

CEO Forum – Best Practices

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Abstract:

We have been successfully exporting Hawai`i manufactured food and agricultural products to Japan and the Far East market for over 30 years. Our long-term experience and my hands-on management of this export market have allowed us to develop a unique and positive approach to the issues related to exporting food in the global market. I will share several new programs that I have recently developed and launched designed to educate Hawai`i food manufacturers about the issues of exporting food to Japan. I will also describe a new pilot project that I created for novice food manufacturers who wish to enter the Japan marketplace in conjunction with the Hawai`i Food Manufacturers Association and the State of Hawai`i Department of Agriculture.

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Abstract:

Although this presentation will cover two products, vegetable oils for the cosmetic and skin care industries and oils for the food industry around the world, the focus will be on the food products by Oils of Aloha. I will give a short history of Oils of Aloha and how it expanded to the global market. I will then share some of our successful practices in exporting and entertain some questions at the end of the panel.

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Abstract:

This presentation will focus on our marketing practices in the Asian markets of Singapore, Hong Kong, and China. I will discuss the economic climate of and give updates on Asia market. I will also cover the marketing trend of food items, consumer behaviors, and potential market growth. The differences and similarities of expectations between Asian consumers and U.S. consumers will be discussed.

I will discuss points of entry into this market and where to get assistance to do so. And since China is the one of the largest and fastest markets in the world today, I will discuss the growth and changes in this emerging market, covering food trends, the American influence, and the rapid change from open markets to megamarkets.