

## ***Exporting 101: Fundamentals of Exporting Workshop to Be Held in Tulsa on February 14th***

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 Oklahoma City on February 14, 2007, on ***Exporting 101—the Fundamentals of Exporting***.

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 participants will receive ***A Basic Guide to Exporting*** and nearly seven hours of expert advice on export assistance organizations, basic

export market research, choosing direct/indirect exporting, choosing an export strategy, organizing an export operation, export pricing, establishing overseas markets, communications, evaluating overseas contacts, methods of payment and financing, and export quotations. Presenters will include international bankers, international attorneys, international business practitioners, and Oklahoma U. S. Export Assistance Center International Trade Specialists.

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.

63rd 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.

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 an expert speaker will be followed by a discussion of panelists and a question-and-answer session.

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 subject matter expert will deliver the keynote address: **Global Marketplace Strategies - Working Together for Success.**

The afternoon session will be a discussion of **How Oklahoma Companies Succeed in International Business - Making Trade Work.** These presentations will be followed by a discussion and a question-and-answer session.

\*\*\*In addition, a concurrent afternoon breakout session for Chambers of Commerce 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.

**Registration Fees:**

Registration - \$85.00

Student - ID required - \$25

Corporate Table (8 Attendees) - \$595.00

Corporate Contributory Sponsorship (4 Attendees) - \$500

Display Table (Includes Registration for 2 Attendees) - \$270.00

Registration fees include information packets, continental breakfast, and luncheon. Checks should be made payable to the Oklahoma District Export Council and mailed to 301 N. W. 63rd Street, Suite 330, Oklahoma City, Oklahoma 73116. You may also register and pay at the door.

**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

## 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 9, 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

N.W. 63rd Street, Suite 330, Oklahoma City, Oklahoma 73116.

**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 18-25, 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](mailto:oklahomacity.office.box@mail.doc.gov).

## Passport Requirement for Air Travel Begins January 23, 2007

Beginning Jan. 23, 2007, citizens of the United States, Canada,

Mexico, and Bermuda are now required to present a passport to

enter the United States when arriving by air from any part of the

Western Hemisphere.

The department expects a smooth transition to the new passport requirement based on the current numbers of travelers arriving at U.S. airports with passports.

The air requirement is part of the departments of State and Homeland Security's Western Hemisphere Travel Initiative (WHTI). This change in travel document requirements is the result of recommendations made by the 9/11 Commission, which Congress subsequently passed into law in the Intelligence Reform and Terrorism Prevention Act of 2004.

The only acceptable alternative documents to a passport for air travel will be the Merchant Mariner Docu-

ment (MMD) and the NEXUS Air card. The MMD or "z-card" is issued by the U.S. Coast Guard to U.S. Merchant Mariners. The NEXUS Air card is issued to citizens of Canada and the United States, lawful permanent residents of the United States and permanent residents of Canada who meet certain eligibility requirements. The NEXUS Air card will only be accepted when used in conjunction with the NEXUS Air program at certain airports. The MMD card will only be accepted when used on official business by U.S. Citizen Merchant Mariners. All active duty members of the United States Armed Forces will be exempt from the requirement to present a valid passport when entering the

United States. Legal Permanent Residents of the U.S. may re-enter on their I-551 Permanent Resident Card.

A separate proposed rule addressing land and sea travel will be published at a later date with specific requirements for travelers entering the United States through land and sea border crossings. As early as Jan. 1, 2008, citizens traveling between the United States and Canada, Mexico, Central and South America, the Caribbean, and Bermuda by land or sea may be required to present a valid passport or other documents as determined by the Department of Homeland Security to enter the United States.



# U.S. Commercial Service Product Literature Center at ALL-ENERGY 07 United Kingdom - May 23-24, 2007

ALL-ENERGY 07 is the UK's largest renewable energy trade show. Since its launch in 2001, this trade event has grown in popularity, attracting high-quality business

prospects from the UK, Europe and elsewhere around the world. Over 250 companies exhibited at the 2006 show.

For the first time this year ALL-

ENERGY 07 will incorporate H2'07, the Hydrogen and Fuel Cells 2007 Conference, which will focus on: "The U.S. and Europe Getting Down to Business – Implementation of the

## Registration:

### *Fundamentals of Exporting Workshop February 14, 2007*

OSU-Tulsa  
700 North Greenwood Avenue  
Tulsa, Oklahoma

♦ Make Checks Payable to Oklahoma District Export Council

♦ Mail to: 301 N. W. 63<sup>rd</sup> Street, Suite 330  
Oklahoma City, Oklahoma 73116-7906

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

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

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

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

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

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

## Hydrogen Economy”

The U.S. Commercial Service is organizing a **Product Literature Center (PLC)** and a **Business Information Office (BIO)** at ALL-ENERGY 07 that offers U.S. renewable energy firms the best opportunity to cost-effectively raise their international market profile, test market interest, collect live trade leads and identify potential partners.

- Use the PLC/BIO package and display and distribute your product literature to the thousands of attendees who will visit ALL-ENERGY 07. U.S. Commercial Service staff will promote your business interests and

capture the contact information of those companies interested in your products or services. All trade leads will be forwarded to you immediately after the event.

### WHAT YOU GET FOR \$250

- Pre-show promotion of your products to UK and European partners and/or customers
- Prominent display of your literature in our booth to interested visitors
- Trade leads identified and quickly forwarded to you
- Follow-up by our Commercial Specialists to help you convert leads into sales

Don't miss this cost effective way to promote your company and products in the global market. The U.S. Commercial Service's Product Literature Center at ALL-ENERGY 07 is the ideal way to gain valuable exposure in the renewables market that is set to grow 22%/year to over \$30B by 2020.

