State of Hawaii Offices in Beijing and Taipei

2018 Annual Report to the Legislature
January 1, 2018 – December 31, 2018

State of Hawaii Offices in Beijing and Taipei December 2018
A Report to the Legislature of the State of Hawaii as Required by Section 201-84, Hawaii Revised Statutes
The State of Hawaii Office in Beijing (SHOB) and its Education Services Center continues its mission to be the primary point of contact for Chinese students, parents, and educators interested in study abroad opportunities in the State of Hawaii.

PART 1. ACHIEVEMENTS

- 180 students visited Hawaii (January – October 2018)
- Seven media representatives attended a familiarization trip and produced 15 articles and 20+ tweets (See Appendix I)
- 22 educators traveled to Hawaii to meet Study Hawaii (SH) members
- Continued to support SH members with introductions to Chinese schools and assisted with educational conferences/events
- Assisted Hawaii Association of Independent Schools (HAIS) to attend educational fairs in China
- Assisted SH members in developing partners, programs, and summer/winter events
- Arranged for four students and one teacher from Hawaii to attend the Guangdong International Youth Exchange Week hosted by Guangdong Province, Hawaii’s Sister-State
- Attended over 20 education/culture conferences, seminars, roadshows, festivals, networking events, and training sessions
- Continued promoting Hawaii education assets on social media (See Appendix II)

Highlights of Achievements:

1. Number of students and teachers to Hawaii

   Winter camp (February 2018)
   - Beijing Royal School: 22 students + 2 teachers
   - Shijiazhuang Foreign Language School: 22 students + 3 teachers
   - International Ambassador Program: 57 students/parents + 2 teachers

   Summer Camps (July-August 2018)
   - Beijing Huaming Weiye Education Exchange Center: 35 students + 2 teachers
   - Shijiazhuang Foreign Language School: 17 students + 2 teachers
   - Beijing Royal School: 9 students + 2 teachers
   - Sun Yat-sen Memorial School: 4 students
   - UH Manoa UP summer program: 14 students
2. The Chinese media group from some of the most influential papers and new medias
   - China Daily
   - People’s Daily
   - China Education Newspaper
   - China Education Online
   - Global Times
   - SOHU.com

3. The Chinese educators group to Hawaii
   - Beijing UNESCO CLUB
   - Beijing Association of Promoting Science-Tech Education
   - Beijing Institute for Information Technologies in Education
   - Future Engineers Competition Organizing committee
   - Beijing Huijia Private School
   - Beijing Royal Private School

4. Hawaii group hosted by sister-state Guangdong Province (July 2018)
   - Five individuals from Hawaii attended the 2018 Guangdong International Youth Exchange Week:
     - One student from Aiea High School
     - Three students from Moanalua Middle School
     - One STEM Teacher from Moanalua Middle School

5. Worked with partners in China to strengthen the cooperation between Hawaii and China
   - Beijing U.S. Embassy/EducationUSA
   - Ministry of Education/Commerce/ Culture and Tourism, China
   - Beijing Association of Promotion of Science and Technology Education (BAPSTE): co-organized events to strengthen the relationship between Hawaii and China schools
   - Beijing Institute for Information Technologies in Education (BIITE): 2019 students’ group to Hawaii
   - East-West Relations Center of Beijing Foreign Studies University: events design. “The bridge of east and west is Hawaii’s characteristic and advantage, especially today, U.S. and China need more communication in education and culture to enhance the mutual
understanding. Hawaii is very important!”

- Future Engineers Competition: 2019 Future Engineers Competition - Hawaii event

- Beijing Overseas-Study Service Association: Hawaii schools could work with Chinese agency more

- China Education Association for International Exchange: Chinese schools needs more foreign teachers. Teacher training and foreign teacher exchange programs will be in great demand

- Beijing Association for Early Education and Development (BAEED): Early education is to be strengthened in China. Foreign kindergartens’ good examples may be borrowed by China and importer

- Mr. Zheng Yong, a famous education editor in China

- Science Beijing Network: 2019 student event in Hawaii

- Yuanbo Education Group: Student enrollment cooperation

- JMD Edu: The No. 1 B2B EdTech Media in China, hope to provide information services for Hawaii schools

