



International Marketing

International Marketing - Learn about critical concepts in International Marketing, including the Four P's, translation of literature, social media trends in other countries, and cultural aspects of sales in foreign markets.

This **International Marketing** session is part of DBEDT's Hawaii State Trade Expansion Program, also known as **HiSTEP**, designed to assist small businesses in Hawaii with growing export sales 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 and mentoring
2. **Company Assistance** – awards up to \$7,500
3. **Hawaii Pavilions** – support at major trade shows

The Export Readiness Program (HiSTEP-ERP) will help you to begin or expand your export market development through training and mentoring. The Company Assistance component (HiSTEP-CA) provides Hawaii companies with export development funds up to \$7,500. Finally, companies are supported through Hawaii Pavilions (HiSTEP-HP) at major trade shows such as the Tokyo International Gift Show.

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 at the International Marketing and register today!

Seminar Schedule

April 9, 2020

8:45am	Registration
9:00am	International Marketing
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://histep2020-internationalmarketing.eventbrite.com>

Pre-registration is required for seminar. Deadline to register is **April 7, 2020**

Questions? Call (808) 522-8040

Neighbor Island companies are encouraged to participate via livestreaming:

https://zoom.us/webinar/register/WN_1oyi8rTVQeKh34fVbiU7zg

HiSTEP Program Information

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

2020 offers new opportunities to boost your business with export training for YOUR target markets!



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Reasonable arrangements for persons with disabilities will be made if requested by calling (808) 587-2753 at least two weeks in advance of the seminar.