



Camões Players
A Portuguese Cultural Guild

Sep 15, 2021

HR
-Medeira file

Attn: Dennis Ling

Hawai'i Sister-State Committee

Department of Business, Economic Development and Tourism

250 South Hotel St. Honolulu, Hi 96813

Aloha Dennis Ling,

My name is Josephine Carreira, president of the Camoes Players, a Portuguese cultural Guild.

I am very excited to hear about the idea of the sister city project, which will be connecting the cultural expansion across time and a vast ocean from Madeira to Hawaii.

This is definitely something we are interested in.

We pledge to support this idea in any way we can, as we believe this will be of benefit to both Madeira and Hawaii.

Muito Obrigada,

Josephine Carreira

President, Camoes players

That Which We Have Begun We Shall Maintain
Camões

October 26, 2021

Hawai'i Sister-State Committee
Department of Business, Economic Development and Tourism
250 South Hotel Street
Honolulu, Hawai'i 96813

Dear Sister-State Committee Members,

My name is André Caldeira, and I am a businessman and entrepreneur based in Madeira, Portugal. I am part of the "Engenho Novo da Madeira," a rum distillery that produces the William Hinton Rum brand that is located in the town of Calheta, Madeira. I write to express my support for the Sister State initiative between Hawaii and Madeira.

Our company was founded by the heirs of the Hinton Sugar and Rum Mill in Funchal using the equipment that came from the original factory, including the over 100 year old distillery tower, before the original factory was turned into a public garden and park.

The Hinton Mill was founded in 1845 and since the main emigration from Madeira to Hawaii was between 1878 and 1913, I am almost sure that some of those Madeiran emigrants took some experience from our original factory and sugar cane production to Hawaii.

To commemorate this connection, we have created a new product called 'Ukulele Rum that will be launched soon by Rocim Wine in continental Portugal and throughout Europe.

Beyond the 'Ukulele Rum initiative, we have been in discussions with a rum producer in Hawaii about potential collaborations between our company and theirs, and are hopeful that these discussions will result in something wonderful that both our islands can be proud of.

I am confident that a Sister-State relationship would help to foster even more connections and collaboration between Hawaii and Madeira.

Thank you,



André Caldeira
Funchal, Madeira, Portugal



Testimony in support of the

**HAWAI'I-MADEIRA
SISTER STATE INITIATIVE**

I strongly support the Hawaii-Madeira Sister State Initiative and applaud the effort of the DBEDT's Business Development & Support Division for its consideration of this application. As a fourth-generation descendant of Madeiran immigrants, I am proud to report that the efforts of our local Portuguese community to promote community awareness of the religious and cultural practices of our ancestors has been quite successful.

I am a former President and current Treasurer of the Hawaii Council on Portuguese Heritage which was established in 1977. The mission statement of the organization is to preserve and perpetuate our Portuguese heritage which we have done for nearly half a century. I have also served as President of the Portuguese Chamber of Commerce which has also successfully maintained an active membership for the same period of time as the HCPH.

The establishment of an official relationship with Madeira will greatly enhance the efforts of both organizations to remain connected to our past as well as explore future opportunities based on mutual interests. I am certain this Sister-State Initiative would be enthusiastically embraced by our local Portuguese community as an opportunity to not just reinforce the cultural connection but to also forge more progressive relationships, both socially and economically.

Social media can and will facilitate the maintenance of a Sister State relationship with Maderia, via communication possibilities that did not exist when a Sister-State relationship was established with the Azores in 1982. I believe this new initiative can also play a role in the renewal of our existing relationship with the Azores.

On behalf of the members of the Hawaii Council on Portuguese Heritage and my colleagues with the Portuguese Chamber of Commerce, I would like to express my appreciation to the Sister-State Committee for its favorable consideration of this application.

Muito Obrigada,

Laura Figueira
Treasurer
Hawaii Council on Portuguese Heritage
Director
Portuguese Chamber of Commerce of Hawaii