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# A BILL FOR AN ACT

RELATING TO ECONOMIC DEVELOPMENT.

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

1       SECTION 1. Section 201-3.5, Hawaii Revised Statutes, is  
2 amended by amending subsection (b) to read as follows:

3       "(b) For purposes of this section, the department of  
4 business, economic development, and tourism shall:

5       (1) Promote consumer demand for "Hawaii Made" products;

6       (2) Coordinate manufacturing of "Hawaii Made" products;

7       (3) Coordinate and promote distribution channels for  
8 "Hawaii Made" products;

9       (4) ~~[Ensure that]~~ Promote the acquisition of appropriate  
10 patents and copyrights ~~[are acquired]~~ for "Hawaii  
11 Made" products; and

12       (5) Identify new funding opportunities to promote the  
13 expansion of "Hawaii Made" products."

14       SECTION 2. (a) The department of business, economic  
15 development, and tourism shall conduct a study and prepare a  
16 plan that shall:



- (1) Assess and compare the current and potential value of using the "Hawaii Made" or "Made in Hawaii" brand and determine which term provides the most benefit to Hawaii manufacturers;
- (2) Summarize and assess previous work relating to the "Hawaii Made" and "Made in Hawaii" brands to identify significant areas for improvement, increased effectiveness, and flexibility of use;
- (3) Review best practices that could serve as a model to promote and enforce a viable "Hawaii Made" or "Made in Hawaii" brand;
- (4) Develop a brand look and mark that incorporates cultural values and is sensitive to the concerns of the broader community of stakeholders, and is marketable locally, nationally, and internationally;
- (5) Determine incentives that would compel Hawaii companies to become certified as companies producing products that are "Hawaii Made" or "Made in Hawaii", such as tax credits, grants, and promotional support; and



(6) Determine proper and effective enforcement procedures and responsibilities, including inspection, investigation, and subpoena powers; citations; fines; and injunctive relief.

(b) The department of business, economic development, and tourism shall submit a report of its findings and recommendations, including any proposed legislation, to the legislature no later than twenty days prior to the convening of the regular session of 2023.

SECTION 3. There is appropriated out of the general revenues of the State of Hawaii the sum of \$ or so much thereof as may be necessary for fiscal year 2022-2023 for the purposes of this Act.

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

SECTION 4. Statutory material to be repealed is bracketed and stricken. New statutory material is underscored.

SECTION 5. This Act shall take effect on October 18, 2050.



**Report Title:**

"Hawaii Made"; "Made in Hawaii"; Appropriation

**Description:**

Requires the department of business, economic development, and tourism to promote the acquisition of appropriate patents and copyrights for "Hawaii Made" products and to conduct a study and prepare a plan for the promotion and enforcement of either a "Hawaii Made" or "Made in Hawaii" brand program and evaluate which name to use. Appropriates funds. Effective 10/18/2050. (HD2)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

