

## ***Exporting 101: Shipping and Documentation Workshop - Tulsa, OK - March 14, 2007***

The Oklahoma District Export Council, in conjunction with the Oklahoma U. S. Export Assistance Center and the Oklahoma Department of Commerce, will sponsor a full-day workshop in Tulsa, on March 14, 2007, on ***Exporting 101—Export Shipping and Documentation Workshop***.

Registration will begin at 8:30 a.m. The workshop will be held from 9:00 a.m. to 4:00 p.m. The workshop will be located in Room 150 at OSU-Tulsa, 700 N. Greenwood Avenue, Tulsa.

For a fee of only \$35.00 you will receive nearly seven hours of export

advice from freight forwarders and Commerce international trade specialists. The following subjects will be covered: export licensing; utilizing a freight forwarder; export quotations; shipping methods; export packing; export documentation; and insurance. This will be an excellent opportunity to have your questions answered by the experts.

Your registration fee will also include a networking luncheon.

Checks should be made payable to the Oklahoma District Export Council and mailed to 301 N. W. 63<sup>rd</sup> Street, Suite 330; Oklahoma City, Oklahoma 73116.

***For your convenience, a registration form is included on page 3.***

The cancellation policy for all workshops is a full refund up to 24 hours prior to the event. For a cancellation within 24 hours of the event, your registration fee will be applied to a future workshop of your choice or the amount that you paid will be applied to the cost of the Oklahoma World Trade Conference.

For further information or registration, call 918/581-7650 or 405/608-5302.

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## **Mark Your Calendar! 24th Annual Oklahoma World Trade Conference to Be Held in Oklahoma City on April 25th at Oklahoma City University in the Meinders School of Business**

Mark your calendar to attend the 24th annual Oklahoma World Trade Conference, April 25, 2007, at Oklahoma City University

in the Meinders School of Business, 2501 North Blackwelder Avenue in Oklahoma City. The conference is sponsored by the

Oklahoma District Export Council in coordination with the U. S. and Oklahoma Departments of Commerce. A conference



of this nature—celebrating the Centennial of Oklahoma (1907-2007) and World Trade Month Conference (1983-2007) is important in our continuing efforts to support and expand international business activity in this State.

The topic of the morning session will be **Business Opportunities in Europe - This region is of Enormous Strategic and Economic Importance to Oklahoma and the United States.** The presentation by Dr. Carol A Howard, Associate Professor of International Business - Oklahoma City University, will be followed by a discussion of Oklahoma company panelists and a question and-answer session.

Historically, U.S. exporters and investors have faced relatively low barriers to doing business in the European Union (EU). The United States and the EU, with its 27 Member States, enjoy a mature economic relationship that is characterized by massive two-way trade and an extensive investment relationship. In 2005, U.S. exports of goods and services to the EU-25 (prior to Romania and Bulgaria joining in 2007) were valued at \$186 billion, while U.S. imports from the EU-25 were valued at \$308 billion. European company affiliates employ more than 3.9 million Americans in the U.S., while 3.5 million EU citizens work for affiliates of U.S. companies in Europe. U.S. goods are well regarded and demand is driven more by quality and performance than by price. However, the market of the European Union is a differentiated one, with each Member State market having supply, distribution, demand, cultural and legal characteristics that merit individual attention. Thus, while a pan-European business strategy, is a must, specific tactics for market entry or expansion should be considered for each country.

At the luncheon the **2007 Governor's Award for Excellence in Exporting** will be presented and **U. S. Department of Commerce Export Achievement Certificates** will be presented to several Oklahoma companies.

A high level international official will deliver the keynote address: **A China Focus in the Global Marketplace – Working Together for Success.**

China's exceptional economic growth continues as the country further integrates with the global economy. U.S. companies are benefiting, as evidenced by rapid and sustained increases in U.S. exports to China. Over the past several

## 2007 Governor's Award for Excellence in Exporting

The Governor's Award for Excellence in Exporting recognizes one or more Oklahoma firms for successful and noteworthy efforts to increase export sales. Increasing exports means more jobs and enhanced economic development for Oklahoma.

If you would like to nominate your company or another company for the 2007 Governor's Award for Excellence in Exporting, call either 405/608-5302 or 800/TRY-OKLA, extension 223, or e-mail [ashley.wilson@mail.doc.gov](mailto:ashley.wilson@mail.doc.gov) for an application. The application must be completed and returned by March 16, 2007.

