

HiSTEP Training Logistics and Shipping Webinar No.2

Reiko T. Rogers, TOKUSHIGE LLC
Wednesday, April 24, 2024





Increase Exports

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Hawai'i State Trade Expansion Program (HiSTEP)

- Funded in part through a Grant with the U.S. Small Business Administration (SBA)
- Comprehensive export development program that enables Hawai'i companies to sell their Made in Hawai'i products and service worldwide
- Three integrated components:
 - 1) Export Readiness Program (HiSTEP – ERP)
 - 2) Market Entry and Expansion Activities (HiSTEP - MEEA), formerly Hawai'i Pavilion
 - 3) Company Assistance (HiSTEP – CA)



U.S. Small Business Administration

HiSTEP Partners



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Program Components

- 1** HiSTEP – Export Readiness Program
 - A series of training sessions and *one-on-one business advising services.
- 2** HiSTEP – Market Entry and Expansion Activities
 - Activities include participation in Hawai'i Pavilions at major international trade and consumer shows; and opportunity to conduct sales and promotion on various e-commerce platforms.
- 3** HiSTEP – Company Assistance
 - Direct financial assistance for export market development costs.

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Major Shows

- Fancy Food Show, January 21-23, 2024; Las Vegas, NV (T)
- Gulfood, February 19-23, 2024; Dubai, UAE (T)
- FOODEX Japan, March 5-8, 2024; Tokyo, Japan (T)
- Natural Products Expo West, March 12-16, 2024; Anaheim, CA (T)
- Hankyu Hawai'i Fair, July 10-15, 2024; Osaka, Japan (C)
- Fine Food Australia, September 2-5, 2024; Melbourne, Australia (T)
- Tokyo International Gift Show (TIGS), September 4-6, 2024; Tokyo, Japan (T)



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HiSTEP – Company Assistance (CA)

Assists individual Hawaii companies with export market development activities such as participation in trade shows and missions.

- 1) A Request for Proposal (RFP) is issued in early November for companies to apply for funds. Application deadline is in early January. Awards will be made the first week of February.
- 2) Two categories: New to Export (NTE) and Market Expansion (ME)
 - 1) NTE companies can request a maximum of \$5,000.
 - 2) ME companies can request a maximum of \$15,000. ME companies must also have at least \$200,000 in revenue to apply.
- 3) Funds awarded are paid on a reimbursement basis.

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What do I do now?

A screenshot of the HiSTEP website homepage. The header includes the State of Hawaii seal, the Business Development and Support Division logo, a search bar, and social media icons for Twitter, Facebook, YouTube, and Instagram. The navigation menu has options for Home, About, Helping Business, Exporting, International Student Attraction, International Relations, and Events. The main content area features the HiSTEP logo and a detailed description of the program, which is funded in part through a grant from the U.S. Small Business Administration (SBA). It explains that HiSTEP is a comprehensive program designed to assist Hawaii small businesses with their export development. The goal is to increase the number of small businesses that want to export as well as the value of exports for those small businesses that currently export. Today it is easier than ever for companies, regardless of size, to sell goods and services across the globe and this program can help achieve that. Below this, it states that HiSTEP has three integrated components: 1. Export Readiness Program (HiSTEP-ERP), 2. Market Entry and Expansion Activities (MEEA) (Formerly HiSTEP-HP), and 3. Company Assistance (HiSTEP-CA). A bold notice states: "The 2024 HiSTEP Registration is now open. Please fill out the 2024 HiSTEP Registration Form." It further explains that there is no cost to register and no obligation to participate in any of the HiSTEP activities. Once registered, you will be paired with one of our HiSTEP partners for an initial consultation. You only need to fill it out once, but we use other online forms for all HiSTEP activities. On the right side of the page, there is a sidebar with a "What is HiSTEP?" section containing links for Benefits, Eligibility, How to Prepare, and Registration. Below this, there is a "HiSTEP Programs" section listing: Export Readiness Program (HiSTEP-ERP), Market Entry and Expansion Activities (MEEA), FOODEX Japan, Hankyu Hawaii Fair, Makuake, Natural Products Expo West, Tokyo International Gift Show, and International Gift Show.

