



# Marketing in Japan

**Marketing in Japan** – Learn specific marketing strategies for promoting your brand and driving sales in Hawaii's #1 export market – Japan! The program will include how to leverage social media.

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This **Export University** session is part of Hawaii's State Trade Expansion Program, also known as **HiSTEP**, designed to assist small businesses in Hawaii with growing their export business in markets around the world.

The HiSTEP program has three key components that you will learn about in the seminar:

1. **Export Readiness Program** – training & mentoring
2. **Company Assistance** – funding up to \$7,500
3. **Hawaii Pavilions** – support at major trade shows

The Export Readiness Training Program will help you to begin or expand your export market development through training and mentoring. **The world is open for your business, so come learn how you can start or further develop your export strategy!**

**HURRY! SPACE IS LIMITED - Secure your place and register today!**

## Seminar Schedule

**February 22, 2018**

8:45am Registration

9:00am Program

11:00am Pau & Networking

## Session Information

Hawaii Foreign-Trade Zone No. 9  
Homer Maxey International Trade Center  
ITC Conference Room, 2nd Floor  
521 Ala Moana Boulevard, Pier 2  
Honolulu, Hawaii 96813

**Cost: FREE**

## Seminar Registration

<https://histep2018-marketingjapan.eventbrite.com>

Pre-registration is required for seminar.

Deadline to register is **February 20, 2018**

**Questions? Call (808) 522.8040**

Neighbor Island companies are encouraged to participate via livestreaming:

[https://zoom.us/webinar/register/WN\\_HVRtwbv0RX-7Aftp4JJPrQ](https://zoom.us/webinar/register/WN_HVRtwbv0RX-7Aftp4JJPrQ)

## HiSTEP Program Information

To learn more about the HiSTEP program: <http://invest.hawaii.gov/exporting/histep>.

2018 offers new opportunities to boost your business with export training for YOUR target markets!