### Recent Winners of the Governor's Award for Excellence in Exporting

2006	IronWolf	Noble
2005	Advance Food Company	Enid
	C. H. Guernsey & Company	Oklahoma City
2004	SCIFIT Systems, Inc.	Tulsa
2003	The Charles Machine Works, Inc.	Perry
2002	T. D. Williamson, Inc.	Tulsa
2001	Texoma Peanut Company	Madill
2000	Stillwater Designs	Stillwater
1999	Midwestern Manufacturing Company, Inc.	Tulsa
1998	George E. Failing Company (GEFCO)	Enid
1997	Doug Carson & Associates (DCA), Inc.	Cushing
1996	Lowrance Electronics, Inc.	Tulsa
1995	Continental/SiLite International	Oklahoma City
1994	BSW International	Tulsa
1993	SSI Custom Data Cards	Edmond
1992	Unarco Commercial Products	Oklahoma City

years, increases of U.S. exports to China averaged well over 20 percent. In 2006, the increase of U.S. exports to China topped 30 percent, helping to make China the fastest growing foreign market for U.S. goods. China-U.S. total trade exceeds USD 260 billion, placing China as our second biggest trading partner behind Canada. Although U.S. imports of Chinese goods greatly exceeds U.S. exports to China, China is our fourth largest export market. U.S. exports to China passed USD 50 billion in 2006. China's robust economy, once again, hit a ten percent growth rate in 2006, according to China's National Bureau of Statistics. Inflation, although still relatively modest, is a chief concern among policy makers given the strain of

such strong growth. Foreign investment is strong with China remaining as one of the largest receivers of foreign capital. American companies continue to have mixed experiences in China. Many have been extremely profitable, while others have struggled or failed. To be a success in China, American companies must thoroughly investigate the market, take heed of product standards, pre-qualify potential business partners, protect intellectual property rights and craft contracts that assure payment and minimize misunderstandings between the parties.

The afternoon session will be a discussion of **How Oklahoma Companies Succeed in International Business - Making Trade Work.** There will be

presentations by 6 dynamic and innovative Oklahoma companies detailing their international business success. The companies and presenters are as follows: Keith Kisling- Kisling Farms; Dr. S.D. Joshi – Johsi Technology International, Inc.; Doug Carson – Doug Carson & Associates, Inc; Mike Bergey – Bergey Windpower; Mike Heffron – Ramsey Winch Company; and Rick Bot – Devon Energy.

Every company has a story of how they began exporting. The stories tell of successes and of opportunities to succeed. Companies are not always first-time successes in the products they choose to sell or markets they choose to enter. They go through a process of developing an approach to exporting, growing and refining their export presence, and improving their future ability to compete domestically and internationally. This process allows for continued evaluation for future success. The company and management challenge in the immediate future is to develop the strategic abilities to detect, anticipate, grow, and survive in an ever-changing world market.

These presentations will be followed by a discussion and a question-and-answer session.

**\*\*\*BREAKOUT SESSION\*\*\***

*Attention: Chamber Executives, Economic Development Specialists and City Government Officials.*

In addition, a concurrent afternoon breakout session for Chambers of Com-

merce and other economic development agencies will focus on **Reaching for the World Market - "Get in the Game of Global Trade!"** For an Oklahoma business interested in maximizing its efforts in the international marketplace, this will be a very informative update on the dramatic changes taking place in today's global marketplace.

A historic opportunity awaits you at this year's Oklahoma World Trade Conference.

A special session has been developed to provide chambers, economic development specialists, Mayors and City Managers tangible tools which will allow them to assist their local businesses and communities to break into the international marketplace.

The panel of experts moderated by Shawnee Mayor **Chuck Mills**, President, Mills Machine Company, Inc.; will include: **Danny George**, Executive Director, Oklahoma Municipal League; **Marc Nuttle**, Attorney and economic development consultant; **Dick Rush**, President/CEO, The State Chamber.

Topics covered will be: **Sister City Relationships- How They Aid in Community Economic Development; How to Thrive Locally & Succeed Globally; Make Friends Globally- Develop a Chamber to Chamber Relationship Internationally;** and hear how one globally minded community is **Scoring in the International Game.**

Don't miss this important event to get your Chamber, City and business commu-

nity in the game!

**Mark your calendar today! Mayors: Bring your Chamber and E.D. leaders. Chamber Execs and E.D. Leaders: Bring your Mayor!!!**

**Registration Fees:**

Registration - \$85.00

Student - ID required - \$25

Luncheon program only - \$35

Corporate Table (8 Attendees) - \$595

Corporate Contributory Sponsorship (4 Attendees) - \$500

Display Table (Includes Registration for 2 Attendees) - \$270

Registration fees include information packets, continental breakfast, and luncheon. **For secure on-line registration and credit card payment go to:**

[www.acteva.com/go/okdecowtc2007](http://www.acteva.com/go/okdecowtc2007). We

accept Visa, MasterCard, Discover, and American Express. For off-line registration make your check payable to the Oklahoma District Export Council and mail your check and registration to 301 N.W. 63rd Street, Suite 330, Oklahoma City, Oklahoma 73116. You may also register and pay at the door.