- Beijing Sihai Confucius Academy: Willing to cooperate with Hawaii schools on “East and West” study

- Guangzhou No. 21 High School: Teacher and student exchange program

- Beijing Normal University: Education mission to Hawaii

- Hubei Sunshine Education Group: International student enrollment

- Designflow Inc.: Customized program

- Joyful Travel Inc.: Short program and Hawaii education subject customized program

- Beijing Women’s Federation: Culture exchange program

- China Soong Ching-ling Youth Center: Student exchange program

- National Geographic China: Hawaii promotion activity cooperation

- Shijiazhuang Foreign Language School: Customized program

- Beijing Institute for Information Technologies in Education: Hawaii program design

- Zhejiang Musicians Association: Ukulele and Hawaii culture promotion

- Hawaiian culture promotion organizations:
  - Mr. LIU Zongli, a widely known ukulele player/teacher in China
  - Maizi Hula Hui (based in Beijing, over 1000 students)
  - Plumeria Hula Center (based in Tianjin, around 500 students)
  - Kimo Hula School (based in Shanghai and Chengdu, about 200 students)
- Anxiang Hula Workshop (based in Beijing, about 200 students)
- Hula Aloha Beijing Workshop (based in Beijing, Close to 100 students)
- Sea Dance Hula Center (based in Zhuhai, about 50 students)

Left: Meeting with representatives of China Commerce Ministry.
Right: Meeting with Professor Tian Chenshan, a UH Manoa graduate and the Director of East-West Relations Center of Beijing Foreign Studies University.

6. **Supported U.H. Manoa China Office**

SHOB provides support to UHM representative in marketing, media promotions, matchmaking and student recommendations in addition to administrative support.

Images: U.H. Manoa China Office
Images: Recommended by SHOB, UH Manoa China representative Dr. Joyce Jia interviewed by Studying Abroad.

Images: SHOB reported news of UH Manoa to Chinese public on WeChat.
Images: Recommended by SHOB, Dr. Joyce Jia, China representative of UH Manoa gave a speech to students and parents of Beijing Aidi International School in March 2018. Representatives from Engineering College of UH Manoa visited Aidi school in October 2018.

PART 2. RECAP OF SHOB ACTIVITIES THROUGHOUT THE YEAR

February 2018: Media and Educators Mission to Hawaii

SHOB organized the Media FAM tour to Hawaii in February 2018. Representatives from China Daily, People's Daily, China Education Daily, China Education Online, Global Times and SOHU.COM joined the mission and articles were published in Chinese mainstream media.
February 2018: China STEM+ Innovation Challenge in Hawaii
Organized by SHOB, BAPSTE, UNESCO Beijing and Beijing Royal School. 22 Chinese students joined the program and exchanged with Hawaiian students.

February 2018: International Ambassador Program organized by Shanghai Bisi Company

March 2018: SHOB attended the Beijing Aidi International School Education fair to promote Study Hawaii member schools
March 2018: China Hula dancers were invited to join the 2018 Honolulu Festival.

March 2018: Beijing Chorus Association delegation visited Hawaii to attend the Hawaii Music Festival

May 2018: U.H. delegation visited Beijing

Invited by Peking University, Dr. David Lassner, along with 26 teachers and students visited Beijing in May to attend the 120-anniversary celebration of Peking University. The delegation also visited Beijing Foreign Studies University and other partners. UH alumni networking event was held in Yale Center Beijing during the trip, and 52 UH Chinese graduates attended the event. Hawaiian Airlines sponsored the alumni event.
Images:  UH Alumni networking event and Peking University’s 120 anniversary celebration activity. Dr. David Lassner had a meeting with Mr. Hao Ping, UH graduate and Party secretary of Peking University, former deputy minister of Chinese Education Ministry.

May 2018
Chinese President XI Jinping met one a UH professor and a UH graduate on the Peking University’s 120 anniversary celebration activity. Mr. Roger T. Ames, a former UH Manoa professor who is now working at Peking University teaching cross-cultural communication. Mr. Hao Ping, the exchange visitor of EWC and post-graduate of UH Manoa.
May 2018: Hangzhou Ukulele & Hula Festival.

