

# Hawaii State Trade Expansion Program (HiSTEP)

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

The world is open for business: your business! Today it's easier than ever for companies, regardless of size, to sell goods and services across the globe. Hawaii is an internationally recognized brand which helps to make its products and services attractive to buyers throughout the world.

Hawaii's State Trade Expansion Program, known as HiSTEP, is a multifaceted program designed to assist Hawaii small businesses with their export development. The program is administered by DBEDT and partner organizations in Hawaii and funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA). HiSTEP has three components:

**HiSTEP - Export Readiness Program (HiSTEP-ERP)**, trains and prepares Hawaii companies to begin or expand their export markets.

**HiSTEP – Company Assistance (HiSTEP-CA)**, assists individual Hawaii companies with export market development costs.

**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 to date the following Trade Shows for 2017:

*FOODEX Japan, March 7-10, 2017, Tokyo, Japan*

*Natural Products Expo West, March 9-12, 2017, Anaheim, CA*

*International Food and Ingredients Show, May 2017, Tokyo, Japan*

*Outdoor Retailer Summer Market, August 2017, Salt Lake City, UT*

*Tokyo International Gift Fair, September 6-8, 2017, Tokyo, Japan*



Surf Expo



BIO International Convention



Tokyo International Gift Show

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

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

