



International Trade Administration—Fostering Hawaii’s **Competitiveness and Job Growth Through Trade**

Helping Hawaii companies export, penetrate new markets, and protect their interests abroad.

As the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration, the U.S. Commercial Service (CS) helps thousands of companies—more than 85 percent of which are small and medium-sized businesses—export goods and services worth billions of dollars every year. Located in 109 offices in 48 states, as well as in 124 offices in nearly 80 countries, our global network of trade experts provides U.S. companies with the market intelligence, trade counseling, business matchmaking, and commercial diplomacy they need to succeed in international markets.

Why Hawaii companies should export:

- Over 95 percent of the world’s customers are located beyond U.S. borders
- Exporters realize higher employment growth than non-exporters
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business
- Export wages are typically 13–18 percent higher than non-export wages

Export Successes in Hawaii

Oils of Aloha is a rural Waialua, HA, manufacturer of cosmetics and skin care products using macadamia and kukui nut oils. It sought CS Hawaii office assistance in expanding its business to Fiji, a new and challenging market. The CS recruited the firm’s participation in a natural products trade show and trade mission to Macau. During the show, CS provided Oils of Aloha with extensive counseling on the Fiji market, export-financing information, and introductions to potential buyers. As a result, the company made a \$100,000 new-to market sale to Fiji.

Hawaii Tourism China is a Honolulu company affiliated with the Hawaii Tourism Authority which promotes the state as a destination for Chinese visitors. Given that tourism is Hawaii’s largest industry sector, the company tapped CS Hawaii office counseling and marketing support for the state’s promotion at the Romantic Hawaii Festival in Beijing, and a CITIC-Hawaii Travel Credit Card announcement ceremony. As a result of CS assistance and exposure, Hawaii Tourism China obtained free television ads on Beijing television’s “Capital Economy News.”

ITA Impact on Hawaii (FY 09–10)

- CS-Facilitated Export Value: *\$6,282,464*
- Companies Served: 86
- Jobs Supported by Exports: 34
- Top Industries Served:
 - *Electrical Power Systems*
 - *Pollution Control Equipment*
 - *Travel and Tourism Industries*
- Export Markets: 43
- Active CS Clients: 135

U.S. Commercial Service Hawaii

Honolulu
(808) 522-8040
buyusa.gov/hawaii

The U.S. Commercial Service supports the President’s National Export Initiative