As endemic and traditional cultural symbols of Hawaii, the ukulele, hula, and aloha spirit are becoming well known in China. More than ten million people are learning ukulele, and most of them are kids from 8-15 years old. On the largest online shop of China, Taobao, 1500 ukuleles are sold every day. China is the largest manufacturer of ukulele. More than 60 Ukulele & Hula performers, 60 university student volunteers and 5,000 attendees joined the event. “Ohana”, “Waikiki” and other Ukulele manufacturers sponsored the event.
June 2018: Hawaii China Networking Event
On June 6, SHOB organized the second Hawaii Networking in Beijing and invited Hawaii culture promotion organizations to exchange information, build up synergies and discuss how to work together to attract Chinese students to Hawaii.

June 2018: Training on Hawaii Education.
Invited by Future Engineers Competition organizing committee, SHOB provided a training course to 30 Chinese educators on the theme of “Why study in Hawaii”.

In cooperation with Hawaii Association of Independent Schools (HAIS), SHOB attended the expo to publicize Hawaiian K-12 schools. The expo was organized by Yuanbo company, which was a recommendation to foreign schools and provided application services to Chinese K-12 students. During the two days, SHOB introduced Hawaii schools to 200 Guangdong families and 100 Beijing families. 90% of the attendees heard about Hawaii education for the first time. Seven students showed interest in studying in Hawaii and left their contact information. The most frequently asked questions are about guardian, homestay and local safety.
July 2018: Representative of UH Manoa tourism institute visited China
Met students of Guangdong Academy of Social Sciences who will study at UH Manoa.

July 2018: Hawaii students came to Guangdong to attend the summer program
Invited by Hawaii’s sister province Guangdong, four students and one teacher from Hawaii schools joined the 2018 Guangdong International Youth Exchange Week. The organizer covered all the costs on ground.
July-August 2018: Chinese students joined Hawaii summer programs. Learned Hawaiian Culture, Volcano, Marine Science, Snorkeling, etc.

September 2018: Hawaii Promotion Events in Chinese schools

“Learn natural science in Hawaii, meet the best classroom in the world.” seminar was held in Beijing school to help students know more about Hawaii and the lava flow event.
October 2018: The Fourth Annual Conference of Global K-12 Education Research Association

The conference is organized by Shijiazhuang Foreign Language School, which has been sending student groups to Hawaii since 2015.

October 2018: The internationalization of China Higher Education Seminar

Invited by China Education Online, a member of 2018 Aloha Mission, SHOB attended the seminar and introduced Hawaii universities and colleges to China school’s representatives. The organizer printed a banner to introduce Study Hawaii to insiders. There are 2,852 Universities and 37.79 million students that study at Chinese Universities. The 3+2 pathway, 2+2, teacher training, foreign language teachers, and other exchange programs are highly needed.
October 2018: Students from the Affiliated High School of Peking University, a member of 2017 Aloha Mission organized by DBEDT joined the 2018 Global Tourism Summit – Student Debate in Honolulu.
APPENDIX 1. ARTICLES, REPORTS AND STORIES BY MEDIA REPRESENTATIVES TO HAWAII

Hawaii, Haven for Students Published on China Daily in February 2018. www.chinadailyasia.com

About China Daily

A National English-language newspaper, founded in 1981, one of the most-frequently quoted Chinese media around the world. Global circulation: 900,000 copies. They have 45 million print and web readers worldwide. The digital edition of China Daily is one of the first major online Chinese newspapers. It has huge audiences around the world; its daily page views now exceed 31 million.
Hawaii, the Natural Laboratory Published on Global Times in March 12, 2018.

www.globaltraveler.cn

About Global Times
Considered as the most authoritative newspapers in reporting international news from a Chinese perspective, Global Times leads public opinion and draws big attention in media political and business circles around the world. The number of the print location has reached 46, covering the entirety of China. The circulation both in Beijing and Shanghai has reached 200,000 copies a day and the in-flight distribution involves more than 300 flights on 14 airlines around the world and 25 million readers.
Hawaii, the best classroom in the world Published on China Education Newspaper in April 27, 2018.