Visit the HiSTEP website:

<https://invest.Hawaii.gov/exporting/histep/>

and complete the online registration.

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HiSTEP Registration Process

HiSTEP-ERP
(Attend Training Sessions)

and/or

Register



<https://invest.Hawaii.gov/exporting/histep/>



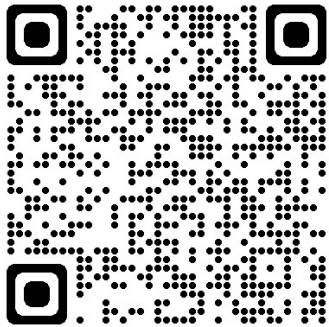
Market Entry and
Expansion Activities
(Separate Applications
by Activity)

HiSTEP-CA
(Respond to RFP)

*Business Advising (part of the HiSTEP-ERP)



invest.hawaii.gov



Mahalo nui loa!

Business Development & Support Division

Department of Business, Economic Development & Tourism

Background: Reiko T. Rogers, TOKUSHIGE LLC

- Experience importing fresh flowers from Holland to Japan
- Currently presenter for Japanese internet radio station, Studio Rim Hawai'i
- Media relations, product marketing and sales consulting for Hawai'i companies
- Since 2016, the local coordinator for the HANKYU HAWAI'I FAIR, the largest Hawai'i-themed event in Japan
- Connect on social media!
 - <https://www.facebook.com/reiko.rogers/>
 - <https://www.instagram.com/reikotrogers/>
 - <https://twitter.com/PELEREIKO>

Defining roles and responsibilities

- The Shipper is the local vendor in Hawai'i and the Consignee is the importer based in Japan
- The Consignee assists the Shipper prepare the permission certificate to be submitted to the Japanese government to ship your products to Japan. You must work with your Japan-based importer partner, adhering to the following laws listed below.
- The importing of products into Japan is managed by [NACCS, Nippon Automated Cargo and Port Consolidated System](#)
 - NACCS, a system dedicated to electronic processing of air/sea cargo, will enable faster and more efficient customs clearance and movement of freight.

Requirements for Japanese Importers in the case of foods and beverages

- The importer/consignee must apply in advance for permission to import into Japan, and they must comply with the following laws.

(https://www.customs.go.jp/english/tariff/2017_5/data/import.htm):

- Food Sanitation Law that covers food and beverage, tableware, cooking ware, food wrapping, food containers, infant toys, etc.
- Plant Protection Act that covers seedlings, bulbs, seeds, vegetables, fresh flowers, fruits, woods, grains, beans, etc.
- Pharmaceutical Affairs Law (supplements etc)
- Animal Infectious Diseases Control Law (processed meat products / Sausage , ham etc.)
- Liquor Tax Law (depends on the % of alcohol degree, depends on manufactured process & style e.g. distilled liquor (whiskey, shochu , gin, vodka etc.), brewed liquor (wine, beer, sake), mixed liquor (Umeshu, etc.)

How to Connect with Importers

Your brand and product exposure, appeal, and local popularity and reputation are key points to attract importers in Japan, through platforms such as:

- HiSTEP programs, including Foodex Japan in March, Tokyo Gift Show in September, and Hankyu Hawai'i Fair in July
- Farmers markets: KCC and Kaka'ako are very popular locations for visiting Japanese importers
- Supermarket events: Waikiki Market and Foodland Farms Ala Moana are very popular with Japanese importers
- Collaboration with restaurants and chefs are very appealing to importers as validation
 - Example #1: On the menu of "Edge of Waikiki" in Sheraton Waikiki = Acai bowl
 - Example #2: On the menu of "Rum Fire" in Sheraton Waikiki = seasonal berries, bananas, house-made granola, with Manoa Honey, fresh ube, and coconut
 - Example #3: On cocktail menu of "Ooh Bae" at Paina Waikiki (Luau show) in Waikiki Marriot Hotel = Ko'olau Distillery Old Pali Road Hawaiian Whiskey , Pina Colada, with Big Island Ube syrup
 - Example #4: On the relaxing lounge tea menu of "Na Ho'ola Spa" in Hyatt Regency Waikiki (before the pandemic) = Kihene Mamaki tea (La'au lapa'au)

