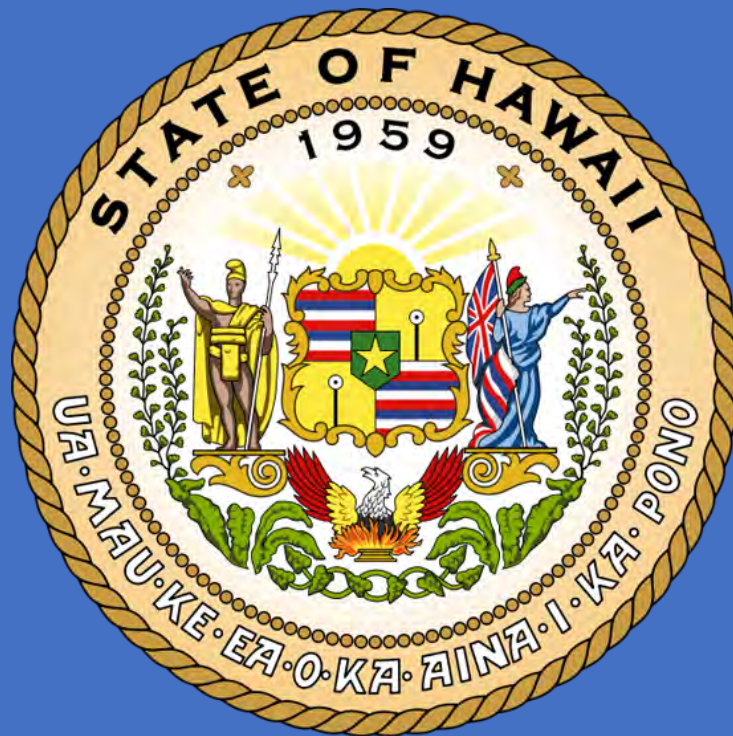


# State of Hawaii Offices in Beijing and Taipei

2019 Annual Report to the Legislature  
January 1, 2019 – December 31, 2019



State of Hawaii Offices in Beijing and Taipei, December 2019

A Report To The Legislature Of The State Of Hawaii As Required By Section 201-84, Hawaii Revised Statutes

**State of Hawaii Office in Beijing  
2019 Annual Report**

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**PART 1. ACHIEVEMENTS**

1. Student attraction to Hawaii: 9 Students (K12 schools: 4 students, University/Community College: 5 students)
2. Match-making for Hawaii schools: 47 (Long term study: 12, Short program: 35)
3. Education Consulting Service: 168 people (Face to face: 135, Telephone: 15, Online: 18)
4. Promotional events: 16 presentations: 12 school visits; and 3 sister-school events
5. Hawaii school visits to China: 11 educators and 36 students
6. Chinese delegations visit to Hawaii: 12 groups including 167 students, 27 educators and 51 artists
7. Social media promotions: Promotion of Hawaii education and culture

## PART 2. HAWAII EDUCATION PROMOTION EVENTS



### **1. Hawaii Education Promotion Events: 16 events.**

- Training: “Why Study in Hawaii” is an online training session for 58 Beijing Study Abroad Service agencies, organized by Study Hawaii Consortium and Beijing Overseas-Study Service Association.
- Training: “Why Study in Hawaii” is an online course to the public in China.
- Presentation: “Gaokao, the Way to Study in the U.S. Press Conference”.
- Presentation: “Study & Investment Environment in the U.S. Seminar” at Beijing Institute of Technology Exchange Center.
- Presentation: “Why Study in Hawaii” is a dinner meeting co-organized by Beijing ICE Education and Hawaii Island School.
- Presentation: “U.S. Short Programs” is a promotion event in Peking University.
- Presentation: “Why Study in U.S.” is a seminar organized by Beijing Academy.
- Presentation: “STEM Course Design” is a seminar organized by Pearson China.
- Presentation: “STEM Course Design” is a seminar in MOORs, an online education platform.
- Presentation: “How to Choose Short Program” is a seminar in Beijing No.35 Middle School.
- Presentation: “Summer/Winter Short Program in China” is a seminar in Beijing Bayi School.