paper.jyb.cn/zgjyb/html

About China Education Newspaper

Founded in 1983, the most authoritative and influential education newspaper in China. Readership: China Education Ministry, educational department of the Province or city prefecture, kinds of Schools, 14 million teachers and 2 billion students.
"The quality education and elite education in Hawaii" Published in China Education Newspaper on March 19, 2018.

l.gol.edu.cn/zong_he

"Study in UH, a High Cost Performance University" Published on China Education Online in March 28, 2018. gaokao.eol.cn/daxue/zixun/

About China Education Online

The largest education information website in China, cooperates with China education ministry, provides school (from Kindergarten to University) introduction to Chinese society. Unique Visitor: Twenty million per day. Parent: 60%, Student: 30%, Educator: 10%.
"Study in Hawaii. Approaching Hawaiian K-12 schools" Published on SOHU.COM Education Channel in March 26, 2018.

www.sohu.com

About SOHU.COM

www.sohu.com is China's premier online brand and indispensable to the daily life of millions of Chinese.

edu.people.com.cn

About: People's Daily Online

People’s Daily is China’s largest newspaper. People's Daily Online is one of the largest comprehensive internet media sources in the world, constructed by People’s Daily. As the flagship media channel of People's Daily in terms of media convergence, People's Daily Online has given full play to its political value, capital value, platform value, brand value and communication value in its 20 years of development. It has built an all-media matrix, creating a website for PC users (people.cn) and a website for mobile users (m.people.cn). It operates a number of social media accounts and apps, reaching 258 million readers per day across 210 countries and regions around the world.
双面夏威夷——用度假的心情去留学

“‘Aloha!’是夏威夷语中‘你好!’的意思，简单的音节像热情似火的阳光，瞬间带
你进入享受海岛风情的狂欢模式。

多年来，夏威夷的大小岛屿以‘阿罗哈’的精神欢迎着来自世界各地的游客。

坐落于烟波浩渺的太平洋上，由火山喷发形成的岛屿构成，夏威夷因群岛气候温
和，物产丰富，风景旖旎而被誉为地球上的天堂。在人们的印象中，它似乎只是
旅游度假的代名词。其实不然，这里不仅是令人向往的度假胜地，也是国际教育
的重镇。众多优势使夏威夷成为最具特色的留学目的地，正吸引越来越多的中国
学生前往留学或游学。

"Two-sided Hawaii, study with holiday mood in Aloha State! " Published on People's Daily Online on April 8, 2018.
APPENDIX II. SOCIAL MEDIA EXPOSURE OF HAWAII EDUCATION AND CULTURE

Two public WeChat IDs are operated by SHOB: Study Hawaii & Hawaii Online

WeChat Articles:

Welcome Study Hawaii new members. Meet Study Hawaii at NAFSA.
UH Manoa representatives visited China.

New energy vehicles will be used in Hawaii.
Gaokao scores could be used for UH system application

Study Hawaii members increased to 31. The three-new members are: Maryknoll School, St. Francis School and International Mid-Pac College

Hawaii famous schools you need to know

Hawaii named happiest state in America

Schools of the Future Conference will be held in Hawaii

Hawaiian Airlines will stop its Beijing service in October. Other airlines from China to Hawaii
PART 3. IMPORTANT NEWS AND TRENDS FOR THE NEXT YEAR

- Positive news: Companies providing services to assist study abroad no longer need permit
- Trade relations between the USA and China also affects educational exchanges between the two countries. Though the U.S. Embassy repeatedly said that there is no restriction on student visa issuance, we have noticed that at least there is tighter screening and longer waiting time. We know of instances that applicants don’t get visa interview in three months and some of them choose to accept offers from other countries.
- There is also wide-spread speculation that the U.S. is to restrict number of students trying to be enrolled in science related disciplines.
- A few contingencies affected travels to Hawaii: Volcano eruption, cancellation of some Hawaiian Airline’s flights
- Chinese schools get directives that they need to get approval from the local education office before receiving foreign educational groups to campus
- For short term student exchanges, Chinese schools are required to visit partner schools only
## Beijing Office’s Expense for FY 2018

