



STATE OF HAWAII

# Business Development & Support Division

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Department of Business, Economic  
Development & Tourism

# Business Development & Support Division

The Business Development & Support Division (BDSD) of DBEDT promotes industry development and economic diversification by supporting existing and emerging industries in Hawai'i and new investment and business in the State.

## BDSD PROGRAMS



# Division Objectives



Help Businesses

Support Investments & Jobs

Develop Workforce

Grow Defense Economy

Support International Relations

Increase Exports



# Increase Exports

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# 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
- 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



# 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



# Increase Exports



## 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 – 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.



# Increase Exports



## HiSTEP – Export Readiness Program (ERP)

A foundation program that involves a series of export webinars/seminars and a \*one-on-one business advising session that prepare Hawai'i companies to begin or expand their export market plans.

- 1) Sessions cover general background as well as country- and issue-specific topics.
- 2) Monthly training sessions are scheduled monthly from December through September. Check the HiSTEP website (<https://invest.hawaii.gov/exporting/histep/>) for specific topics and dates, and to register to attend.
- 3) One-on-one business advising is offered through the HiSTEP Partners.\*
- 4) At program conclusion, companies have the tools to develop or revise their go-to-market strategy and export plan.

\* Company must submit the HiSTEP Registration for one-on-one business advising

# Increase Exports



## HiSTEP – Market Entry and Expansion Activities (MEEA)

### Trade Shows

- Organize groups of Hawai'i companies to participate in major international trade shows in a Hawai'i pavilion.
- Companies pay a small participation fee.

### Consumer Shows

- HiSTEP supports consumer shows as a way to test products in foreign markets directly to consumers.
- One example is the Hankyu Hawai'i Fair Department Store event in Osaka, Japan



# Increase Exports



## 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)



# Increase Exports



## E-Commerce

Hawai'i companies are increasing the use of digital platforms to sell their products and services worldwide, helping to attract and grow international customers. HiSTEP offers digital platforms:

### Hankyu Hawai'i Life

Extending the success of the annual Hawai'i Fair, Hankyu created a new online channel, #Hawaii Life, reaching consumer fans of the Hawai'i lifestyle and encouraging those fans to purchase Hawai'i-made products online.

### Made in Hawai'i presents Your Future in E-Commerce

Conference held in February of 2024 headlined by Amazon and Shopify to encourage E-commerce.



