

2022 SHAC Update - MAP Program

Target markets: Taiwan, China, & Hong Kong

LET'S RECAP:

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

WHERE WE LEFT OFF...

2019 TAIWAN COFFEE & TEA EXPO



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

....but we kept things going



NOVEMBER 2020

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





NOVEMBER 2021

HAWAII COFFEE ASSOCIATION

ALOHA
TAIWAN



HCA Expo booth debut in Taiwan

2021 Taiwan Coffee & Tea Expo, Taipei

TO RECAP:

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!
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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.

What's on tap for the rest of 2022?



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
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Mahalo for your support!
From the SHAC/HCA team