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PART 1. EDUCATION MISSION

Taiwan Media visits Hawaii
From February 4th to February 11th, the Department of Business and Economic Development and Tourism (DBEDT) invited media from both China and Taiwan to visit Hawaii. The purpose of the trip was to utilize media coverage to increase more Chinese students to study in Hawaii. The week’s schedule included visits to University of Hawaii Maui College, Maui Preparatory Academy, St. Louis High School, Iolani school, Hawaii Tokai University, West Oahu University, Kapiolani Community College, Leeward Community College, Mid Pacific School, University of Hawaii at Manoa, Hawaii Pacific University, University of Hawaii’s Medical School and the Cancer Center. The highlight of the trip was to attend a welcome reception at Washington Place, hosted by the Honorable Mrs. Ige.

Results; 1) Five minutes news broadcasted on Chung-Tien Television, 2) Twenty-three minutes news on Taiwan Television (three different series), 3) Two articles on United Daily Newspaper, 4) Two articles on China Daily Newspaper, 5) Two articles on ET today, the most popular web news in Taiwan. Total news values exceed half million dollars, viewership exceed ten million Taiwanese, best of all, the TV program can be viewed on YouTube, to reach more audience in the future. Overall, it was a successful media FAM tour to Hawaii.
**Study World International Education Expo**
From March 3rd to March 4th, the DBEDT Taipei office assisted the University of Hawaii at Manoa, Outreach College, to attend the “Study World International Education Expo” in Taipei and Taichung city. More than 60 prospective students were interviewed at the expo for school on these leads.

**Study Hawaii Education Mission to Taiwan**
From October 1\textsuperscript{st} to October 7\textsuperscript{th}, DBEDT organized an Education Mission to Taiwan and invited Study Hawaii Consortium members to participate. Participating schools were: University of Hawaii at Manoa, Leeward and Kapiolani Community College, UH-Maui College, Hawaii Community College, Maui Preparatory Academy and Tokai University.
From October 5th to October 7th, DBEDT’s Taipei Office and the Study Hawaii consortium actively promoted programs for international students at the Hawaii Pavilion at the “Study World International Education Expo” to parents and students. A three-day expo took place in Hsinchu, Taipei and Taichung city. More than 150 prospective students were interviewed at the expo for schools to follow-up on these leads.

The mission also included visits to: National Taiwan University, Tamkang University, Tamkang High School, Jing-Wen University, Ministry of Education, Jing-Wen High School, Nanshan High School, and National Experimental school.
Attended welcome reception hosted by Council of Indigenous Peoples (CIP) and Ministry of Foreign Affairs, and the opening ceremony of U.S. Business Day.

DBEDT and Study Hawaii organized two events, 1) Educators meeting with American Institute of Taiwan (AIT), Education USA and the organizer of Study World, to exchange view and learn about Taiwan study abroad update. 2) Study Hawaii Seminars, where we invited school representatives, students and parents, Hawaii school alumni, over 50 people attended the event.
The Study Hawaii members also attended the “25th Anniversary Hawaii-Taiwan Sister State Reception”, where 150 people attended the celebration, represented by Taiwan Government officials, Hawaii school alumni, education, travel trade and business community.

PART 2. HAWAII EDUCATION SERVICE CENTER IN TAIPEI

In 2014, the State of Hawaii Office in Taipei was rebranded as the Hawaii Education Service Center promoting international education opportunities for students from Taiwan.

