
A BILL FOR AN ACT

RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that the made in Hawaii
2 brand and the products made in the State are well-known and have
3 a positive image. Managing and promoting the made in Hawaii
4 brand is therefore important to Hawaii's manufacturing industry.
5 The legislature further finds that residents and tourists should
6 be made aware of which products are truly made in Hawaii.
7 Enforcement of the made in Hawaii brand is also critical for
8 success of the State's manufacturing industry.

9 Accordingly, the purpose of this Act is to appropriate
10 funds for the purpose of promoting, regulating, and
11 administering the made in Hawaii brand program.

12 SECTION 2. There is appropriated out of the general
13 revenues of the State of Hawaii the sum of \$150,000 or so much
14 thereof as may be necessary for fiscal year 2016-2017 for the
15 purpose of promoting, regulating, and administering the made in
16 Hawaii brand program.



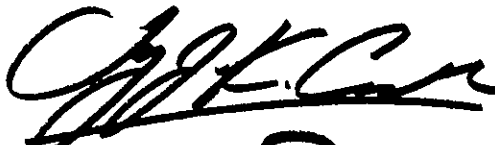


H.B. NO. 2550




1 The sum appropriated shall be expended by the department of
2 business, economic development, and tourism for the purposes of
3 this Act.

4 SECTION 3. This Act shall take effect on July 1, 2016.

5

INTRODUCED BY: _____

JAN 26 2016



H.B. NO. 2550

Report Title:

Department of Business, Economic Development, and Tourism;
Branding; Made in Hawaii; Appropriation

Description:

Appropriates funds to the department of business, economic development, and tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program.

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.





DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: www.hawaii.gov/dbedt

Telephone: (808) 586-2355
Fax: (808) 586-2377

Statement of
LUIS P. SALAVERIA
Director
Department of Business, Economic Development, and Tourism
before the
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND BUSINESS

Tuesday, February 09, 2016
9:00 am
State Capitol, Conference Room 312

In consideration of
HB2550
RELATING TO THE DEPARTMENT OF
BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM

Chair Kawakami, Vice Chair Kong and members of the Committee. The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of HB2550 that appropriates funds to promote, regulate and administer the made in Hawaii brand program provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget.

DBEDT has an established export promotion program using the "Buy Hawaii, Give Aloha" tagline and organizes Hawaii companies to participate in domestic and international export-focused trade shows showcasing their Hawaii made products.

The Made in Hawaii brand program is managed by the Hawaii Department of Agriculture (HDOA) and is promoted jointly with DBEDT and the Chamber of Commerce of Hawaii. Together, we work collaboratively to protect the integrity and the value of authentic Hawaii branded products locally and abroad.

Thank you for the opportunity to offer these comments.



Statement of
Robbie Melton
Executive Director & CEO
High Technology Development Corporation
before the
House Committee on Economic Development & Business
Tuesday, February 9, 2016
9:00 a.m.
State Capitol, Conference Room 312

In consideration of
HB2550
**RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM.**

Chair Kawakami, Vice Chair Kong, and Members of the Committee on Economic Development and Business.

The High Technology Development Corporation (HTDC) **supports** HB2550 that appropriates funds to the Department of Business, Economic Development, and Tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget.

HTDC supports local manufacturers through our INNOVATE Hawaii program which annually receives \$500,000 of federal funds from the Department of Commerce National Institutes for Standards and Technology. HTDC collaborates with DBEDT on many activities to support Hawaii manufacturers. The manufacturing industry provides export and import substitution opportunities to improve our economy and has been identified nationally as a key driver for innovation.

The “Hawaii” brand is associated with a premium, high-quality good that provides Hawaii manufacturers a brand asset to compete in the global market. It is critical because Hawaii manufacturers face the additional challenge of the high cost of energy and shipping. Promoting the brand and preserving the integrity of the brand is beneficial for companies manufacturing in Hawaii.

As part of HTDC’s vision to create 80,000 new innovation jobs in Hawaii earning \$80,000 or more by 2030, HTDC supports initiatives aimed at promoting technology and innovation jobs.

Thank you for the opportunity to offer these comments.

DAVID Y. IGE
Governor

SHAN S. TSUTSUI
Lt. Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512
Phone: (808) 973-9600 FAX: (808) 973-9613

SCOTT E. ENRIGHT
Chairperson, Board of Agriculture

PHYLLIS SHIMABUKURO-GEISER
Deputy to the Chairperson

LATE

TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE

BEFORE THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT AND
BUSINESS

February 9, 2016
9:00 A.M.
CONFERENCE ROOM 312

HOUSE BILL NO. 2550
RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT
AND TOURISM

Chairperson Kawakami and Members of the Committee:

The Hawaii Department of Agriculture (HDOA) supports HB2550 that appropriates funds to the Department of Business , Economic Development, and Tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program.

The HDOA currently administers two programs that brand Hawaii-grown and Hawaii-made products and identifies these products with the Hawaii Seal of Quality and the Made in Hawaii with Aloha trademarks. These programs are administered according to HAR 4-135, entitled "Seals of Quality" and HRS 486-119, entitled "Hawaii made products; Hawaii processed products" that will align with the Department of Business, Economic Development and Tourism message to "Buy Hawaii, Give Aloha".

Thank you for the opportunity to testify on this measure.





Chamber of Commerce HAWAII

The Voice of Business

**Testimony to the House Committee on Economic Development & Business
Tuesday, February 9, 2016 at 9:00 A.M.
Conference Room 312, State Capitol**

LATE

**RE: HOUSE BILL 2550 RELATING TO THE DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT, AND TOURISM**

Chair Kawakami, Vice Chair Kong, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") **strongly supports** HB 2550, which appropriates funds to the department of business, economic development, and tourism for the purpose of promoting, regulating, and administering the made in Hawaii brand program.

The Chamber is Hawaii's leading statewide business advocacy organization, representing about 1,000 businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

The Made in Hawaii brand is crucial to Hawaii's economy and reflective of its number one industry: tourism. The Made in Hawaii brand arose without much effort but we need to work consciously to perpetuate its value to residents and tourists that value locally branded products. This bill is necessary to promote and regulate the branding program, which is the state economy's biggest asset.

Thank you for the opportunity to testify.

kong2 - Christie

LATE

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 08, 2016 1:38 PM
To: edbtestimony
Cc: brian@hfbf.org
Subject: *Submitted testimony for HB2550 on Feb 9, 2016 09:00AM*

HB2550

Submitted on: 2/8/2016

Testimony for EDB on Feb 9, 2016 09:00AM in Conference Room 312

Submitted By	Organization	Testifier Position	Present at Hearing
Randy Cabral	Hawaii Farm Bureau	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov