



## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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Statement of  
**LUIS P. SALAVERIA**  
Director  
Department of Business, Economic Development and Tourism  
before the  
**SENATE COMMITTEE ON WAYS AND MEANS**

Tuesday, March 31, 2015  
9:00 AM  
State Capitol, Conference Room 211

in consideration of  
**HB775, HD1, SD1**  
**RELATING TO EDUCATION.**

Chair Tokuda, Vice Chair Kouchi and Members of the Committee.

The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of HB775, HD1, SD1, appropriating funds to support the department's program to increase international student enrollment in Hawaii

The education and knowledge industry, of which international student attraction is a sector, is a low impact clean industry. The international student sector contributes \$185 million to Hawaii's economy. In addition to the economic benefits, international students benefit our State by providing global bridges, acclimating our student population and citizens through international education programs in a variety of settings, including public and private secondary schools, colleges, universities and other proprietary academic institutions and research organizations. Hawaii is well positioned to be a competitive destination, especially for the Asian market that places a high value on sending students to a safe and comfortable location like Hawaii.

DBEDT works closely with Study Hawaii, a consortium of twenty educational institutions, to market the State as an excellent location for overseas study and will continue to engage Study Hawaii in its marketing efforts.

Thank you for the opportunity to offer these comments.



# UNIVERSITY OF HAWAII SYSTEM

## Legislative Testimony

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### Written Testimony Only

Submitted to the

Senate Committee on Ways and Means

March 31, 2015 at 9:00am

by

Risa Dickson

Vice President for Academic Affairs, University of Hawai'i

### HB 775 HD1 SD1 – RELATING TO EDUCATION

Chair Tokuda, Vice Chair Kouchi, and members of the committee:

House Bill 775, House Draft 1, Senate Draft 1 appropriates funds to the Department of Business, Economic Development and Tourism to be expended for marketing, travel, and other recruitment related expenses to market Hawaii's institutions of higher education to international students.

The University of Hawai'i (UH) supports the intent of HB775 HD1 SD1 to increase international student recruitment activity and to market Hawai'i as an education destination. We recognize the contributions of international students to our campuses in enriching the educational environment with ideas, talent, networks, and opportunity from regions beyond our state and preparing Hawaii's students for a rapidly changing, globalized world. This brings multiple benefits to UH as well as to the state of Hawai'i.

UH is pleased to work with DBEDT to promote higher education in Hawai'i and bring more international students to our state. As the only public university in the State of Hawai'i, the UH system is well poised to offer a very broad selection of coursework, study, and specialties that would appeal to the broadest universe of foreign students. We hope that the use of public funds to support this effort will emphasize and highlight the strengths of our State's public university, but do also recognize that including the wide selection of private universities within our state is equally important. The UH believes that more efforts and collaboration to market the strengths, benefits, and value of all higher education opportunities in Hawai'i will be beneficial for all institutions. The UH welcomes any efforts to create additional opportunities to promote higher education in Hawai'i.

We look forward to more robust recruitment efforts and leveraging DBEDT's existing international resources to expand Hawai'i's exposure internationally.

Thank you for the opportunity to testify.



Chamber of Commerce HAWAII  
*The Voice of Business*

**Testimony to the Senate Committee on Ways and Means  
Tuesday, March 31, 2015 at 9:00 A.M.  
Conference Room 211, State Capitol**

**RE: HOUSE BILL 775 HD1 SD1 RELATING TO EDUCATION**

Chair Tokuda, Vice Chair Kouchi, and Members of the Committee:

The Chamber of Commerce of Hawaii ("The Chamber") **strongly supports** HB 775 HD1 SD1, which appropriates funds to the department of business, economic development, and tourism for marketing Hawaii's higher education institutions to international students.

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 higher education is a clean, vibrant industry that is based in Hawaii's knowledge-based industry. It is estimated that it brings in over \$160 million into our state's economy and about \$16 million in tax revenue. This is a desirable industry which can further Hawaii's knowledge-based sector.

This bill is necessary as competition from other states has affected our enrollment. The rest of the U.S. is experiencing 13% growth over the past 3 years while Hawaii's enrollment has declined 11% over the same period. We need this bill to help us grow enrollment and penetrate new markets. Asia will dominate the need for higher education services, which places Hawaii in a unique position to take advantage of this opportunity.

Thank you for the opportunity to testify.