

FOR IMMEDIATE RELEASE

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*Promoting products and services that
enhance your body, beauty & lifestyle.*

3-Day Business Trade Fair Bolsters Local Enterprise

October 27th - 29th, starting at 11:00 a.m. each day, on the grounds of the **Hilo Civic Center**, marks the first event of its kind to promote local farmers, businesses and product entrepreneurs and allow for networking with buyers and the wholesale industry to encourage awareness in the areas of body, beauty and lifestyle products.

In conjunction with a VIP Launch held the prior month with guest speaker and supporter, Mayor Billy Kenoi, the **Hawaii Body & Beauty Trade Fair** opened the doors to business trade once again in Hilo.

With the potential influx for tourism to Hilo through new direct flights from the mainland and hotels on Banyon Drive getting support from the County & State towards renovations, this event sparks the initiation of, "increased opportunities for local business and crop production to be realized and marketed with more vigor," says Executive Managing Director, Liza Yogi. "This event is also for the general public to learn, shop and support commerce in Hawaii."

The event: October 27-29, from 11:00 a.m. to 6:00 p.m., General Admission \$2.00

About Hawaii Body & Beauty Trade Fair

This Business Trade Fair connects growers with buyers towards product integration for consumers. The mission is to encourage small business in Hawaii through its goods and services that enhance a healthy body, promote beauty essentials and enable all aspects of their current lifestyle to be fulfilled. This business expo is geared to those with a business, seeking to open a business or inquiring as to the best route to promote get their product or service out into the global marketplace. For more information contact: Liza T.H. Yogi, Executive Managing Director, Hawaii Body and Beauty Trade Fair | Phone: 808-341-8614 | Fax: 1-808-432-9657 | hawaii.babtradefair@gmail.com

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Last Call on Hawaii's Goods & Services in Hilo

At 6:00 p.m. on October 29th, the doors of the Hilo Civic Center close for the **Hawaii Body & Beauty Trade Fair**, which was the first event of its kind to promote local farmers, businesses and product entrepreneurs allowing for networking with buyers and the wholesale industry, and in turn encouraging awareness of products that cater to all aspects of everyday life.

The event: October 27-29, from 11:00 a.m. to 6:00 p.m.

With General Admission only \$2.00, attendees receive unlimited exposure to exhibitors from local farms, factories and industries, as well as, the ability to participate and exchange in networking opportunities to further the entrepreneurial spirit currently gaining momentum in Hawaii, especially on Hawaii island.

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