

\$15.8 million in new and retained sales
\$5 million in new investments
130 jobs created or retained

INNOVATE Hawaii is a federal program administered in Hawaii by the State's High Technology Development Corporation and designed to create best and innovative practices to small and medium-size businesses at an affordable cost.

INNOVATE Hawaii works with small and medium-size companies of all industries in Hawaii who are willing to invest time, money, and people to build and improve their business.

INNOVATE Hawaii acts as your general practitioner, providing a wealth of knowledge and meeting various industry-specific needs. The program has worked in food processing, agribusiness, construction materials, management consulting, electronics, metals, secondary wood, textile, biotech and many other industries applying their expertise to a broad base of industries in Hawaii.

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* Impacts are based on clients receiving service in FY2010

CLIENT SUCCESS: NATURAL EDGE HAWAII, INC.

“The HTDC MEP program has provided us with multiple exporting government contacts, local business partnerships, connections in the manufacturing industry and valuable informational resources. This has helped us connect with other companies, forge new partnerships and develop strong exporting relationships.”

Monika Kathuria, President

Exporting to New Markets

Natural Edge Hawaii started as a distributor in 2002 on the island of Oahu and its small staff is based in Honolulu. The company manufactures nutraceuticals and body care products using local natural ingredients. Natural Edge Hawaii brings herbal therapy to body care and all products are handmade with the purest ingredients in nature.

Situation:

Natural Edge Hawaii's management knew that the popularity and uniqueness of its products would be valuable to overseas markets. However, management did not have the knowledge on how to export the company's nutraceutical and body care products abroad. Management was aware that health and body products faced additional regulations, and they needed more information before Natural Edge Hawaii could actively engage in exporting.

Solution:

Monika Kathuria, owner of Natural Edge Hawaii, attended two Hawaii HTDC MEP, a NIST MEP affiliate, export training programs. The first program Monika attended was an HTDC MEP and Foreign Trade Zone workshop called Expanding Your Business Through Exporting. This workshop was a series of five classes that included comprehensive training from industry experts covering a wide range of exporting topics. Monika also attended Export University, which was a partnership program with HTDC MEP, the US Commercial Service and the Foreign Trade Zone. This program took place two days a week in four hour time blocks and included a combination of industry training and educational speakers. These two export training programs allowed Monika to meet government officials, industry experts and local business leaders and figure out ways to enter new markets. Monika used the knowledge gained from the two export programs and developed connections with distributors abroad. Monika is actively negotiating contracts with distributors in Canada, Japan and Taiwan. Also resulting from their work with HTDC MEP, the company has received a quality award and has been invited to participate in the Natural Products Expo in California.

Results:

- * Market expansion into Canada
- * Estimated new sales of 300% resulting from export opportunities
- * Awarded the Hawaii Seal of Quality from the USDA

Market Expansion into Canada

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