JOSH GREEN, M.D.
GOVERNOR

SYLVIA LUKE
LT. GOVERNOR

JAMES KUNANE TOKIOKA
DIRECTOR

DANE K. WICKER
DEPUTY DIRECTOR

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

KA ʻOIHANA HOʻOMOHALA PĀʻOIHANA, ʻIMI WAIWAI A HOʻOMĀKAʻIKAʻI

No. 1 Capitol District Building, 250 South Hotel Street, 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: dbedt.hawaii.gov

Telephone: (808) 586-2355
Fax: (808) 586-2377

DEPT. COMM. NO. 261

DTS: 202512151700MA

December 18, 2025

The Honorable Ronald D. Kouchi
President and Members
of the Senate
Thirty-Third State Legislature
State Capitol, Room 409
Honolulu, Hawaiʻi 96813

The Honorable Nadine K. Nakamura
Speaker and Members of the
House of Representatives
Thirty-Third State Legislature
State Capitol, Room 431
Honolulu, Hawaiʻi 96813

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

For your information and consideration, I am transmitting a copy of the Department of Business, Economic Development and Tourism's 2025 State of Hawaiʻi Overseas Offices Annual Report, as required by Section 201-84, Hawaiʻi Revised Statutes.

In accordance with Section 93-16, Hawaiʻi 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,

James Kunane Tokioka
DBEDT Director

Enclosure

c: Legislative Reference Bureau

State of Hawai‘i Offices in Beijing and Taipei

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
DECEMBER 2025

2025 Annual Report to Legislature
January 1, 2025 to December 31, 2025

A report to the Legislature of the State of Hawai‘i as required by Section 201-84, Hawai‘i Revised Statues

State of Hawai'i, Office in Beijing

2025 Annual Report

I. Executive Summary
II. Educational and Cultural Exchange
III. Partnership and Government Development
IV. Trade and Investment Promotion
V. Official and Delegation Visit
VI. Conclusion and Future Outlook
VII. Beijing Office Expense (FY 2025)

I. Executive Summary

The State of Hawai'i, Office in Beijing (SHOB) plays a key role in strengthening economic, cultural, and tourism ties between Hawai'i and China. Throughout 2025, SHOB coordinated a diverse range of promotional events, high-level missions, and collaborative initiatives aimed at showcasing Hawai'i's unique offerings, particularly in economic development, education, tourism, and Hawai'i-made products, while also reinforcing longstanding sister-state relations. This report provides a detailed account of each major activity, documenting participant interactions, outcomes, and media coverage to offer a comprehensive record of our contributions to fostering bilateral cooperation.

II. Educational and Cultural Exchange

<u>February 28, 2025: China Ice and Snow Tourism Overseas Promotion Season – U.S. Event</u>

On February 28, 2025, the 2025 China Ice and Snow Tourism Overseas Promotion Season – U.S. Event was successfully held in Hawai'i. The event was co-organized by the China International Culture Association (under the Ministry of Culture and Tourism), the Chinese Consulate General in Los Angeles, and the culture and tourism departments of Shanxi Province. SHOB and Hawai'i Tourism China (HTC) provided comprehensive support, including coordination, venue preparation, and guest outreach.

Nearly 100 guests attended, including State House Representative Daniel Holt; Wu Dawei, Director of the China National Tourist Office in Los Angeles; and representatives from Hawai'i's tourism industry and local media. Two Hawai'i residents, Sandra Lum and Arthur Kluvo—among the first U.S. tourists to visit China after the pandemic in January 2024—also shared their personal travel experiences during the program. A dedicated Shanxi Tourism Promotion Session was held on the sidelines to further highlight the province's cultural and tourism resources.

The event strengthened tourism exchanges and cooperation between Hawai‘i and China, enhanced mutual understanding, and laid a solid foundation for continued partnership in the tourism sector.





2025 China Ice and Snow Tourism Overseas Promotion Season – U.S. Event

June 7, 2025: U.S. Embassy Hawai‘i Culture Promotion Event

To promote Hawai‘i’s culture and enhance public understanding, the Press and Culture Office of the U.S. Embassy in Beijing collaborated with SHOB and HTC to host a Hawai‘i Culture Salon at the American Center in Beijing on June 7, 2025. Event registration was launched through the Embassy’s official social media platforms, attracting approximately 100 Hawai‘i culture enthusiasts to attend in person. Nearly ten hula groups from cities across China performed during the program, creating a vibrant showcase of traditional Hawaiian dance.

The SHOB and HTC team delivered presentations on Hawai‘i’s tourism, education, culture, and coffee, receiving positive feedback from attendees and sparking active discussions. The Embassy expressed its interest in further collaboration with SHOB to continue strengthening cultural exchange and building bridges between the two nations.





SHOB and HTC attended the U.S. Embassy in Beijing Hawai‘i Culture Promotion Event

October 4–5, 2025: Hangzhou Ukulele Festival (Hawaiʻi Culture Support)

SHOB collaborated with HTC to promote Hawaiian culture and support Chinese learners of hula and ukulele. The 7th Hangzhou Ukulele Festival—currently the largest ukulele event in China—was held in Hangzhou from October 4 to 5, 2025. DBEDT sent a congratulatory letter to the organizing committee recognizing its contributions to fostering Hawaiian cultural appreciation in China, and HTC staff delivered an introductory presentation about Hawaiʻi to festival attendees and ukulele players.

The two-day festival brought together hundreds of distinguished performers, including leading ukulele artists from Europe, the United States, Southeast Asia, and other regions, as well as former national competition winners, youth ukulele ensembles, and professional Hawaiian hula troupes. Their exceptional skills and engaging performances created an immersive cultural showcase that blended global talent with strong local enthusiasm.

The festival finals featured 200 high-level competitors, while the outdoor carnival performances included more than 300 performers and attracted approximately 2,000 spectators. The event offered a lively atmosphere and a vibrant expression of Hawaiian cultural influence in China.





SHOB collaborated with HTC to promote Hawaiian culture and support Chinese learners of hula and ukulele at the 7th Hangzhou Ukulele Festival

III. Partnership and Government Development

July 4, 2025: U.S. Embassy Beijing Independence Day Celebration

At the invitation of the U.S. Embassy in Beijing, SHOB and HTC attended the Embassy's Independence Day celebration on July 4, 2025. During the reception, the SHOB and HTC team briefed Ambassador David Perdue and Minister Counselor for Commercial Affairs Everet Wakai on several key initiatives, including efforts to restore direct flights between China and Hawaiʻi, strengthen sister-state relations, expand exports of Hawaiʻi-made products, and deepen tourism cooperation. The discussion also highlighted the State of Hawaiʻi's long-term strategic priorities and growth opportunities in the China market.

Ambassador Perdue and Counselor Wakai expressed strong support for Hawai‘i’s institutions and businesses, affirming the Embassy’s commitment to providing resources, advocacy, and facilitation to improve market access and expand partnerships throughout China.





SHOB and HTC attended the Embassy’s Independence Day celebration on July 4, 2025



Ambassador David Perdue posting on social media regarding the celebration

August 26, 2025: Networking with China Ministry of Culture and Tourism

SHOB maintains active communication with China's Ministry of Culture and Tourism and other key government agencies to better support Hawai'i organizations in carrying out exchanges and cooperation in China. On August 26, SHOB attended the Ministry's "Nihao! China" promotion conference, participating in discussions on strengthening tourism industry collaboration between China and international partners, including strategies for sustainable tourism growth and cultural integration.



SHOB attended the Ministry's "Nihao! China" promotion conference

September 26–29, 2025: Hainan Sister State Liaison Dialogue

At the invitation of the Foreign Affairs Office of Hainan Province, SHOB attended the Sister Provinces Exchange Conference from September 26 to 29, 2025, to strengthen ties with Hainan, a key partner in ongoing initiatives. This visit built on the momentum generated by the Hawai'i legislative delegation's trip and coffee tasting event in July, ensuring continuity in dialogue and collaboration.

During the mission, SHOB gained valuable insights into the latest policies and development plans of the Hainan Free Trade Port, which play a significant role in advancing trade facilitation. In addition to government-level meetings, SHOB also visited several Hainan-based coffee cultivation, production, and processing enterprises—including

Hainan Lexiang Times Agricultural Technology Development Co., Ltd. and Junwang International Supply Chain Services (Hainan)—to gain firsthand understanding of the development of Hainan's coffee industry chain from farm to market.





SHOB attended the Sister Provinces Exchange Conference from September 26 to 29, 2025

IV. Trade and Investment Promotion

April 23–27, 2025: Coffee Promotion Events in Shanghai and Macao

To promote Hawai'i coffee effectively, SHOB partnered with HTC's tourism mission—joined by Hawai'i travel stakeholders including hotels, attractions, and ground operators—to conduct a series of promotional campaigns and business meetings in Shanghai and Macao from April 23 to 27, 2025. Three renowned Hawai'i coffee estates—Kona Hills (KONA), Elepoki Enterprises (Ka'ū), and Tony and Louie's Single Estate (Ka'ū)—provided premium coffee samples for the events. SHOB and HTC jointly managed overall planning and coordination and produced promotional brochures and banners on behalf of the Hawai'i Coffee Association (HCA).