- Presentation: “Kona Coffee and Hawaii” is a seminar sponsored by the Beijing Coffee Industry Association.
- Presentation: “Sun Yat-sen in Hawaii” is a seminar sponsored by the China Soong Ching Ling Foundation.
- Education Fair: 2019 Beijing Aidi International School Spring College Fair.
- Education Fair: EducationUSA 2019 College Fair in Beijing No. 35 Middle School organized by EducationUSA. Three Hawaii Universities/Colleges, UH Manoa, UH Hilo, UH KCC joined the fair. SHOB helped the school representatives with translation and introduction. About 900 Chinese students visited the fair.
- Culture Fair: Beijing International Cultural & Creative Expo - Hawaii Booth. There is a Hawaii Short Program provider, two Hula Schools in Beijing, and two Ukulele Studios in Beijing attended the expo.

## 2. School Visits: 12 schools



- Beijing Academy
- Beijing Luhe School
- Beijing No.35 Middle School
- Beijing Bayi School
- Peking University High School
- Beijing Medical College High School
- Beijing Aidi International School
- Beijing Yuecheng International School
- Beijing Normal University
- Peking University
- Beijing Institute of Technology Exchange Center
- Chaoyang District Branch School of Renmin University High School

### 3. Sister-State/Sister-City/School Events: 3 events.

- Hawaii & Hainan: Exchange event for students and teachers.
- Honolulu & Chengdu: A student from Hawaii was invited to join the 2019 Sichuan Sister City Art Festival.
- Hawaii & Guangdong: Three students and two teachers from Hawaii school attended the 2019 Guangdong International Youth Exchange in July 2019.



- Sister-School Establishment: Promoted by Mr. Gordon Trimble, the former member of Hawaii State Legislature. Hawaii Sacred Hearts Academy established sister-school relationship with China Fuqing No.2 Middle School (Fujian Province). The Fuqing No.2 Middle School was established by Gordon Trimble's family in 1889. Mr. Trimble visited the school for many times in the past years and introduced the school to Sacred Hearts Academy. In 2017, eight students from Sacred Hearts Academy visited Fuqing No.2 Middle School for the first time.



#### **4. Networking Events**

- Ministry of Commerce, China
- Ministry of Education, China
- Ministry of Culture and Tourism, China
- Chinese People's Association for Friendship with Foreign Countries
- China Soong Ching Ling Foundation
- China Education Association for International Exchange (CEAIE)
- China International Talent Center
- Guangdong Foreign Affair Office
- UNESCO Beijing
- China STEM Development Center
- International Schools Principals Association
- US Embassy Beijing (EducationUSA, FCS)
- China Study Abroad Foundation
- Beijing Overseas-Study Service Association (BOSSA)

## PART 3. SUPPORT HAWAII SCHOOL DELEGATIONS IN CHINA

### **1. Hawaii School Delegations in China.**



- UH Manoa: Denise Eby Konan from UH Manoa visited Beijing in October, to promote the 2+2 program in Peking University and Beijing Foreign Language Study University.
- UH Hilo: Todd Shumway from UH Hilo visited Beijing in March 2019. SHOB arranged meetings, translating, promotions, and logistics assistance. With help of SHOB, Todd Shumway visited Beijing Academy, Beijing Luhe High School, and Beijing Aidi International School with schools' principals and counselors. Todd is working on the follow-up of the cooperation with schools and planning to attract more Chinese students.
- UH KCC: Cy Feng from KCC visited China in September to recruit students.
- Iolani School: Dr. Timothy Cottrell and Kim Nguyen visited China for the 2019 Iolani School China Receptions that were held in Beijing and Shanghai in October.
- Le Jardin Academy: Three students and two teachers from the school joined the Guangdong Sister-State/Province event.

- Hawaii Hurricanes Youth Basketball Club: 30 players and parents from six Hawaii schools (Maryknoll, Mid-Pac, Kaimuki Middle School, Punahou, Kaimuki High School, and Kalani High School) visited Peking University High School in March.

