



State of Hawaii • Dept. of Business, Economic Development & Tourism • Honolulu, Hawaii

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\$30 Billion Opportunity for Hawaii Firms

"There's a \$30 billion opportunity there, and Hawaii firms should definitely take advantage of it!" said Seiji Naya, Director of the Department of Business, Economic Development & Tourism (DBEDT).

Naya is encouraging local firms to join a trade mission to Hong Kong, scheduled for May 31 - June 4. The goal of the mission is to learn of opportunities and meet Hong Kong officials and business people involved in major rail, road, land and port projects, as well as numerous smaller projects. The contacts could lead to increased sales for Hawaii firms and/or formation of joint-venture partnerships.

According to Francis Ho, Hong Kong's Director-General of Industry, "We are talking about specific, identified infrastructure projects that will be opening over the next five years. Hawaii firms have the skills and experience to win some of these large contracts."

The mission follows up on a successful seminar in Honolulu on Feb. 5, at which Hong Kong officials detailed how \$30 billion will be spent and invited Hawaii companies to bid for this business. Local firms with expertise in engineering, architecture, construction, consulting and other specialized support were highlighted as those that could be used in the projects. In addition, Hong Kong is interested in Hawaii's expertise in information technology and biotechnology, for use there and in China.

Business people participating in the Hong Kong mission will be briefed by government public works officials and members of the Hong Kong Trade Development Council. Descriptions of the specific projects and discussion of the bidding requirements and procedures will be complemented by scheduled site visits. There will also be opportunities to network with former Hawaii residents and University of Hawaii alumni.

Joining DBEDT in sponsoring the mission is the Hong Kong Business Association of Hawaii (HKBAH). HKBAH President Johnson Choi enthusiastically noted, "The Hong Kong officials are ready to assist Hawaii companies with the bidding process and help them in finding partners. Space is limited, and time is short, as we need to give our Hong Kong counterparts 60 days to prepare. Don't miss out on this!"

Deadline for sign-up is March 26. Contact Richard Fassler of DBEDT at 587-2775 or Johnson Choi of the HKBAH at 524-5738 for additional information.

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