

**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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DEPT. COMM. NO. 232

January 6, 2017

The Honorable Ronald D. Kouchi,
President and Members
of the Senate
Twenty-Ninth State Legislature
State Capitol, Room 409
Honolulu, Hawaii 96813

The Honorable Joseph M. Souki,
Speaker and Members of the
House of Representatives
Twenty-Ninth State Legislature
State Capitol, Room 431
Honolulu, Hawaii 96813

Dear President Kouchi, Speaker Souki, and Members of the Legislature:

For your information and consideration, I am transmitting a copy of the 2016 State of Hawaii Overseas Offices' Annual Report, as required by Section 201-84, Hawaii Revised Statutes. In accordance with Section 93-16, Hawaii Revised Statutes, I am also informing you that the report may be viewed electronically at:
<http://dbedt.hawaii.gov/overview/annual-reports-reports-to-the-legislature/>.

Sincerely,

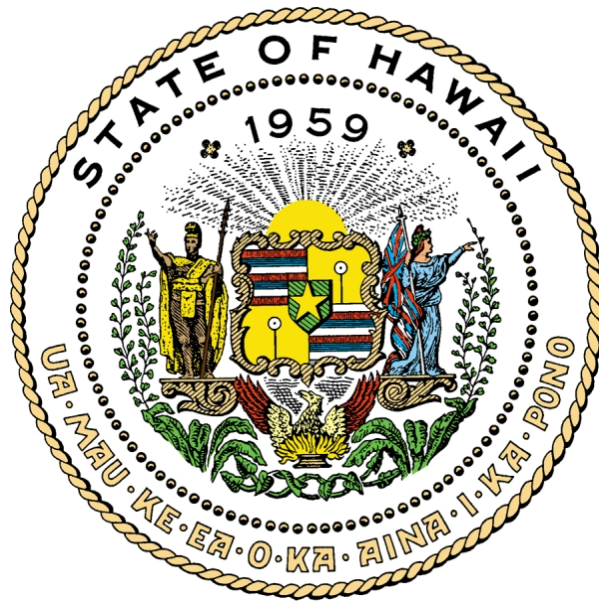


Luis P. Salaveria

Enclosure

c: Legislative Reference Bureau

STATE OF HAWAII
Offices in Taipei and Beijing
January 1, 2016 –
December 31, 2016
Annual Report to the Legislature



State of Hawaii Offices in Taipei and Beijing

December 2016

A Report to the legislature of the State of Hawaii as required by
Section 201-84, Hawaii Revised Statutes.

2016 Annual Report State of Hawaii Office in Taipei

The Department of Business, Economic Development & Tourism (DBEDT) along with Study Hawaii (a consortium of schools dedicated to increasing the number of international students studying in Hawaii) organized the third Study Hawaii Mission to Taipei from October 8-11, 2016. Study Hawaii's participating schools included Hawaii Tokai International College, University of Hawaii System, University of Hawaii at Manoa, University of Hawaii Outreach College. The delegation members actively promoted programs for international students at the Hawaii Pavilion at the Oh! Study International Education Expo to parents and students. More than one hundred prospective students were interviewed at the expo for schools to follow-up on these leads. This year, a high percentage of Taiwanese students were interested in knowing more about graduate programs and English Language programs.



Hawaii Education Service Center in Taipei

In 2014, the State of Hawaii Office in Taipei was rebranded as the Hawaii Education Service Center promoting international education opportunities for students from Taiwan.

