

HAWAII STATE TRADE EXPANSION PROGRAM (HiSTEP)

FUNDED IN PART THROUGH A COOPERATIVE AGREEMENT WITH
THE U.S. SMALL BUSINESS ADMINISTRATION (SBA)

The program is administered by the Department of Business, Economic Development and Tourism (DBEDT) which partners with several agencies and organizations to carry out HiSTEP including:

Hawaii Pacific Export Council
U.S. Commercial Service of the U.S. Department of Commerce,
Small Business Development Centers
Innovate Hawaii (High Technology Development Corporation)
SBA Hawaii District Office
Hawaii Department of Agriculture
Foreign Trade Zone No. 9.



WHAT IS HiSTEP?

The Hawaii State Trade Expansion Program (HiSTEP) has three integrated components:

- 1) HiSTEP-ERT (Export Readiness Training) - comprehensive export education and counseling (ExporTech and Export University)
- 2) HiSTEP-Pavilions - group trade shows with Hawaii companies (Hawaii-branded pavilions at trade shows)
- 3) HiSTEP-AP (Assistance Program) - targeted and individualized company activities designed to generate new export sales for participating small businesses

HiSTEP – EXPORT READINESS PROGRAM (HiSTEP-ERP)

Training programs to prepare Hawaii companies to begin or expand their export market development.

Export University

- An introductory program covering key export topics
- Open to all types of businesses considering exporting
- Minimum of 16 hours of instruction over the course of several days
- At conclusion of program, companies will have a go-to-market strategy and export plan

HISTEP – EXPORT READINESS PROGRAM (HISTEP-ERP)

ExporTech

- Designed for companies that have some experience with exporting, but not as part of a proactive export market development plan
- Organized by the Federal Manufacturing Extension Partnership and focuses mostly, but not exclusively, on businesses involved in manufacturing
- Meet for one day each month over a three month period with assignments in between the one day sessions
- At conclusion of program, companies will have a go-to-market strategy and export plan

EXPORT READINESS TRAINING SCHEDULE 2016

Dates	Program	Location
03/22/2016	ExporTech Hawaii 2016	Honolulu, HI
04/21/2016	ExporTech Hawaii 2016	Honolulu, HI
05/19/2016	ExporTech Hawaii 2016	Honolulu, HI
05/10/2016	Export University 101	Honolulu, HI
05/24/2016	Export University 102	Honolulu, HI
07/28/2016	Export University 101	Maui, HI
08/10/2016	Export University 101	Honolulu, HI
08/18/2016	Export University 101	Big Island, HI
09/14/2016	Export University 201	Honolulu, HI

HISTEP – HAWAII PAVILIONS (HISTEP-HP)

DBEDT and partners such as the Hawaii Department of Agricultural organize groups of Hawaii companies to participate in major trade shows in a Hawaii pavilion. Hawaii Pavilions are planned for the following Trade Shows for 2016:

- **Surf Expo**; Orlando, Jan. 14-16, 2016
- **World Food and Beverage Great Expo, (FABEX)**; Tokyo, April 13-15, 2016
- **International Food Ingredients & Additives Show**, Tokyo, May 18-20, 2016
- **BIO International Convention**; San Francisco, June 6-9, 2016

HISTEP – HAWAII PAVILIONS (HISTEP-HP) (CONTINUED)

- **Tokyo Café Show and Conference;** Tokyo, June 14-16, 2016
- **Hawaii Expo at Shibuya Hikarie;** Tokyo, July 16-17, 2016
- **Outdoor Retailer Summer Market;** Salt Lake City, August 3-6, 2016
- **Tokyo International Gift Show;** Tokyo, Sept. 7-9, 2016
- **Las Vegas Souvenir and Resort Gift Show;** Las Vegas, Sept. 18-21, 2016

HiSTEP – ASSISTANCE PROGRAM (HiSTEP-AP)

- Assists individual Hawaii companies with export market development costs
- Proposals may request a minimum of \$2,000 and a maximum of \$6,000
- HiSTEP-AP applicants must provide a minimum of 25 percent cash matching funds. In-kind and personnel are not allowed as matching funds
- The program RFP is posted and can be downloaded at:
spo3.hawaii.gov/notices/notices/rfp-16-02-bdsd
- Applications can be submitted beginning Jan. 4, 2016 and ending July 30, 2016 (for events through September 29, 2016)



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Solicitation Number: RFP-16-02-BDSD

Department:	Department of Business, Economic Development and Tourism
County/Island(s):	Statewide
Category (Select One):	Goods & Services
Publication Date:	12/02/2015
Due Date:	07/30/2016 - 16:00PM HST
Solicitation Number:	RFP-16-02-BDSD
Description:	Hawaii State Trade and Export Assistance Program (HISTEP-AP)
Contact Name:	Mark Ritchie
Phone Number:	808-587-2785
E-mail Address:	mark.j.ritchie@hawaii.gov
Comments:	Proposals in response to this solicitation are being accepted on a rolling basis beginning on January 4, 2016 at 12:00pm and ending on July 30, 2016 at 4:00pm. Offerors will be notified within four (4) weeks upon submission of their proposal.
IFB/RFP/RFI, Professional Svcs., etc. documents:	rfp-16-02-bdsd.pdf rfp-16-02-bdsd_addendum-no.1_12.30.15.pdf rfp-16-02-bdsd_addendum-no.2_3.8.16.pdf

Pre-Bid / Pre-Proposal / Orientation Conference

Conference Scheduled:

Date/Time:

Address:

City:

Zip Code:

Additional Info:

Addenda

Amended: Yes

Date Last Amended: 03/08/2016

AWARD FUNDS WILL BE LIMITED TO THE FOLLOWING USES

- Trade Show/Trade Mission costs (eligible costs include space rental and other exhibit-related expenses; airfare; accommodations for period of show/mission only; shipping of products for show)
- Travel for multiple buyer meetings (minimum six meetings)
- Gold Key Service (a program offered by U.S. Department of Commerce's U.S. Commercial Service that matches pre-qualified foreign buyers with American companies in markets around the world), or other federal export development programs

AWARD FUNDS WILL BE LIMITED TO THE FOLLOWING USES (CONTINUED)

- Localization services for collateral materials and website (\$3,000 maximum)
- Fees for shipping sample products (\$2,000 maximum)
- Cost of compliance testing an existing product for entry into an export market (\$2,000 maximum)

SUCCESS METRICS FOR HiSTEP

- 1) Expanded exports and revenue from exports of Hawaii produced goods and services
- 2) A larger overall number and a larger percentage of Hawaii-based companies that are active in global markets
- 3) Penetration of new markets for Hawaii produced goods and services

ELIGIBILITY FOR HISTEP

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

1. Meet the federal requirements of an 'eligible small business concern' (meet size standards, one year in business, profitable, understand costs associated w/exporting, have export plan)
2. Certify that the company is not barred from receiving federal funds

ELIGIBILITY FOR HISTEP (CONTINUED)

3. Be registered in good standing with the State Department of Commerce and Consumer Affairs' Business Registration Division at:
<http://vendors.ehawaii.gov>
4. Have a current general excise tax license with the State Department of Taxation

QUESTIONS?

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