



Welcome to Hawai'i

Growing Your Business in
Hawai'i and Beyond





What Makes Hawai'i Special?



Quality of Life

- In 2019 Hawai'i topped U.S. in well-being for record 7th time

Location

- Bridges east to west
- Nature and environment promote healthy lifestyle

People

- Aloha spirit
- Japanese visitors feel at home when visiting Hawai'i

First Japanese Immigrants

- King Kalākaua initiated treaty discussions with Japan in 1881
- Celebrated **150 years** of the first Japanese immigrants to arrive in Hawai'i



Courtesy: Barbara Kawakami

The Hawai'i Japan Connection

Large Japanese population in Hawai'i



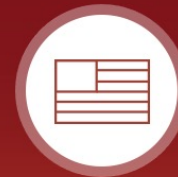
29,907 Japanese nationals
live in Hawai'i



13% of Hawaii's residents are of
Japanese ancestry



2nd largest Asian ancestry group
in Hawaii



2nd largest Japanese-American
community in the U.S.



Hawai'i Governor David Ige and First Lady Dawn Amano-Ige visit Consul General Aoki.

The Hawai'i Japan Connection

Consulate General of Japan located in Honolulu

Japanese Organizations in Hawai'i

- Japan-American Society Hawai'i
- U.S. Japan Council – Hawai'i chapter
- Japanese Cultural Center of Hawai'i
- Honolulu Japanese Chamber of Commerce
- Nippon Club
- World Association of Overseas Japanese Entrepreneurs (WAOJE)

Hawai'i-Japan Sister Cities & States

- 19 sister cities and 5 sister states

Shared Cultures and Customs

- Ho'okipa → Omotenashi

Numerous Kenjin Kai established in the state

Natural Stepping Stone to the U.S. Market

- **Centrally located** between Japan and the U.S. mainland
- **Global** test market
- Relatively **small and contained market** to start in
- Large **multi-cultural Asian** population
- **Workation**
- Access to **Japanese language professionals**



Hawai'i Statistics – 2019

Population
**1.46
million**

GDP
**\$95.7
billion**

Per capita personal
income
\$57,026

Median home
price
\$672,232

Hawaii had the
lowest unemployment rate
in the U.S. before COVID

Education

- Bachelor's degree **22.1%**
- Graduate/professional degree **11.6%**

Hawai'i's Economy

2019



Tourism

Visitor arrivals

- U.S. – **6.9 million**
- Japan – **1.58 million**

Visitor spending

- U.S. – **\$11.67 billion**
- Japan – **\$2.18 billion**



Military/Defense

- 2nd largest economic sector
- \$4.5 billion economic impact



Hawai'i's Economy



Clean Energy

- Hawai'i Clean Energy Initiative: achieve 100% clean energy by 2045



Education and Research

- World-class research programs at University of Hawai'i John A. Burns School of Medicine (JABSOM) and University of Hawai'i Cancer Center
- University of Hawai'i Office of Innovation and Commercialization connects research to markets
- Study programs for international students and Japanese living in Hawai'i





Tax Climate in Hawai'i

- **No personal property tax**
- **Credit against tax** paid on purchase of capital goods, such as machinery and other equipment
- **No state tax** on goods manufactured for sale out of state
- **No stock transfer tax**
- **No unincorporated business tax**
- **Research and development state tax credit** for qualified research



Courtesy: Entrepreneurs Sandbox

Entrepreneurial & Innovation Ecosystem

- Strong entrepreneurial-minded community [#startupparadise](#)
- Accelerators
- Coworking spaces
- Hawaii Technology Development Corporation (HTDC)



Support for Japanese Businesses

State DBEDT/BDSD

- First place to go – Business Development and Support Division
- One-stop office
 - Access State incentives
 - Assistance with business registration and other requirements
 - Introductions to the business community
 - Website: invest.hawaii.gov
 - Japan office: gohawaii.com/jp

Support for Japanese Businesses

DBEDT Resources

- Hawai'i Enterprise Zones Program
- Foreign Trade Zones
- Workforce Development
- Hawai'i Technology Development Corporation (HTDC)



Support for Japanese Businesses

DBEDT Resources

- Hawai'i State Energy Office
- Natural Energy Laboratory of Hawai'i Authority (NELHA)
- Creative Industries Division and Hawai'i Film Office
- Coordination with County economic development teams on four major islands





The Hawai'i Brand



High-Value

Products made in Hawai'i are viewed as high-value



Symbiotic Relationship

Japanese businesses can leverage the Hawai'i brand and help build the brand as well

Japanese Companies in Hawai'i



JAPAN AIRLINES

Kyoya



SUN NOODLE®



ANA

HIS



JALPAK



Halekulani
On the Beach at Waikiki

JTB



Aioi Nissay Dowa Insurance
MS&AD INSURANCE GROUP

resortrust

“

Hawai'i and its community welcomed us with open arms, with aloha, and we are thankful because Sun Noodle would not be here today.”



Hidehito Uki,
Founder, Sun Noodle

“

We have always considered Hawai'i our second home because of the special connection we have with Hawai'i...We are grateful for the opportunity to leverage the strong Hawai'i brand, and encourage other businesses to invest in Hawai'i. They can contribute to Hawai'i's success while enjoying the benefit of associating with the unique brand of Hawai'i.”



Ken Hirata,
President, Hawaiian Shochu Company



invest.hawaii.gov
Japan office: gohawaii.com/jp

Mahalo!