

LOURDES A. LEON GUERRERO
Governor of Guam
I Maga'Haga Guahan

JOSHUA F. TENORIO
Lt. Governor of Guam
I Segundo Na Maga'Lahen Guahan



CHRISTINA D. GARCIA
Chief Executive Officer/Administrator
Ufisiãt Atmenestradoran Eksekutibon Akãdi

CARLOS P. BORDALLO
Deputy Administrator
Sigundo Atmenestrãdot

FOR IMMEDIATE RELEASE

February 4, 2026

GEDA to Host Virtual Export Training Conference

Tamuning, Guam – The Guam Economic Development Authority (GEDA) is hosting its **“Taking the LEAP Beyond Guam”** virtual export conference on Wednesday, February 11, 2026, from 8:00 am to 12:00 pm.

The free-to-attend export conference is an excellent opportunity for local businesses, aspiring entrepreneurs, and individuals interested in expanding their knowledge of exporting. This interactive conference will provide resources, insight, and access to export opportunities. Taking the LEAP Beyond Guam is a component of the Guam State Trade Expansion Program (GU STEP), funded in part through a cooperative agreement with the U.S. Small Business Administration.

The purpose of the event is to provide local small businesses and entrepreneurs with the necessary tools and strategies to export to international markets and connect them with potential export opportunities. Additionally, it provides a platform to hear from industry experts and learn from other local businesses who have already embarked on their export journey.

“Taking the Leap Beyond Guam provides an avenue for our entrepreneurs to engage with subject matter experts in the international market and successful businesses already exporting,” said Christina D. Garcia, CEO/Administrator for GEDA. “By understanding best practices and challenges, local businesses are able to develop their strategies for growth and expansion and take the next step beyond our shores.”

This year's event will highlight the U.S. Embassy Tokyo Agricultural Trade Office, JapanIQ, Seely Mint (Oregon), The Bare Beans Company (Idaho), JapanIQ, Guam Hotel & Restaurant Association, Hyatt Guam Regency, Kingfisher's Noni, and more.

To register, visit <https://bit.ly/3NWRKIV>

Plenary Sessions include:

- **From Local to Global:** Best practices and challenges of successful companies from different industries in various stages of business growth locally and internationally.
- **Know Before You Go - Entering the Japan Market:** Learn how to navigate the Japan market - from understanding market preferences, regulatory processes and the Japanese business culture to the role of importers, product distribution channels and trade promotion.
- **Taking Home a Piece of Guam:** Discussion on the connection between our local tourism industry and export opportunities for our local businesses - How do tourists serve as global ambassadors of local products by creating an initial international market demand and awareness that can be leveraged for export opportunities and how local business establishments support avenues for growth.

For more information, visit www.investguam.com/step or contact (671) 647-4332.

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EXPORT CONFERENCE

FEBRUARY 11, 2026 **FROM 8:00 AM - 12:00 PM**

JOIN GEDA FOR "TAKING THE LEAP BEYOND GUAM," A VIRTUAL CONFERENCE FOR LOCAL BUSINESSES AND UPCOMING ENTREPRENEURS. THE FREE, INTERACTIVE CONFERENCE WILL PROVIDE RESOURCES, INSIGHT, AND ACCESS TO EXPORT OPPORTUNITIES. LEARN FROM BUSINESSES WHO ARE EXPORTING IN INTERNATIONAL MARKETS AS WELL AS FROM REGIONAL AND NATIONAL EXPERTS WITH RESOURCES THAT CAN HELP YOU TAKE THE LEAP.

FUNDED IN PART THROUGH A COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION



TAKING THE LEAP BEYOND GUAM 2026 AGENDA

8:00am – 8:10am

Welcome - Christina D. Garcia - CEO/Administrator, Guam Economic Development Authority

8:10am – 8:20am

Opening Remarks - Honorable Governor Lourdes A. Leon Guerrero

8:20am – 8:30am

Made in Guam: Guam Product Seal

Spotlight on local businesses with products that are Made in Guam

Featuring:

- American Bakery
- Carabao Brewing
- Guam Premium Chocolate
- Additional Guam Product Seal permit holders, including Asiga, Denanche' Guam, Hafa Bee Farm, Slingstone Coffee, Local Jerk Guam, The Coconut Tree Company, Everything Guam, American Chocolate Factory, Sunny Grow, and Kingfisher's Noni

8:30am – 9:30am

Plenary: From Local to Global

Best practices and challenges of successful companies from different industries in various stages of business growth locally and international, with a potential focus on how they developed an international brand/reach

Speakers:

- Michelle Huff - Founder/CEO, The Bare Beans Company
- Mihwa & Wendy Kim - Co-Owners, Kingfisher's Noni
- Mike Seely - CEO, Seely Mint

9:30am – 10:45am

Plenary: Know Before You Go - Entering the Japan Market

Learn about the process of exporting to Japan and potential strategies to succeed in the Japan market - from understanding consumer/market preferences, regulatory processes and the Japanese business culture to the role of importers, product distribution channels and trade promotion.

Speakers:

- Sumio Thomas Aoki - Marketing Specialist, U.S. Embassy Tokyo Agricultural Trade Office
- Paul Kraft - Founder/President, JapanIQ

10:45am – 12:00pm

Plenary: Taking Home a Piece of Guam

Discussion on how tourists serve as global ambassadors of local products by creating an initial international market demand and awareness that can be leveraged for export opportunities and how local business establishments support avenues for growth.

Speakers:

- Sophia Chu - General Manager, Hyatt Regency Guam
- Mary Rhodes - President, Guam Hotel & Restaurant Association
- Arren Santos - Store Manager, Don Don Donki

12:00pm

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