



Noni Biotech International

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Congresswoman Mazie K. Hirono visits Noni Biotech International in regards to APEC

Congresswoman Mazie K. Hirono visited Noni Biotech International in Maui last week Friday the 26th, after Noni Biotech was selected as a finalist in the APEC Statewide Business Innovation Showcase for the upcoming Asia-Pacific Economic Cooperation (APEC) conference to be held in Hawaii this November. The Congresswoman was joined at NBI's headquarters with CEO of Noni Biotech , David Backstrom, Marie-Laure Anakaoua, its VP and Chief Operating officer, Paul Nordone, Director of R&D as well as several other Maui business owners.



Congresswoman Mazie K. Hirono with Noni Biotech's Managers Marie Laure Ankaoua (COO), David Backstrom (CEO) and Paul Nordone (R&D).

Congresswoman Hirono participated in a roundtable to discuss various topics related to trade, sustainability, and other issues of importance to Hawaii and small business. Her visit marks her dedication to small business and trends that have led to companies, such as NBI, being recognized for the prestigious APEC conference.

Marie-Laure Ankaoua, COO of Noni Biotech International, stated "We have high quality affordable products available to all. The fact that APEC is working on reducing tariffs and other trade barriers across the Asia-Pacific region is crucial for our company."

NBI is currently exporting to over 50 countries averaging 100% annual sales growth over the last five years with non-U.S. sales representing over 55% of total sales. NBI is currently doing business with several APEC members and is looking to have distributors and business partners in all 21 APEC member economies.

Background

On 16 May 2011, Noni Biotech International received the Presidential "E" Export Award in Washington D.C by Secretary of Commerce Gary Locke, now Ambassador to China. . Following the award, Noni Biotech International has gained significant attention to their products and has interest in growing the company to becoming the premier noni business in Hawaii.

Company Mission and Values

The company mission is to combine traditional Hawaiian healing with state of the art scientific research to make the noni available to the world and to continue to establish Hawaii as a center for innovative agricultural crop development and High technology processing capabilities.



Paul Nordone, Director of R&D showing Congresswoman Mazie K. Hirono the new equipment received from a recent Federal QTDP (Qualified Therapeutic Discovery Project) Grant

Among the business owner presents were James Krueger – Krueger & Wong (Trial Lawyers), Clarence Tavares – Sunny Vick (Road Construction), Mimi Hu – Levin&Hu LLP, CPA (Certified Public Accountant), Bernard Mohan – Island Pacifica (Ancient Hawaiian Art Printing). Pier Paolo De Angelis – The Studio Maui (Dance and Yoga), Christian Yves Puibaraud – Studio Furniture Maui (Art Furniture Manufacturing), Bernard Tristan Foong – Bernard Foong (Fashion Designer)



Congresswoman Mazie K. Hirono with Marie Laure Ankaoua, the company Chief Operating officer and Mimi Hu – Levin&Hu LLP, Certified Public Accountant.

Were also present: James IPO Mossman – Office of Economic Development (project Specialist) and Fred Rickert – Hawaii Small Business Development Center – (Maui Director)

APEC:

The APEC 2011 Leaders' Week will take place in Honolulu on Nov. 7-13 with the Leaders' Meeting on Nov. 12 and 13, and is the culmination of a series of events held throughout the year in the United States. The Leaders' Meeting is expected to attract approximately 20,000 attendees including the leaders of the 21 APEC member economies, ministers, business leaders and news media. For more information, please visit apec2011hawaii.com.

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