In 2016, education-related outreach activities included:

- Engaged in school visits to Taipei high schools and universities. Met with principals and international office directors among others. The DBEDT Taipei Office's Executive Director also made presentations and speeches to students in Taiwan.
- Promoted Hawaii schools at major education fairs.
- Worked with the EducationUSA team to educate staff on the advantages of studying in Hawaii.
- Distributed school collateral materials in the State of Hawaii Office in Taipei and other venues.
- Met and discussed study abroad opportunities with students and parents interested in applying to Hawaii schools.
- Translated the Study Hawaii website from English to traditional Chinese.
- Assisted in translation and print coordination of Study Hawaii brochures and marketing material.
- Provided market information to Taiwan vocational high schools, overseas study consulting agencies, immigration consultants, public and private universities interested in sending students to Hawaii to study.
- Assisted school representatives from Kapiolani Community College and Honolulu Community College in scheduling school visits in Taipei. Arranged and accompanied school representatives to more than ten school visits in Taipei.
- Created a complete education databank for future use.
- In January, staff helped to organize an itinerary for 16 students from the National Experimental High School traveling to Hawaii to study coral growth and sustainability. The students visited the University of Hawaii at Manoa, Brigham Young University Hawaii, Sea Life Park and the Oceanic Institute.
- DBEDT Taipei Staff attended Taiwan Immigration and Education Fair on May21-22, and November 12-13. Director Lei delivered a speech about why Hawaii is an excellent location for study and business activities.
- DBEDT Taipei Office Executive Director Lei delivered speeches at two different rotary club meetings in Taipei on student and business attraction to Hawaii.
- DBEDT Taipei Office staff met with several hundred students and parents promoting Hawaii as a learning destination during the course of the year.

Photo Library:

1) School visits:



2) Public speeches at Rotary Clubs, Immigration and Education Fairs



3) Hawaii school representatives visit Taiwan.



Promoting Hawaiian Cultural

- State of Hawaii Office in Taipei worked closely with Taiwan Hula Association to promote Hawaiian culture in Taiwan, including assisting in scheduling performances at the Taipei International Travel Fair in the Spring and Fall, Sogo Department store promotion, and helping to organize hula camps in Taipei. DBEDT Taipei staff worked closely with Ms. Ann Fan, Chairwoman of the Taiwan Hula Association, to organize a variety of hula-related activities which included sending a delegation of fifty-four hula dancers to participate in the 2016 Merrie Monarch Festival on Hawaii Island.





- DBEDT Taipei office also invited twenty-seven dancers from 777 Taiwan Silver Hair Club to participate in this year's 2016 Honolulu Festival.
- Assisted Taiwan Indigenous Council to invite Hawaii performance group to Taiwan to attend "Global Indigenous Peoples Performing Arts Festival". From July 30 - August 7, 2016, eight Hawaii performers traveled to Taiwan for this event. Eight countries were represented at the festival.



Government Relationships

- DBEDT Taipei Office Executive Director Lei continues to promote the State of Hawaii, at the invitation of the Ministry of Foreign Affairs; Ministry of Education; Bureau of Energy, Environmental Protection Administration; American Institute in Taiwan; Rotary Clubs; Overseas Trade Development Council; Taipei City Government; Indigenous Council and the Taiwan Provincial Government.



- DBEDT Taipei Office Executive Director Lei was elected as Vice-President of the American State Office Association (ASOA), where thirteen U.S. States are represented in Taiwan. Director Lei was invited by the Taiwan Government and American Institute of Taiwan to represent the State of Hawaii at diplomatic functions and hosts briefings for U.S. delegations visits to Taiwan.



- Executive Director Lei established a strong relationship with the Council of Indigenous Peoples and frequently meets with Minister Lin Mayaw Dongi and key ministry staff. As a result of last year's meetings, Minister Lin and thirty-four township mayors visited Hawaii from January 26 - February 1, 2016. The Council of Indigenous Peoples' itinerary included visits with Governor David Ige, the Office of Hawaiian Affairs, King Kamehameha School, Kapiolani Community College, Polynesia Cultural Center and Brigham Young University Hawaii. The trip also included a stopover in Hilo. The mission not only served as a means to embrace a closer relationship with Hawaii, but also created opportunities for the future

cultural exchanges through the Office of Hawaiian Affairs and educational training programs at Kapiolani Community College.



Executive Director Lei attended the closing ceremony of the 2016 Pacific Islands Leadership Training Program (PILP-G) that was coordinated between the East-West Center and the Taiwan Ministry of Foreign Affairs. The program started in Hawaii for three weeks, continued in Taiwan for two weeks, and concluded in Hawaii for the last three weeks of the training program. The young Pacific Islands leaders were accompanied by Dr. Nicholas H. Barker, senior Leadership Education Specialist at the East-West Center.



