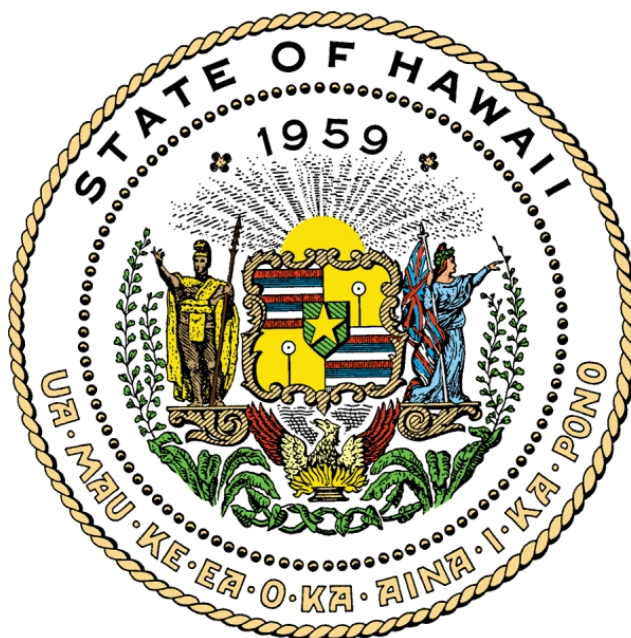


STATE OF HAWAII
Offices in Taiwan and Beijing
January 1, 2015 – December 31, 2015
Annual Report to the Legislature



State of Hawaii Offices in Taiwan and Beijing

December 2015

STATE OF HAWAII OFFICE IN TAIWAN (SHOT)

Study Hawaii Mission to Asia



Study Hawaii delegation at the Oh! Study International Education Expo

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 second Study Hawaii Mission to Taipei from October 8-11, 2015. Study Hawaii's participating schools included Global Village Hawaii, Hawaii Pacific University, Hawaii Tokai International College, University of Hawaii System, University of Hawaii at Hilo, University of Hawaii at Manoa, University of Hawaii English Program, Hawaii Community College, Kapiolani Community College, 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 two hundred prospective students were interviewed at the expo for further school follow up. In addition to the education trade show, SHOT also arranged a breakfast briefing by education specialists from the American Institute in Taiwan, EducationUSA and the Fulbright program. The delegation visited the Taipei American School which sends many of its students on study abroad programs.

School representatives were busy providing information and answering questions about Hawaii schools and programs



SHOT also produced for the delegation, The Study Hawaii Education Seminar. A Hawaii-Taiwan education fair that attracted 120 guests representing Taiwan universities and colleges, high schools, education counselors, English language schools, immigration consultants, alumni, education ministry officials, and even the education specialist from the American Institute in Taiwan. The seminar provided individual schools the opportunity to market their school and programs targeting international students. The seminar also provided participants the opportunity to meet with school representatives on a one-to-one basis.



Delegation visiting the
Taipei American School

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 2015, outreach activities included:

- School visits to Taipei high schools and universities.
- Promoted Hawaii schools at major education fairs.
- Worked with the EducationUSA team to educate staff on the advantages of studying in Hawaii.
- Displayed school collateral material in office.
- Met and discussed study abroad opportunities with student and parents interested in Hawaii schools.
- Translated the Study Hawaii website from English to traditional Chinese.
- Provided market research for Taiwan vocational high schools, overseas study consulting agencies, immigration consultants, public and private universities interested in sending students to Hawaii to study.
- A complete databank was established for future use.
- Taipei Staff participated as an exhibitor at two American International Education Fairs in March and October. At both events staged in Taipei, SHOT staff met with several hundred students and parents promoting Hawaii as a learning destination.



SHOT staff at the American International Education

Due in part to the marketing efforts of SHOT staff, close to 400 students from Taiwan studied in Hawaii for 2014 and 2015. More than half of Taiwanese students enrolled in short-term programs with an estimated direct economic impact of \$8 million and creating close to 200 jobs. Over \$17 million in household spending can be attributed to students from Taiwan, generating over \$1.1 million in state tax revenue.

Promoting Hawaiian Culture



Hula in Taiwan

SHOT worked closely with Taiwan Hula Association to promote Hawaiian culture in Taiwan, including assistance for performances at Sogo department store, Taichung City International Art Festival, Taipei International Travel Fair in the Spring and Fall, leading Taiwan hula dancers to participate in the Merrie Monarch Festival, and helping to organize hula camps in Taipei. Taipei staff worked closely with Ms. Ann Fan, Chairwoman of the Taiwan Hula Association, to organize a variety of hula-related activities which includes sending a delegation of eighty Taiwanese hula dancers to participate in the 2016 Merrie Monarch Festival.