## **2. Support Hawaii's schools with China Market Development**

- UH Hilo: Visiting support, arrange school visits, and partner recommendation
- UH KCC: Social media promotion, partner recommendation, and students' recommendation
- Iolani School: Social media promotion, partner recommendation, and short program promotion
- Island School (Kauai Island): Social media promotion, partner recommendation, and short program promotion
- St. Louis School: Partner recommendation, and students' referral
- APIS: Partner recommendation, students' referral, and short program promotion
- HAIS: Social media promotion, and SOTF promotion
- Global Village: Social media promotion, and partner recommendation
- UH Manoa: Social media promotion, partner recommendation, and students' referral

## **3. Support UH Manoa China Office**

- SHOB provided logistical support, social media promotion, partner recommendation, students' referral and other support
- 30 Chinese students joined UH Manoa UP summer program
- 11 undergraduates and 22 graduate Chinese students enrolled in 2019 fall admission semester



- SHOB invited UH Manoa to attend the Beijing educators’ meeting in Peking University. Provided an opportunity for Dr. Jia to make a presentation in front of more than 100 school representatives in China
- SHOB invited UH Manoa to attend the seminar in Beijing 35th Middle School, to develop cooperation opportunities with schools
- SHOB attended the UH Manoa online promotion event and introduce “Why study in Hawaii” to potential students and their parents
- SHOB promoted UH Manoa programs to Chinese students via 2 social media accounts in WeChat ID

PART 4. SUPPORT CHINA’S DELEGATIONS AND SCHOOL VISITS TO HAWAII

- January: Two professors from Beijing Normal University visited UH Manoa and gave a presentation on Chinese language teaching



- January: Eight students and two teachers attended the Kauai Island School short-term study program



- January: 24 students visited Hawaii to attend Hawaii Boy Scout program and exchange activities with Hawaii Kahuku School students



- February: 33 kids from Ruisi English visited Hawaii for short-term study

- February: 48 students from Shijiazhuang Foreign Language School to Hawaii for a winter camp



- February: 30 people attended the 2019 Beijing-Hawaii International Music Festival



- April: 20 Chinese hula dancers attended the 2019 Merrie Monarch on Hawaii Island



- July: Five students and seven parents attended the Hawaii Ukulele Festival for the first time in Hawaii



- July: 18 students and two teachers from Shijiazhuang Foreign Language School visited Hawaii
- July: 30 undergraduate students joined the 2019 UH Manoa UP summer program



- July: Five teachers and a coordinator/translator from Shanghai Jincai South Secondary School and Shanghai Yifu Primary School visited Hawaii
- October: 10 teachers attended Schools of the Future Conference in Honolulu



## PART 5. PROMOTE HAWAII CULTURE

- In 2019, Miss Hawaii Aureana Tseu established her Hula school named “Hui Iwa Academy” in Shanghai



- In April, 18 Chinese hula dancers attended the 2019 Merrie Monarch in Big Island



- On May 18, the 2019 Hangzhou Ukulele Festival was held



- On June 22, the 2019 Shanghai Hawaii Ukulele Festival was held



- On July 22, students and teachers from China attended the Hawaii Ukulele Festival for the first time



- On July 30, Sarah Replogle and Hawaii Band attended the “2019 Sichuan Sister City Art Festival” and gave performances



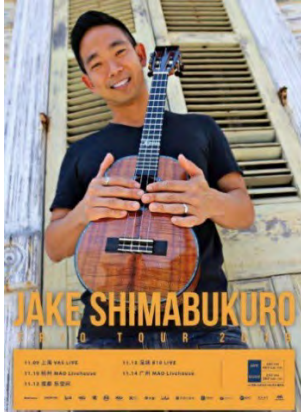
- In October, Kumu Kaui and Kumu Kunewa visited China to promote Hawaii Hula Dance



- On October 20, “Hula Halau O Kamuela” team, the winner of 2019 Merrie Monarch attended the 7<sup>th</sup> International Festival of Intangible Cultural Heritage in Chengdu, China



