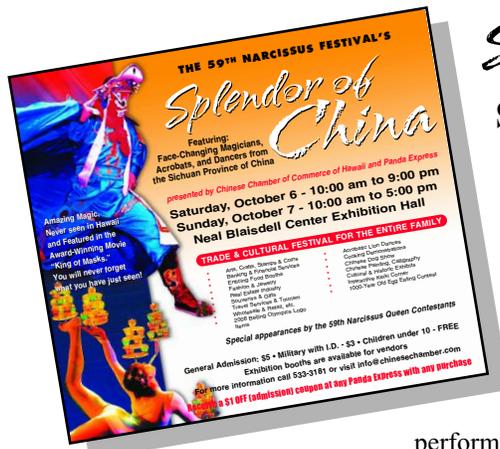


# LANTERN

October, 2007



## Splendor of China Update:

**SOMETHING FOR EVERYONE** by Dennis Hwang

If you look closely at the participants and activities for our fifth annual Splendor of China, there is much to be excited about! Here are just a few of the many highlights:

**Sichuan Performance Folk Art Group.** Certainly the highlight of this year's Splendor of China is the arrival of dancers, acrobats, and face-changing magicians from Sichuan Province. Indeed, the face-changing magicians have never

performed in Hawaii, and their arrival in the islands should be a rare

treat for the entire community. These performers will be featured in an upcoming article in the *Honolulu Advertiser*.

**Beijing 2008 Summer Olympics Logo Items.** XP Apparel, Inc., will be bringing in \$35,000 worth of 2008 Olympic clothing items that are officially licensed by the Chinese and United States Olympic Committees. Eventually, XP Apparel will open a shop in Honolulu, but first, the items will be here and for sale at your Splendor of China. After getting a look at the caps and shirts, we are sure that they will be a big hit with those attending.

**New TV Action Hero.** Rapid Technology is a member of the Chinese Chamber of Commerce and specializes in three-dimensional imaging. Using three-dimensional printers, a costume is being created for a new TV action hero to be introduced at the Splendor of China by Kawasaki Productions. This new action hero will be revealed for the first time at the Splendor of China and is the subject of an upcoming article in the *Honolulu Star-Bulletin*.

**Keiki Corner with Panda Bear Exhibit.** Our main performers are from Sichuan province, the home of the Chinese panda, which is the mascot for our title sponsor, Panda Express. We are grateful that Panda Express has loaned many pieces of art and photographs to help decorate the Keiki Corner and donated a number of stuffed animals and other promotional items. In addition, their Panda Express mascot will also be there. Kids will love the animals from China, the Clowns of Aloha, and the cotton candy.

**Food Booths and Food Demonstrations.** There will be many food booths serving everything from *dim sum* to elaborate dishes from Sichuan province, such as *kung pao* chicken and spicy *don don mein*. There will also be cooking demonstrations each day. For the schedule of these and other events, please go to the Splendor of China Web site at [www.splendorofchina.com](http://www.splendorofchina.com).

**Fashion Booths and Fashion Shows.** Members and nonmembers of the Chinese Chamber will display great Chinese fashions with a contemporary style. Some of these will be modeled by the 59th annual Narcissus Pageant contestants. You may have seen some of the fashions from Xin Xin's Fashion and Avanti in a two-page color spread in the September 26 issue of *Midweek*. Items from VIP System and Noopee will also be featured.

In addition to all of the above, there are (1) cultural booths such as acupuncture, calligraphy, chop carving, *mah jongg*, and genealogy, (2) trade booths for financial services, clothing, Chinese furniture, jewelry, and art, and (3) fun events like lion and dragon dances, a thousand-year old egg (*pi dan*) eating contest, a Chinese dog show, and exciting lion pole dancing.

So come join us on Friday and Saturday, October 6 and 7, at the Neal Blaisdell Exhibition Hall. There is something for everyone. Tickets are only \$5.00 for general admission, \$3.00 for military, and children under 10 years of age are admitted free. Also, \$1.00 discount coupons are available from Panda Express Restaurants on Oahu, with any purchase. Please let your relatives, friends, and co-workers know about our exciting event. For further information, they can go to our Web site at [www.splendorofchina.com](http://www.splendorofchina.com) or call the Chamber at 533-3181.



夏威夷中華總商會

THE  
CHINESE  
CHAMBER OF  
COMMERCE  
OF HAWAII



President  
Edward Y. W. Pei

The kickoff event of the 59th annual Narcissus Festival is the 5th annual Splendor of China, which will be held at the **Neal Blaisdell** Exhibition Hall on Saturday and Sunday, October 6 and 7. This event could one day become the signature event of the Narcissus Festival. Every year, it gets bigger and better, and this year, we are pleased to showcase a performing troupe from Sichuan province, which will include a face-changing magician. Those of us on the recent Narcissus Goodwill Tour saw a face-changing magician in Beijing, and it was truly amazing. It is difficult to describe this art form, so you will have to see it for yourself. The “magic” is a closely guarded secret that is passed on from generation to generation, but very exclusively. There will be many other sights, sounds, and smells to please your senses. Don't miss the Splendor of China.

