

Addendum No. 1

Department of Business, Economic Development and Tourism
Business Development and Support Division

HAWAII STATE TRADE AND EXPORT PROMOTION ASSISTANCE PROGRAM (HiSTEP-AP) Solicitation No. RFP-16-02-BDSD

December 30, 2015

This Addendum No. 1 includes changes, omissions and clarifications to Solicitation No. RFP-16-02-BDSD, as amended (hereinafter referred to as the “Solicitation”). All other terms, provisions, and conditions of the solicitation published on December 2, 2015, shall remain in full force and effect.

The following questions have been received regarding the Solicitation. The answers are provided below for clarification purposes:

- 1. Would expenses for airfare and accommodations only be covered during the dates of the tradeshow or could a company include a few days before the show for setup?**

A: The dates of the show can include the exhibitor setup date(s) in the application proposal, as long as these dates are posted in the trade show materials and can be verified. The application proposal should be reasonable however. For instance, if a company has a 10' by 10' booth space the Evaluation Committee would probably question more than a one-day set up time.

- 2. Does a company have to exhibit at a tradeshow in order for that activity to qualify for funding consideration or can the company just walk the show for research purposes?**

A: Yes, a company must exhibit at the tradeshow in order for the event to be considered under this award. The award is not designed to support exploratory or research trips. As stated in Section 2.07 of the RFP, award funds are limited to the following uses:

- 1. Trade Show/Trade Mission costs (eligible costs include space rental and other exhibit-related expenses; airfare; accommodations for period of show/mission only; shipping of products for show);*
- 2. Travel for multiple buyer meetings (minimum 6 meetings);*
- 3. Gold Key Service (a program offered by U.S. Department of Commerce's U.S. Commercial Service that matches pre-qualified foreign buyers with American companies in markets around the world), or other federal export development programs;*

4. *Localization services for collateral materials and website (\$3,000 maximum).*
5. *Fees for shipping sample products (\$2,000 maximum).*
6. *Cost of compliance testing an existing product for entry into an export market (\$2,000 maximum).*

3. Can a domestic tradeshow (one held in the U.S.) be considered for funding under this program or does it have to be a foreign tradeshow?

A: A domestic tradeshow can be considered for funding if the show attracts international buyers in addition to U.S. buyers. Applicant must provide a profile of previous show attendees to verify this.

4. Please clarify what type of travel expenses qualify to be covered with the funding from this program.

A: Funding awards can cover airfare and accommodations. Ground transportation and per diem will not be covered by this funding; however, these expenses can count toward the applicant's 25% cash match requirement.

5. Can a service company that provides expertise and services to U.S. mainland manufacturers qualify to apply for funding under this program?

A: Yes.

6. Since one of the eligibility requirements is that a company be in business for not less than one (1) year, does a company that registered with the Hawaii Department of Commerce and Consumer Affairs (DCCA) or the Hawaii Department of Taxation (DOTax) in 2015 have to wait to submit a funding application until one year from the date of registration?

A: Yes. The company's registration date listed in either DCCA's Business Registration database or DOTax's database, whichever is earlier, will be used to verify the length of time that a company has been in business in Hawaii.