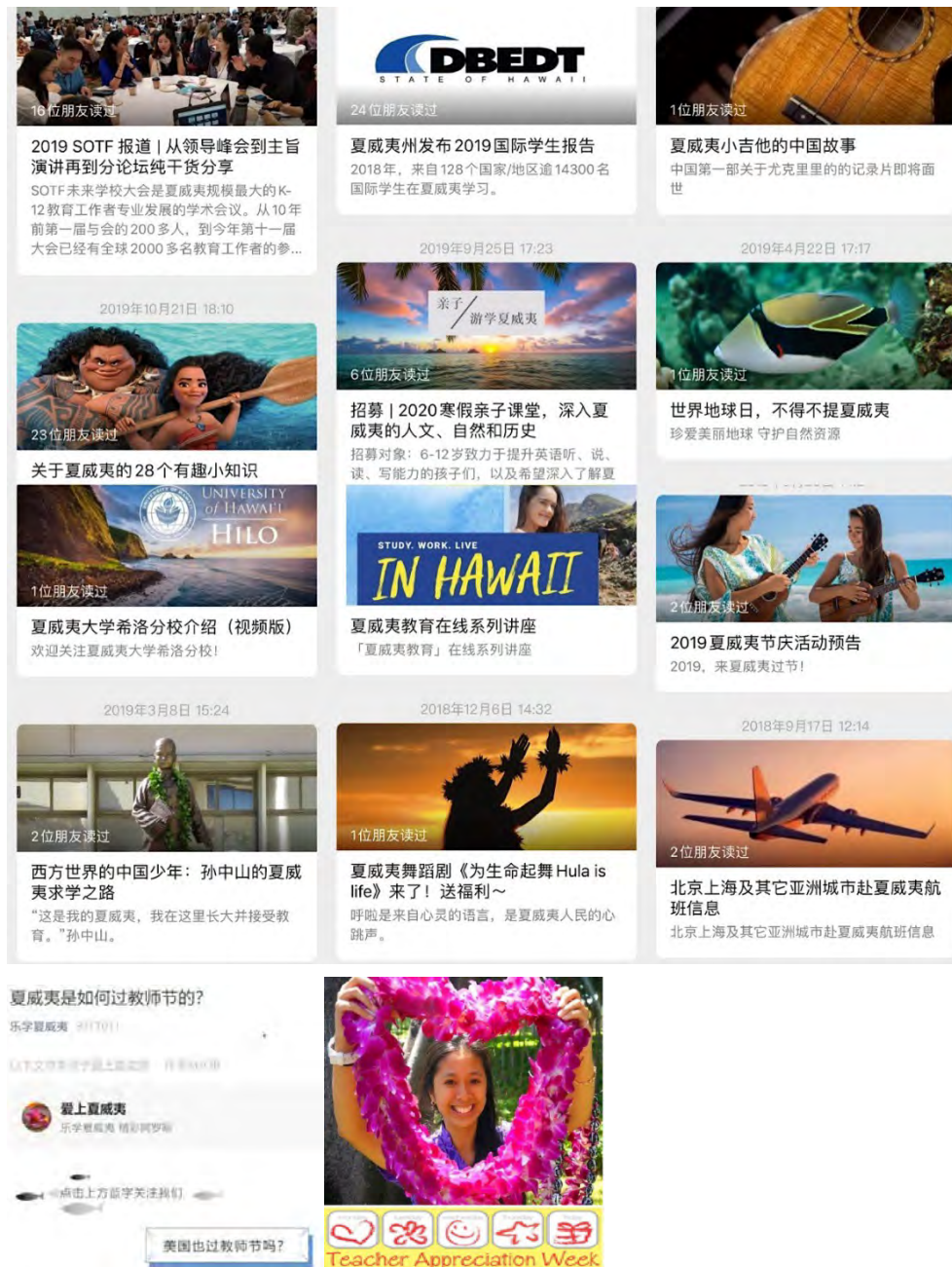
- In November, Jake Shimabukuro held his first China tour





## PART 6. SOCIAL MEDIA PROMOTION

Because of the wide range of functions by WeChat, it is described as China's "Apps for Everything". In 2018, WeChat had 902 million daily active users on average. SHOB publishes articles including Hawaii News, Hawaii Schools Introduction, Hawaii Culture, Hawaii Festivals, and Hawaii Educational Programs on two Public WeChat accounts: "hawaiionline" and "studyhawaii". Most of the followers are educators, parents and students.



## PART 7. TRENDS

### **1. Student recruitment**

- Program co-operation with schools in China will be the most effective way to recruit students. This is identified through an in-depth interview with U.S. schools' representatives.
- Consolidated marketing with strong government involvement. Even EducationUSA envies what Canada, Australia and U.K are doing in China.
- Study abroad education fairs saw a decrease in number of visitors but is still successful with student recruitment.
- More restrictions on school visit.
- Despite repeated clarifications that U.S. welcomes Chinese students, and that visa success rate is getting higher; the information that SHOB is receiving from the public is negative. One of the reasons is that the U.S. media cannot reach the Chinese audience.