Government Relationships



SHOT Executive Director at the opening ceremony of the 2015 PILP – G2

SHOT Executive Director, Alex Lei is frequently invited to attend Taiwan Government functions 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 Club, Oversea Trade Development Council, Taipei City Government, Indigenous Council and the Taiwan Provincial Government. Attended the Opening Ceremony of the 2015 PILP-G2 with Taiwan at Institute of Diplomacy and International Affairs, a Pacific Islands leadership training program between East-West Center and Taiwan Ministry of Foreign Affairs. This year, the program started in Hawaii for three weeks, returned to 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. Lea Lani Kauvaka, Pacific Knowledge Specialist at the East-West Center.



SHOT Executive Director with Minister Lin, Taiwan Indigenous Council

SHOT Executive Director met with the Council of Indigenous Peoples Minister Lin Mayaw Dongi and key ministry staff. As a result of the meetings with Minister Lin, forty-two town executives will visit Hawaii from January 26 to February 1, 2016. The Council of Indigenous Peoples mission next year will include visits to Governor David Ige, the Office of Hawaiian Affairs, King Kamehameha School, East-West Center, Polynesia Cultural Center and Brigham Young University Hawaii. The mission will also include a stopover in Hilo.

SHOT Executive Director, Alex Lei was a part of the DBEDT team, supporting Governor David Ige's sister-state mission to Guangdong Province from October 9th to 14, promoting international student attraction and exchange.

Product Promotion

SHOT continued to work closely with major Hawaii product importers in Taiwan to promote the export of Hawaii made products. Over \$3.25 million in Hawaii products were exported as a result of SHOT's marketing efforts.

Hawaii Delegation Visits

Honolulu Mayor Kirk Caldwell with Study Hawaii President Todd Shumway at the Oh! Study International Education Expo



From October 9-13, 2015, a delegation from the City and County of Honolulu led by Mayor Kirk Caldwell visited Taiwan along with a delegation of business executives and the Chinese Chamber of Commerce of Hawaii. The purpose of their visit was to promote the sister city relationship Honolulu has with Kaohsiung. The delegation members met with government officials from Taiwan to promote Honolulu as a great place to do business, and to establish international education exchange programs.

Mayor Caldwell and the delegation visited the Hawaii Pavilion at the Oh! Study Education Expo and met with Study Hawaii student recruiters. Mayor Caldwell was interviewed by Taiwan media at the expo and he used the opportunity to promote Hawaii as an education destination for students from Taiwan.



SHOT and Study Hawaii at the Study Hawaii Education Seminar

FY 2015 Taipei Office Expenses

Description	Total
Director's Salary	\$45,000.00
Assistant's Salary	\$21,017.12
Office Rent	\$10,486.03
Health Insurance	\$624.55
Labor Insurance	\$871.05
Newspaper Subscription	\$116.47
Copy Machine Rental	\$970.68
Utilities	\$350.46
Phones/Fax/Long Distance Calls	\$1,579.81
Mobile Phone	\$1,350.57
Postage	\$268.21
Freight & Delivery	\$9.05
Office Supplies/Internet	\$226.08
Office Equipment	\$407.66
Taxi Fare	\$28.56
Membership Fees	\$196.83
Intrastate Travel	\$465.25
Taiwan Mission	\$17,002.30
Miscellaneous	\$646.66
TOTAL EXPENSES	\$101,734.24

STATE OF HAWAII OFFICE IN BEIJING (SHOB)

The State of Hawaii Office in Beijing (SHOB) continues to receive positive feedback from Chinese schools and education counselors after the first Study Hawaii mission to China in October 2014, which included participation in the China Education Expo in Beijing and campus visits to prospective schools with a history of sending students abroad upon graduation or for short-term programs during the school year. The mission also included a Study Hawaii seminar for Chinese educators, ministry officials and international education counselors. Schools participated in this seminar and educators and prospective students attended.

Hawaii has a strong brand presence among Chinese educators and students as a world-class tourist destination. For visitors to the Hawaii Pavilion at the China Education Expo it was the first time they were presented with credible information about Hawaii as a place for international students to study. The mission was successful in educating the Chinese to look at Hawaii as an education destination for Chinese students.