The coffee tasting sessions attracted more than 200 participants from various sectors. Notably, at the Macau International Travel Expo (MITE), Macao Coffee Co. expressed strong interest in collaboration opportunities and committed to sending representatives to participate in the Hawai'i Coffee Buyers Reverse Mission scheduled for October 2025. These engagements created promising pathways for future partnerships and market expansion.



SHOB partnered with HTC's tourism mission at the Macau International Travel Expo (MITE)



The coffee tasting sessions attracted more than 200 participants from various sectors at the Macau International Travel Expo (MITE)

May 16–18, 2025: Kunshan International Coffee Industry Expo (COFAIR 2025)

COFAIR is one of the few B2B-focused coffee industry exhibitions in mainland China. While many coffee expos across the country primarily operate on a B2C model—designed to help consumers better understand vendor products and therefore more suitable for established brands with mature sales channels—COFAIR offered an ideal platform for Hawai'i coffee. Given Hawai'i coffee's prolonged absence from the Chinese market, rebuilding supply channels was a key priority for producers seeking to re-establish their presence.

The Hawai‘i Coffee Association (HCA) participated in the exhibition, delivered a forum presentation, and hosted coffee cupping sessions, securing a standard 9-square-meter booth for displays and engagement. SHOB and HTC supported the association with booth design, construction, staffing, and the preparation of promotional materials. Through SHOB’s negotiation and coordination, the event organizer provided complimentary hotel accommodations for HCA representative Ralph Gaston and arranged a speaking opportunity for him at the forum. Mr. Gaston brought samples from approximately ten Hawai‘i coffee farms for display and tasting.

Over the three-day event, the booth attracted more than 500 visitors and generated 49 qualified leads for the HCA. This participation successfully reintroduced Hawai‘i coffee to key industry stakeholders in China, marking an important step toward re-entering the mainland market and building a strong sales network for future growth.









The Hawai‘i Coffee Association (HCA) participated in the exhibition, delivered a forum presentation, and hosted coffee cupping sessions, securing a standard 9-square-meter booth for displays and engagement. SHOB and HTC supported the association with booth design, construction, staffing, and the preparation of promotional materials.

May 19, 2025: USDA SIAL Reception – Hawai‘i Coffee Tasting Event

SIAL—short for the French Salon International de l'Alimentation—is known in China as the “International Food Exhibition.” Founded in Paris in 1964 by the Comexposium Group, SIAL has grown into the world’s largest food and beverage innovation exhibition brand. The U.S. Department of Agriculture (USDA) participates annually to promote American agricultural products. This year’s exhibition featured a variety of U.S. goods, including wines, beef, and cranberries. SHOB and the HCA were invited to participate in the USDA reception, one of the event’s highlights, where they showcased and brewed Hawai‘i coffee for attendees.

Approximately 100 participants—including U.S. product producers and Chinese distributors—attended the reception. The event significantly increased the visibility of Hawai‘i coffee among key food and beverage industry stakeholders. The USDA reaffirmed its commitment to supporting Hawai‘i coffee as it explores opportunities in the Chinese market and pledged continued assistance for promotional and trade activities.





SHOB and the HCA were invited to participate in the USDA reception at SIAL

June 23, 2025: USDA Hawai‘i Coffee Cupping Event

SHOB and HTC, in collaboration with the USDA and the U.S. Embassy in Beijing, hosted a Hawai‘i coffee cupping event on June 23, 2025, at the Beijing CREMA Coffee Training School. The event featured ten varieties of specialty coffee from Hawai‘i and was highly successful, welcoming over 30 guests, including buyers, industry professionals, key opinion leaders, and influencers, who engaged closely with the samples.

The connections established during the event are expected to support future trade opportunities and lay the groundwork for the Synergistic Hawai‘i Agriculture Council (SHAC) and HCA’s upcoming Reverse Trade Missions. The event effectively engaged both on-site professionals and online audiences through integrated promotion.

Within one week, the U.S. Embassy's social media posts generated 144,430 impressions and 1,525 engagements on Weibo and WeChat. Most comments were positive, with many users inquiring about purchasing Hawai'i coffee. Key opinion leaders and influencers further amplified the event's reach, generating over 186,000 additional online views and increasing interest in Hawai'i's premium products.



SHOB and HTC, in collaboration with the USDA and the U.S. Embassy in Beijing, hosted a Hawai'i coffee cupping event on June 23, 2025, at the Beijing CREMA Coffee Training School.

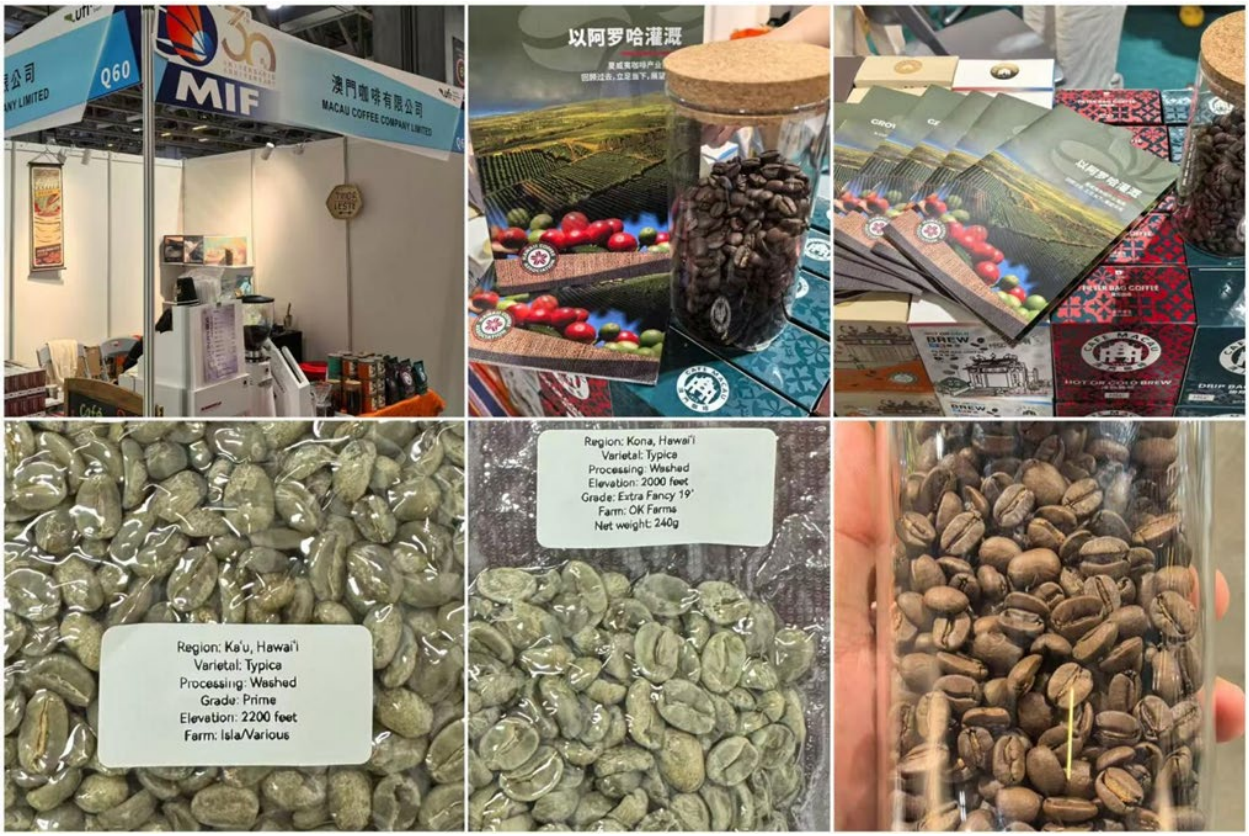
October 22–25, 2025: 30th Macao International Trade & Investment Fair (MIF)

At the 30th Macao International Trade & Investment Fair (30th MIF), held from October 22 to 25, 2025, SHOB played a key role in supporting Macau Coffee Company Limited as it promoted Hawai'i coffee to a diverse audience of buyers and investors.

SHOB first established contact with Macau Coffee during the April Macao MITE exhibition, and since then the office has actively facilitated the development of this collaboration.

Throughout 2025, SHOB maintained consistent communication and provided comprehensive support to connect Macau Coffee with Hawai‘i coffee producers. This included supplying detailed information on Hawai‘i coffee regions and their unique terroirs, coordinating Macau Coffee’s participation in the Hawai‘i coffee origin tour on October 26, and delivering promotional materials and coffee samples to strengthen their marketing efforts.

In preparation for the MIF, SHOB also assisted with booth setup, display planning, and product representation to ensure Hawai‘i coffee was showcased effectively. Additionally, the office arranged networking introductions to help Macau Coffee build meaningful connections with relevant stakeholders and potential buyers. Through these targeted efforts, SHOB significantly contributed to enhancing Macau Coffee’s capacity to promote Hawai‘i coffee and expand its presence in the Macau market.



Macau Coffee and SHOB jointly promoting Hawai‘i coffee at the 30th Macao International Trade and Investment Fair.