**For your convenience, a registration form is included on page 4 of this newsletter.**

Cancellation policy is a full refund until April 17th. From April 18-24, refunds will be subject to a \$35.00 cancellation fee per registrant. No refunds will be given the day of or after the event. For further information or registration, call 405/608-5302 in Oklahoma City, 918/581-7650 in Tulsa or 800/879-6552, extension 223. E-mail:

oklahomacity.office.box@mail.doc.gov.

## Registration:

### Export Shipping and Documentation Workshop March 14, 2007

OSU-Tulsa  
700 North Greenwood Avenue  
Tulsa, Oklahoma

❖ Make Checks Payable to Oklahoma District Export Council

**Mail to:** 301 N. W. 63rd St., Suite 330; Oklahoma City, OK; 73116 **Fax to:** (405)608-4211 or (918)581-6263 **E-mail to:** oklahomacity.office.box@mail.doc.gov

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Number of Attendees: \_\_\_\_\_ @ \$35.00 Amount Enclosed: \$ \_\_\_\_\_

# Clean Energy Technologies Trade Mission

## China and India - April 18-25, 2007

**Mission Description:** The International Trade Administration of the United States Department of Commerce is organizing a Clean Energy Technologies Trade Mission to India and China, April 18-25, 2007, to be led by Assistant Secretary of Commerce for Market Access and Compliance, David Bohigian. The trade mission will target a broad range of clean energy technologies such as renewable energy, energy efficiency, clean coal, and distributed generation. This mission takes place within the context of the Asia-Pacific Partnership on Clean Development and Climate, a public-private partnership in which member countries work together to facilitate commercial deployment of technologies that reduce greenhouse gas emissions and enhance energy security. The goal of the mission is to match participating U.S. companies with prescreened partner agents, distributors, representatives, licensees or retailers in each of these important sectors. The mission will include meetings with national and local government officials, networking opportunities, one-on-one business meetings, country briefings by experts,

and site visits.

### Commercial Setting

**India:** With the rapid growth of its economy, demand for energy in India far exceeds its growth in supply. Rising energy prices, worsening pollution problems, and energy security risks have created a critical need for investments in clean energy. The Government of India has prioritized the development of renewable energy. The following factors support the growth of the Indian renewables sector: the large demand-supply gap in electricity; abundant renewable energy resources (solar, wind, biomass, and hydro); low gestation periods for establishing renewables projects; conducive government policies; availability of numerous financing options for capital equipment; and increasing industry awareness of the benefits of environmental responsibility. The market in India for renewable energy is estimated to be worth \$500 million, and is growing at an annual rate of 15 percent, creating strong and diverse business prospects for U.S. renewable energy companies.

As the seat of the national government, New Delhi is also the principal

end-user of clean energy technology fulfilling the Government of India's directives on nation-wide deployment of renewables. In many cases, the Government of India provides incentives to promote the installation of renewable energy generation projects. New Delhi is also one of India's largest metropolitan areas and is in dire need of power generation and environmental quality improvements. The city's size makes it an attractive market for large investments in clean energy projects from solid and liquid wastes, the utilization of which for the purposes of energy production is a key national priority.

Chennai is the capital of Tamil Nadu, and in addition to being one of the top five Indian states in terms of foreign direct investment, it has the distinction of being a leader in wind energy. The state has also taken a lead role in India in promoting solar air heating technology. Taking advantage of the state government's investments in renewable energy, India's first-of-its-kind special economic zone (SEZ) for manufacturing and testing of non-conventional energy equipment is set to open soon in Chennai. The project

## Registration:

# Oklahoma World Trade Conference

April 25, 2007

Oklahoma City, OK

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**Mail to:** 301 N. W. 63rd St., Suite 330; Oklahoma City, OK; 73116 **Fax to:** (405)608-4211 or (918)581-6263 **E-mail to:** oklahomacity.office.box@mail.doc.gov

Name: \_\_\_\_\_ Firm: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_ Number of Attendees: \_\_\_\_\_

Corporate Table: \_\_\_\_\_ Contributory Sponsorship: \_\_\_\_\_ Display Table: \_\_\_\_\_

Economic Development Session: \_\_\_\_\_ Pay at door: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

is expected to attract an investment of \$65-\$90 million over the next four years and will encompass over 1,000 acres. Chennai is also the location of the Center for Wind Energy Technology, a research institute active in all aspects of wind energy.

**China:** Due to rapidly increasing energy demand and the desire to expand the use of non-fossil fuels, the Chinese government is targeting the development of clean energy technologies in its current 11th Five Year Plan. Emphasized sectors include clean coal technologies, wind power, solar power, and biomass.