- On May 13th, Executive Director Lei was invited by the Ministry of Indigenous Council to attend their annual arts festival in Tai-Tung County, along with the Canadian Ambassador. At the opening ceremony, Executive Director Lei delivered a speech to more than 300 people, to embrace the relationship between Hawaii and Taiwan.



- Honolulu City Council member Trevor Ozawa visited Taiwan in November as part of a U.S. City Council delegation. The delegation traveled to Taiwan at the invitation of the Taiwan Ministry of Foreign Affairs. Taipei Office director Alex Lei reported briefed Councilman Ozawa on the office's mission and an overview of recent activities.

State Senator Kalani English visited Taiwan in November. Senator English was invited by Taiwan Council of Indigenous Peoples to attend the 2016 International Austronesian Conference. This year the main topic of the conference are; Reconciliation, Coexistence, and Sustainability. Senator English was one of the conference's featured speakers and participated in a panel discussion.

Hawaii Delegation Visits

- The Hawaii State Legislative delegation visited Taiwan from August 19 to August 24. The delegation was led by State Senate President Ronald Kouchi, which included Senator Kalani English, Senator Gilbert Keith-Agaran and Senator Gil Riviere. Director Lei accompanied their official visits to: Ministry of Foreign Affairs, Environmental Protection Agency, Bureau of Energy, Council of Indigenous Peoples and Bureau of Taipei Metro.



Taipei Office Expenses

Description	Total
Director's contract	45,000.00
Assistant's salary	19,812.07
Office rent	9,871.46
Health insurance	564.40
Labor insurance	845.83
Newspaper subscription	109.64
Copy machine rental	915.00
Utilities	314.28
Phones/Fax/Long distance	1,306.98
Mobile phone	1,107.26
Postage	231.81
Freight & delivery charge	3.38
Office supplies/internet	388.09
Taxi fare	396.84
Miscellaneous expenses	38.77
Out of state travel expenses	3,153.87
Marketing/promotion/Booth for trade shows	10,587.23
Seminar/missions	4,349.91
Telephone equipment rental	379.69
Total Expenses	99,376.51

**STATE OF HAWAII OFFICE IN BEIJING
2016 ANNUAL REPORT
DECEMBER 2016**

The State of Hawaii Office in Beijing (SHOB) and its Education Services Center continues its mission to be the primary point of contact for Chinese students, parents and education officials interested in study abroad opportunities in the State of Hawaii.

A recap of SHOB's efforts to promote the State of Hawaii are as follows:

PART 1. SUMMARY

State of Hawaii Office in Beijing (SHOB) accomplishments:

- The State of Hawaii Office in Beijing (SHOB) increased the number of students from China traveling to Hawaii for short and long-term education programs. 227 students from China traveled to Hawaii as a direct result of SHOB's marketing efforts, with six students enrolled in programs spanning longer than one year.
- According to data from the Open Doors report which provides international student metrics in tertiary education, there is moderate growth of students from China studying at Hawaii universities and colleges over the last 3 years, increasing from 8.6% in 2014, 9.3% in 2015 and 9.6% in 2016. The total number of Chinese students enrolled hit 400 in 2016.
- Following last year's governor's mission to Guangdong Province, SHOB focused on Guangzhou and Hong Kong for this year's target market. From Oct. 23-29 2016, SHOB provided planned and organized an education mission to Hong Kong and Guangzhou with a 20 person delegation.



- SHOB is assisting Study Hawaii by building up exchanges with large Chinese education groups such as the Concord College of Sino-Canada system of schools with over 20 campuses across China. SHOB provided assistance to Zhongshan Memorial School and Punahou School during the latter's visit to Zhongshan which included the signing of a sister-school agreement between the two schools.
- SHOB is helping Chinese and Hawaii educational service providers to develop summer/winter camp programs which target Chinese students. The plan is to use these short-term programs to encourage students to consider enrolling in full time programs.

