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TO: Committee on Tourism, Committee on Housing, and Committee on Economic Development & Tourism

FROM: HAWAII FOOD INDUSTRY ASSOCIATION

Lauren Zirbel, Executive Director

DATE: January 30, 2025

TIME: 9am

RE: HB449 Relating to Economic Development

Position: Support

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, manufacturers and distributors of food and beverage related products in the State of Hawaii.

HFIA is in support of this measure. As the measure notes the Hawaii technology development corporation's expertise spans a wide range of industries, enabling the effective implementation of cutting-edge technologies tailored to Hawaii's unique challenges and opportunities. Its commitment to leveraging state funding for impactful technology projects underscores its role as a critical catalyst for innovation and competitiveness in Hawaii's economy.

We support the purpose of this measure to appropriate funds for assisting in the development and promotion of Hawaii-manufactured products through the INNOVATE Hawaii program. For 30 years HFIA has proudly produced the Made in Hawaii Festival and HTDC is our official manufacturing partner. We know first hand the tremendous power and future potential of our local manufactures. Many of our Made in Hawaii Festival vendors, HFIA members, and other local manufacturers have successfully utilized HTDC programs including the INNOVATE Hawaii program.

INNOVATE Hawaii can be a vital resource to help individual companies grow, expand, and thrive. When we support and increase Hawaii manufacturing we all benefit; our

economy is strengthened and diversified, jobs are created, and we all have access to more great Made in Hawaii products. We encourage the committee to pass this measure and thank you for the opportunity to testify.



Written Statement of
Wayne Inouye
Innovate Hawai'i Center Director
Hawai'i Technology Development Corporation
before the
House Committee on Tourism
and
House Committee on Housing
and
House Committee on Economic Development & Technology
Thursday, January 30, 2025
9:00 a.m.
Conference Room 423 & Videoconference
In consideration of
HB449
RELATING TO ECONOMIC DEVELOPMENT.

Chair Tam, Evslin, and Ilagan, Vice Chair Templo, Miyake, and Hussey,
and Members of the Committee.

The Hawai'i Technology Development Corporation (HTDC) supports **HB449** that appropriates funds for support small business with advanced technology development and integration related to small to medium size manufacturing businesses supporting Hawai'i's tourism industry.

Innovate Hawai'i is a federal program funded by the National Institute of Standards and Technology – Manufacturing Extension Program (NIST-MEP) with a mission of supporting the reshoring of Manufacturing USA federal initiatives, while providing funding and technology to each local MEP Center in each State. Innovate Hawaii is part of a network of 52 MEP Center across the United States supporting local manufacturers in each State. Innovate Hawai'i has been a federal program of HTDC for more than 20+ years and understands the challenges of Hawai'i's small business doing technology R&D and manufacturing of locally made Hawai'i products. HTDC and Innovate Hawai'i is committed to fostering innovation and economic growth in Hawai'i by supporting small and medium size businesses with advance technology implementation and integration.

DBEDT and HTDC programs will be able to leverage its partnership with National Institute of Standards and Technology Manufacturing Extension Partnership program (NIST-MEP) to bring in new advanced technology to Hawai'i to assist small businesses with development, manufacturing, operations, and marketing of "Made in Hawai'i" products.

Funds will be used understand and implement cutting edge tools to address Hawai'i's unique challenges and focus on new opportunities to grow Hawai'i's local made products.



Hawai'i Technology Development Corporation | JOSH GREEN M.D
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LT. GOVERNOR

Empowering local manufacturing business with additional resources will help foster innovation and economic growth which will lead to a thriving sectors of Hawai'i's manufacturing industry. Value-added product development, renewable energy, and fashion are some of the industries that could provide the State with new economic growth.

Thank you for the opportunity to offer these comments



HB-449

Submitted on: 1/28/2025 9:04:12 PM

Testimony for TOU on 1/30/2025 9:00:00 AM

Submitted By	Organization	Testifier Position	Testify
Cymbree Kailiehu	Cymz_Sweet_Kre8tionz LLC	Support	Written Testimony Only

Comments:

Aloha All,

My name is Cymbree Kailiehu a small business owner of a dessert shop in Hawai‘i, Maui. I am in support of this bill to aide in continuous funding of these programs. I have personally recieved funds from MAP, about a few years ago in building my brick and mortar location. They have helped me tremendously in being able to purchase equipment such as : mixers, ovens, cold storage, etc. Which all helped in growing my business to where it is today. I AM extremely grateful to have been chosen , selected through a application process with so many others that too, apply for this CRUICAL grant funding, within their small business as well. Please help us to keep these programs going for the next and upcoming generation and also other local small business to continue to thrive with MAP assistance.

Thank you for time and hearing my testimony.

Cymbree Kailiehu

Statement of
Gregory Wong
Co-Founder and New Product Introduction Engineer
WaiHome LLC
before the
House Committee on Economic Development & Technology, and Tourism

Thursday, January 30, 2025
9:00 AM
State Capitol, Conference Room 423 & Videoconference

In consideration of
HB449
RELATING TO ECONOMIC DEVELOPMENT

Chair Tam, Vice Chair Templo, Chair Ilagan, Vice Chair Hussey, and Members of the
Committee on Economic Development & Technology, and Tourism.

WaiHome LLC **supports** HB449 that establishes a program for supporting small businesses with advanced technology development and integration related to small to medium size manufacturing businesses supporting Hawaii's tourism industry. It also appropriates funds to assist in the development and promotion of Hawai'i-manufactured products through the INNOVATE Hawai'i (IH) program.

IH is a federal program funded by the National Institute of Standards and Technology – Manufacturing Extension Program (NIST-MEP) with a mission of supporting the reshoring of Manufacturing USA federal initiatives, while providing funding and technology to local MEP Centers in each State. IH has been a federal program of HTDC for more than 20+ years with the goal of helping small businesses overcome the challenges of doing technology R&D and manufacturing of Hawaii made products.

WaiHome LLC is a small R&D company that is developing an alternative onsite wastewater treatment product that is more affordable and more eco-friendly than septic systems. Bills like this help to support our current R&D, and future manufacturing in the State of Hawaii. As a result, WaiHome can provide homeowners with affordable cesspool replacements, and minimize the effect of polluted runoff in our streams and ocean.

Thank you for the opportunity to offer these comments,



Gregory Wong
Co-founder and New Product Introduction Engineer
WaiHome LLC