October 26–November 1, 2025: Hawaiʻi Coffee Reverse Mission

The Hawaiʻi Coffee Reverse Mission was held from October 26 to November 1, 2025, jointly organized by DBEDT, SHAC, and HCA. The program brought delegates from key markets across Mainland China and Taiwan to Hawaiʻi for an in-depth, immersive experience covering the entire coffee value chain. Participants visited farms and facilities in Kona and Kaʻū—observing cultivation, processing, cupping, sales strategies, and brand development—at locations including Hala Tree Kona Coffee, Kona Crown Coffee, Kona Hill LLC, Buddha's Cup, A Coffee Farm, and OK Farms LLC / Hilo Coffee.

SHOB played a central role in strengthening international engagement by identifying, inviting, and coordinating the participation of six top buyers from Mainland China, along with one nationally recognized coffee industry influencer. SHOB managed all outreach, communication, and preparation leading up to the mission, ensuring that delegates were well briefed on Hawaiʻi coffee regions, sector developments, and potential sourcing opportunities.

Throughout the mission, SHOB facilitated direct exchanges between Hawaiʻi coffee producers and the visiting delegates. This included supporting farm visit logistics, participating in cupping sessions and networking events, and guiding discussions on market demand, product positioning, and potential procurement pathways. These interactions provided Hawaiʻi growers with valuable insights into the rapidly expanding Chinese specialty coffee market, while giving delegates access to high-quality Hawaiʻi coffee sources, including potential priority access to limited-supply green beans.

Through its targeted recruitment and hands-on coordination, SHOB significantly elevated international awareness of Hawaiʻi's coffee industry and helped lay the foundation for future commercial collaborations across the Asia–Pacific region.

The delegation included ***Beijing KAFEON International Trading Co., Ltd***., a major importer of U.S. agricultural products committed to expanding specialty coffee in China; ***Shanghai Yuanshengchang International Trading Co., Ltd***., an established FMCG importer serving major supermarket chains; ***Shanghai Lujiazui Coffee Industry Center/White Whale Coffee***, a prominent coffee culture and education platform operating one of Shanghai's recognized specialty café brands. Also participating were ***Haikou Qiugu Investment Consulting Services/Rongjue Coffee***, a company active in green bean trading and international coffee collaboration; ***Macau Coffee Co., Ltd***., a premium coffee producer and trusted supplier to major hotels and enterprises in Macau; and ***Coffee Salons***, China's most influential B2B coffee media outlet with over 12 years of industry coverage and a combined audience of more than 500,000 followers. Their participation provided Hawaiʻi coffee producers with direct access to high-value buyers and influential market leaders across Greater China.



Capturing Hawai‘i coffee farmers and owners presenting their farms to the visiting delegation, offering an inside look at the passion, expertise, and heritage behind Hawai‘i coffee.

V. Official and Delegation Visit

July 19–26, 2025: Sister-State Mission to China — Guangdong and Hainan

To commemorate the 40th anniversary of the Sister-State relationship between Hawai‘i and Guangdong Province and to further strengthen long-standing partnerships with both Guangdong and Hainan Provinces, an official Hawai‘i delegation conducted a Sister-State Mission to Mainland China from July 19 to 26, 2025. The mission advanced bilateral collaboration in trade, tourism, education, agriculture, and cultural exchange through a series of high-level meetings, roundtable discussions, and site visits.

The delegation was led by members of the Hawai‘i State Legislature:

Official Delegation

- Hawai‘i State Legislators
    - Senator Lynn DeCoite
    - Senator Henry J.C. Aquino
    - Representative Sean Quinlan
    - Representative Daniel Holt
    - Representative Justin H. Woodson
    - Representative Scot Z. Matayoshi
- DBEDT (Department of Business, Economic Development & Tourism)
    - Dane Wicker, Deputy Director

Additional Delegation Members

- Spouses of Legislators
    - Russell DeCoite (spouse of Senator Lynn DeCoite)
    - Nadia Holt (spouse of Representative Daniel Holt)
- DBEDT – Business Development & Support Division (BDSD)
    - Dennis Ling, Administrator
    - Timothy Tiu, Economic Development Specialist
- UH CTAHR
    - Kevin Olival, Associate Dean
- Hawai‘i Coffee Association (HCA)
    - Ralph Gaston, Secretary
- SHOB
    - Dennis Suo, Executive Director
    - Flora Wu, Office Manager
- Community Representatives
    - Xin Liu
    - Ziwei Ma
    - Casey Melvin



The full Hawai‘i delegation during the Sister-State Mission to Guangdong and Hainan, China (July 19–26, 2025). Second row (left to right): Russell DeCoite, Representative Justin Woodson, Senator Henry J.C. Aquino, Kevin Olival (UH CTAHR), Nadia Holt, Representative Daniel Holt, Dennis Suo (SHOB), Dennis Ling (DBEDT), Ralph Gaston (HCA), Dane Wicker (DBEDT), Flora Wu (SHOB), and Timothy Tiu (DBEDT). Front row (left to right): Representative Scot Z. Matayoshi, Representative Sean Quinlan, and Senator Lynn DeCoite.

July 21: Meeting with Guangdong Governor & Coffee Roundtable in Guangzhou

On July 21, the delegation met with Guangdong Governor Wang Weizhong, who welcomed the group and highlighted four decades of achievements between Guangdong and Hawai‘i in economic, educational, tourism, and healthcare collaboration. He expressed strong interest in expanding cooperation in culture, tourism, education, trade, agriculture, new energy, and marine affairs. Hawai‘i representatives reaffirmed their support for deeper exchanges and invited Guangdong leaders to visit Hawai‘i.





The delegation met with Guangdong Governor Wang Weizhong, who welcomed the group and highlighted four decades of achievements between Guangdong and Hawai‘i in economic, educational, tourism, and healthcare collaboration

Later that day, the delegation hosted a Guangdong Roundtable Discussion and Hawai‘i Coffee Tasting event in Guangzhou with 35 participants from government, coffee, and e-commerce sectors. Hawai‘i delegates presented the state’s economic landscape and shared in-depth insights on Hawai‘i coffee. Guangdong representatives discussed China’s fast-growing coffee market, and participants praised Kona and Ka‘ū coffee while expressing interest in potential import opportunities.



Participants from government, coffee, and e-commerce sectors at the Guangdong Roundtable Discussion and Hawai‘i Coffee Tasting event in Guangzhou.

July 22: Jinan University & Guangdong Academy of Agricultural Sciences

On July 22, the delegation visited Jinan University, meeting with university leadership and touring academic facilities. Discussions reinforced long-standing cooperation with the University of Hawai‘i, including joint research, student exchange, and new opportunities for agricultural and scientific collaboration. The meeting also supported expanded partnerships between UH CTAHR and the Guangdong Academy of Agricultural Science in sustainable agri-tech research.





The delegation visited Jinan University, meeting with university leadership and touring academic facilities.

The delegation then proceeded to the Guangdong Academy of Agricultural Sciences for an exchange focused on agricultural technology and development. Both sides discussed advances in rice cultivation, tropical fruits, flowers, aquaculture, and smart agriculture, and agreed to deepen cooperation in tropical fruit and flower breeding, specialty vegetables, aquaculture, tropical product processing, and agricultural innovation.





Delegation visited the Guangdong Academy of Agricultural Sciences for an exchange focused on agricultural technology and development

July 23: Zhongshan Official Meeting & Visit to Sun Yat-sen Memorial Hall

On July 23, the delegation visited Zhongshan for meetings with local government officials and representatives across various sectors. The group also toured the Former Residence and Memorial Hall of Dr. Sun Yat-sen, honoring the shared historical and cultural ties between Zhongshan and Honolulu. As sister cities since 1997, both sides emphasized the importance of continuing cultural exchange, deepening mutual understanding, and expanding cooperation in education, culture, and community partnership initiatives.









The delegation visited Zhongshan for meetings with local government officials and also toured the Former Residence and Memorial Hall of Dr. Sun Yat-sen, honoring the shared historical and cultural ties between Zhongshan and Honolulu

July 24: Hainan University Meeting, CATAS Exchange & Coffee Tasting Event

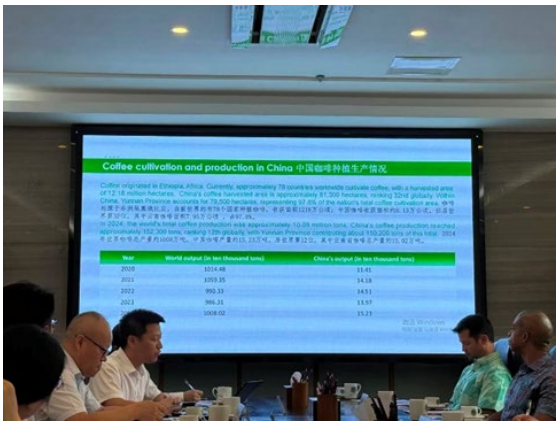
On July 24, the delegation met with Hainan University to discuss expanded collaboration with the University of Hawai‘i, including plans to establish a Sino-foreign cooperative education institution supported by the Hainan Provincial Government.




The delegation met with Hainan University to discuss expanded collaboration with the University of Hawai‘i

The delegation then visited the Chinese Academy of Tropical Agricultural Sciences (CATAS), where both sides reviewed more than four decades of cooperation and explored new initiatives in environmental plant protection, agricultural processing, agritourism, and talent exchange. Experts from the Spice and Beverage Research Institute also presented progress in China’s coffee research and industry development.





