county law.

Signature

Print Name/Title

Company Name



**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 disbarment, 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 the Trade Facilitation and Trade Enforcement Act of 2015 (HR 644), which authorized the State Trade Expansion Program (STEP).

Section 503 of the Trade Facilitation and Trade Enforcement Act of 2015 defines the term ‘eligible small business concern,’ as a business concern that:

1. Is organized or incorporated in the United States;
2. Is operating in the United States;
3. Meets
 - a. The applicable industry-based small business size standard established under section 3 of the Small Business Act; or
 - b. The alternate size standard applicable to the program under section 7(a) of the Small Business Act and the loan programs under title V of the Small Business Investment Act of 1958 (15 U.S.C. 695 et seq.);

The U.S. Small Business Administration (SBA) size standards are found at 13 C.F.R. Part 121. Use the following [sba.gov link](https://www.sba.gov/category/navigation-structure/contracting/contracting-officials//small-business-size-standards) for information on size standards for your business (<https://www.sba.gov/category/navigation-structure/contracting/contracting-officials//small-business-size-standards>);

4. Has been in business for not less than 1 year, as of the date on which assistance using a grant under this subsection commences; and
5. Has access to sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers.

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 I represent is seeking services from a STEP grant recipient and is an ‘eligible small business concern,’ pursuant to the above definition.

Signature

Date

Title

Company Name

Take the **EXPORT** CHALLENGE



DBEDT FUNDS GROWING HAWAII EXPORTERS

DBEDT has again launched for 2016, the Hawaii State Trade Expansion Program, known as HiSTEP. Funded in part through a Cooperative Agreement with SBA, HiSTEP is built on a multifaceted approach to export development. The HiSTEP program has three integrated components:

- Export Readiness Program - training programs to prepare Hawaii companies to begin or expand their export market development.
- Assistance Program - Assists individual Hawaii companies with export market development costs, with up to \$6,000 awards.
- Hawaii Pavilions - DBEDT and partners such as the Hawaii Department of Agricultural organize groups of Hawaii companies to participate in major trade shows in a Hawaii pavilion.

Please find attached more information on the programs.

Take the

EXPORT CHALLENGE



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

The new Hawaii State Trade and Expansion Program-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). Submit your proposal by July 30, 2016; 4:00pm. For more information go to: 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 April 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, June 6-9, 2016, 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.



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, July 16-17, 2016, 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.

OUTDOOR RETAILER SUMMER MARKET - GREAT FIT FOR HAWAII PRODUCTS!!!

Outdoor Retailer Summer Market, August 3-August 6, 2016, the largest outdoor sports show of its kind. Featuring outdoor sports gear, apparel, footwear and accessories. Representatives from around the world will be in attendance, looking for outdoor lifestyle products for camping, hiking, cycling, fishing, SUP, pet products, surfing, their newest category yoga/pilates and more! The show is expected to have over 27,000 attendees and 1,500 exhibitors. For more information please email jamie.k.lum@hawaii.gov.

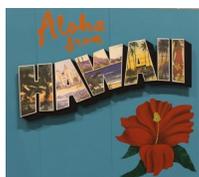


TOKYO INTERNATIONAL GIFT SHOW - JAPAN'S #1 EXPORT SHOW!!!

The Tokyo International Gift Show, September 7-9, 2016, 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, September 18-21, 2016, 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 !!!

The Surf Expo, January 26-28, 2017, 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/>



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

Hawaii State Trade Expansion Program (HiSTEP)

A program of the Department of Business, Economic Development and Tourism (DBEDT)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA) Hawaii's State Trade Expansion Program, known as HiSTEP, is built on a multifaceted approach to export development, and administered by DBEDT and partner organizations in Hawaii.

HiSTEP - Export Readiness Program (HiSTEP-ERP), trains and prepares Hawaii companies to begin or expand their export markets. A link to more information and an application can be found at: <http://invest.hawaii.gov/EXPORTING/HISTEP/>.

HiSTEP - Assistance Program (HiSTEP-AP), assists individual Hawaii companies with export market development costs. The program RFP is posted and can be downloaded at: spo3.hawaii.gov/notices/notices/rfp-16-02-bdsd.

HiSTEP - Hawaii Pavilions (HiSTEP-HP), organizes groups of Hawaii companies to participate in major trade shows in a Hawaii pavilion. DBEDT and partners such as the Hawaii Department of Agriculture have planned for the following Trade Shows for 2016:

- **Surf Expo**; Orlando, Jan. 14-16, 2016 (COMPLETED)
- **World Food and Beverage Great Expo (FABEX)**; Tokyo, April 13-15, 2016
- **International Food Ingredients & Additives Show**; Tokyo, May 18-20, 2016
- **BIO International Convention**; San Francisco, June 6-9, 2016
- **Tokyo Café Show and Conference**; Tokyo, June 14-16, 2016
- **Tokyo International Gift Show**; Tokyo, Sept. 7-9, 2016
- **Las Vegas Souvenir and Resort Gift Show**; Las Vegas, Sept. 18-21, 2016

For more information on these trade shows please contact Jamie Lum at, jamie.k.lum@hawaii.gov.



2015 Surf Expo



2015 BIO International Convention



2014 Tokyo International Gift Show

For more information on all HiSTEP programs, please visit the HiSTEP website at:

<http://invest.hawaii.gov/EXPORTING/HISTEP/>





Grow Your Global Business with Export University!

Hawaii's Products and Services are in high demand!

Join us for an exciting proven program called **Export University**, a comprehensive training seminar series that will help you learn the nuts and bolts of exporting while developing a global strategy for your business. Get first-hand knowledge from the experts, while taking charge of your unique and personalized International Business Plan to grow your international business successfully.

From industry experts to our very knowledgeable community partners, Export University will help small businesses that are **new to exporting** as well as those with a **blossoming international business** to identify the best markets for your products or services and the steps needed to connect with new customers worldwide.

Participants will have the unparalleled opportunity to take advantage of one of the most robust training programs available, thanks in large part to organizational support provided by the [Hawaii Pacific Export Council](#), [Department of Business Economic Development & Tourism](#), [Innovate Hawaii](#), the [Hawaii Small Business Development Center](#), the [U.S. Commercial Service](#), and the [U.S. Small Business Administration](#).

Don't miss this opportunity to learn about exporting directly from the **biggest and brightest** in the industry!

HURRY! SPACE IS LIMITED!!! - Secure your place in the 2016 Export University Training by registering today!



Sample Training Sessions

- Going Global with Your Business
- Market Entry & Negotiation
- International Business Travel
- Methods of Payment
- Shipping & Logistics
- Leveraging Free Trade Agreements

Session Information

Cost: \$99/person for the sessions

Export Readiness Training 2016		
Dates	Program	Location
3/22/2016	ExporTech Hawaii 2016	Honolulu, HI
4/21/2016	ExporTech Hawaii 2016	Honolulu, HI
5/19/2016	ExporTech Hawaii 2016	Honolulu, HI
5/10/2016	Export University 101	Honolulu, HI
5/24/2016	Export University 102	Honolulu, HI
June 2016	Export University 101	Maui, HI
July 2016	Export University 101	Big Island, HI
8/3/2016	Export University 201	Honolulu, HI
8/17/2016	Export University 301	Honolulu, HI

Registration

To register your interest, please go to:

<http://invest.hawaii.gov/export-university-application/> EXTENDED Deadline is Friday,

April 15, 2016

Contact

For questions call 808.522.8040 or email ExportTraining@hawaiiexportsupport.com

This program is a component of DBEDT's HiSTEP funded in part through a Cooperative Agreement with the U.S. Small Business Administration.