SHOB continues to focus on increasing the number of Chinese students studying in Hawaii by promoting educational opportunities in Hawaii through following ways and activities:

- Developing potential partners for Hawaii schools and maintaining existing relationships
- Helping Hawaii schools/organizations to develop programs to fit the China market
- Organizing and supporting Hawaii events promoting study in Hawaii
- Helping Chinese partners to promote Hawaii education and culture in China
- Providing information and resource material to parents and students interested in Hawaii schools
- Collaborating with other Hawaiian organizations in events related with education

PART 2. REPORT ON WORK AND ACTIVITIES

The following body of work and activities were conducted to increase Hawaii's exposure, and to create and strengthen awareness of educational opportunities in Hawaii:

1. Organized/attended promotional events
2. Developed relationships with Chinese schools
3. Assisted Hawaii schools/organizations in China promotional events
4. Networking with China education administration authorities
5. Networking with U.S. government and associations
6. Maintained online promotions

1. Promotional events SHOB organized/attended (in chronological order)

SHOB takes every opportunity related to education to showcase education in Hawaii to Chinese audiences.

- Nov 18: SHOB was invited by U.S. Embassy to the 2016 International Education Week Educators Reception to introduce Hawaii higher education to Chinese education industry insiders. International Education Week (IEW) was sponsored

by U.S. Department of State and the U.S. Department of Education to celebrate and promote the benefits of international education and exchange worldwide.

- Nov 11: Honolulu was awarded the "Friendship City for Exchange and Cooperation with China" at the 2016 China International Friendship Cities Conference. Zhongshan was awarded the "Friendship City for Exchange and Cooperation with the U.S.". Zhongshan Foreign Affairs Office accepted the prize on behalf of the City & County of Honolulu.
- Nov 9: Hawaii Tourism Authority "LE HUO HAWAII 2017" press conference. SHOB reached consensus with Hawaiian Airlines and Hawaii Tourism China to support each other's efforts to boost consumer awareness of Hawaii. This event promoted Hawaiian lifestyle including the distribution of Study Hawaii marketing material.



- Oct. 22-29: SHOB planned and organized a Study Hawaii education mission to Hong Kong and Guangzhou. SHOB was responsible for identifying and scheduling visits to schools that had a strong history of sending students abroad to college and to short-term programs. SHOB is exploring the possibility of working with a select number of large private education groups such as the Sino-Canada schools. The visit to Shenzhen Concord College of Sino-Canada was the first step for this effort. This is the third consecutive year that SHOB has organized an education mission to China.
- Oct 16: SHOB was invited to attend the 2016 International Basic Education Conference organized by Shijiazhuang Foreign Language School. Dr. Matthew Liao-Troth, Hawaii Pacific University's VP for Academic Affairs, gave a speech about Hawaii's education landscape at the conference.
- October 14: SHOB was invited to the 2016 Annual International College Fair of The Second High School Attached to Beijing Normal University to promote Hawaii educational institutions and universities.



- September 13: SHOB was invited to present student awards at the 2016 AIDI International School Graduation Ceremony. Over 1,000 people including graduating students, parents, relatives and teachers attended the event. Kapiolani Community College gave a presentation on "Meeting your future in Hawaii" as part of the ceremony.



- August 15: SHOB was invited by the U.S. Embassy to the 3rd Annual Conference of American Universities' China Association. The theme of the conference was "Changes and Future Prospects of Education Market in China". SHOB presented Hawaii's education strategy to promote study in Hawaii to U.S. Ambassador Baucus and other senior embassy staff.
- July 8: SHOB provided banners and collateral material in support of the U.S. Consulate in Wuhan's Independence Day reception.
- June 20-25: Guangdong Foreign Affairs Office (GDFAO) invited 15 representatives from their 11 sister-provinces and cities to a seminar on subnational-level exchanges and cooperation. GDFAO arranged a 4 city tour for the delegation as a way to stimulate initiatives to promote bilateral economic cooperation. SHOB's focused on education exchange opportunities. After the seminar, GDFAO Deputy Director-General Mdm. Su arranged a one-to-one meeting with SHOB to discuss in more detail how to bring educational exchanges between Hawaii and Guangdong to fruition.
- June 14: On June 14, supported by Beijing American Center and SHOB, Mr. Jonathan Cham, who was raised in Hawaii, studied at UH-Manoa and is now teaching in China, gave a lively presentation titled "The History of Hawaii"

covering the history, people, and culture of Hawaii to an audience of 230 people at the Beijing American Center. SHOB continues to provide information to people interested in promoting Hawaii in China.