For more information about the U.S. Product Literature Center or how to facilitate your visit to ALL-ENERGY 07, please contact Andrew Williams at [andrew.williams@mail.doc.gov](mailto:andrew.williams@mail.doc.gov) or contact either one of the Oklahoma offices.



# Doing Business in Germany

## Market Overview

The German economy is the world's third largest and, after the expansion of the EU, accounts for nearly one-fifth of European Union GDP. Germany is the United States' largest European trading partner and is the sixth largest market for U.S. exports. Germany's "social market"

economy largely follows free-market principles, but with a considerable degree of government regulation and generous social welfare programs and protections.

Germany is indeed the largest consumer market in the European Union with a population of over 82 million. However, the significance of

the German marketplace goes well beyond its borders. An enormous volume of worldwide trade is conducted in Germany at some of the world's largest trade events, such as CeBIT, Medica, Hannover Fair, Automechanika, and the ITB Tourism Show. The volume of trade, number of consumers, and Germany's geo-

## Registration:

# Oklahoma World Trade Conference

April 25, 2007

Oklahoma City, OK

❖ 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](mailto: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: \$ \_\_\_\_\_

graphic location at the heart of a 25-member European Union that added ten members in 2004 make it a keystone around which many U.S. firms seek to build their European and worldwide expansion strategies.

### **Market Challenges**

Real German GDP expanded by only 0.9 percent in 2005; forecasters predict economic growth to reach 1.7 percent in 2006. Sluggish consumer demand continues to impede growth, however business confidence indices rose in early 2006. The German economy continues to suffer from structural problems, including inflexibility and over-regulation in labor markets, taxation, and business establishment, as well as high social insurance costs.

The German government recognizes the need for reform and has begun a series of reforms. While many observers regard these programs as a useful start, most also expect that additional reforms to enhance competitiveness will be required. German firms focusing on exports, especially in the automotive, chemicals and high tech sectors, recently have enjoyed healthy profits and have exported more goods and services than firms from any other country; the retail sector, by contrast, continues to struggle. Major manufacturing firms have increasingly shifted their production overseas to maintain global competitiveness and reduce costs.

Persistent high unemployment is Germany's most sensitive political and economic issue. Despite modest initial progress in reducing unemployment during its first term in office, the Schroeder government had not met its goal of sharply cutting the jobless rate and cutting the unemployment rate remains a challenge for the new Merkel government. Since 2002,

weak economic performance and stagnant job creation have combined to push unemployment rates up. In 2005, the overall, seasonally adjusted unemployment rate stood at 11.7 percent. There continues to be a significant disparity between unemployment in the eastern and western states of Germany. The long-term (longer than one year) unemployed comprised 37.7 percent of those jobless in 2005.

With the exception of participation in the EU Common Agricultural Policy, Germany presents few formal barriers to U.S. trade or investment. Germany has pressed the new EU Commission to reduce regulatory burdens and promote innovation in order to increase the EU member states' competitiveness. Germany's own regulations and bureaucratic procedures, however, can prove baffling. While not directly discriminatory, government regulation is often complex and may offer a degree of protection to established local suppliers. Safety or environmental standards, not inherently discriminatory but sometimes zealously applied, can complicate access to the market for U.S. products. American companies interested in exporting to Germany should make sure they know which standards apply to their product and obtain timely testing and certification. German standards are especially relevant to U.S. exporters because, as EU-wide standards are developed, they are often based on existing German ones.

### **Market Opportunities**

For American companies, the German market - the largest in the EU - continues to be attractive in numerous sectors and remains an important element of any comprehensive export strategy to Europe. While U.S. investors must reckon with a

relatively higher cost of doing business in Germany, they can count on high levels of productivity, a highly skilled labor force, quality engineering, a first-class infrastructure, and a location in the heart of Europe.

### **Best U.S. Export Prospects:**

Computer Software, Computer Services, Management Consulting Services, Computers and Peripherals, Medical Equipment, Industrial Chemicals, Drugs and Pharmaceuticals, Franchising, Sporting Goods, Automotive Parts and Services, Telecommunications Equipment, Industrial Process Controls, Electronic Components, Pollution Control Equipment, Travel and Tourism.

### **Market Entry Strategy**

The most successful market entrants are those that offer innovative products featuring high quality and modern styling. Germans are responsive to innovation and high technology as evident in U.S. products such as computers, computer software, electronic components, health care and medical devices, synthetic materials, and automotive technology. Germany boasts one of the highest Internet access rates in the EU and new products in the multi-media, high tech and service areas offer great potential, as increasing numbers of Germans join the Internet generation. Certain agricultural products also represent good export prospects for U.S. producers. Price will not necessarily be the determining factor for the German buyer, given the German market's demand for quality.

The German market is as decentralized and diverse as the U.S. market, with interests and tastes that differ dramatically from German state to German state. Successful market strategies take into account regional differences as part of a strong national market presence. Experienced

representation is a major asset to any market strategy given that the primary competitors for most American products are domestic firms with established presence. U.S. firms can overcome such stiff competition by offering high quality products, services

at competitive prices, and sales back-up, as well as establishing a local network of support. For investors, Germany's relatively high marginal tax rates and complicated tax laws may constitute an obstacle, although deductions, allowances and write-offs

help to move effective tax rates to more internationally competitive levels.

For further information, please visit [www.buyusa.gov/germany](http://www.buyusa.gov/germany) or contact either one of the Oklahoma offices.

## *February/March 2007 Calendar of Events*

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

Penalty for Private Use, \$300

OFFICIAL BUSINESS

U. S. Department of Commerce  
District Office  
301 N. W. 63<sup>rd</sup> Street, Suite 330  
Oklahoma City, Oklahoma 73116

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