



## University

University of Hawaii

## Center Director

Failautusi Avegalio Jr.

## Center Location

College of Business

## Center since 1980

## Center Activities

- Technical assistance
- Entrepreneurship support
- Workforce development
- Innovation support
- Applied research

## Clients

- Distressed communities
- Entrepreneurs
- Small businesses
- Government and community agencies
- Faculty/researchers

## Assessment Techniques

- Client interviews
- Client surveys
- Case studies
- Informal feedback

## Contact Information

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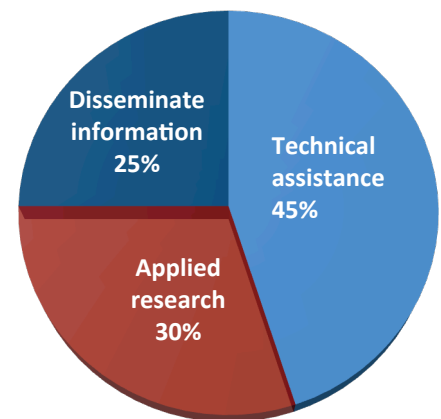
## Pacific Business Center Program

The Pacific Business Center Program (PBCP) at the University of Hawaii aims to help indigenous island economies help themselves by adapting the resources of the University to support Pacific island economic, business, and community development in a manner that is holistic and responsible, and that builds local island capacity. PBCP works with private businesses, government agencies, and community development organizations to enhance economic diversification and develop new opportunities for businesses.

## Activities

PBCP is unique among university centers in that its service area covers not only the entire State of Hawaii but also the American Affiliated Pacific Islands (which together cover a geographic region larger than the continental United States). The Center focuses on providing technical assistance to entrepreneurs and small businesses in these regions through a variety of mechanisms, including entrepreneurship workshops,

business counseling, industry/market research, product development, supply chain connections, access to markets, operational analysis, feasibility/business/marketing/strategic plans, and access to financing. PBCP also provides technical assistance to government agencies, non-governmental organizations, and distressed communities in the region, with the overall goal of raising standards of living. This assistance



includes comprehensive economic development strategies, new industry feasibility/development plans, private sector driven export development strategies, labor studies, workforce development plans, and recovery plans. The Center collaborates with federal and state Departments of

Labor in Hawaii, American Samoa, and Guam to support workforce planning efforts. It supports disaster preparedness and recovery efforts through technical assistance and training to businesses and public agencies. Applied research activities focus on economic/industry topics of interest to specific clients and partners, such as collecting tourism statistics for the State of Hawaii.

### Leveraging

PBCP draws upon the resources of the

entire 10-campus system of the University of Hawaii. It is an active partner with university departments that bring economic development services and technical expertise to the region, such as the College of Tropical Agriculture & Human Resources. Other relationships include the Institute of Tropical Food Research and Development, University Office of Technology Transfer and Economic Development, the Center for International Business Education and Research, and the University National

Disaster Preparedness Training Center. Externally, key partnerships include SBDCs, Pacific Asia Center for Entrepreneurship and E-Commerce, Minority Business Development Agency, Hawaii Venture Capital Association, Hawaii Technology Development Corporation, Barstow Foundation, and others.

## Success

### Gluten-free breadfruit flour manufacturing

Pacific Business Center Program is creating sustainable private sector employment opportunities and economic diversification in American Samoa through the commercialization of breadfruit production. Through collaborations with public agencies, researchers, and other partners (such as the National Tropical Botanical Garden), PBCP is providing technical assistance to support the manufacture and export of gluten-free breadfruit flour. American Samoa will import breadfruit grown on the independent Island State of Samoa, and will then process, manufacture, and export the breadfruit flour to the U.S. market. A leading distributor and logistics

company with national/international capabilities has been identified to assist with export and distribution of the product. The goal is to export packaged gluten-free breadfruit flour by 2015. PBCP met with experts in the field and gathered available research on breadfruit flour and the market for gluten free products. PBCP also organized the world's first Breadfruit Summit, held in American Samoa. Breadfruit flour production will support new economic opportunities in American Samoa by complimenting and potentially replacing the current tuna export industry. Developing a new food processing industry will also significantly accelerate the post-disaster economic recovery of American Samoa from the devastation of the 2009 tsunami.

**PBCP's advocacy and technical assistance is drawing upon existing local resources for economic development to support diversification, self-reliance, and job creation in American Samoa.**