



HAWAI'I TECH ASIA 2011
A Program to Enhance the Abilities of U.S. Technology
Companies to Embark on Asia Business Expansion

22-23 September (Singapore), September 26-29 (Hong Kong & Shenzhen),

Hawaii Tech Asia (HTA), being launched as a project of HiBEAM, aims to bring Hawaii and US technology entrepreneurs to Hong Kong and Shenzhen to gain on-the-ground China market exposure and to initiate connections with potential investors, distributors, suppliers, partners, and customers.

Hawaii Tech Asia will introduce participating companies to the venture capital, private equity, and angel investor communities in Singapore, Beijing and Hong Kong – as well as to legal, accounting and business development professionals who can assist them in navigating the China market. Expected outcomes of the visit will be rich collaborations, joint ventures, or partnerships with China and Hong Kong firms.

Hong Kong has long been a springboard for companies who seek markets and manufacturing in China. With a solid infrastructure of financial and private equity institutions, professional services, and a pro-business government, Hong Kong bears an environment for local and foreign companies to thrive and grow in the region. Technology companies, focused on high growth, increasingly seek a listing on the Hong Kong Stock Exchange.

Prior to embarking on the Hawaii Tech Asia visit, participants will be asked to develop a set of strategies for China related business, inclusive of estimates of the kinds of organizations/people with whom they want to link. They will attend a two-day workshop on developing a market-driven strategy for China.

Hong Kong and Shenzhen

During the first two days of the HTA in Hong Kong, participants will be briefed by local experts about the China market, the resources available in Hong Kong, and the process of networking with the right people to help participant companies deploy their strategies for China-related business. Then, on the third day, participants will be introduced to and meet with, on a one-to-one, basis, the type of prospective investors, customers, suppliers, distributors, and partners they established in their plans. The introductions will be facilitated by the U.S. Foreign Commercial Services Gold Key Service, and HiBEAM. The Hong Kong Trade and Development Council will also assist. On the fourth day, companies will go to

Shenzhen, China to meet and visit technology companies and make presentations to Shenzhen venture capital firms.

Upon return to Hawaii, participants are encouraged to follow up on their new contacts and information learned, and make important revisions to their China strategic plans.

The HTA seeks to align with the National Export Initiative (NEI) launched by President Barack Obama on March 11, 2010. The goal of the NEI is for the United States to double its exports of goods and services around the world in five years. HTA is also aligned with the mission of the Pacific Bridge Initiative (PBI). Established by the U.S. Foreign Commercial Service in Hong Kong and the Hong Kong Trade Development Council (HKTDC), PBI aims to double U.S. exports to Asia and (especially) Mainland China in five years. Hawaii entrepreneurs participating in the project will be from sectors designated as priority in the PBI. Hawaii Tech Asia supports President Obama's goal to promote innovation-based and high growth U.S. companies that have the capacity to expand into global markets in order to create high value jobs in America.

Beijing and Shanghai– Spring 2012

The Beijing program will comprise of briefings about the general conditions for exporting to and doing business in China. Participants will have meetings with investors, distributors and potential business partners. There will be a visit to Zhongguancun, the science and technology park in Haidian District, Beijing. The Hawaii State Department of Business Economic Development and Tourism (DBEDT) Office in Beijing will assist in the Beijing program.

Singapore

For participants interested in establishing ties to South East Asia, a follow-on visit to Singapore with introductions to Singapore-based stakeholders will be offered on 22-23 September.

We invite US technology companies to join the Hawaii Tech Asia program and begin to build a strategy for Asia and China and thereby enhance their competitiveness in their sectors.

Please contact:

Bee-Leng Chua, PhD
Executive Director, HiBEAM
1099 Alakea St, Suite 1800
Honolulu, HI 96813, U.S.A.
808-722-6289
bchua@hibeam.org
www.hibeam.org

Partners and Supporters

Hawaii Tech Asia is organized by HiBEAM with its partners, Center for Entrepreneurship and the Centre for Clinical Trials of The Chinese University of Hong Kong (CUHK). Supporting organizations include the Hong Kong Venture Capital and Private Equity Association, the HK Business Angel Network and the Hong Kong Science and Technology Parks. The U.S. Commercial Service in Hawaii and Hong Kong, and the Hong Kong Trade Development Council (HKTDC) will also assist in the project. The partner in Hawaii is the High Technology Development Corporation (HTDC) and State of Hawaii Department of Business, Economic Development and Tourism (DBEDT). Corporations and government agencies that share the same objective to help US tech entrepreneurs will have the opportunity to support key events in the program. Baker & McKenzie in Hong Kong is the sponsor and program partner for the Hawaii Tech Asia Forum on September 26. John Lo of Lister Lo & Choy and Dr. Wilton Chau of CUHK are organizers of the Shenzhen program on Sept 29.

Hawai'i Business and Entrepreneurs Acceleration Mentors (HIBEAM) is a not-for-profit organization, created to help launch and build promising early stage Hawaii technology, biotechnology and life sciences companies (HIBEAM Portfolio Companies) by providing expert professional advice and access to global resources.
www.hibeam.org

The Center for Entrepreneurship (CfE) of The Chinese University of Hong Kong, (CUHK) is an organization dedicated to understanding, documenting and promoting entrepreneurship in Hong Kong, the Pearl River Delta, Greater China and the world through research, education and practice. www.entrepreneurship.baf.cuhk.edu.hk

The Center for Clinical Trials (CCT) of The Chinese University of Hong Kong (CUHK) is an organization dedicated to providing quality clinical research services to industry sponsors, individual investigators and entrepreneurs who are interested in clinical drug trials and device development and to working closely with the international, regional and local groups in the management of clinical trials. www.cct.cuhk.edu.hk

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Danny Lui, Managing Director, Startup Venture Capital Asia