

Exporting 101: Shipping and Documentation Workshop

Oklahoma City, OK – August 29, 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 Oklahoma City, on August 29, 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 the Big Dipper Room at the Metro Technology Center, 1900 Springlake Drive, Oklahoma City.

For a fee of only \$35.00 you will receive nearly seven hours of expert advice from UPS and Commerce international trade specialists. The following subjects will be covered: export licensing; utilizing a freight for-

warder; 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. 63rd Street, Suite 330, Oklahoma City, Oklahoma, 73116. **For your convenience, a registration form is included on page 3 of this newsletter.**

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 405/608-5302 in Oklahoma City or 918/581-7650 in Tulsa. E-mail:

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



Doing Business in the Philippines

Market Overview

The U.S. remains the Philippines' largest trading partner with over \$16 billion in two-way trade, and the largest investor with \$6 billion in assets. Increased export revenue, investment inflows, and foreign remittances

have helped produce a current account balance of \$4.9 billion in 2006. In 2006, the Philippines ranked as the United States' 26th largest export market, 28th largest seller to the U.S. market. Across all sectors, the Philippine market has a strong affinity for U.S. products and technology, which it equates with quality and value.

Market Opportunities Information Technology

continues to be the Philippine's fastest growing industry, with expanding opportunities for personal computers and peripherals, private automatic branch exchanges (PABX), enterprise software and network application tools.

Expansion and upgrade of **Electric Power Systems** through 2014 will create stable demand for equipment and accessories ranging from valves,

boilers, steam generators and turbines to transmission/ distribution hardware and lines.

The Philippine **Mobile Telecommunications** market will continue exponential growth through 2007, generating demand for communications hardware and software ranging from base stations and mobile switching equipment to network management tools and voice management systems.

Best prospects for the expanding **Building Products** industry include specialized products such as waterproofing applications, specialty insulations and fittings.

With growth of U.S. market share in the new car segment, significant opportunities in the \$2.6 billion **Automobile Aftermarket** segment exist for U.S. manufacturers of aftermarket engines, auto body parts and

mechanical equipment.

Demand continues to grow for **Consumer-Ready Food and Beverages** due to retail expansion and liberalization, GDP growth and a preference for U.S. brands. Best product prospects include dairy, fresh fruits and vegetables, frozen vegetables, meats, nuts, processed food, pet food and wine.

Expansion of the \$10 billion **Food Processing** industry means increased opportunities for wheat, dairy products such as milk and whey powders, processed fruits and vegetables, beef and beef products, and nuts.

For more information about doing business in the Philippines, please go to www.buyusa.gov/philippines or contact either one of the Oklahoma offices.

U.S.-Vietnam Bilateral Trade Agreement and Vietnam's Accession to the WTO

The implementation of the U.S.-Vietnam Bilateral Trade Agreement (BTA) in December 2001 opened up a new era for U.S. companies doing business in Vietnam. Since then, bilateral trade has skyrocketed from \$1.5 billion in 2001 to \$9.7 billion in 2006, when Vietnamese exports to the United States were almost 8 times greater than U.S. exports to Vietnam. Vietnam's accession to the WTO, along with its healthy economic growth, at 7.8% in 2006, is expected to spur trade growth at an even faster pace. Such rapid growth can result in trade issues.

Within the U.S. Department of

Commerce's International Trade Administration's (ITA's) Market Access and Compliance (MAC) unit is the Trade Compliance Center (TCC), which administers the Commerce Trade Agreements Compliance Program. This program ensures that foreign countries' trade agreement obligations to the United States are properly monitored, alleged compliance violations are addressed promptly, and U.S. exporters are aware of the rights created by these trade agreements. Compliance promotes U.S. exports, supports U.S. jobs, maintains confidence in our trade agreements, and helps

ensure a level international playing field.

Through the Commerce Trade Agreements Compliance Program, MAC staff can help U.S. exporters receive the full benefits of the BTA, one agreement among over 270 U.S. trade agreements that help open or maintain open markets for U.S. goods and services. When it joined the WTO earlier this year, Vietnam made a broad range of market access commitments that created more potential opportunities for U.S. companies than ever before. Implementation of all these commitments can be uneven as Vietnam works to reform its laws

and regulations to conform with its numerous international obligations.