### **2. Hawaii culture**

- Hula and ukulele are identified as the most positive and authentic images of Hawaii. They are making a strong outreach to thousands of learners in China.

PART 8. BEIJING OFFICE'S EXPENSE

<b>Description of Expenses</b>	<b>Total</b>
Director's Contract	\$37,800.00
Assistant's Salary	\$22,800.00
Office Rent	\$28,912.95
Office Management Fee	\$2,674.72
Bank Fee	\$55.86
Phone/Fax/Long Distance	\$342.26
Mobile Phone	\$139.73
Office Supplies	\$345.37
Taxi Fare	\$276.58
Miscellaneous Expense	\$533.95
Travel Expense	\$2.23
China Mission Expense	\$323.83
Courier	\$9.95
<b>Total Expenses</b>	<b>\$94,199.43</b>

## State of Hawaii Office in Taipei 2019 Annual Report

- PART 1. PROMOTE STUDY IN HAWAII
- PART 2. INVESTMENT ATTRACTION AND BUSINESS PROMOTION
- PART 3. CULTURAL PROMOTION
- PART 4. SISTER-STATE AND GOVERNMENT RELATIONSHIPS
- PART 5. TAIPEI OFFICE'S EXPENSE

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### PART 1. PROMOTE STUDY IN HAWAII

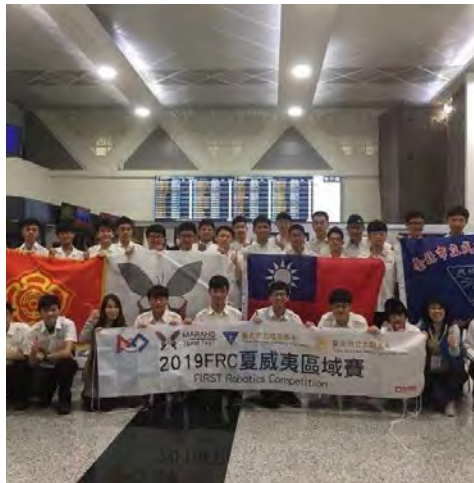
- November 2018: Under Taipei office's assistance, "Mei Ler Jing" company developed a winter camp program to Hawaii in February 2019. Taipei office Director Alex Lei was invited to give a speech to parents and students. As a result, 22 students went to Hawaii in February 2019.



- December 27, 2018: Met and discussed with parents and education agencies who are interested in promoting Hawaii education. Taipei office Director Alex Lei briefed on the education attraction of Hawaii and offered assistance for their future inquiries.



- March 25: Welcome “Taipei municipal Cheng-Gong high school” and” National Nan-Ke Intentional experimental high school”, total of 58 students and four teachers visited Hawaii, along with 28 students from “American School in Taipei”. The purpose of their trip was to attend the “First Robotics Competition”, held in University of Hawaii at Manoa campus in March 2019.



- March 28: President of Republic of China (Taiwan) honorable Ms. Tsai Yi-Wan, was in Hawaii during her United States visits. President Tsai took her busy schedule to meet the students from Taiwan and arranged a picture taking section at Waikiki beach; a broad publicity was sent to Taiwan television station and print media, a great education exposure for Hawaii in Taiwan.



- April 15: Taipei office Director Alex Lei continues his campus speech activity to promote study in Hawaii. he delivered a speech at “Nan-Shan High school”, talked about his study experience in Hawaii, and the education system in Hawaii, also sharing with 90 students about the diplomatic work that he does, and encourages them to go to Hawaii for advance education.



- April 24: Taipei office Director Alex Lei arranged a campus speech at “National Taipei University of Business School.” Lei talked about the Hawaii education and Master’s degree program, to encourage senior class students to study in Hawaii.



- May 24: Taipei office Director Alex Lei travelled to Tai-Nan city, to present the Study Hawaii Ambassador certificate to 37 students of “National Nan-Ke International Experimental High School”, who went to Hawaii in March to attend the “First Robotic Competition.” Lei also visited “Nan-Ke Scientific Park” to promote science and technology exchange programs with Hawaii.