The SHOB followed up their successful effort as follows:

- From March 24-25, 2015, SHOB marketed Study Hawaii and their member institutions at the Asia Pacific Association for International Education (APAIE) taking place in Beijing. APAIE is the largest education fair targeting professional educators in the Asia Pacific region.
- From October 24-25, 2015, SHOB participated in the China Education Expo with a booth promoting the Study Hawaii Education Consortium. Over 1,200 visitors came to the Hawaii booth to inquire about educational opportunities in Hawaii. Many of visitors asked about high school education programs. Educators are interested in developing partnership or exchange programs (2+1, 2+2 programs, or teacher training) and summer/winter camps in Hawaii.

Beijing Association for Promoting Sci-Tech Education Mission to Hawaii



BAPSTE delegate visit to Imiloa Astronomy Center

In April 2015, SHOB worked with the Beijing Association for Promoting Sci-Tech Education (BAPSTE), a nonprofit organization focused on developing activities and events in the areas of science and technology, to organize a delegation of Chinese educators from 10 schools to visit Hawaii and meet with schools interested in attracting students from China.



BAPSTE delegation visit to Hawaii Pacific University campus

The group's itinerary included a visit to the Big Island to get a first-hand look at what the island offers as a natural/earth science laboratory for students and teachers from Beijing. Site visits included the Volcanoes National Park, Imiloa Astronomy Center and Planetarium, Pacific Aquaculture and Coastal Resources Center, the Tropical Agriculture Farm Laboratory and a tour of the University of Hawaii-Hilo campus.

Highlights of the familiarization tour by the BAPSTE delegation included:

- The signing of Memorandums of Cooperation with Shijiazhuang Foreign Language School and Beijing Jingsong Vocational School with Kapiolani Community College to establish summer and short-term programs for both schools.
- The drafting of a Memorandum of Cooperation between University of Hawaii and Beijing Chenjinglun High School. The MOC is pending the signature of Beijing Chenjinglun High School's principal who is currently on leave but is scheduled to return in early 2016.

Kapiolani Community College Leon Richards with Principal of Beijing Jingsong Vocational School and SHOB Executive Director



As a result of the BAPSTE delegation visit to Hawaii, 129 Chinese students and teachers traveled to Hawaii for a short-term programs which included visits to the University of Hawaii-Hilo, Mid-Pacific Institute and other Study Hawaii member institutions. The 129 students and teachers accounted for an estimated \$384,000 in direct spending, \$829,000 in combined total direct and indirect impact on the state's economy, \$345,278 in household earnings attributable to the group, and generated \$54,000 in state tax revenue.



Delegation of high school students from China in Hawaii for short-term study program

Other International Student Attraction Efforts by SHOB:

- SHOB staff work diligently at implementing a broad-based marketing effort to increase the number Chinese students studying in Hawaii. Due in part to these activities, over 800 students from Greater China studied in Hawaii in 2014/2015. Over 90% of Chinese students enrolled in long-term academic study at the undergraduate or graduate level with an estimated direct economic impact of \$27.2 million, creating 654 jobs. \$59 million in household spending is attributed to students from China, generating over \$3.8 million in state tax revenue.
- In October 2015, Sandra Jean Theunick, Principal of St. Andrews School, traveled to China to visit Shijiazhuang Foreign Language Schools (SFLS). St. Andrews School is planning to send a group of teachers to SFLS next summer.



Saint Andrews School Principal Sandra Jean Theunick addressing student body of Shijiazhuang Foreign Language School

- The reaffirmation of High School Affiliated to Renmin University to their commitment to promote the Science In Action summer programs initiated by University of Hawaii at Manoa.
- SHOB conducted Hawaii Day at 6 Chinese high schools or trade shows: Beijing Jinsong Professional School, the High School Affiliated to the Renmin University, Beijing Chenjinglun School, Shijiazhuang Foreign Language School (Private), Beijing Jimai International School (Private); SINA Overseas Study Show.

Governor's Mission to Guangdong

In October 2015, Governor David Ige led a 40 member delegation to Guangdong Province to celebrate the 30th anniversary of sister-state relations between Guangdong and the State of Hawaii. The delegation included Representative Ryan Yamane and representatives from 15 member institutions from the Study Hawaii Education Consortium.

The mission included the following events:

- The Study Hawaii International Education Seminar organized by SHOB at the White Swan Hotel, with over 100 Chinese educators, overseas study consultants and government officials in attendance. The seminar included welcome remarks by Governor Ige and First Lady Dawn Amano-Ige, an overview of educational opportunities in Hawaii by Study Hawaii and one-on-one meetings with Study Hawaii member organizations and Hawaii Tourism China promoting study in Hawaii programs targeting international students.



