



Chamber of Commerce HAWAII  
*The Voice of Business*

**Testimony to the Senate Committee on Ways and Means  
Thursday, February 25, 2016 at 9:30 A.M.  
Conference Room 211, State Capitol**

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

Chair Tokuda, Vice Chair Dela Cruz, 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.

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**Subject:** \*Submitted testimony for SB2791 on Feb 25, 2016 09:30AM\*  
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**SB2791**

Submitted on: 2/25/2016

Testimony for WAM on Feb 25, 2016 09:30AM in Conference Room 211

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Present at Hearing</b>
Dylan Armstrong	Individual	Support	No

Comments:

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