The delegation visited the Chinese Academy of Tropical Agricultural Sciences (CATAS)

That afternoon, the delegation hosted the Hainan Hawai‘i Coffee Tasting Event at The Ritz-Carlton in Haikou, attracting nearly 50 participants from government agencies and local enterprises. Kona and Ka‘ū coffees received strong positive feedback, generating extensive local media coverage and raising the profile of Hawai‘i coffee in the Hainan market.







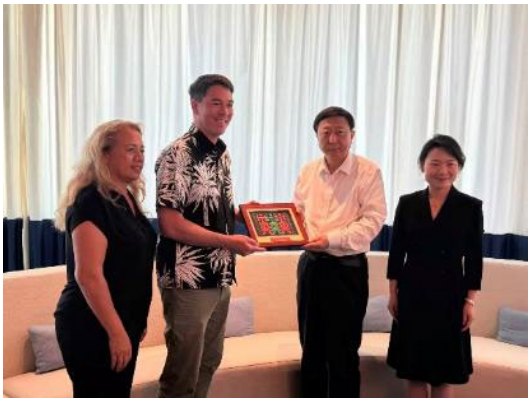


The delegation hosted the Hainan Hawai'i Coffee Tasting Event, attracting nearly 50 participants from government agencies and local enterprises

July 25: Meetings in Sanya & Provincial Leadership Discussions in Haikou

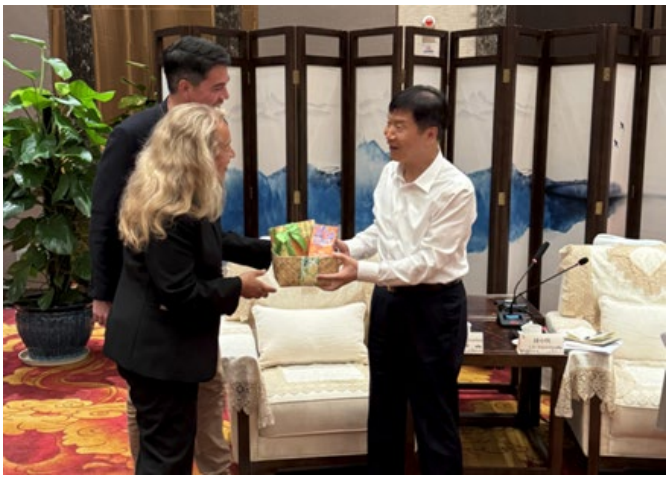
On July 25, the delegation visited Sanya for discussions with city leadership and departmental representatives. Both sides shared tourism development strategies and explored cooperation in agricultural trade, tourism promotion, new flight routes, and cultural exchange programs.





The delegation visited Sanya for discussions with city leadership and departmental representatives

Later that day, the delegation met with Hainan Governor Liu Xiaoming in Haikou. Governor Liu presented updates on the Hainan Free Trade Port and expressed strong support for deepening sister-province cooperation in tourism, agriculture, culture, and education. Hawai‘i representatives noted the shared opportunities and challenges faced by island regions and highlighted the potential for Hawai‘i products, including coffee, to enter China through the Hainan FTP. Both sides expressed commitment to enhancing the long-term sister-province relationship.







The delegation met with Hainan Governor Liu Xiaoming in Haikou, presented updates on the Hainan Free Trade Port and expressed strong support for deepening sister-province cooperation in tourism, agriculture, culture, and education

Mission Results and Impact

The mission strengthened Hawai‘i’s sister-state relationships with Guangdong and Hainan, advanced discussions on multiple memoranda of understanding, expanded academic and agricultural research partnerships, and generated widespread media coverage across major Chinese platforms. The delegation’s presence reinforced Hawai‘i’s strategic ties with two of China’s most economically dynamic regions and laid a strong foundation for future bilateral cooperation.

VI. Conclusion and Future Outlook

In 2025, SHOB's focused efforts across key activities achieved significant results, including generating over 500 qualified leads for Hawai‘i coffee, engaging thousands of in-person attendees, and reaching online audiences exceeding 330,000 impressions. The office also strengthened sister-state relations with Guangdong and Hainan through 40th anniversary celebrations and strategic dialogues. These initiatives, supported by partners such as the USDA, U.S. Embassy Beijing, and HTC, elevated Hawai‘i's profile in China and laid the groundwork for tangible economic opportunities in tourism, agriculture, and education.

Looking ahead to 2026, SHOB will focus on expanding Sino-foreign education partnerships, piloting trade routes through the Hainan Free Trade Port, and hosting additional cultural festivals to sustain momentum and promote long-term bilateral growth. The office remains committed to representing Hawai‘i's interests with excellence and fostering mutually beneficial international collaboration.

VII. Beijing Office Expense (FY 2025)

Description of Expense	**Total**
Director's Contract	$40,008.00
Assistant's Salary	$22,800.00
Salary Management Fee	$268.00
Office Rent	$34,030.60
Office Management Fee	$3,514.70
Bank Fees	$6.84
Phones/Fax/Long distance	$27.75
Freight & Delivery Charge	$151.73
Office supplies	$1,763.14
Office equipment	$142.56
Taxi fare	$196.53
Miscellaneous exp.	$251.71
Meeting Expense	$196.26
Printing	$23.68
Travel Expense	$3,134.52
Seminar/missions/trade shows	$556.17
China Mission Expenses	$887.73
Petty Cash	$826.89
Total	**$108,786.81**

State of Hawai‘i, Office in Taipei

2025 Annual Report

I. Executive Summary
II. Educational and Cultural Exchange
III. Partnership Development
IV. Trade and Investment Promotion
V. Official and Delegation Visits
VI. Conclusion and Future Outlook
VII. Taipei Office Expense (FY 2025)

I. Executive Summary

As of November 20, 2025, from December 24, 2024, State of Hawai‘i, Office in Taipei (SHOT) carried out a total of 30 activities in Taiwan, categorized into four main areas: Educational and Cultural Exchange (7), Partnership Development (9), Trade and Investment Promotion (11), and Official and Delegation Visits (3).

This report provides an overview of SHOT’s progress and outcomes in each of these areas. The first section presents a chronological summary of activities. Prior to April 1, 2025, SHOT activities were overseen by former SHOT’s Executive Director Alex C. Lei, who retired before that date. From April 1 onward, SHOT’s Executive Director Andrew Koh assumed full leadership of SHOT operations.

During the leadership transition, Executive Director Koh actively maintained existing partnerships while developing new opportunities through participation in various industry events. These efforts strengthened bilateral cooperation between Hawai‘i and Taiwan, enhanced Hawai‘i’s visibility and reputation in the region, and created meaningful economic and cultural opportunities for Hawai‘i.

Summary of SHOT Activities (Chronological Order)

No	Category	Event Name	Event Date	SHOT Attendee
1	Educational & Cultural Exchange	Nanshan High School Model United Nations	2025.01.22	FED Alex
2	Partnership Development	Spring Gathering with MoFA & Monthly Meetings in Feb	2025.02.13	FED Alex
3	Trade and Investment Promotion	Sunshine Island Life Festival	2025.02.21	FED Alex
4	Educational & Cultural Exchange	Hawai‘i education and culture promotion at the Fu Jen Catholic University	2025.03.20	FED Alex
5	Partnership Development	Courtesy Call with MOFA, CIP & AIT	2025.03.27-28 & 04.01	ED Andrew
6	Trade and Investment Promotion	ABV American Restaurant Press Event	2025.04.08	ED Andrew
7	Trade and Investment Promotion	HCA meeting	2025.04.09	ED Andrew Office Manager Sam Tang
8	Partnership Development	Meeting with ASOA president	2025.04.18	ED Andrew Office Manager Sam Tang

9	Partnership Development	Visiting the YESHEALTH iFARM	2025.04.29	ED Andrew
10	Trade and Investment Promotion	ABV American Restaurant Taste Testing	2025.05.05	ED Andrew
11	Partnership Development	Courtesy Call: Hung Kuang University & ProAroma Company	2025.05.15	ED Andrew
12	Trade and Investment Promotion	Meeting with Internet Celebrities	2025.05.20	ED Andrew
13	Educational & Cultural Exchange	Courtesy call: CIP Yapasuyongu · Poiconu and his team visit SHOT Office	2025.06.17	ED Andrew
14	Educational & Cultural Exchange	The Unveiling Ceremony of the Preparatory Office of the National Museum of Indigenous Peoples	2025.06.18	ED Andrew
15	Trade and Investment Promotion	Food Taipei Mega Shows	2025.06.24 - 2025.06.27	ED Andrew
16	Partnership Development	Courtesy call: ATO new Agricultural Section Chief, Morgan Haas, and Specialist Teela Yeh, visit SHOT Office	2025.07.23	ED Andrew
17	Educational & Cultural Exchange	Lunch with 40 MOFA Taiwan Youth Ambassadors	2025.08.08	ED Andrew