- June 16: Taipei office Director Alex Lei attended a welcome briefing section for “Tamkang Summer Camp” students to visit Hawaii, over 60 elementary and junior high school students went to Hawaii in July 2018.



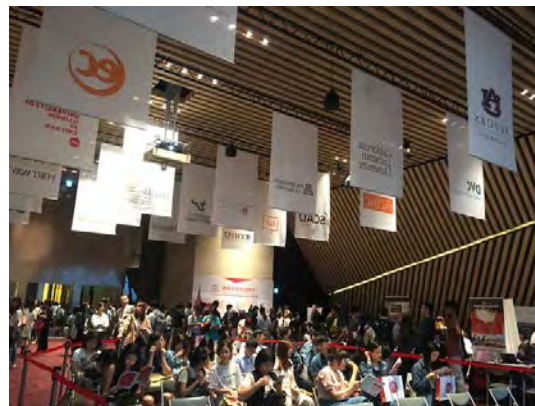
- June 28: On behalf of the State of Hawaii, Taipei Office Director Alex Lei presented the Study Hawaii Ambassador certificate to 26 students of “National Cheng Kong High School” and “National Tatung high school”. They attended the “RFC Robotic Competition”. Principal Chan of National Cheng-Kong High school, invited parents, city government officials, legislators and students of their science club participated the ceremony. Director Lei delivered a speech at the ceremony to talk about the Hawaii education.



- July 19: Taipei Office Director Alex Lei was invited to attend the “A Model United Nation- Student Conference”. Lei was the keynote speaker at the conference, and spoke to 120 student representatives, who came from 31 high schools from Taiwan and Hong Kong.



- September 28: Staff at Taipei’s office attended the Spring U.S. Education Fair in Taipei, to promote Hawaii’s education. The 2-day fair attracted more than 1,000 students who are interested to study abroad, ranging from K12 to PhD degree.



- October 22: Attended a campus speech at “Nan-Shan high school” to promote Hawaii education. Taipei Office Director Alex Lei spoke to 300 students to introduce the Hawaii education, as well as encouraging students to study abroad, to become a globalized citizen.



- November 4: Met with students and parents who are interested to study in Hawaii. Mr. Cy Feng from Kapiolani Community College also attended the meeting.



## PART 2. INVESTMENT ATTRACTION AND BUSINESS PROMOTION

- Received an investment inquiry from investors who lived in Taiwan and met them personally. They are looking to open a flora farm on Hawaii Island, Hawaii. Both went to Hawaii four times this year to inspect the investment opportunity and will purchase a farm in Hilo soon to develop their recreation and agricultural flora farm.



- February 19: Received a courtesy call from Hawaii residents Eric Lee and Daniel Chan. They were in Taiwan for meetings with potential investors and are hoping to bring them to Hawaii to invest in real estate and aquaculture business.



- April 22: Taipei office Director Alex Lei was invited by the American Institute of Taiwan (AIT) to attend the reception of the USDA agriculture mission to Taiwan. The agricultural delegation was organized by the U.S. Department of Agriculture, and co-sponsored by the AIT. The purpose of their visit to Taiwan was to promote agricultural products made in the U.S.A. There were four Hawaii delegates including representatives of the Hawaii and Kauai Coffee Association; and staff from the State of Hawaii Department of Agriculture. Alex Lei had the opportunity to exchange market information with the Hawaii delegation at the reception and invited them to visit the Taipei office for further meetings.



- April 23: To further promote Hawaii in business, investment and education sectors, Taipei office Director Alex Lei took the opportunity to deliver a speech at “Taipei Mao-Hwa Rotary Club” to introduce the State of Hawaii to their members, welcoming and encouraging Rotarian to do business with Hawaii, also to attend the Rotary Club International Conference in Hawaii, June 2020.



- April 23: We had the opportunity to meet and discuss with Ralph Gaston from Hawaii Coffee Association. Alex Lei provided them the market information of coffee in Taiwan, went over the consumer report, coffee distributing channel, and major coffee chains. The reverse mission was also discussed in the meeting. Lei encouraged the association to work closely with DBEDT upon their return to Hawaii.