# Increase Exports



## 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.

# Increase Exports



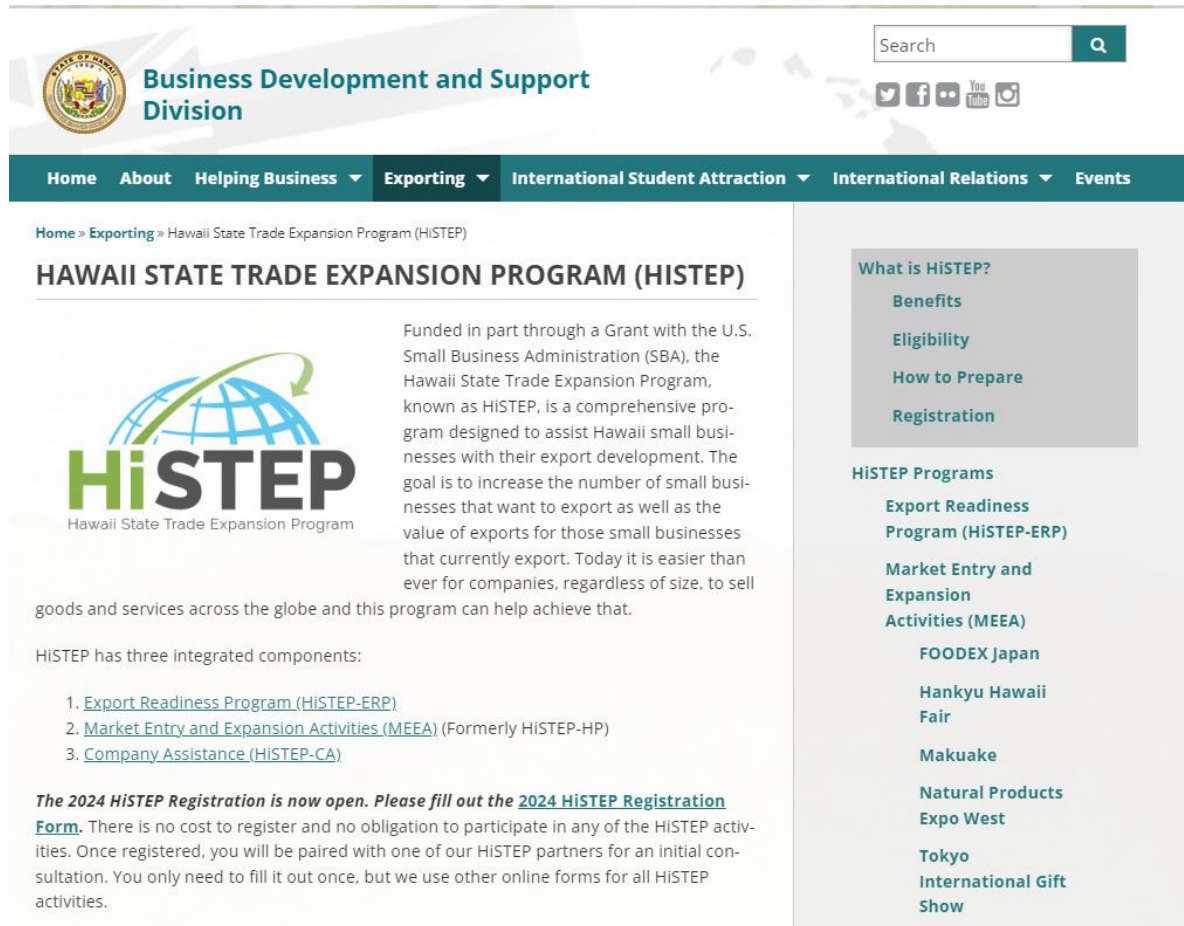
## HiSTEP – Company Assistance (CA) – Allowable Expense

- E-commerce and website expenses;
- International marketing media, including digital marketing;
- Airfare (consistent with Fly America guidelines) to approved trade show(s), trade mission(s) or foreign market sales trip(s);
- Trade show booth rental or trade mission (in-person or virtual) participation fee;
- Trade show booth build-out or other booth-related (e.g., interpreter services) expenses;
- Shipping of products to and from a trade show
- Gold Key Service or other federal export development programs;
- Fees for shipping sample products;
- Cost of compliance testing an existing product for entry into an export market;
- Export Research Tool Subscription used to assist company with market research;
- Trade credit insurance premiums;
- Foreign buyer credit reports;
- Consultancy services to develop a market entry strategy.

# Increase Exports



## 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 links for Home, About, Helping Business, Exporting, International Student Attraction, International Relations, and Events. The page content features the HiSTEP logo and a 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. 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 note states that the 2024 HiSTEP Registration is now open and encourages users to fill out the 2024 HiSTEP Registration Form. There is no cost to register and no obligation to participate in any of the HiSTEP activities. Once registered, users will be paired with one of their HiSTEP partners for an initial consultation. They only need to fill it out once, but they use other online forms for all HiSTEP activities. A sidebar on the right lists various HiSTEP programs and activities, including 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 Registration.

Visit the HiSTEP website:

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

and complete the online registration.

# Increase Exports



## 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)

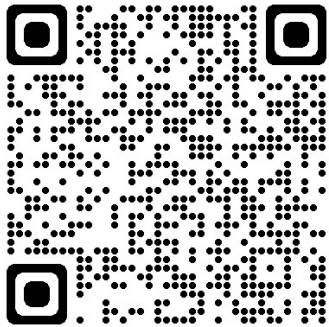
HiSTEP-CA  
(Respond to RFP)

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





[invest.hawaii.gov](https://invest.hawaii.gov)



**Mahalo nui loa!**

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