We are working very hard this year to promote the Splendor of China, and there is an expanded advertising effort in television, radio, and print media. Also, through the hard working efforts of **Lisa Ontai**, we will receive considerable free publicity in all media. Several of us have been interviewed, promoting the event. In the course of these interviews, invariably the topic of recent publicity regarding the recall of Chinese-made merchandise has surfaced. Rather than deflecting these questions, we have utilized it as an oppor-

tunity to defend and clarify the misperceptions about products made in China.

First of all, I do not profess to be an expert on manufacturing in China. Thrust into the limelight, I have responded based on what I've read or learned recently, with obvious bias to defend our motherland. I want to share with all of you my observations and thoughts on this matter.

While a few products made in China have been identified as not meeting U.S. production standards, let us not overlook the fact that China is a manufacturing giant today, and so many products, ranging from computers to toys, have either been entirely manufactured in China or contain components that were manufactured in China. A few years ago, someone told me that 80% of all women's undergarments were manufactured in China. Today, that percentage is likely even higher. China is clearly a giant worldwide in textiles, and there seems to be no limit on its reach into other industries. Therefore, the defects identified represent a very small fraction of the products manufactured in China.

A recent story in the *Los Angeles Times* shed further insight on how these manufacturing problems may have been manifested. U.S. companies commissioning manufacturing work in China have to assume some of the responsibilities for these problems. First and foremost, they are ultimately responsible for the items they sell. Even if their specifications were without fault, they are accountable for quality control. U.S. companies have applied so much cost pressure of their Chinese manufacturing partners that these Chinese companies have had to seek creative ways to meet production requirements. That has likely meant compromising production standards. There is little doubt in world markets that the Chinese companies will become more diligent and exercise greater quality control in their production processes. But

there is a cost implication in migrating to higher standards. So, we can expect to see rising quality as well as accompanying rising costs for products made in China. Does this remind anyone of Japan in the '50s and '60s?

Those of us who are Chinese can and should be very proud of the progress that China has made in the world of commerce. Their economy is strong and vibrant and the envy of many other countries. Yes, they have problems, in fact many problems, but their future is bright and promising. The Summer Olympic Games in Beijing next summer are an important showcase that will demonstrate to the world that this country, with its old and rich cultural heritage, has modernized and is ready to be a global economic power.

The Splendor of China will be our showcase. We will share with the rest of Honolulu our rich cultural heritage and so many of the good things that make us proud to be Chinese. I hope that you will all be there to enjoy the many splendors of China.

See you soon!

(Editor's note: There are several articles in recent issues of *Business Week* that amplify or complement Ed's comments. For nearly three decades, China has rung up nearly 10% annual growth rates. According to a September 17 article, for two years, the PRC central government has been taking steps to move Chinese companies from labor-intensive, low-cost goods to more profitable sectors. An article in the September 24 issue looks at the damage to Chinese brands. A companion article looks at China's “top troubleshooter,” Vice Minister **Wu Yi**, the highest-ranking woman in the Communist Party hierarchy. Madame Wu visited Honolulu last year, en route to trade negotiations in Washington).

## The Slow Road to China

According to an article in the September 26 issue of the *San Francisco Chronicle*, United Airlines has been awarded daily nonstop flights from San Francisco to Guangzhou, starting on March 25, 2008. Meanwhile, Hawaii residents must apparently fly UAL to either San Francisco or Los Angeles in order to get to either Beijing or Shanghai, and to get to Hong Kong, it's necessary to transit Narita. A larger problem than the small Hawaii market is that the United States (and hence, Hawaii) is not an "approved destination" for Chinese citizens.

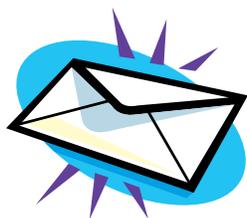


Pearl Harbor Boat Cruise on August 29, 2007

## GENERAL MEMBERSHIP MEETING

On Thursday, September 20, a very successful general membership meeting was held at the Hawaii Prince Hotel's Captain's Room. The room was filled to its eighty-person capacity, and those attending had an opportunity to partake of the Prince Court's fabulous lunchtime buffet. The speaker was **Janet Liang**, president of Kaiser Permanente, Hawaii region, who gave everyone interesting insights into the healthcare challenges in Hawaii. And eight new members were introduced. A job well done by chairs **Lily Tang** and **Linda Louie**.

## MEMBER NEWS



**Yu Shing Ting**, who had been a senior writer at *Midweek*, was recently named managing editor at that publication as a glance at the masthead would reveal. She was pictured in the September 4 *Honolulu Star-Bulletin*, *Midweek*'s sister publication. Yu Shing was standing with "Frog party" emcee **Kimo Kahoano** at the grand opening of Senor Frog's Honolulu restaurant in the Royal Hawaiian Shopping Center. According to the photo caption, her baby was due at the end of September, but she planned to keep working up to then.

