

SB 2791

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

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.



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
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Statement of
Luis P. Salaveria, Director
Department of Business, Economic Development and Tourism
before the
Senate Committee on Economic Development, Environment, and Technology
Friday, February 5, 2016
1:15 PM
State Capitol, Conference Room 414

In consideration of
SB2791
**RELATING TO THE DEPARTMENT OF
BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.**

Chair Wakai, Vice Chair Slom and members of the Senate Committee on Economic Development, Environment, and Technology.

The Department of Business, Economic Development and Tourism (DBEDT) supports SB2791 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
Senate Committee on Economic Development, Environment and Technology
Friday, February 5, 2016
1:15 p.m.
State Capitol, Conference Room 308

In consideration of
SB2791
**RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM.**

Chair Wakai, Vice Chair Slom, and Members of the Committee on Economic Development, and Technology.

The High Technology Development Corporation (HTDC) **supports** SB2791 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.



**Testimony to the Senate Committee on Economic Development, Environment
and Technology
Friday, February 5, 2016 at 1:15 P.M.
Conference Room 414, State Capitol**

**RE: SENATE BILL 2791 RELATING TO THE DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT, AND TOURISM**

Chair Wakai, Vice Chair Slom, and Members of the Committee:

3D Innovations **strongly supports SB 2791**, 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.

3D Innovations helps startups and other companies develop their products for production manufacturing and see the value in helping them to establish a process by which their products can be manufactured in Hawaii. This branding program will allow manufacturers to show the value of their products and further increase the awareness of Hawaii's capabilities in the manufacturing and technology sectors.

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.



Chamber of Commerce HAWAII
The Voice of Business

**Testimony to the Senate Committee on Economic Development, Environment
and Technology
Friday, February 5, 2016 at 1:15 P.M.
Conference Room 414, State Capitol**

**RE: SENATE BILL 2791 RELATING TO THE DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT, AND TOURISM**

Chair Wakai, Vice Chair Slom, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") **strongly supports** SB 2791, 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.



**Testimony to the Senate Committee on Economic Development,
Environment and Technology
Friday, February 5, 2016 at 1:15 P.M.
Conference Room 414, State Capitol**

**RE: SENATE BILL 2791 RELATING TO THE DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT, AND TOURISM**

Chair Wakai, Vice Chair Slom, and Members of the Committee:

The Hawai'i Fashion Incubator (HIFI) **strongly supports SB 2791**, 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.

HIFI is Hawaii's leading statewide fashion industry organization, reaching a network of more than 6,000 fashion professionals and enthusiasts throughout Hawaii. Our nearly 200 professional members represent mostly small businesses, including designers, manufacturers, and retailers, as well as photographers, makeup artists, and many other professionals that are linked to Hawai'i fashion. HIFI works to create infrastructure, provide resources, and build community within Hawai'i's fashion industry, which is recognized as one of the State's most promising economic sectors.

The Made in Hawaii brand is crucial to uplifting the fashion industry and to supporting the economic feasibility of Made in Hawai'i fashion. Creating a world-class, aspirational brand for high quality local products will enable fashion businesses to differentiate in a highly competitive local and global market. It's no secret that Hawai'i already has a powerful brand, and that consumers (both visitors and residents) are interested in authentic, locally made products. A Made in Hawai'i brand should be created and supported by marketing campaigns and resources that will help to connect consumers with these products, increase their perceived value to consumers, and ultimately help to keep more of the millions of annual dollars in retail revenue within our state.

Thank you for the opportunity to testify.

Sincerely,

Melissa White, Partner
Hawai'i Fashion Incubator
melissa@hawaiifashion.org