



# Hawai'i State Trade Expansion Program



# Increase Exports



## 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
- Program is conducted by DBEDT in partnership with several Federal and State agencies and business organizations.



U.S. Small Business Administration

### HiSTEP Partners



# Increase Exports



## Success Metrics for HiSTEP

- Expanded exports and revenue from exports of Hawai'i produced goods and services
- A larger overall number and a larger percentage of Hawai'i-based companies that are active in global markets
- Penetration of new markets for Hawai'i produced goods and services



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## Eligibility for HiSTEP

Companies wishing to participate in any of the HiSTEP activities must meet at least the following requirements:

- 1) Federal definition of an 'eligible small business concern.
- 2) Certify that the company is not barred from receiving federal funds.
- 3) Be registered in good standing with the State Department of Commerce and Consumer Affairs' Business Registration Division.
- 4) Have a current general excise tax license with the State Department of Taxation.



# Increase Exports



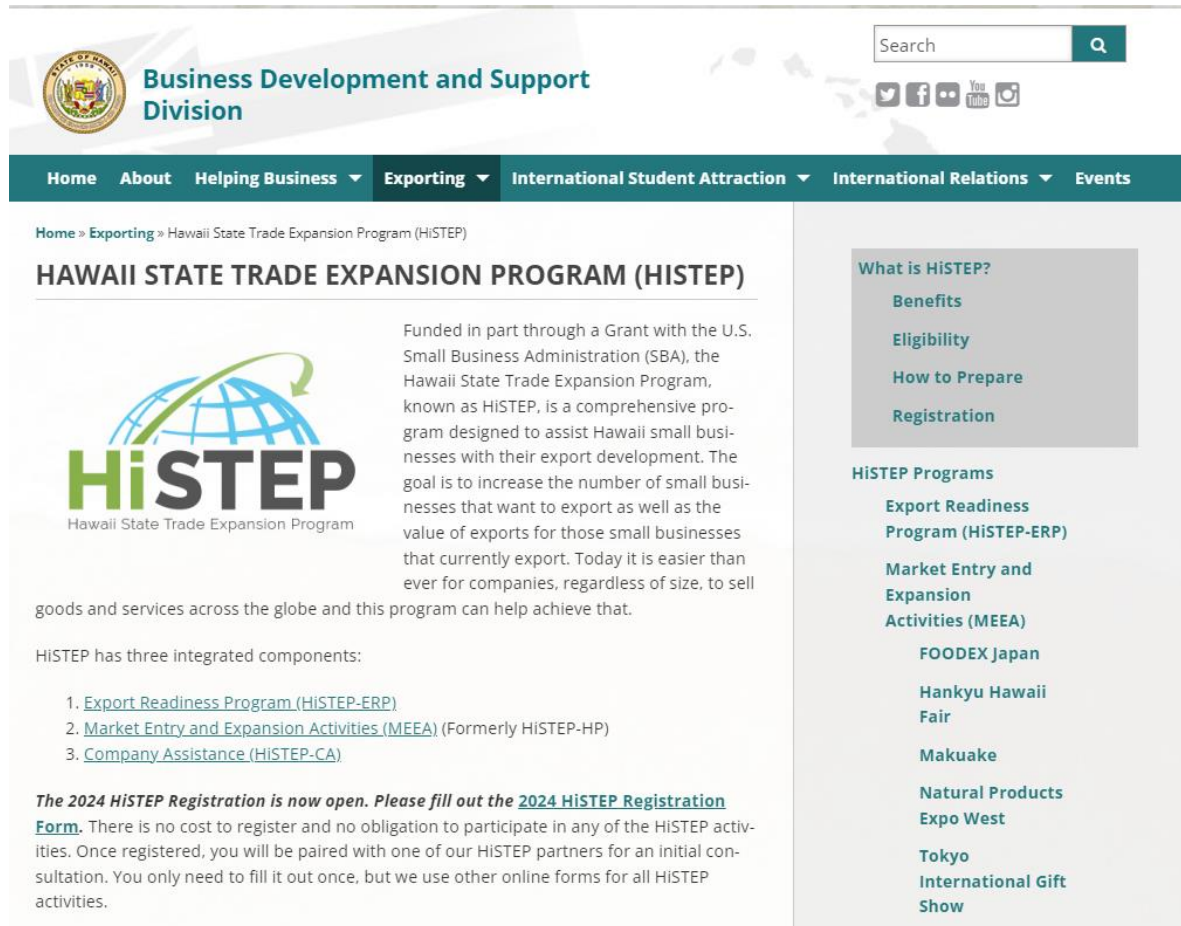
## Program Components

- 1** HiSTEP – Export Readiness Program
  - A series of training sessions and \*one-on-one business advising services.
- 2** HiSTEP – Go Global
  - 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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## 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 main navigation menu has options for Home, About, Helping Business, Exporting, International Student Attraction, International Relations, and Events. The page content is titled "HAWAII STATE TRADE EXPANSION PROGRAM (HiSTEP)" and includes a description of the program, its components, and a list of programs such as Export Readiness Program (HiSTEP-ERP), Market Entry and Expansion Activities (MEEA), and Company Assistance (HiSTEP-CA). A sidebar on the right lists "What is HiSTEP?" with sub-links for Benefits, Eligibility, How to Prepare, and Registration, followed by a list of HiSTEP Programs including FOODEX Japan, Hankyu Hawaii Fair, Makuake, Natural Products Expo West, Tokyo International Gift Show, and more.

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/>



Go Global  
(Separate Applications  
by Activity)

HiSTEP-CA  
(Respond to RFP)

\*Business Advising (part of the HiSTEP-ERP)

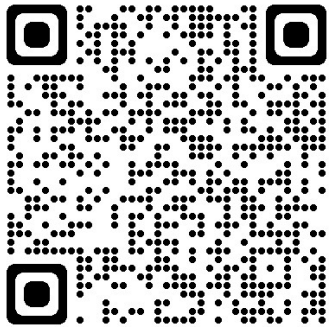


**Mahalo nui loa!**

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**Business Development & Support Division**

**Department of Business, Economic Development & Tourism**