18	Partnership Development	Mr. and Mrs. Wang seek the possibility of bilateral agricultural product sales	2025.08.11	ED Andrew
19	Official and Delegation Visits	Meeting with AIT Commercial Officer Christian Koschil and Trade Promotion Coordinator Lynn Kao	2025.08.14	ED Andrew
20	Educational & Cultural Exchange	Pacific Islands Leadership Program with Taiwan, PILP - the Opening Ceremony	2025.08.25	ED Andrew
21	Trade and Investment Promotion	2025 Taipei - U.S. City Products & Services Showcase	2025.09.16	ED Andrew
22	Official and Delegation Visits	DBEDT Business Mission to Taiwan	2025.09.20 - 2025.09.26	ED Andrew Office Manager Sam Tang
23	Official and Delegation Visits	U.S. Investment Opportunities Conference	2025.09.23	ED Andrew Office Manager Sam Tang
24	Educational & Cultural Exchange	Courtesy call: CIP Chief of the Department of General Planning (Ms. Chen, Fang-Chieh), and Executive Officer (Ms. Fang, Ying-Chen) visit the SHOT Office	2025.10.08	ED Andrew
25	Partnership Development	Courtesy call: Ms. Nina Lin, the Deputy Executive Director of the TWTC Exhibition and Convention Operation Department (TAITRA), and her team visited the SHOT office	2025.10.22	ED Andrew
26	Trade and Investment Promotion	Coffee Reverse Trade Mission	2025.10.26 - 2025.11.01	ED Andrew Office Manager Sam Tang

27	Partnership Development	SHOT Extended Local Mission	2025.11.01 - 2025.11.05	ED Andrew
28	Trade and Investment Promotion	ITF Taipei International Travel Fair	2025.11.07-11.10	Office Manager Sam Tang
29	Trade and Investment Promotion	Taiwan International Coffee Show	2025.11.14-11.17	ED Andrew Office Manager Sam Tang
30	Trade and Investment Promotion	Zhanlu Coffee Cupping Event with HCA for Hawai‘i Specialty Coffee	2025.11.19	ED Andrew

II. Educational and Cultural Exchange

In this area, SHOT carried out a total of seven activities, with the Council of Indigenous Peoples (CIP) serving as the primary partner organization.

CIP is Taiwan’s central government agency responsible for Indigenous affairs, playing a key role in cultural preservation, economic development, and Austronesian regional cooperation. The Council also leads the Austronesian Forum, of which Hawai‘i became a member in 2018, joining 16 other member countries and regions, including Kiribati, the Marshall Islands, Nauru, Palau, the Solomon Islands, Tuvalu, New Zealand, Malaysia, the Philippines, Indonesia, Fiji, Guam, French Polynesia, New Caledonia, Tahiti, and Chile’s Rapa Nui (Easter Island).

SHOT has maintained a close and long-standing partnership with CIP. Since assuming office, SHOT’s Executive Director Andrew Koh has further strengthened this relationship by actively participating in and leading key activities in collaboration with CIP, promoting cultural exchange, Indigenous cooperation, and mutual economic opportunities between Hawai‘i and Taiwan. The following section provides a chronological overview of SHOT’s activities with CIP, detailing key initiatives and engagements undertaken throughout the year.

June 17, 2025: SHOT Facilitates Hawai‘i Participation in Indigenous Games

Mr. Yapasuyongu Poiconu, Head of CIP’s Comprehensive Planning Department, led his team in a courtesy visit to the SHOT office to discuss Hawai‘i’s participation in the 2025 World Indigenous Traditional Games, ship docking arrangements, and an upcoming fashion show. The 2025 World Indigenous Games, also known as the Indigenous Olympics, is a multisport event open to Indigenous athletes worldwide. Since its inaugural edition in 2015 in Palmas, Brazil, and the second in 2017 in Alberta, Canada, over 30 countries from the Americas, Asia-Pacific, and Africa have participated. This year, CIP invited 30 athletes from Hawai‘i to participate, while Guam and CNMI collectively received 30 athlete spots, reflecting CIP’s recognition of Hawai‘i’s valued involvement.

SHOT facilitated this engagement by coordinating with CIP, ensuring Hawai‘i’s athletes had the opportunity to participate, and supporting the broader planning and logistics for Hawai‘i’s representation at the Games.



Mr. Yapasuyongu Poiconu, Head of CIP’s Comprehensive Planning Department, led his team in a courtesy visit to the SHOT office

June 18, 2025: SHOT Engagement at Indigenous Museum Unveiling

SHOT’s Executive Director Andrew Koh attended the Unveiling Ceremony of the Preparatory Office of the National Museum of Indigenous Peoples in Kaohsiung, marking a significant milestone in the establishment of Taiwan’s first national museum dedicated to Indigenous peoples. The ceremony was attended by CIP Minister Ljaucu Zingrur, Kaohsiung Mayor Chen Chi-mai, and several legislators. During the event, CIP also signed a Memorandum of Understanding (MOU) with the Alele Museum of the Republic of the Marshall Islands.

SHOT will actively collaborate with CIP and the Bishop Museum to explore similar partnerships, supporting cross-cultural exchange and promoting Indigenous heritage initiatives between Hawai‘i and Taiwan.



SHOT's Executive Director Andrew Koh attended the Unveiling Ceremony of the Preparatory Office of the National Museum of Indigenous Peoples in Kaohsiung

October 8, 2025: Facilitates Hawai'i Athletes' Participation in 2025 Indigenous Games

CIP Chief of the Department of General Planning, Ms. Chen Fang-Chieh, and Executive Officer, Ms. Fang Ying-Chen, visited the SHOT office for a follow-up discussion on the 2025 World Indigenous Traditional Games. To address funding limitations, SHOT's Executive Director Andrew Koh coordinated with Dr. Aaron Sala to secure sponsorship for the team uniforms, ensuring the participation of 30 Hawai'i athletes and demonstrating SHOT's strong commitment to supporting local athletes in international Indigenous sporting events.



CIP Chief of the Department of General Planning, Ms. Chen Fang-Chieh, and Executive Officer, Ms. Fang Ying-Chen visited the SHOT office and met with SHOT's Executive Director Andrew Koh

SHOT also maintained a close relationship with Ministry of Foreign Affairs (MOFA) in Taiwan by involving in their events for youth talents:

August 8, 2025: SHOT Engages Taiwan Youth Ambassadors in Hawai‘i

SHOT’s Executive Director Andrew Koh joined a luncheon with 40 MOFA Taiwan Youth Ambassadors, sharing insights about Hawaiian culture, daily life, and the Aloha Spirit. This interactive exchange provided the ambassadors with a deeper understanding of Hawai‘i as a tropical island rich in culture and history, inspiring their subsequent regional visit.

From August 20 to 31, the Youth Ambassadors traveled to the Republic of the Marshall Islands, Hawai‘i, and Guam. In Hawai‘i, they were warmly welcomed by Lieutenant Governor Sylvia Luke, who highlighted the Aloha Spirit and recognized Taiwan’s achievements in agriculture and technology. During their visit, the delegation also engaged with scholars from the East-West Center, discussing key topics such as energy, sustainability, and regional cooperation.

The program concluded with a “Taiwan Culture Night” at Ala Moana Center in Honolulu, where the Youth Ambassadors showcased Taiwan’s diverse cultural heritage through dynamic performances. SHOT played a central role in coordinating these engagements, fostering cross-cultural exchange, and strengthening relationships between Hawai‘i and Taiwan’s youth leaders. SHOT’s Executive Director Andrew Koh will continue to support MOFA and Taiwan youth initiatives in future activities.




SHOT’s Executive Director Andrew Koh joined a luncheon with 40 MOFA Taiwan Youth Ambassadors, sharing insights about Hawaiian culture, daily life, and the Aloha Spirit

August 25, 2025: SHOT Participation in Pacific Islands Leadership Program Opening

SHOT’s Executive Director Andrew Koh attended the Opening Ceremony for the Pacific Islands Leadership Program with Taiwan (PILP) in Taipei. Established through a 2012 Memorandum of Understanding between the Institute of Diplomacy and International Affairs (IDIA) of MOFA and the East-West Center, the program annually trains 25 emerging leaders from Pacific Island nations through a three-month fellowship. Participants receive two months of training at the East-West Center in Hawai‘i and one month at IDIA in Taipei, covering regional economic, cultural, social, political, and security issues.

This program aims to develop over 125 future leaders, equipping them to broaden their global perspectives, strengthen professional networks, and contribute to the well-being of their communities. SHOT's involvement supports Hawai'i's role as a hub for regional leadership and fosters ongoing trilateral cooperation among Taiwan, the United States, and the Pacific Islands.




SHOT's Executive Director Andrew Koh attended the Opening Ceremony for the Pacific Islands Leadership Program with Taiwan (PILP) in Taipei

Lastly, regarding the education exchange, Former Executive Director Alex C. Lei attended the events below on behalf of SHOT from January to April 2025:

<u>January 22, 2025: Nanshan High School Model United Nations</u>

Former Executive Director Alex Lei attended the opening ceremony of the 14th Nanshan High School Model United Nations and delivered a keynote speech. The event brought together 117 student representatives from 29 high schools across Taiwan, as well as participants from Hong Kong and Singapore, providing a platform for youth to engage in international diplomacy and cross-cultural exchange.