- June 19: Taipei office Director Alex Lei was invited to visit a new 5-D theater in Taipei, the theater is call I-Ride. Movie producers will film the local scenery and apply it to a new 5-D technology, creating a 360-degree viewing experience with movable chairs, sounds, smell, and special effects. Currently, Brogent Technology Inc has four 5-D theaters in operation, including Taipei, Kaohsiung, New York City, and Beijing. The CEO of Brogent told Alex Lei that their team went to Hawaii three times in this year, to do a feasibility study and site survey. They are very much interested to work with I-max theater in Waikiki to convert it to a I- Ride theater. Planning to open one in Honolulu in 2021.



- From August 23 to August 26, Taipei office was invited by the American Institute of Taiwan (AIT) to attend the “2019 Taipei International Food Expo”, to promote Made in Hawaii products. Exhibitors from 38 countries and over 3,000 booths attended the Expo. The Expo was also open to buyers and consumers.



- Taipei office Director Alex Lei was invited to attend the press conference from “Brogent Technology Incorporate”. The news conference is not only announcing the grand opening of Taipei I-Ride theater, but also made a public announcement on their planning to open a I-Ride theater in Honolulu, Hawaii in 2021.





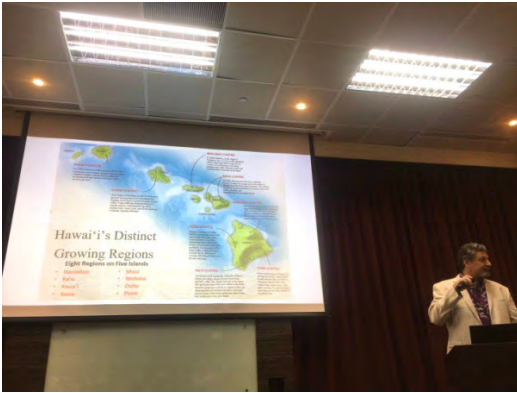
- October 3: Taipei office attended the “2019 U.S. Business Day” which was organized and sponsored by the Taiwan Bureau of Trade, Ministry of Economic. The Bureau of Trade also invited potential local companies who are seeking investment opportunity, and have interest and capabilities to import Made-in-USA products to Taiwan. Over 100 Taiwan companies attended the event.



- November 15: Hawaii Coffee Association president Mr. Christopher A. Manfredi, Ralph and Ms. Madeleine Longaria-Garcia from Pacific Coffee Research visited the Taipei office, the office also invited two of the Taiwan coffee experts to meet, discuss, and update the coffee industry in Taiwan with Hawaii Coffee Association. During the two hour meeting, both sides exchanged valuable information and are willing to work closely together for developing the Taiwan market for Hawaii Coffee Association.



- November 16: Taipei office Director Alex Lei attended the Hawaii Coffee Seminar organized by the American Institute in Taiwan (AIT), part of the Export Assistant program from the U.S. Department of Agricultural, at Taipei World Trade Center Exhibition Hall 2. At the seminar, three of the Hawaii delegates gave a presentation about Hawaii Coffee to around 50 attendees. Director Alex Lei met and exchanged market information with Mr. Clay M. Hamilton, Associate Administrator of USDA's Foreign Agricultural Service, and Mr. Mark Petry, Agricultural Section Chief, American Institute in Taiwan (AIT).



### PART 3. CULTURAL PROMOTION

- Attended the press release of a new book named “Hawaii Leis” written by Ms. Ann Fan from Taiwan Hula Association. The book is not only teaching how to make different kind of leis, but also talking about the Hawaii culture, Hawaii traditions, and tourism attractions.



- March 16: Attended the “Hawaii Night Performance” at Taipei Red Council Hall with hundreds of Taiwanese audiences to enjoy a great musical performance by four Hawaii musicians and the beautiful hula dance performed by Taiwan Hula Center.



- June 25: Taipei Office Director Alex Lei went to Tai-Tung County to attend the opening ceremony of “Austronesia Weaving Technique Workshop”, hosted by the Council of Indigenous Peoples, two of the Hawaii weavers also came to Taiwan to attend the 1-week program.



- October 10: Taiwan Hula Association organized an event called “Hawaii Family Day” at Taipei Flora Expo. The event featured Hawaii performances, cultural activities and Made-In-Hawaii products. The 3-day event attracted many residents.