- June 8: U.S.- China Education Think Tank Dialogue was organized by China National Institute of Education Sciences, Harvard University's Continuing Education and Kapiolani Community College. During the event, Hawaii educators for KCC were invited to a closed-door meeting with Hao Ping, China Vice Minister of Education, who studied at the East-West Center as a visiting scholar and graduated from UH Manoa.
- June 7: SHOB assisted Hawaii Pacific University with a signing ceremony establishing an agreement with Beijing Limai Chinese American School to encourage increased enrollment in HPU. HPU was represented by Dr. Mangmang Brown who took the opportunity to promote HPU to graduating seniors.



- May 28-29: SHOB was invited by the Education Commission of Chaoyang District to partner with Hawaii Tourism China and Hawaiian Airlines to attend the Beijing Teenager Festival to promote Hawaiian culture. Over 10,000 teenagers attended the festival and over 150 students visited the Hawaii booth and were exposed to Hawaiian culture and fun facts through quiz games. The most asked questions were: "the meaning of Aloha", "the advantage of Hawaii education", "how many institutional members in the Study Hawaii Education Consortium", "what are the differences between Hawaii and other U.S. states", and "how long does it take to fly from Beijing to Honolulu".
- May 10: Study in Hawaii seminar at Beijing Foreign Languages School affiliated to Beijing Foreign Studies University.
- May 1: SHOB Helped 2016 Miss Hawaii, Aureana Tseu, to promote Hawaiian culture and hula at a Lei Day event in Beijing.



- March 31: The University of Hawaii at Manoa was selected by the U.S. State Department as one of ten U.S. campuses under the Education USA Academy program this summer. Education USA Beijing office held a seminar to introduce the ten universities to Chinese students on March 31st. Dr. Wang Jiao, a former researcher at the University of Hawaii at Manoa's College of Tropical Agriculture and Human Resources (CTAHR), now working as associate of World Resources Institute, volunteered to represent CTAHR at the event and to introduce UH Manoa to 55 Chinese students and their parents.
- March 21: Assisted Punahou in its signing of a Memorandum of Understanding with Zhongshan Memorial School. The MOU established a sister-school relationship built around a musical exchange program between Punahou and Zhongshan Memorial School during its tour in China.
- March 18: SHOB participated in the Beijing Aidi International School International Education Expo to promote study in Hawaii. Beijing Aidi International School is a well-known K-12 school in Beijing. Over 200 students visited the Study Hawaii booth staffed by SHOB. Please see below "Featured School" and attachment for more details about the school.



- February 7: Assisted Beijing No. 101 Middle School held concert at Mid-Pacific Institute. Mid Pacific Institute will send a delegation of students, teachers and school administrators to China in 2017.



- January 13: Represented Hawaii schools at the American Universities Expo at the U.S. American Center.



2. Chinese School Development

Increase the number of Chinese students choosing to study in Hawaii by a systematic outreach program to visit Chinese schools each month, often accompanied by recruiters from Hawaii schools. School visits help to develop cooperation opportunities for Hawaii schools and to attract Chinese students to study in Hawaii.

- Beijing Aidi International School
- Beijing Limai Chinese American International School
- Beijing 101 Middle school
- Beijing Huijia Private School
- Beijing Foreign Languages School affiliated to Beijing Foreign Studies University
- Tsinghua International High School
- The Second High School Attached to Beijing Normal University
- Beijing Concord College of Sino-Canada
- Shenzhen Concord College of Sino-Canada
- Beijing International Chinese College
- Shenzhen International High School
- Guangdong Panyu Xiangxian High School
- Guangzhou Foreign Language School

3. Hawaii schools/organizations China promotional events

Every year there are a number of schools from Hawaii traveling to China on recruiting trips, attending conferences or engaging in inter-school exchanges. SHOB provides assistance and support and in some instances represents schools at events when they are unable to make the visit.

- Attended EducationUSA Fair on behalf of UH Manoa's Outreach College to promote their EducationUSA Academy program to high school students.
- Introduced potential school partners from China to Kapiolani Community College (KCC) to establish cooperation agreements and helped KCC to hold school seminar.
- Introduced Shijiazhuang Foreign Language School and Beijing Limai Chinese American International School and helped to organize school fairs for Hawaii Pacific University.
- Introduced Global Village Hawaii's summer program to Chinese insiders.
- Helped Hawaii Association of Independent Schools to promote their Leading Schools of the Future Conference.
- Assisted Maui Preparatory School with a meeting with Chenjinglun High School.
- Assisted Punahou School Orchestra's delegation with their visit to Zhongshan.
- Introduced prospective student to St. Andrew's School.
- Introduced potential students and Chinese feeder schools Mid-Pacific Institute.
- Dr. John Hu, Professor of Plant Pathology of UH Manoa is the contact person of an on-going project to export Hawaii papaya to China. The main regulating organization in China is the Ministry of Agriculture (MOA). As required by the MOA, SHOB serves as the on-ground representative of the program for effective contact and communication. SHOB channels documents and coordinates the shipments of papaya seeds and samples.
- Frederick C. Yeh, Founder and Director of IUCN Marine Turtle, is involved in protecting sea turtles. He works with schools and other conservation groups. He offered to give free presentations to Chinese students visiting Hawaii.
- Helped Miss Hawaii, Aureana Tseu to promote Hawaii culture in China. Hula is one of the Hawaiian cultural icons popularly known to Chinese. Ms. Tseu is supporting a hula dance troupe which offers support in events that SHOB organizes.

4. Networking with Chinese education administration offices

Chinese government offices control not only resources but also nearly all activities of schools, public or private. Networking with these offices and key officials are conducive to grasp policies regarding exchanges with foreign schools.

- China Overseas-Educated Scholars Development Foundation
- Chinese Service Center for Scholarly Exchange
- China Education Association for International Exchange
- China National Institute of Education Sciences
- Beijing Municipal Commission of Education
- Beijing Overseas Study Service Association

- Beijing International Education Exchange Center
- Heilongjiang Province International Education Exchange Center
- Handan (Hebei Province) Municipal Commission of Education
- Guangdong and Zhongshan education administration offices



5. Networking: U.S. Government offices and organizations

The purpose of networking with these offices and organizations is to share information and get support as needed.

- US Embassy-Beijing: EducationUSA, Public Affairs Section, U.S. Commercial Service
- American Consulate General Guangzhou: Education USA, U.S. Commercial Service
- American States Association in China
- American Universities' China Association
- American Chamber of Commerce in China
- Hawaii Tourism Authority China Offices
- Hawaiian Airlines Beijing Office

6. Education promotion through social media

SHOB tries to do media promotions through economical channels. SHOB launches the WeChat "StudyHawaii", Sina Blog "StudyHawaii" and Youku video to promote Hawaii schools and current news to Chinese readers and Hawaii insiders in both Chinese and English.

Beijing Office Expenses

Description	Total
Director's contract	54,446.88
Assistant's salary	11,991.58
Office rent	25,800.59
Office Management fee	2,391.40
Lunch coupon	831.25
Bank fees	185.59
Phones/Fax/Long distance	849.89
Postage	689.73
Office supplies	1,146.84
Taxi fare	264.60
Miscellaneous expenses	843.59
Membership fees	593.85
China Mission Expenses for International Student Attraction	20,475.98
Courier	18.95
Translation fee	33.83
Petty Cash	312.38
Total Expenses	120,876.93