



Statement of
Robbie Melton
Executive Director & CEO
High Technology Development Corporation
before the
Senate Committee on Ways and Means
Wednesday, March 30, 2016
9:00 a.m.
State Capitol, Conference Room 211

In consideration of
HB2550 HD1 SD1
**RELATING TO THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT,
AND TOURISM.**

Chair Tokuda, Vice Chair Dela Cruz, and Members of the Committee on Ways and Means.

The High Technology Development Corporation (HTDC) **supports** HB2550 HD1 SD1 that appropriates funds to the Department of Business, Economic Development, and Tourism to work with Department of Agriculture to promote the made in Hawaii brand program provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget.

HTDC supports local manufacturers through our INNOVATE Hawaii program which annually receives \$500,000 of federal funds from the Department of Commerce National Institutes for Standards and Technology. HTDC collaborates with DBEDT on many activities to support Hawaii manufacturers. The manufacturing industry provides export and import substitution opportunities to improve our economy and has been identified nationally as a key driver for innovation.

The “Hawaii” brand is associated with a premium, high-quality good that provides Hawaii manufacturers a brand asset to compete in the global market. It is critical because Hawaii manufacturers face the additional challenge of the high cost of energy and shipping. Promoting the brand and preserving the integrity of the brand is beneficial for companies manufacturing in Hawaii.

As part of HTDC’s vision to create 80,000 new innovation jobs in Hawaii earning \$80,000 or more by 2030, HTDC supports initiatives aimed at promoting technology and innovation jobs.

Thank you for the opportunity to offer these comments.