**RALPH GASTON, SHAC SECRETARY/MADELEINE LONGORIA GARCIA, SHAC REPRESENTATIVE** 

## 2022 SHAC Update - MAP Program Target markets: Taiwan, China, & Hong Kong

## From Seed to Cup Grown with ALOHA Hawaiian Coffee 夏威夷精品咖啡

## **HIERE WEILEFIORF...** 2019 TAIWAN COFFEE & TEA EXPO

**LET'S RECAP:** 

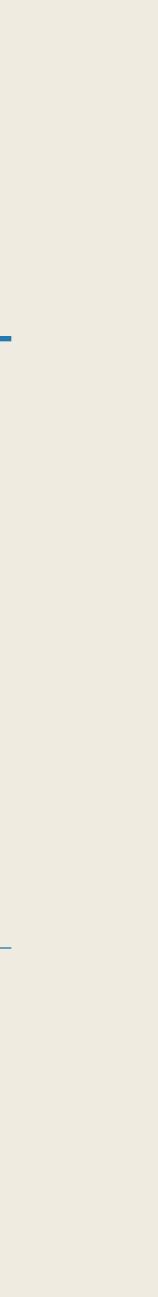




**2019 HIGHLIGHTS:** 

## INTRODUCTION TO NEW MARKETS

-Successful 2019 SCA Expo (Boston, MA)
-Scouting visit to 2019 Taiwan Coffee & Tea Expo (Taipei, Taiwan)
-Plans for connections w/China, Hong Kong
-Plans for Reverse Trade mission in 2020, also booth at the 2020
Taiwan Coffee & Tea Expo



# In-person trade shows were cancelled/not attended for most of 2020 & 2021

....but we kept things going

### with DBEDT, State of Hawaii





## **Taiwan Virtual Trade Show**

- 7 presenting companies, 30+ attendees
- More than 30 initial leads to re-connect w/Taiwan buyers

### 2021 ATO Taiwan Trade Mart - May 2021





# HICA Expobooth debut in Taiwan

# HAWAII COFFEE ASSOCIATION

2021 Taiwan Coffee & Tea Expo, Taipei



## **Review of 2021 MAP Program** Achievements:

- 2 Events one virtual, one physical (though we could not yet attend)
- 6 new trading companies from Taiwan ordered Hawaiian coffee
- Connected w/1,234 direct coffee consumers from Taiwan Coffee Expo
- Connected with 93 coffee professionals at Taiwan Expo

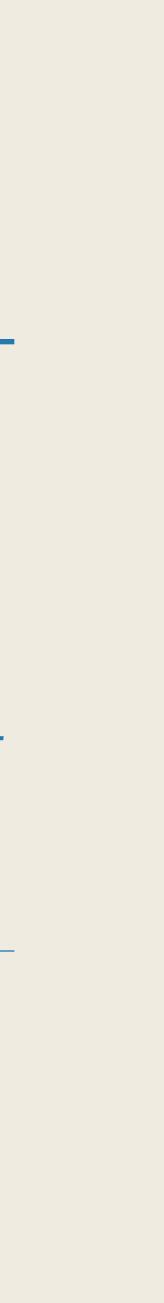
- Nearly \$50,000 in sales connected to these events reported to SHAC
- We promote success stories to USDA to keep and increase funding - let us know!



A RETURN TO TRADE SHOWS

## 2022 SCA Expo -Boston, MA

HCA returned to the SCA Expo in April -Over 10k attendees, a re-connection w/ the industry.



A候。除了享豐盛名的KONA、可服之外、靈有其他七個不同關基础。 產區充滿古老的火山土壤、有些則是自在年程活躍的火山風上、陸調風 直於海邊日照充足的區域,有些則成長在雲震盪線的有山之中。 「近兩百年來…」、夏威夷뻷聯農在這些觀型量解下感心明語都道: 好意 驗搭配創新科技、意味著夏威夷咖啡持續精進、國發報、



一一下OR Code · 與寫記書· 故著在集亡上安集-7家夏县和西部的 四可獲得夏度東東海信乙官 · 東東北道 · 自由年史

-111;

### WAPI-STYLE COME 多元品種

「可那鐵比卡」可能是最為人所知的品種, 但是夏威夷咖啡農們其實也栽種著許多不同的品種。 除了小型試驗性的栽培或利用同醇砧木嫁接之外, 所有種植在夏威夷的咖啡品種都屬於阿拉比卡。

## What's on tap for the rest of 2022?



HILI Exi

## In progress & planned for 2022:

- Video project to feature Hawai'i coffee growing regions
- Video project to feature HDOA Certification process (per request of buyers in Taiwan)
- Virtual Trade events, Taiwan & China w/ DBEDT (summer 2022)
- New Exports website
- Bi-lingual account managers for China & Taiwan

- Reverse Trade Mission (w/DBEDT), Oahu & Big Island - late October 2022
- HCA Booth at the 2022 Taiwan Coffee & Tea Expo - November 2022

## Mahalo for your support! From the SHAC/HCA team

