



## **Webinar 2: Introducing the Hankyu Hawai'i Fair**

What Each Company Should Accomplish

### **Presenter**

Ted Saihara  
Hibiscus Interactive, LLC  
ted@hibiscus.bz  
[www.hibiscus.bz](http://www.hibiscus.bz)  
(808) 489-2161

**Hibiscus**

# Table of Contents

## What Each Company Should Accomplish

1. Validate Products and Gather Customer Feedback
2. Engage With Japanese Customers
3. Conduct Market Research
4. Gain Opportunities in Japan

## Q&A

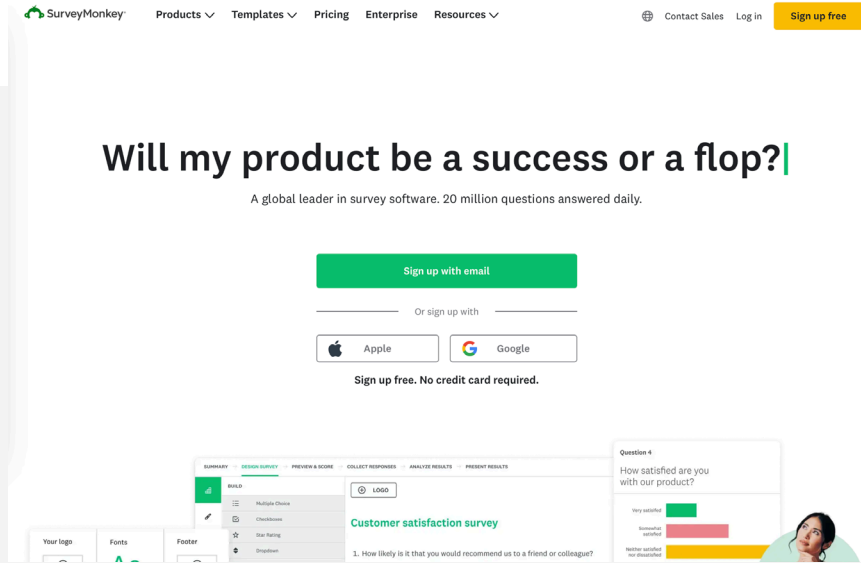
# What Each Company Should Accomplish

## Validate Products and Gather Customer Feedback

Hawaii exhibitors can test and sell their products, collecting valuable customer feedback to enhance existing products or develop new ones for the Japanese market.

Survey Monkey is a great online tool to gather customer feedback:

<https://www.surveymonkey.com>



The image shows a screenshot of the SurveyMonkey website. At the top, there is a navigation bar with the SurveyMonkey logo and links for Products, Templates, Pricing, Enterprise, and Resources. On the right side of the navigation bar, there are links for Contact Sales, Log in, and a yellow button that says "Sign up free".

The main content area features a large heading: "Will my product be a success or a flop? |". Below this heading is a sub-headline: "A global leader in survey software. 20 million questions answered daily." Below the sub-headline is a green button that says "Sign up with email". Below the green button is a horizontal line with the text "Or sign up with" in the center. Below this line are two buttons: "Apple" and "Google". Below the buttons is the text "Sign up free. No credit card required."

At the bottom of the screenshot, there is a preview of a survey interface. The survey is titled "Customer satisfaction survey". It shows a question: "How satisfied are you with our product?". Below the question is a horizontal bar chart with a green bar on the left and a red bar on the right. The question is labeled "Question 4".

# What Each Company Should Accomplish

## Engage With Japanese Customers

The Hankyu Hawaii Fair attendees are Hawaii lovers, best suited to become your **loyal customers**.

Engaging with customers at the Fair offers the opportunity to make a sale and establish a relationship that could lead to repeat visits and purchases.

CNN Travel

**The story behind Japan's enduring love affair with**

Hawaii <https://www.cnn.com/travel/article/japanese-tourism-hawaii-cmd-intl-hnk/index.html>

# The story behind Japan's enduring love affair with Hawaii

Kathleen Benoza, CNN

🕒 8 minute read · Updated 10:04 PM EDT, Mon August 29, 2022



## MORE FROM CNN



The 5 best ways to book flights to Hawaii with credit card points in 2024



Women's participation in 'naked festival' a sign of how ...



**Opinion:** May is the month when we honor Asian Americans. ...

# What Each Company Should Accomplish

## Conduct Market Research

Communicate with your current importer to ask questions and plan your success.

Study and conduct online research before the Fair to better prepare for the event.

# What Each Company Should Accomplish

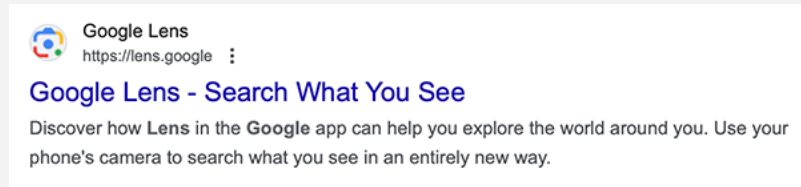
## Conduct Market Research

Hawaii exhibitors can visit other local retailers to study regional trends and consumer preferences.

Compare pricing with similar Japanese products.

Study Japanese product descriptions to see if there are better ways to describe your products.

\*Use Google Lens + Google Translate



# What Each Company Should Accomplish

## Gain Opportunities in Japan

An additional component of attending the Fair is to develop business partnerships in Japan beyond your current importer.

Achieving success at the Hankyu Hawaii Fair can attract importers and distributors seeking new brands to represent in Japan.



# What Each Company Should Accomplish

## Gain Opportunities in Japan

### Be Open To Opportunities

If an importer/distributor approaches you at the Fair;

1. Get a business card and contact info for follow-up
2. Find out their objectives
3. Alert Lyle Fujikawa, DBEDT ([lyle.h.fujikawa@hawaii.gov](mailto:lyle.h.fujikawa@hawaii.gov)) to assess and assist
4. Hold a preliminary meeting over coffee at Hankyu
5. Report to DBEDT to follow up together

# Q&A

## **Presenter**

Ted Saihara  
Hibiscus Interactive, LLC  
ted@hibiscus.bz  
[www.hibiscus.bz](http://www.hibiscus.bz)  
(808) 489-2161

**Hibiscus**