#### PART 4. SISTER-STATE AND GOVERNMENT RELATIONSHIPS

- December 5, 2018: On behalf of the American State Offices Association (ASOA), Taipei office Director Alex Lei welcomed two of the U.S. State and Congressional delegations at The American Institute in Taiwan (AIT). Lei gave an hour-long presentation about U.S.-Taiwan relationships in business, education, science and technology, culture and tourism, and answered questions in regard to the State offices' functions and activities.



- December 19, 2018: To celebrate the 25<sup>th</sup> Anniversary of the Hawaii-Taiwan Sister-State relationship, the Taiwan government sent Spokesperson, Ms. Yutaka of the Executive Yuan of Taiwan to visit Hawaii. She visited Governor David Y. Ige and elected officials in Hawaii, including Senator J. Kalani English.



- December 19, 2018: Governor Ige hosted a reception to celebrate the 25<sup>th</sup> Anniversary of the Hawaii-Taiwan Sister-State relationship at Washington Place. Three of the former Governors, State Senators, State House of Representatives, American Institute of Taiwan (AIT) chairman James Moriarty, Spokesperson Yutaka, Taipei Economic Cultural Office (TECO) Director Michael Tseng, and Hawaii community and association leaders attended the event.



- January 18, 2019: Visited Penghu County and met with the Magistrate of Penghu County, Lai Fong Wei. Penghu County established a Sister-County relationship with Kauai several years ago. The Vice Mayor of Penghu also visited Kauai in the same year.



- March 14: Along with members of The America State Offices Association (ASOA), Director Alex Lei made a courtesy call to Deputy Mayor Lin-Hu at the Taichung City Government office, to express the gratitude to enhance economic and education relations with Taichung city. Taichung city signed a MOU with the State of Hawaii in 2014, to promote economic, education, travel and tourism, and clean energy.



- July 8: Taipei office Director Alex Lei was invited by the Council of Indigenous Peoples to deliver a speech to 60 Indigenous students who came from 10 different countries.



- September 4: Taipei office Director Alex Lei was invited by the American Institute in Taiwan (AIT), to attend the annual appreciation banquet. AIT also invited Taiwan Government officials, business and community leaders to the event. Director of AIT Mr. Brent Christensen stated that the business and political relationships between U.S. and Taiwan became stronger than ever.



- From October 21 to October 27, Hawaii State Senate delegation visited Taiwan. The delegation included Senator Kalani English, Senator Dru Mamo Kanuha, Senator Lorraine Inouye, and Senator Maile Shimabukuro. The delegation visited the Council of Indigenous Peoples (CIP), Ministry of Foreign Affairs (MOFA), Environmental Protection Agency (EPA), Bureau of Energy (BOE), American Institute in Taiwan (AIT), Tea Research Center/Council of Agriculture (COA), Wastes Management Center, a recycle factory of Tao-Yuan County, and the State of Hawaii office in Taipei. Director Lei gave a presentation of the activities of the Taipei office.





PART 5. TAIPEI OFFICE'S EXPENSE

<b>Description of Expenses</b>	<b>Total</b>
Director's Contract	\$45,966.01
Assistant's Salary	\$20,954.28
Office Rent	\$11,616.36
Health Insurance	\$579.48
Labor Insurance	\$956.03
Newspaper Subscription	\$116.10
Copy Machine Rental	\$967.80
Utilities	\$328.32
Phones/Fax/Long Distance	\$1,045.91
Mobile Phone	\$1,140.70
Postage	\$266.86
Freight & Delivery Charge	\$49.19
Office Supplies/Internet	\$509.03
Taxi Fare	\$297.58
Office Repair and Renovation	\$28,467.26
Miscellaneous Expense/Subscriptions	\$114.68
Membership Fees	\$322.58
Printing	\$8.06
Out of State Travel Expense	\$6,271.83
Intrastate Travel Expense	\$489.68
Taiwan Mission Expenses	\$1,032.26
Seminars/Missions and Student Attractions	\$11,519.20
Booth Fee – Education Fair	\$8,870.97
Telephone Equipment	\$457.25
<b>Total Expenses</b>	<b>\$142,347.42</b>