

HAWAII

bridges BY SYNERGY MEDIA SPECIALISTS

www.sms-bridges.com

Hawaii: Bridging Japan and the U.S.

Hawaii and the welcoming Spirit of Aloha shared by its people have been popular with Japanese for centuries. Bridges interviews leaders from the Hawaiian-Japanese business community to report on how relations continue to flourish today:

“As a destination spot, Hawaii is especially attractive to the Japanese because of its geographical remoteness, its close proximity to Japan, its rich multiethnic and multicultural history spanning more than a century and a half, and the welcoming spirit of aloha of its people. According to statistics, Japanese tourists to Hawaii totaled 1.5 million annually, prior to the pandemic, with 60% being repeat visitors.” — Yutaka Aoki, Consul General of Japan in Honolulu

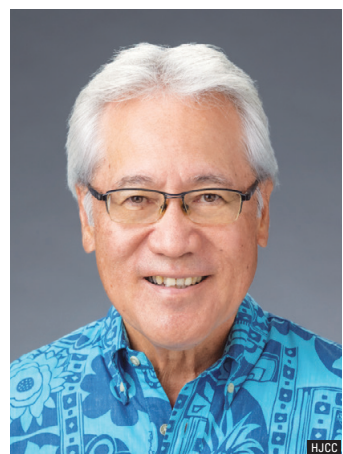


Yutaka Aoki, Consul General of Japan in Honolulu

“We see a mutual interest by both Hawaiian and Japanese residents as primary tourist destinations. So many of us in Hawaii are anxiously awaiting Japan to open for tourists and I’m sure vice versa.” — Steven J. Teruya, President and CEO of the Honolulu Japanese Chamber of Commerce.

“I believe that the people of Japan and Hawaii have a lot in common, especially with some of the core values that we share. We also are learning a lot from each other as new challenges arise. The most apparent link is through tourism, but there is much more that we can do together.” — Nate Gytoku, President and Executive Director, Japanese Cultural Center of Hawai’i

Read the full report on Bridges: <http://bit.ly/HIJP-Bridges>



Steven J. Teruya, President and CEO of the Honolulu Japanese Chamber of Commerce

FICOH: Growing with Hawaii since 1911

Founded in 1911, First Insurance Company of Hawaii Ltd. (FICOH) is Hawaii’s oldest and largest property and casualty insurer.

“We have a tight bond with the people and businesses of Hawaii,” said FICOH’s President and CEO Mark Yoda.

“We work closely with our independent agency partners to pursue our mission. Together, we understand, and can respond to, the unique and emerging needs of our customers.”

FICOH is a proud member of the Tokio Marine Group, Japan’s first insurance company, established in 1879, and one of the world’s most respected insurance groups.

Since 1989, the Tokio Marine Group has gradually increased its shareholding in FICOH. In 2011, the year of FICOH’s centenary, the group acquired the remaining shares and FICOH became a wholly owned subsidiary.

“Financial strength is essential for any insurance firm to succeed in serving the needs of the community and we are very fortunate to have a financially stable parent company,” Yoda explained.

FICOH is backed by an A-plus (superior) rating from

A.M. Best and an A (strong) rating from Standard & Poors, and had a policyholder surplus of \$253.3 million as of Dec. 31, 2021.

In 1992, FICOH supported Hawaii by paying out close to \$300 million for claims made by the many people affected by the devastation caused by Hurricane Iniki.

As a purpose-driven company, FICOH is guided by the long-held core values of respect, integrity, creating the future for the company and community and excellence, which naturally complement the vision of the Tokio Marine Group “to be a good company” that benefits customers, business partners and society.



FICOH associate volunteers at a beach clean-up in December 2021



Mark Yoda, President and CEO of FICOH

“Our people are our most important asset and we empower them to deliver on our commitments and serve the community,” Yoda said. “Our associates help Hawaii communities thrive

through local leadership, volunteer service and charitable contributions.”

To mark its 111th anniversary this year, FICOH is making a \$111,000 contribution to support environmental nonprofit organizations.

“Our vision of being a good company is a timeless endeavor,” Yoda noted.

“This year we want to focus our efforts on helping future generations tackle the important issues affecting Hawaii.” ♦

www.ficoh.com



First Insurance Company of Hawaii

A Member of the Tokio Marine Group

Avalon Group: Hawaii’s real estate experts

Avalon Group is a full-service real estate development, consulting and sales company based in downtown Honolulu.

Vertically integrated, Avalon Group delivers a broad range of capabilities including site acquisition and appraisal, research and development services and offers institutional and individual real estate investors a one-stop shop for expertise and knowledge.

“Our agents provide superior real estate services across the islands,” shared Avalon Group President and CEO Christine Camp.

“Being the most robust and active industrial devel-

oper in the state of Hawaii, we understand the true value of Hawaii real estate.”

Camp founded the company in 1999 and Avalon Group has become a driving

force in Hawaii’s real estate industry. She previously served as chairwoman of the Honolulu Chamber of Commerce, chair of the Honolulu Police Commission and

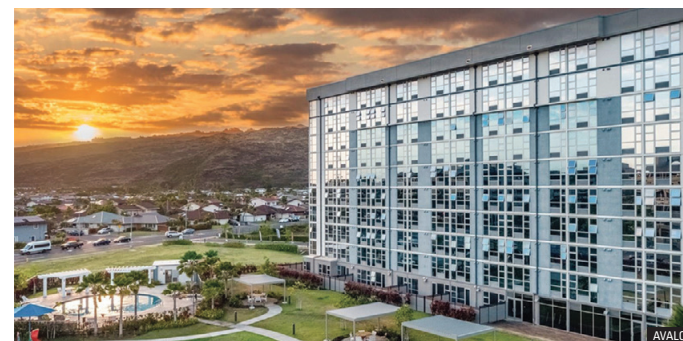
president of the Hawaii Developers Council.

Avalon Group has developed three industrial parks totaling approximately 200 acres (80 hectares) and has recently acquired another 20 acres to develop “flex-space” industrial parks in Hawaii.

“Zoning in Hawaii is challenging and industrial-use properties are the hardest to secure,” Camp explained.

“Our projects to enable investors to buy property in industrial areas have been very successful and our investors have done very well.”

Today, Avalon Group has Japanese-, Korean- and Chinese-speaking real estate experts.



Hale Ka Lae is a stylish, contemporary, condominium complex situated in the heart of the Hawaii Kai community.



Christine Camp, President and CEO of Avalon Group

“Following the law banning short-term property rentals, many of our Japanese and Korean investors asked us to sell and manage their properties or convert them to industrial or commercial

use to provide good returns,” Camp shared.

Avalon Group has built schools for Hawaii Tech Academy, DreamHouse and The Cole Academy and has made charitable contributions to the community by constructing homeless shelters and triage centers.

“We share our expertise to help people better understand Hawaii’s real estate market,” Camp noted.

“Investors trust us to buy and manage their assets and generate higher returns because we understand the property business in Hawaii better than others.” ♦

<https://avalonhi.com/>