Former Executive Director Alex Lei attended the opening ceremony of the 14th Nanshan High School Model United Nations and delivered a keynote speech

March 20, 2025: Fu Jen Catholic University Visit

SHOT promoted Hawai‘i education and culture during a visit to Fu Jen Catholic University. A group of Indigenous Taiwanese university students, organized by the Council of Indigenous Peoples (CIP), will participate in an exchange program in Hawai‘i. Former Executive Director Alex Lei shared insights on Hawai‘i’s political and economic landscape, as well as its rich local culture, fostering stronger connections between Hawai‘i and Taiwan’s Indigenous communities.



SHOT promoted Hawai‘i education and culture during a visit to Fu Jen Catholic University

III. Partnership Development

SHOT completed eight key activities aimed at maintaining and expanding inter-agency and institutional partnerships in this area. SHOT’s Executive Director Andrew Koh has been proactive in strengthening ties between Hawai‘i and Taiwan, conducting official courtesy visits and engaging closely with major partner organizations in both Taiwan and Hawai‘i.

March 27-28, 2025, and April 1, 2025: Courtesy Visits to Key Partner Agencies

SHOT’s Executive Director Andrew Koh conducted courtesy visits to MOFA, the American Institute in Taiwan (AIT), and the CIP. These visits allowed him to introduce himself, gain a deeper understanding of each agency’s current operations, and discuss both ongoing and potential cooperative projects with SHOT, reinforcing Hawai‘i–Taiwan partnerships.

April 18, 2025: Engagement with the American State Offices Association (ASOA)

SHOT’s Executive Director Andrew Koh met with Mr. Felix Yen, President of the American State Offices Association (ASOA) and Director of the Guam Taiwan Office, to strengthen Hawai‘i’s engagement with ASOA. Under Mr. Yen’s leadership since 2022, ASOA has expanded from eight to 24 U.S. state offices in Taiwan and actively promotes U.S.–Taiwan

collaboration through four committees: Food and Agriculture, Biotech and Medical, High Technology and Foreign Direct Investment (FDI), and Tourism.



SHOT's Executive Director Andrew Koh met with Mr. Felix Yen, President of the American State Offices Association (ASOA) and Director of the Guam Taiwan Office

Hawai'i has been a long-standing ASOA member. Earlier this year, on February 13, SHOT participated in the ASOA Spring Gathering, attended by MOFA and AIT. During the meeting, Deputy Director-General Chiao of MOFA's Department of North American Affairs expressed appreciation for ASOA's continued support and assured that, despite significant national budget reductions, MOFA would make every effort to secure funding for ASOA members to participate in the 2025 Food Taipei Mega Shows. This engagement reinforces Hawai'i's role in Taiwan–U.S. agricultural trade, which reached US$4.67 billion in 2024, with the U.S. supplying more than one-fifth of Taiwan's agricultural imports.





SHOT participated in the ASOA Spring Gathering, attended by MOFA and AIT

A notable achievement this year is SHOT's Executive Director Andrew Koh's appointment as Vice Chairperson of ASOA's Tourism Committee. In this role, he collaborates with Ms. Mei Mei Wang, Chairperson and Montana Representative in Taiwan, to coordinate tourism promotion efforts across all 24 U.S. state offices. Looking ahead, ASOA plans to return the U.S. Pavilion to Taiwan's largest international travel expo in November for the first time in seven years, with support from AIT, BrandUSA, Visit USA, and a commitment of NT$1 million (approximately US$32,074) from MOFA. SHOT's Executive Director Andrew's leadership strengthens Hawai'i's presence and influence in tourism and trade promotion within Taiwan.

Beyond official partnerships, SHOT actively engaged with agricultural and coffee industry stakeholders to promote Hawai‘i’s premium products and explore opportunities for collaboration between Taiwan and Hawai‘i.

April 29, 2025: Engagement with YESHEALTH iFARM on Smart Agriculture

On April 29, 2025, SHOT’s Executive Director Andrew Koh met with Chairman Chang of YESHEALTH iFARM in Taoyuan to discuss potential opportunities for establishing a production facility in Hawai‘i. The meeting also reviewed the visit of the Hawai‘i delegation to iFARM earlier in the year. Both parties explored areas of collaboration in smart agriculture and sustainable production, reflecting SHOT’s commitment to fostering practical partnerships that advance Hawai‘i’s agricultural and technological interests.



SHOT’s Executive Director Andrew Koh met with Chairman Chang of YESHEALTH iFARM in Taoyuan

May 15, 2025: Strengthening Educational and Coffee Industry Partnerships

SHOT’s Executive Director Andrew Koh paid courtesy visits to Hung Kuang University and ProAroma Company in Taichung. Discussions focused on developing student exchange programs and promoting agricultural and coffee-related products between Taiwan and Hawai‘i, reinforcing SHOT’s efforts to advance educational collaboration and support Hawai‘i’s coffee industry in the Taiwan market.



SHOT’s Executive Director Andrew Koh paid courtesy visits to Hung Kuang University and ProAroma Company in Taichung

July 23, 2025: Engagement with AIT Agricultural Section

SHOT's Executive Director Andrew Koh also held a courtesy meeting with Mr. Morgan Haas, the new Agricultural Section Chief at the American Institute in Taiwan (AIT), and Specialist Ms. Teela Yeh. Taiwan ranked as the 8th largest market for U.S. agricultural products in 2024, with strong growth in demand for high-quality, value-added foods. The Agricultural Section represents U.S. agricultural interests in Taiwan, aiming to expand Taiwan's imports of U.S. products. Its Agricultural Trade Office (ATO) focuses on providing marketing support to U.S. companies and associations seeking to enter the Taiwan market. The meeting introduced SHOT's ongoing initiatives and reviewed past and planned collaboration in promoting Hawai'i and U.S. agricultural products.




SHOT's Executive Director Andrew Koh held a courtesy meeting with Mr. Morgan Haas, the new Agricultural Section Chief at the American Institute in Taiwan (AIT), and Specialist Ms. Teela Yeh

August 11, 2025: Advancing Hawai'i–Taiwan Agricultural Trade

SHOT's Executive Director Andrew Koh met with Mr. and Mrs. Wang to explore potential bilateral sales opportunities for agricultural products between Taiwan and Hawai'i.



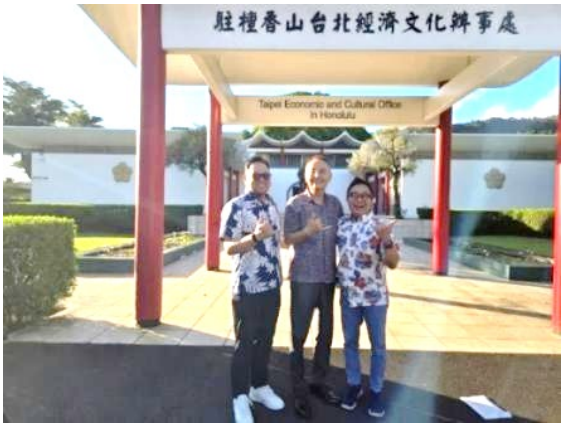
SHOT's Executive Director Andrew Koh met with Mr. and Mrs. Wang

Through these industry-level engagements, SHOT has continued to strengthen Hawai‘i’s economic presence in Taiwan and lay the groundwork for future agricultural and food-related collaborations.

At the same time, SHOT has actively reinforced partnerships and stakeholder relationships within Hawai‘i, building a stronger foundation for long-term cooperation between Taiwan and Hawai‘i, as reflected in the following meetings:

October 29, 2025: Strengthening Hawai‘i–Taiwan Relations

SHOT’s Executive Director Andrew Koh and Senator Glenn Wakai met with Mr. Jerry Chang, Director-General of the Taipei Economic and Cultural Office (TECO) in Honolulu, to discuss strategies for strengthening relations between Taiwan and Hawai‘i. The meeting also explored the establishment of a Hawai‘i–Taiwan Alliance Association, envisioned as a platform to enhance bilateral collaboration and policy dialogue.



SHOT’s Executive Director Andrew Koh and Senator Glenn Wakai met with Mr. Jerry Chang, Director-General of the Taipei Economic and Cultural Office (TECO) in Honolulu

October 31, 2025: Strengthening Ties with the Taiwanese Business Community

SHOT’s Executive Director Andrew Koh attended the Annual Dinner of the Taiwanese Chamber of Commerce of Hawai‘i at the Ala Moana Hotel. The newly elected President, Mr. Shen-Ming Lin, welcomed members and guests, while Representative Adrian Tam extended greetings on behalf of the Hawai‘i State Legislature. The event brought together over 200 attendees, including community and business leaders such as Mr. and Mrs. Chang Shih-Jui and Ms. Chen Shu-Hui of Matsukaku Company, as well as representatives from major Taiwanese and Chinese associations in Hawai‘i. Through this engagement, SHOT further strengthened its ties with the Taiwanese business and community networks in Hawai‘i.



