

# Exporting 101: Basics of Exporting Workshop Tulsa, OK – November 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 November 14, 2007, on ***Exporting 101—The Basics 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 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 annual Oklahoma World Trade Conference.

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

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## U.S.-Chile Free Trade Agreement

The United States-Chile Free Trade Agreement (FTA) has proven to be a valuable tool for dramatically increasing trade between the United States and Chile. In 2006, U.S.-Chile trade

was two and half times greater than trade in 2003, before the FTA took effect.

The U.S. Chile Free Trade Agreement entered into force on January 1, 2004. At that time, more than 85% of two way trade in consumer and industrial goods became duty free. Duties on other products will gradually be phased out over a 12 year period.

In order to take advantage of the benefits for U.S. goods under the agreement, exporters will need to understand how to determine that their goods are originating or qualify for preferential duty treatment under the U.S.-Chile FTA Rules of Origin.

Lower duty rates are certainly not the only benefit provided by the US Chile Free Trade Agreement. The agreement also contains commitments by both countries on many non-tariff issues including intellectual property rights, services, investment, temporary entry of business/technical persons, and telecommunications.

Under the U.S.-Chile FTA, Chile is obligated to adopt stronger protection and enforcement provisions for copyrights, trademarks, patents, and trade secrets. Under the agreement Chile is also required to remove restrictive regulatory barriers in place for U.S. service providers. These changes, among others, have provided U.S. businesses with a more accessible and more easily navigable Chilean market.

For more information about the U.S.-Chile FTA, please go to <http://www.export.gov/fta/Chile/index.asp?dName=Chile> or contact either one of the Oklahoma offices.

## Is Your Business “China Smart?” Webinar - September 20, 2007

While plenty of opportunity exists, the road to prospering as an exporter to China may not be as smooth as you think. This webinar will address what your business should know to enhance your success in China.

### Topics to be discussed include:

- Successful Sales Strategies
- Commercial Trends and Emerging Issues of immediate impact to your business
- Dynamic Emerging Markets: Why your company should be looking beyond Beijing, Shanghai and Guangzhou
- Strategic and Tactical considerations for IP protection and plotting market entry/expansion
- Finding, Evaluating and Motivating your Chinese Partner
- Risk Management, Currency Issues and Getting Paid
- Critical Logistics and Supply Chain Consideration.

For further information or to register for the webinar, please go to <http://www.buyusa.gov/asianow/bechinasmart.html>.



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## Doing Business in Peru

### Market Overview

The United States is Peru's most important commercial and agricultural partner and the two nations enjoy an excellent overall relationship. Peru is three times the size of California and home to over 27 million people. Despite the close geographical proximity of other major trading partners such as Brazil, Argentina, Chile and its Andean neighbors, the high quality and wide selection of competitively priced products provide U.S. exporters with a distinctive edge.

### Market Opportunities

For 2007, Peru's best prospects for U.S. exports include: Mining Industry Equipment, Construction Equipment, Oil and Gas Field Machinery, Pumps, Valves, and Compressors, Industrial Chemicals, Building

Products, