
A BILL FOR AN ACT

RELATING TO ECONOMIC DEVELOPMENT.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Chapter 201, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§201- "Hawaii Made" program for manufactured products
5 oversight; "Hawaii Made" trademark. (a) The department of
6 business, economic development, and tourism shall administer and
7 oversee a "Hawaii Made" program for manufactured products and
8 shall hold ownership of the "Hawaii Made" trademark.

9 (b) For purposes of this section, the department of
10 business, economic development, and tourism shall:

- 11 (1) Promote consumer demand for "Hawaii Made" products;
12 (2) Coordinate manufacturing of "Hawaii Made" products;
13 (3) Coordinate and promote distribution channels for
14 "Hawaii Made" products;
15 (4) Ensure that appropriate patents and copyrights are
16 acquired for "Hawaii Made" products; and
17 (5) Identify new funding opportunities to promote the
18 expansion of "Hawaii Made" products.



1 (c) No person shall:

2 (1) Keep, offer, display or expose for sale, or solicit
3 for the sale of any item, product, souvenir, or other
4 merchandise that:

5 (A) Is labeled "Hawaii Made"; or

6 (B) By any other means, represents the origin of the
7 item as being from any place within the State; or

8 (2) Use the phrase "Hawaii Made" as an advertising or
9 media tool,

10 for any item that has not been manufactured, assembled,
11 fabricated, or produced within the State and that has not had at
12 least fifty-one per cent of its wholesale value added by
13 manufacture, assembly, fabrication, or production within the
14 State, including Hawaii-sourced goods, services, and
15 intellectual property."

16 SECTION 2. There is appropriated out of the funds received
17 by the State of Hawaii from the American Rescue Plan Act of
18 2021, Public Law 117-2 (Section 9901), the sum of \$150,000 or so
19 much thereof as may be necessary for fiscal year 2021-2022 to be
20 used for the oversight and administration of the "Hawaii Made"
21 program for manufactured products and for the department of



1 business, economic development, and tourism to promote the
2 "Hawaii Made" brand.

3 The sum appropriated shall be expended by the department of
4 business, economic development, and tourism for the purposes of
5 section 1 of this Act.

6 SECTION 3. New statutory material is underscored.

7 SECTION 4. This Act shall take effect upon its approval.



Report Title:

Economic Development; Hawaii Made Program; Manufactured Products

Description:

Transfers oversight of the "Hawaii Made" program for manufactured products and the "Hawaii Made" trademark to the department of business, economic development, and tourism. Outlines the department of business, economic development, and tourism's duties and responsibilities for oversight of the "Hawaii Made" program for manufactured products. Appropriates federal funds to the department of business, economic development, and tourism. (CD1)

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