Some typical trade barriers that U.S. companies encounter include:

- Tariffs and customs barriers
- Standards
- Testing, labeling, and certification problems
- Excessive government testing and licensing fees
- Intellectual property rights protection and enforcement
- Lack of government transparency
- Discriminatory government procurement contract barriers

For more information about trade barriers with Vietnam, please go to the Trade Compliance Center (TCC) website at www.trade.gov/tcc. The website has links to Export Guides, the searchable texts of more than 270 U.S. trade agreements (including the BTA), Export Alert (an early warning system for foreign government technical regulations), and a free weekly e-mail called "What's New" with news on U.S. and foreign government practices and other developments related to access to foreign markets.

export financing of labor and materials and post-shipment financing of the accounts receivable generated from these overseas sales. For more information, please go to <http://www.sba.gov/services/financialassistance/index.html>.

Financing for Export-Related Production and Activities

SBA's *Export Express* loan program helps small businesses that have exporting potential, but need funds to buy or produce goods, and to provide services, for export.

Loans to Upgrade Facilities and Improve Competitiveness

SBA's International Trade Loan Program helps small businesses seeking to expand their operations or help those adversely affected by competition from imports.

Export-Import Bank of the United States

The Ex-Im Bank (www.exim.gov) provides a variety of export finance assistance including export credit insurance, pre-export financing

Access Financing for Export Operations

Small Business Administration (SBA)

The SBA (www.sba.gov) finances the short-term and cyclical working-capital needs of small businesses and administers business loan programs to help qualified small businesses

obtain financing.

Working Capital Needs Up to \$1.5 Million

SBA's Export Working Capital Program provides short-term, transaction-specific financing to small business exporters. Exporters may use this program for pre-

Registration:

Export Shipping and Documentation Workshop August 29, 2007

**Metro Technology Center
1900 Springlake Drive
Oklahoma City, 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: \$ _____

through working capital guaranteed loans to exporters, and medium- and long-term loans and guarantees to overseas buyers. The Ex-Im Bank offers various programs to the business community, including regular seminars and group briefings at several locations around the country.

Working Capital Needs Above \$1.1 Million

Ex-Im Bank's working capital financing enables U.S. exporters to obtain loans to produce or buy goods or services for export. These working capital loans, made by commercial lenders and backed by Ex-Im Bank's guarantee, provide you with the liquidity to accept new business, grow your international sales and compete more effectively in the international marketplace. For further information, please go to http://www.exim.gov/products/work_cap.html.

List of Delegated Authority Lenders

A nationwide list of lender pre-qualified to commit Ex-Im Bank's guarantee as soon as they have made their credit decision. Please go to <http://www.exim.gov/pub/pdf/ebd-w-13.pdf> for more information.

Overseas Private Investment Corporation (OPIC)

OPIC Financing provides medium-to long-term funding through direct loans and loan guaranties to eligible investment projects in developing countries and emerging markets. For further information, please go to <http://www.opic.gov/financing/index.asp><http://www.opic.gov/financing/index.asp>.

U.S. - CAFTA-DR Free Trade Agreement

Question:

"What is the CAFTA-DR Agreement and how does it benefit U.S. exporters?"

Answer:

The CAFTA-DR is a trade agreement between the United States and the countries of Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, and Nicaragua. This Agreement is currently in force for the United States, Dominican Republic, El Salvador, Guatemala, Honduras, and Nicaragua.

The CAFTA-DR requires important reforms of the domestic legal and business environment that encourage competitive business development and investment, protect intellectual property rights, and promote transparency and rule-of-law in the democratic systems that have solidified in the region over the past decade. The Agreement is an important instrument to support U.S. national

security interests; the FTA promotes closer economic cooperation among the Central American countries, thereby advancing regional integration and contributing to greater peace and stability in the region.

Among other benefits from the elimination of non-tariff barriers, the FTA allows the U.S. supplier to be more price-competitive in the Central American and Dominican market simply due to duty reduction and elimination. A U.S. exporter whose goods qualify under the Agreement may afford its buyer considerable savings. U.S. exporters will also be more competitive in Central America and the Dominican Republic against competing third country products that do not have the duty benefits.

For more information, please go to <http://www.export.gov/fta/CAFTA/index.asp?dName=CAFTA> or contact either one of our offices.

EXCON 2007 - October 2 - 7, 2007 - Lima, Peru

EXCON 2007, formerly known as ExpoVivienda, is the leading building, heavy construction, environmental engineering and mining construction-related international tradeshow in Peru.