SHOT's Executive Director Andrew Koh attended the Annual Dinner of the Taiwanese Chamber of Commerce of Hawai'i at the Ala Moana Hotel

November 3, 2025: Developing Taiwanese Baseball Talent in Hawai'i

SHOT's Executive Director Andrew and Senator Glenn Wakai met with the University of Hawai'i Baseball Program to explore establishing a pathway for Taiwanese baseball players to pursue both academic and athletic opportunities in Hawai'i. Following Taiwan's victory as the 2024 WBSC Premier12 World Champion, ranking second globally behind Japan, interest in Taiwanese talent has grown among MLB scouts. Despite this, no NCAA collegiate baseball programs have yet focused on recruiting in Taiwan, presenting a strategic opportunity for UH and Hawai'i. With the global baseball industry entering a new era of data-driven innovation, enhanced fan engagement, and evolving business models, SHOT will continue partnering with UH Baseball to support bilateral talent development and career pathways between Taiwan and Hawai'i.



SHOT's Executive Director Andrew Koh and Senator Glenn Wakai met with the University of Hawai'i Baseball Program to explore establishing a pathway for Taiwanese baseball players to pursue both academic and athletic opportunities in Hawai'i

In addition to strengthening partnerships across government, business, and academic sectors in both Taiwan and Hawai‘i, SHOT has actively promoted Hawai‘i as a premier destination for MICE tourism (Meetings, Incentives, Conferences, and Exhibitions). To explore potential collaborations in this area, SHOT engaged with the Taiwan External Trade Development Council (TAITRA), Taiwan’s leading trade promotion organization.

Established in 1970, TAITRA is a non-profit organization dedicated to facilitating international trade and investment. It supports Taiwanese companies in expanding into global markets, organizes major international exhibitions and conventions, and manages key venues such as the Taipei World Trade Center (TWTC) and the Taipei International Convention Center (TICC). With over 60 overseas offices worldwide, TAITRA plays a central role in advancing Taiwan’s MICE and trade development initiatives.

October 22, 2025: SHOT Engages with TAITRA on MICE Promotion

Ms. Nina Lin, Deputy Executive Director of the Exhibition and Convention Operations Department at TAITRA, visited the SHOT office with her team. During the meeting, SHOT’s Executive Director Andrew Koh and Ms. Lin exchanged insights on MICE promotion strategies and discussed potential collaboration opportunities to further position Hawai‘i as a premier destination for international conferences and incentive travel.



Ms. Nina Lin, Deputy Executive Director of the Exhibition and Convention Operations Department at TAITRA, visited the SHOT office with her team

IV. Trade and Investment Promotion

As part of its business development initiatives, SHOT has actively promoted Hawaiian cuisine and specialty coffee, leveraging "culinary diplomacy" to enhance Hawai'i's visibility and expand economic opportunities in Taiwan. From late 2024 through 2025, SHOT participated in 11 key promotional events—10 focused on food and one on tourism—with several notable highlights:

<u>April 8, 2025: Promoting Hawaiian Cuisine in Taiwan</u>

SHOT was invited by ABV American Restaurant to participate in a tasting event featuring authentic American dishes. The visit also provided an opportunity to explore potential collaborations aimed at introducing Hawaiian cuisine to Taiwan's restaurant market.



SHOT was invited by ABV American Restaurant to participate in a tasting event featuring authentic American dishes

<u>May 5, 2025: Hawaiian Culinary Promotion Planning</u>

SHOT held discussions with ABV American Restaurant to plan a Hawaiian Culinary Promotion Program for the second half of 2025, aimed at enhancing Hawai'i's cultural and gastronomic presence in Taiwan.







ABV American Restaurant to plan a Hawaiian Culinary Promotion Program

June 24 to 27, 2025: SHOT Participation in Food Taipei Mega Show

SHOT participated in the Food Taipei Mega Shows, Taiwan's largest food and beverage trade event, as a member of ASOA. The office received a complimentary half-booth sponsored by MOFA, showcasing six food and ingredient suppliers from Hawai'i. The full U.S. Pavilion, sponsored by MOFA and co-organized by the Agricultural Trade Office (ATO) in collaboration with TAITRA, included participation from 10 U.S. state representative offices in Taiwan: Florida, Guam, Hawai'i, Idaho, Maryland, Minnesota, Missouri, Montana, New Mexico, and Wyoming.

During the event, SHOT's Executive Director Andrew Koh met with Mr. Peter Huang, Secretary General of the Importers and Exporters Association of Taipei (IEAT), to introduce the featured Hawaiian products. As ASOA is also an IEAT member, Hawai'i exhibitors gained access to over 6,000 importer and exporter members—the largest trade network in Taiwan—providing significant opportunities for business promotion and collaboration. The four-day event attracted 47,885 visitors and generated 15 new business leads, further strengthening trade and product partnerships between Hawai'i and Taiwan.





SHOT participated in the Food Taipei Mega Shows

SHOT continued to strengthen Hawai'i–Taiwan connections in specialty coffee through a series of initiatives designed to rebuild past partnerships and gain a deeper understanding of the current market landscape.

April 9, 2025: SHOT and Hawai‘i Coffee Association (HCA) Collaboration

SHOT held an online meeting with Mr. Ralph Gaston, Board Representative of the Hawai‘i Coffee Association (HCA), to discuss strategies for promoting Hawaiian coffee and other agricultural products in Taiwan, strengthening industry partnerships and market outreach efforts.



SHOT held an online meeting with Mr. Ralph Gaston, Board Representative of the Hawai‘i Coffee Association (HCA)

May 20, 2025: Promoting Hawai‘i Coffee in Taiwan

SHOT’s Executive Director Andrew Koh met with prominent coffee and lifestyle influencers in Taiwan to discuss their participation in the upcoming Coffee Reverse Trade Mission in October. This initiative aims to increase the visibility of Hawaiian coffee brands within Taiwan’s specialty coffee market and strengthen SHOT’s promotional efforts.



SHOT’s Executive Director Andrew Koh met with prominent coffee and lifestyle influencers in Taiwan

September 16, 2025: 2025 Taipei – U.S. City Products & Services Showcase

SHOT participated in the 2025 Taipei – U.S. City Products & Services Showcase, organized by the Taipei City Government and the Importers and Exporters Association of Taipei (IEAT). The event brought together 18 U.S. state representative offices and four U.S. industry associations, attracting more than 550 professional buyers. Through exhibitions, one-on-one meetings, and industry seminars covering sectors such as aerospace, defense, food, and healthcare, SHOT actively promoted Hawai‘i’s agricultural brand, highlighting the excellence and distinctive flavor profile of Kona Coffee to strengthen Hawai‘i’s presence in Taiwan’s specialty market.



SHOT participated in the 2025 Taipei – U.S. City Products & Services Showcase

October 26 to November 1, 2025: Coffee Reverse Trade Mission

To deepen bilateral collaboration in the specialty coffee sector, SHOT supported the Hawai‘i Coffee Association (HCA) in organizing the Coffee Reverse Trade Mission, held from October 26 to November 1, 2025, on the Island of Hawai‘i. The program featured visits to leading coffee farms, roundtable discussions with local growers and associations, cupping sessions, and business-matching meetings. Through these activities, SHOT facilitated meaningful engagement between Hawaiian coffee producers and Taiwanese buyers, fostering long-term trade opportunities and strengthening cultural and economic ties between Hawai‘i and Taiwan.



SHOT supported the Hawai‘i Coffee Association (HCA) in organizing the Coffee Reverse Trade Mission, held from October 26 to November 1, 2025, on the Island of Hawai‘i

November 14 to 17, 2025: 2025 Taiwan International Coffee Show

The Taiwan Coffee Association hosted the 2025 Taiwan International Coffee Show, bringing together industry professionals, global brands, equipment suppliers, and coffee enthusiasts. Since 2019, members of the Hawai‘i Coffee Association (HCA) have participated annually. This year, four HCA representatives—Ralph Gaston, Juli Burden, Madeleine Longoria Garcia, and Lit Buasriyottiya—traveled to Taiwan to exhibit. Each day, they introduced the origins and characteristics of Hawai‘i coffee, conducted professional hand-brew demonstrations, and offered tasting samples to help visitors better understand Hawai‘i’s diverse flavor profiles.

Tasting played a critical role at this year’s show. By sampling the coffees, visitors experienced the unique aromas, acidity levels, and regional distinctions firsthand, increasing their interest in purchasing Hawaiian beans. The combination of expert demonstrations, interactive engagement, and storytelling about Hawai‘i’s coffee heritage

significantly enhanced brand awareness and drove strong on-site sales. Of the 730 bags of coffee beans prepared for the show, 660 bags were sold over the four-day event.

Building on the momentum of the Coffee Reverse Trade Mission, SHOT and HCA representative Ralph Gaston continued strategic discussions in Taiwan. SHOT's Executive Director Andrew Koh shared SHOT's media strategy for next year's coffee promotions, and HCA expressed interest in exploring new approaches. During the exhibition, SHOT also conducted market research with 33 coffee businesses to assess current trends and identify barriers to market entry.

Through this research, SHOT gained important insights into Taiwan's specialty coffee landscape. Many retailers' willingness to sell Kona coffee is shaped by their supply channels: direct importers rely on cupping results when deciding whether to purchase, while businesses that source through green bean suppliers cannot carry Kona if their suppliers do not import it. These findings will guide SHOT's strategic planning for 2026, ensuring that future promotional efforts address market needs and strengthen Hawai'i's position in Taiwan's premium coffee sector.