The September 14 issue of *Midweek Friday* had a cover article on the Hawaii

Restaurant Association's its newly instituted HRA Hall of Fame and 60th anniversary dinner. The inaugural HRA Hall of Fame class comprises 12 restaurateurs who had been in the industry prior to 1960. The article also included a nice picture of **Gail Chew**, identified as "executive director of HRA."

On Friday, September 14, Chamber president **Edward Pei** was interviewed by host **Howard Dicus** on KHET's "Everybody's Business" show. Ed put in an on-air pitch for the upcoming Splendor of China of course, as well as the other Narcissus Festival events that will follow in the coming months.

*Midweek*'s September 26 issue had a number of Chamber members pictured. Immediate Past President **Alvin Wong** was one of those at the "grand unveiling" of the University of Hawaii at Manoa's (UHM) Shidler College of Business and **Gail Ann Chew**, HRA executive director,

was everywhere at the organization's 60th anniversary dinner. **Yu Shing Ting**, nearing the end of her pregnancy, devoted her "On the Move" column to her experiences during her term and was pictured supporting her soon-to-be born baby (which may have arrived by the time you read this). And **Dennis Hwang**, **Daniel Chun**, and Narcissus Princesses **Sibyl Wong**, **Jennifer Lam**, and **Julia Chen** were featured in a two-page color spread, modeling some of the fashions that will be shown at the upcoming Splendor of China.

**Eddie Flores, Jr.**, made the front page, above the fold, in the September 27 *Star-Bulletin*. The entrepreneur extraordinaire has donated \$500,000 to establish the Eddie Flores Jr. and **Elaine Flores** Endowed Scholarship Fund at the UHM's Shidler College of Business. The gift will be matched 1:1 by fellow businessman **Jay Shidler**. According to the article, the

Flores' endowed fund will provide scholarships, based on need, to "employees of the restaurant, real estate and music industries, athletes from Hawaii, or their children." The article also noted that the ever-growing L & L Drive-Inn chain currently has more than 180 locations in Hawaii and on the mainland. (By the time you read this, several more may have been added).

As those who have paid any attention to the local news in the last few weeks know, the Superferry has run into rough receptions from at least some Kauai and Maui residents. State Senator **Suzanne Chun Oakland** was quoted (and pictured) in the September 28 *Star-Bulletin*: "My sense is that most would not want to stop the Superferry at this point. I think most people in Hawaii were looking forward to this, so I hope they do not go away."

A flier picked up at the recent Senior's Fair gave information on a two-day "Boomers & Beyond Expo," which will be held on Friday, October 12 (8:30 a.m. to 2:30 p.m.), and Saturday, October 13 (8:30 a.m. to noon), at Windward Community College's Hale Akoakoa building. A double-take at the front and back of the flier at the two people pictured paddling a bright yellow kayak – longtime Chamber director (and former Narcissus first princess) **Libby Lew** and her husband, **Robert**. For more information on the expo Friday topics "for those over 50" and Saturday round-table discussions, visit <http://ocet.wcc.hawaii.edu/boomers/default.htm>, or call 235-7433.

## NEW MEMBERS

At its August 28 meeting, the Board of Directors approved the applications for **Betty Brow**, Bank of Hawaii Senior Vice President for international banking (sponsored by **Wanda Tse**); **Sonia Chang**, Business Development Manager at Harris, a brand and revenue consultancy (sponsored by **Wanda Tse**); **Katherine Lococo**, a certified public accountant and owner of a tax accounting and bookkeeping service (sponsored by **Pearl Yuen**); **Kathryn Mashima**, an associate attorney at Damon Key Leong Kupchak & Hastert (sponsored by **Frances Goo**); **Joanie Tam**, a Realtor and Principal Broker for Central Pacific Properties (sponsored by **Wanda Tse**); and **Elle Zhang**, a Realtor-Associate with Coldwell Banker Pacific (sponsored by **Kevin Lam**). And at its September 25 meeting, the board approved the applications for **Eddie Lee**, a self-employed businessman (sponsored by **Linda Louie**); **Stephanie Lee** (sponsored by **Linda Louie**); **Kenneth Sheffield**, Bank of Hawaii Assistant Vice President for private client services (sponsored by **Gordon Au**) and **Allen Woo**, President of Manson Products Co., Inc., a produce wholesaler (sponsored by **Edward Pei** and **Nelson Wang**).

### CALENDAR OF EVENTS

Oct 6	Sat	<b>5th Splendor of China</b> Neal Blaisdell Center Exhibition Hall 10:00 a.m. to 9:00 p.m.
Oct 7	Sun	<b>5th Splendor of China</b> Neal Blaisdell Center Exhibition Hall 10:00 a.m. to 5:00 p.m.
Oct 8	Mon	<b>Columbus Day</b>
Oct 19	Wed	<b>Chung Yong</b>
Oct 23	Tue	<b>Executive Board Meeting</b> Chamber's Office – 12:00 noon
Oct 30	Tue	<b>Board of Directors Meeting</b> The New Empress Restaurant 12:00 noon

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