The U.S. Commercial Service in Lima will have a presence in EXCON 2007 with a **catalog exhibition** booth. **For only \$300** the Commercial Service Specialists will promote your company in

the event through catalogs, brochures, flyers, cd-rooms and small samples. After **EXCON 2007**, the catalog show will move to the U.S. Embassy's Business Center where it will be on continuous display.

Registration is open until September 11, 2007. For further information, please go to <http://www.buyusa.gov/peru/en/119.html>.

Healthcare Technologies Trade Mission – Turkey, Jordan, & Egypt – October 24 - November 1, 2007

Turkey, Jordan, and Egypt represent markets that spend over a billion dollars each year to provide increased healthcare to their citizens through modernization and upgrading of national and private medical systems. As these countries improve services, they will need to meet increasing demand for medical devices through imports.

U.S. medical equipment is favorably received in this region, and due to the U.S. dollar exchange rate, it is competitively priced against European competitors, but buyers are most likely to buy products from firms with solid distributorships and good regional contacts. U.S. firms also need to position their product lines in response to the dynamics of each country's market.

During the trade mission participants will receive:

- Briefings on local medical markets in each city;
- Introductions to potential distributors and agents, facility administrators, and purchasing managers through group events;
- Site visits if applicable;
- One-on-one meetings tailored to each firm's interests; and
- Meetings with local business representatives and government officials, as suitable.

Mission participants can choose which countries they wish to visit and do not have to participate in the full mission schedule.

Costs

\$3,500 for two stops, and \$4,300 for all three stops for a company's first representative; \$500 per each additional representative.

For further information, please go to http://www.buyusa.gov/healthcare/me_trademission.html.

reduced, with a simplified tariff structure introduced with lower tax rates. Egypt has pushed through customs reforms, proposed income and corporate tax reforms, reduced energy subsidies, and privatized enterprises. The financial sector continues to undergo reform. These measures have significantly lowered the market entry barriers for new to market companies.

The most promising investment sectors in Egypt are oil and gas, power generation and transmission, telecommunications and information-technology, consumer goods, non-food franchises, and medical equipment. All facets of the tourism industry provide increasing opportunities for exporters, including hotel equipment, environmental management services, airport and related infrastructure, U.S. building systems and equipment, and U.S. project management.

Succeeding in Egypt is the same as succeeding in any market. Knowledge of the market, the competitors, the clientele, and the local laws and regulations is essential. The best way to obtain this knowledge in Egypt is to work with a local partner.

A local partner is also needed because foreign companies cannot bid directly on government tenders; they must act through local agents. Additionally, as the Egyptian market becomes more sophisticated, there is a growing demand for after-sales service, which is more easily provided by a local agent.

Through its expert local

Doing Business in Egypt

With a population of 77.5 million people, Egypt's market is by far the largest in the Middle East and North Africa. Egypt's economy has become much more diversified than in the past, not only is it a major oil and gas producer, with natural gas production increasing rapidly, but the clothing and textile sector re-

mains strong and continues to grow as well.

The Egyptian economy has picked up pace under a new, Western-oriented reformist government. The Egyptian pound has been floated, foreign exchange shortages and the black market have been eliminated, and tariffs have been

commercial specialists, the U.S. Commercial Service in Egypt produces market research aimed at educating U.S. businesses about market sectors, specifically in light of new laws and increased opportunities.

Recent market research for Egypt includes Medical Equipment and Supplies, Water Resources Equipment, Educational Services, and Food Processing and Packaging. For Egypt's market research, please go to

<http://www.export.gov/mrktresearch/index.asp>. For further information about doing business in Egypt, please go to www.buyusa.gov/egypt or contact either one of our offices.

August 2007 Calendar of Events

<i>Date</i>	<i>Event</i>	<i>Contact</i>
August 7, 2007	Minority and Women's Breakfast Metro Tech Conference and Banquet Center, Oklahoma City	Aquilla Pugh 405/427-4444
August 29, 2007	Export Shipping and Documentation Workshop Metro Technology Center, Oklahoma City	405/608-5302 or 918/581-7650

Penalty for Private Use, \$300

OFFICIAL BUSINESS

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

**U. S. Department of Commerce
International Trade Administration**

FIRST-CLASS MAIL
POSTAGE & FEES PAID
ITA/DOC
PERMIT No. G54