

Market Access Program - HCA

Plans for 2020 - 2021

Ralph Gaston & Darwin Inman

Our Target Market:
China, Taiwan, Hong Kong



- MAP market switch began in Jan. 2019
- Trade mission visit in April 2019 was initial intro to the market
- Taiwan was focus for initial entry
- Hong Kong travel (Sept. 2019) was postponed
- Taiwan trade show visit (Nov. 2019)
- Meetings w/ATO's from all markets scheduled for July 2020
- Ongoing plans made but subject to change due to COVID-19

The Taiwan Market

Our gateway to Asia

- Interest in Hawaiian coffees are high, industry knowledge is low (only Kona is well known in their coffee industry)
- Price & quality are big factors: plenty of international competition
- Marketing is key: relationship purchasing, promotion of regions, tastinig/cupping events



HCA Presentation at 2019 Taiwan Coffee & Tea Show



2020-21 MAP Events

Subject to change as events unfold

2021 SCA Expo

New Orleans, LA April 22-25

- 20 x 20 booth planned, similar to 2020 plans
- Will update as event approaches



Reverse Trade Mission

Oahu & Big Island

- 10-15 buyers & industry visitors from target markets (China, Taiwan, HK). Focus on interested buyers
- Will visit farms, roasters, processors, etc. for 5-7 day visit
- event dates TBD (spring or fall 2021). Fostering direct relationships is the overall goal



Reverse Trade Mission

Maui & Kauai

- Tentative schedule for fall 2021 (subject to change & approval)
- Will bring buyers to regions similar to Oahu/Big Island trip
- seeking to foster relationships & provide knowledge of growing regions



2020 Taiwan Coffee Show

Nov. 13-16, 2020

- As of June 15th, show is still scheduled. Subject to change.
- If cancellation or travel quarantines prohibit visit in 2020, all plans will shift to 2021 show
- Will inquire about cupping prior to show to generate interest



Mahalo!

From your SHAC representatives