Beijing is unique in China in that it is a city with provincial status, enabling its municipal government to approve independent foreign investment projects up to a value of \$30 million. This has positioned Beijing as an attractive location for foreign investment in China. As the national capital, Beijing offers unparalleled access to meet with Chinese policymakers. There is a strong market for clean energy technologies in Beijing, due to its size and economic importance. The selection of the city as the host of the 2008 Summer Olympic Games has spurred substantial government investment in projects that improve environmental quality.

Nanjing (population 5,000,000), a few hours from Shanghai along the Yangtze River, is one of China's most developed cities. Power and energy are among the city's core industries. The city hosts one of China's largest trade fairs on renewable/clean energy and is currently undertaking a prominent provincial-level project to create an efficient power plant. The project is intended to achieve energy conservation and efficiency by implementing new technologies, and is rooted in demand-side management familiar to U.S. companies. The utilization of clean, renewable energy and energy efficiency are crucial components of the project.

**Mission Goals:** The Trade

Mission's goal is to facilitate market entry or increased sales into these significant markets for U.S. clean technologies firms, as well to assist the mission participants in gaining first-hand market information and access to key government officials and potential business partners.

**Mission Scenario:** In India and China, the International Trade Administration will:

- Provide a market briefing highlighting opportunities in the clean technologies sectors.
- Schedule one-on-one appointments with potential business partners for each participant.
- Provide a venue for the one-on-one appointments and provide interpreters as needed.
- Provide networking opportunities with the private and public sectors.
- Organize relevant site visits.

**Proposed Mission Timetable:**

**Tuesday, April 17, 2007**

- Arrive in Chennai

**Wednesday, April 18, 2007**

- Business appointments in Chennai
  - Evening reception
- Thursday, April 19, 2007**
- Site visit, additional appointments in Chennai
  - Afternoon flight to New Delhi
  - Evening reception in New Delhi

**Friday, April 20, 2007**

- Business appointments in New Delhi

**Saturday, April 21, 2007**

- Free day in New Delhi

**Sunday, April 22, 2007**

- Free day in Beijing

**Monday, April 23, 2007**

- Business appointments in Beijing
- Evening reception in Beijing

**Tuesday, April 24, 2007**

- Site visit in AM
- Afternoon flight to Nanjing

**Wednesday, April 25, 2007**

- Evening reception in Nanjing
- Business appointments in Nanjing

- Conclusion of trade mission (It is possible for companies to participate in one or both countries of this trade mission.)

**Criteria for Participation:**

- Relevance of the company's business line to the mission scope and goals
- Potential for business in the selected markets
- Timeliness of the company's completed application, participation agreement, and payment of the mission participation fee
- Provision of adequate information on the company's products and/or services and communication of the company's primary objectives to facilitate appropriate matching with potential business partners
- Certification that the company's products and/or services are manufactured or produced in the United States or if manufactured/produced outside of the United States, the product/service must be marketed under the name of a U.S. firm and have U.S. content representing at least 51 percent of the value of the finished good or service.
- Diversity of sectors represented
- Any partisan political activities of an applicant, including political contributions, will be entirely irrelevant to the selection process.

The mission will be promoted through the following venues: ITA's Export Assistance Centers, the Energy Team, the Asia Pacific Team, the Africa, Near East, and South Asia Team, Global Trade Programs; the Trade Events List [www.export.gov](http://www.export.gov); industry newsletters; the Federal Register; the Asia-Pacific Partnership for Clean Development and Climate; relevant trade publications; relevant trade associations; past Commerce trade mission participants; various in-house and purchased industry lists; and on the Commerce Department trade missions calendar: [www.ita.doc.gov/doctm/tmcal.html](http://www.ita.doc.gov/doctm/tmcal.html)

Recruitment will begin immediately and will close on March 19, 2007.

Qualified U.S companies/applicants will be selected on a rolling basis. The trade mission participation fee will be U.S. \$4,900 per company. (If a company would like to participate in just the India portion or just the China portion of the trade mission, the participation fee will be \$2,450.) There will be an additional fee of \$750 per country for each additional partici-

pant a company sends. The participation fee does not include the cost of travel, lodging, ground transportation, or some meals. Participation is open to 20 qualified U.S. companies. Applications received after that date will be considered only if space and scheduling constraints permit.

**Contact Information:**  
Frank Caliva

U.S. Commercial Service – U.S. Department of Commerce  
E-mail: frank.caliva@mail.doc.gov  
Telephone: 202-482-8245  
**Mission Web site:**  
www.export.gov/cleanenergymission

## *March 2007 Calendar of Events*

<i>Date</i>	<i>Event</i>	<i>Contact</i>
March 6, 2007	Minority and Women's Breakfast Metro Tech Conference and Banquet Center, Oklahoma City	Aquilla Pugh 405/427-4444
March 14, 2007	Exporting 101 - Export Shipping & Documentation Workshop OSU-Tulsa, Tulsa	918/581-7650 or 405/608-5302

Penalty for Private Use, \$300

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District Office  
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