Governor Ige and First Lady providing welcome remarks to the Study Hawaii Education Seminar in Guangdong

- A visit to Zhongshan city, as Kapiolani Community College signed an MOU with Zhongshan Vocational Technical Institute witnessed by Governor Ige, Zhongshan Mayor Chen Liangxian and Representative Ryan Yamane.



Kapiolani Community College signing MOU with Zhongshan Vocational Technical Institute

- An agreement between the Myron B. Thompson Academy and Guangzhou Professional School of Trade to start a dual degree program for a dual degree program and summer camp exchanges. The proposal has already been approved by the District Education Bureau of Guangzhou.



First Lady answering questions posed by high school students in Guangzhou



Governor Ige and First Lady meeting with Guangdong Governor Zhu

As part of the mission, SHOB, the Guangdong Foreign Affairs Office, the Provincial Ministry of Education, and the U.S. Consulate General in Guangzhou selected 5 high-performing high schools for the delegation to visit while in Guangdong. Led by Governor Ige and the First Lady, the Study Hawaii delegation was briefed by each school on their

efforts to send more of their students on study abroad programs including U.S. universities upon graduation.



Governor Ige and Study Hawaii delegation visiting Sun Yat-sen Memorial Museum in Zhongshan

Online Promotion by SHOB

学在夏威夷 | 夏威夷教育联盟 | 夏威夷高中 | 对华合作 | 新浪教育

HAWAII!
夏威夷 让学习充满Fun!

专页介绍：提到夏威夷，马上映入您脑海的一定是阳光沙滩、碧海蓝天和热情洋溢的草裙舞、美国历史地标珍珠港。夏威夷是美国唯一的群岛州，由太平洋中部的132个岛屿组成。陆地面积为1.67万平方公里。作为美国的第50个州，夏威夷除了拥有四季宜人的美丽风景，还拥有多种多样的教育院校和强大的教育资源，夏威夷有各类专业的综合性私立大学与公立大学、社区学院、大学... [查看详情](#)

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- 2015夏威夷国际教育合作洽谈会成功举办
- 夏威夷大学：东西交汇打造融合文化教学
- 夏威夷大学KCC毕业生赢得烹饪大赛冠军
- 夏威夷社区学院：密集英语课程圆梦美国

David Y. Ige
美国夏威夷州州长
我们欢迎更多的中国学生来夏威夷学习，两地教育的交流不但能促进学生们对彼此国家的认知，也将增进夏威夷与中国文化、知识及各领域的深入交流!

Todd Shumway
夏威夷教育联盟主席
夏威夷教育联盟的成员一致认为，国际化的教育具有建设性意义，既能提升知识，又能为人们搭建相互理解、互相尊重桥梁。

Hawaii Webpage by SINA

The April 2015 BAPSTE familiarization tour to Hawaii included a member of SINA's online marketing team. SINA is China's biggest internet portal and SHOB was able to successfully negotiate a 1 year free promotion of Hawaii as an education destination. The webpage SINA created was launched on August 4, 2015 and visits to the Hawaii webpage reached 389,400 hits within the first month.

SHOB registered accounts at the most popular social media channels such as WeChat and Weibo (similar to Facebook and Twitter). News about Hawaii's international education industry is updated weekly.

Inbound Investment Assistance

SHOB staff helped China Oceanwide Holdings Group Co. Ltd. to make contacts in Hawaii that led to the Chinese corporation's purchase of two Ko Olina Resort beachfront parcels. The Chinese real estate development company paid \$200 million for a 1 million square foot fee-simple property and plans to invest \$1 billion to build two new luxury hotels, which will add 400 new hotel rooms, and 400 residences to Ko Olina Resort.

FY 2015 Beijing Office Expenses

Description	Total
Director's Contract	\$50,153.57
Assistant's Salary	\$3,994.38
Office Rent/Deposit	\$26,872.69
Office Management Fee	\$2,723.67
Office Storage	\$399.42
Lunch Coupon	\$390.63
Bank Fees	\$200.16
Phones/Fax/Long Distance Calls	\$860.26
Mobile Phone	\$197.11
Postage/Courier	\$55.41
Office Supplies	\$386.72
Taxi Fare	\$303.27
Lunch Meetings	\$91.06
Out of State Travel	\$3,433.89
China Mission	\$10,009.94
Tradeshaw Booth Fees	\$12,327.82
Visa to USA	\$326.87
Miscellaneous	\$17.75
TOTAL EXPENSES	\$112,744.62