Hawai'i Coffee Association representatives presenting Hawai'i's premium coffees at the 2025 Taiwan International Coffee Show

November 19, 2025: Cupping Event with Zhanlu Coffee and HCA

SHOT participated in a cupping event co-hosted by Zhanlu Coffee and the Hawai‘i Coffee Association (HCA), further strengthening Hawai‘i specialty coffee promotion following the Taiwan International Coffee Show. Zhanlu Coffee is one of Taiwan’s pioneering specialty coffee brands, operating four cafés in Taipei. Its Founder and Chairman, Graham Liao, entered the specialty coffee field more than a decade ago and is now recognized as a leading figure in Taiwan’s coffee industry.

The event brought together two major green bean importers and 18 coffee operators from across Taiwan, enabling direct upstream and downstream engagement and significantly increasing the potential for future partnerships and sales. Executive Director Andrew delivered opening remarks, introducing Hawai‘i’s eight coffee-growing regions and encouraging participants to further explore the diversity and quality of Hawai‘i-grown coffee.

A total of seven Hawai‘i specialty coffees were cupped, receiving overwhelmingly positive feedback from industry professionals. Of the 730 bags of coffee prepared by HCA for the exhibition, only 70 bags remained after the four-day show—all of which were purchased on-site by Zhanlu Coffee following the cupping. This strong response further demonstrates the growing market potential for Hawai‘i specialty coffee in Taiwan. SHOT also engaged directly with participating businesses to gather industry insights and enhance its market intelligence for future promotional strategies.



SHOT participated in a cupping event co-hosted by Zhanlu Coffee and the Hawai‘i Coffee Association (HCA)

The event also welcomed representatives from ATO, including Office Director Kathy Yao, Specialist Teala Yeh, and Specialist Katherine Lee. As the representative office of the State of Hawai‘i, SHOT leveraged this market-driven B2B platform to engage with ATO and explore future areas of collaboration. During the discussions, ATO highlighted its upcoming “Sunshine Island Life Festival,” which—given its island-themed concept—will provide fully sponsored booths for Hawai‘i and Guam. This presents a valuable opportunity for SHOT to further expand Hawai‘i’s cultural and agricultural presence in Taiwan.

February 21, 2025: Promoting Hawai‘i Coffee at the Sunshine Island Life Festival

Represented by Former Executive Director Alex Lei, SHOT participated in the Sunshine Island Life Festival, hosted by the Kaohsiung City Government at Zhongshan Park. SHOT showcased two Hawaiian coffee brands, giving local visitors the opportunity to experience the authentic island flavors and cultural richness of Hawai‘i coffee.

Based on the strong performance at the festival, ATO extended another invitation and sponsorship for SHOT to participate in next year’s event, as confirmed during the networking session at Zhanlu Coffee. SHOT will plan a dedicated promotional booth featuring Hawai‘i specialty coffee and tourism to further enhance Hawai‘i’s visibility in southern Taiwan.



Kaohsiung Hosts the Island Life Festival International Market × Music Performances

Food Taipei Mega Shows 2026

Through SHOT’s active engagement, ATO shared that the United States Department of Agriculture (USDA) will officially invest in and sponsor the USA Pavilion at the 2026 Food Taipei Mega Shows. The plan includes a dedicated culinary demonstration area, enabling U.S. states and companies to showcase their products in a dynamic and interactive format.

With continued support from MOFA, SHOT will leverage this opportunity to maximize exposure for Hawai‘i’s food products, including specialty coffee and further develop potential buyers within the Taiwan market.

Through several months of dedicated effort, SHOT has established a broad network of industry and business partners, laying a strong foundation for promoting Hawai‘i specialty coffee in Taiwan. Moving forward, SHOT’s Executive Director Andrew Koh will lead SHOT in implementing proactive and innovative strategies to further expand Hawai‘i’s market presence and visibility.

V. Official and Delegation Visits

Among SHOT’s key responsibilities, one of the most important is facilitating substantive bilateral exchanges between the State of Hawai‘i and Taiwan, with a particular focus on supporting official and business delegations.

August 14, 2025: Coordination for DBEDT Business Mission to Taiwan

In preparation for the DBEDT Business Mission to Taiwan, SHOT’s Executive Director Andrew Koh held coordination meetings with AIT Commercial Officer Christian Koschil and Trade Promotion Coordinator Lynn Kao to finalize the delegation’s schedule and ensure alignment with the mission’s key objectives.





SHOT’s Executive Director Andrew Koh held coordination meetings with AIT Commercial Officer Christian Koschil and Trade Promotion Coordinator Lynn Kao

September 20 to 26, 2025: DBEDT Business Mission to Taiwan

During the DBEDT Business Mission to Taiwan in September, SHOT’s Executive Director Andrew Koh accompanied Hawai‘i’s legislators and business leaders to participate in the U.S Business Day on September 23.

The delegation was led by members of the Hawai‘i State Legislature:

Official Delegation

- Hawai‘i State Legislators
    - Speaker of the House Representative Nadine Nakamura
    - Representative Mark Hashem
    - Representative Daniel Holt
    - Representative Greggor Ilagan
    - Representative Jackson Sayama
    - Representative Cory Chun
    - Representative Jenna Takenouchi
    - Representative Trish La Chica
    - Representative Tyson Miyake
- DBEDT (Department of Business, Economic Development & Tourism)
    - Dane Wicker, Deputy Director

Additional Delegation Members

- DBEDT – Business Development & Support Division (BDSD)
    - Dennis Ling, Administrator
    - Timothy Tiu, Economic Development Specialist
- SHOT
    - Andrew Koh, Executive Director
    - Sam Tang, Office Manager



September 23,2025, Hawai‘i Delegation participated in the 2025 U.S. Business Day in Taipei



Last row (left to right): Timothy Tiu (DBEDT), Representative Jackson Sayama, Dane Wicker (DBEDT), Representative Cory Chun, Andrew Koh (SHOT), and Dennis Ling (DBEDT). Middle row (left to right): Representative Greggor Ilagan, Representative Trish La Chica, and Representative Tyson Miyake. Front row (left to right): Sam Tang (SHOT), Representative Daniel Holt, Speaker of the House Representative Nadine Nakamura, Representative Jenna Takenouchi, and Representative Mark Hashem

The mission aimed to strengthen economic and cultural ties between Hawai‘i and Taiwan, promote trade and investment, and encourage mutual growth. Representing SHOT, Executive Director Andrew Koh highlighted Hawai‘i’s business opportunities and facilitated meaningful exchanges between U.S. and Taiwanese enterprises.

As part of the mission, the delegation, together with AIT representatives, visited China Airlines Headquarters in Taoyuan. The group was warmly received by Chairman Kao Hsing-Huang and President Kevin Chen, who addressed questions regarding the potential resumption of direct flights between Taipei and Honolulu. While the establishment of a direct air route remains under consideration, this engagement underscores the close economic and cultural connections between Hawai‘i and Taiwan.





The Hawai‘i delegation, together with AIT representatives, visited China Airlines Headquarters in Taoyuan

SHOT also emphasized the promotion of Hawai‘i’s high-value export products, including specialty coffee, which are well-suited for air transport and already recognized in Taiwan markets. By facilitating business matching and strategic discussions, SHOT continues to create pathways for trade expansion and bilateral cooperation.

Looking ahead, SHOT will continue to collaborate closely with AIT to support efforts toward the restoration of direct flight services between Taipei and Honolulu, further enhancing bilateral travel, tourism, and economic cooperation.

VI. Conclusion and Future Outlook

Based on activities in 2025 and under Executive Director Koh’s leadership, SHOT has identified five key Hawai‘i industries to promote and advance in the Taiwan market in 2026: baseball, coffee, energy, aquaculture, and tourism (in close collaboration with the Hawai‘i Tourism Taiwan Team). These sectors represent Hawai‘i’s competitive strengths and align closely with Taiwan’s market needs, creating substantial opportunities for bilateral cooperation.

With these aligned priorities and strong complementarities, 2026 presents a pivotal opportunity for Hawai‘i and Taiwan to deepen collaboration and build long-term, high-value partnerships—efforts that will also support the goal of restoring direct flights. The following sections of this report provide detailed insights gathered from SHOT’s frontline market intelligence work.

VII. Taipei Office Expense (FY 2025)

Description of Expense	**Total**
Director's Contract	$49,759.40
Assistant's Salary	$21,512.61
Office Rent	$13,002.04
Parking Rental	$1,455.36
Health Insurance	$1,234.61
Labor Insurance	$1,846.80
Labor Pension	$883.73
Newspaper Subscription	$127.53
Copy Machine Rental	$953.31
Utilities	$529.78
Phones/Fax/Long Distance	$809.66
Mobile Phone	$1,029.05
Postage	$28.76
Freight & Delivery Charge	$30.50
Office Supplies/Internet	$16.14
Office Equipment	$362.81
Google Subscription Fee	$17.05
Taxi Fare	$609.87
Miscellaneous Exp.	$669.31
Membership Fees	$375.00
Printing	$106.00
Intrastate Travel Exp.	$281.36
FestPAC Event - Traveling	$1,766.29
Seminar/Missions/Trade Shows	$25.53
Business Weekly Magazines	$123.44
Telephone Equipment	$364.75
Total	**$97,920.69**