In 2018, education-related outreach activities included:

- School visits to Taipei high schools and universities. Meeting with principals and international office directors among others. The DBEDT Taipei Office’s Executive Director also made presentations and speeches to students in Taiwan.
• Promoted Hawaii schools at “Study World” education fairs on March 3rd to March 4th, and October 1st to October 7th this year
• Worked with the Education USA team to educate staff on the advantages of studying in Hawaii.
• Distributed school collateral materials in the State of Hawaii Office in Taipei and other venues
• On June 23rd, Taipei office Assisted University of Hawaii at Manoa in organizing the first UH-Alumni dinner reception in Taipei. 45 UH alumni attended the function with UH president David Lassner

• Met and discussed study abroad opportunities with students and parents interested in applying to Hawaii schools
• Updated market information to Taiwan vocational high schools, overseas study consulting agencies, immigration consultants, public and private universities interested in sending students to Hawaii to study
• Sent over 250 promotional emails to Taiwan high schools and universities, to introduce Hawaii’s education system and DBEDT’s Taipei Office for further contacts
• Created a complete education databank for future use.
DBEDT Taipei Office staff met with over 100 students and parents promoting Hawaii as a learning destination during the year

**PART 3. PROMOTING HAWAIIAN CULTURAL RESOURCES**

- Attended “2018 Austronesia Forum” on August 1st to August 3rd, along with CEO of Office of Hawaiian Affairs (OHA) Mr. Kamana’opono Crabbe. The forum is organized and hosted by the Council of Indigenous Peoples (CIP) annually, over ten different country representatives attended to discuss indigenousness affairs on Government Policy, health, social welfare, cultural and heritage, language and education, and other topics. Taiwan Council of the Indigenous People plan to move 2020 Austronesia Forum to Hawaii, in conjunction with 2020 Festival of the Pacific Arts.
PART 4. GOVERNMENT RELATIONSHIPS

- DBEDT’s Taipei Office Executive Director Lei continued to promote Hawaii at the invitation of the Ministry of Foreign Affairs; Ministry of Education; Bureau of Energy, Environmental Protection Administration; American Institute in Taiwan; Rotary Clubs; Overseas Trade Development Council; Taipei City Government; Indigenous Council and the Taiwan Provincial Government.

- DBEDT Taipei Office Executive Director Lei was elected President of the American State Office Association (ASOA), where ten U.S. States are represented in Taiwan. Director Lei was invited by the Taiwan Government and American Institute of Taiwan to represent the State of Hawaii at diplomatic functions and host briefings for U.S. delegations.
From October 1st to October 7th, “Hawaii State Legislative delegation” visited Taiwan. The delegation was led by Senator Clarence Nishihara, accompanied by Senator Glenn Wakai, Representative Aaron Ling Johanson, Representative Ryan Yamane, Representative Nicole Lowen. Official visits were made to the Ministry of Foreign Affairs, Ministry of Education, Ministry of Economic Affairs, and Council of Indigenous Peoples. Environmental Protection Agency, American Institute of Taiwan (AIT). The delegation also attended the Hawaii Sister-State Celebration and part of the Study Hawaii meetings in Taipei.

From October 1st to October 7th, DBEDT Director Luis P. Salaveria visited Taiwan. Director Salaveria was invited by the Taiwan Ministry of Economic to attend the “U.S. Business Day” event where Director Salaveria gave a speech to promote Hawaii business, investment, clean energy and education attractions. Director Salaveria also visited the Taiwan Ministry of Foreign Affairs, Council of Indigenous Peoples, Ministry of Education, Director joined with Study Hawaii Education Mission to visits schools, seminars and meetings. Director Salaveria also hosted the 25th Anniversary of the Hawaii-Taiwan Sister-State Reception.
Director Lei attended the 2018 Pacific Islands Leadership Program with Taiwan (PILP) opening ceremony on September 17th, hosted by Vice Minister Chang, Wen-Liang, Taiwan Ministry of Foreign Affairs. The PILP was coordinated between the East-West Center and the Taiwan Ministry of Foreign Affairs. The program started in Hawaii for three weeks, continued in Taiwan for two weeks, and concluded in Hawaii for the last three weeks of the training program.
• Attended American Institute of Taiwan (AIT) welcome reception on September 19th, to welcome AIT’s new Director, Mr. Brent Christensen, and Deputy Director, Mr. Raymond Greene. Many Taiwan high ranking Government officials and diplomats attended the event. Director Christensen has had a great relationship and experience in Hawaii before assuming this position.
Taipei Office’s Expense for FY 2018

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