HISTEP LOGISTICS AND SHIPPING
TRAINING WEBINAR NO.2
APRIL 24, 2024

INTRODUCING
MAYUMI YOKOZAWA
TSC CORPORATION DBA THINGS
HAWAIIAN KYOTO

BACKGROUND

- Mayumi Yokozawa
- TSC Corporation dba Things Hawaiian Kyoto
 - Importer/Distributor
 - Has supported the Hankyu Hawai'i Fair since 2018
 - Experienced in importing products into Japan from U.S.A, Korea, Turkey, Taiwan

INGREDIENTS AND PRODUCTION FLOW CHART

- To import food items to Japan, it is required to provide every single ingredient information including additives, preservatives and country of origin.
- If your ingredients are locally grown or made, country of origin will be Made In U.S.A. However, if you use any packaged ingredients, please confirm the country of origin on the back label.
- There are some prohibited ingredients in Japan, so it is very important that you provide your complete, detailed list for review.
- Production flow is also important. Some of you may not want to give this information due to business confidentiality, but this is required by the Japanese government to receive the approval of Food Import Notification Certificate.
- Photos of product (front and back labels) are required when submitting Ingredients/ Production flow paperwork.

*For processed food(jams, cookies, snacks, canned beverages, etc., Nutrition Fact information is required.

SAMPLE OF INGREDIENTS CHART

SAMPLE

COMPANY LETTERHEAD

Ingredient List for Hankyu Hawaii Fair 2024

1. PRODUCT NAME

Ingredient 1	23%
Ingredient 2	35%
Ingredient 3	12%
Ingredient 4	30%
Total	100%

2. PRODUCT NAME

Ingredient 1	23% (contains vinegar, potassium metabisulfite, phosphoric acid,)
Ingredient 2	35%
Ingredient 3	12%
Ingredient 4	30%
Total	100%

