

Need Help in Global Markets? How HDOA Can Assist You

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Abstract:

While HDOA general funds are targeted at the local and domestic markets, the department has a strong partnership with the Western United States Agricultural Trade Association (WUSATA) to assist Hawai'i companies in international markets. Dr. Loke will speak on WUSATA's branded program and the upcoming Export Readiness Training (ERT) program for agri-businesses in Hawai'i. Educational topics and program eligibility will be presented. WUSATA in cooperation with HDOA will administer the ERT program under a grant awarded by the USDA Foreign Agricultural Service (FAS).