Additives and preservatives



3. PRODUCT NAME

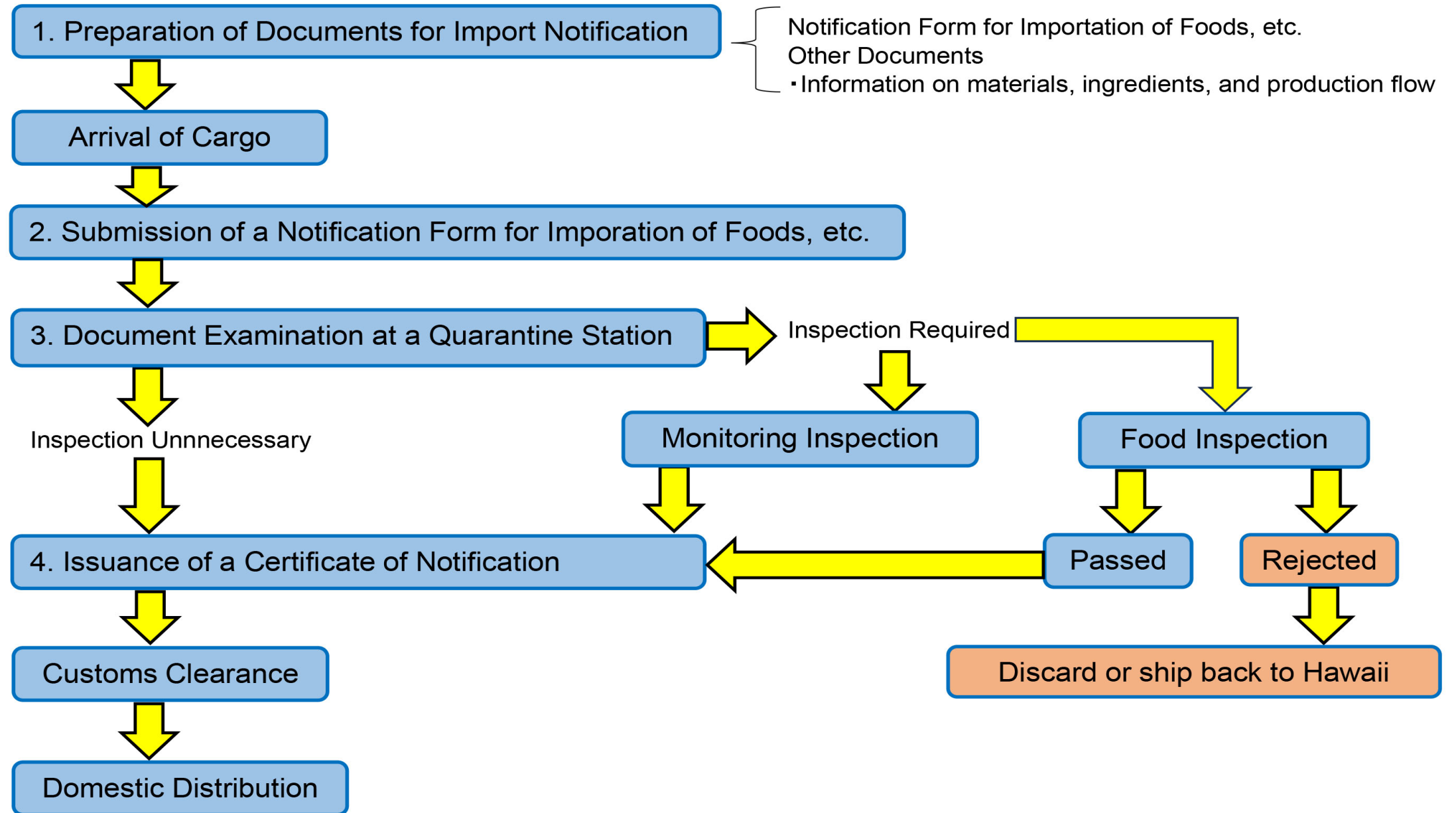
Ingredient 1	23% (contains citric acid, ascorbic acids, lemon juice)
Ingredient 2	35%
Ingredient 3	12%
Ingredient 4	30%
Total	100%

Additives and preservatives



Production Process: Mix ingredients in a bowl. Cook in a saucepan over low heat for 20 minutes. Remove from heat and let it cool to room temperature. Pour into jar.

Import Procedure under Food Sanitation Act



PREPARATION TO IMPORT YOUR PRODUCTS

(THIS IS AN EXAMPLE FOR HANKYU HAWAI'I FAIR)

Importer

December
Meeting in Hawai'i with vendors interested in joining the fair

January/February
Hankyu makes final decision of participating vendors

MARCH/APRIL
Have paperwork ready. Select products for advertisement

MAY
Deadline of all paperwork (Product/Allergen list, contract, price labels, nutrition fact labels, photos, booth layout, equipment list, names of workers attending the fair, etc.)
All Booth layouts and menus finalized

Vendor

January/February
Have Ingredients/Production flow chart ready

MARCH/APRIL
Provide logo, product photos. Photo shooting in Hawai'i will be held as well in April.
End of April will be the deadline of all paperwork.
(Ingredients chart, product prices, nutrition facts, photos of products)

End of May to First Week of June
Deadline of all shipments of products. For food items (first time vendors) deadline will be mid May since we need time for food inspection and customs clearance. We can only receive the products after the approval of Food Import Notification Certificate.

REVIEW OF SELLING FOOD PRODUCTS IN JAPAN

Paperwork from Vendors:

- Ingredients List
- Production Flow Chart
- Nutrition Fact Chart
- Brand logo, product photos(front and back)
- Please provide all information about 3 months before the actual shipment.
- Products that use additives/preservatives might need to have food inspection which will take about 1 to 2 weeks.
- Any product with prohibited ingredients will be discarded or shipped back to Hawai'i.

Questions and Answers

Contact Information

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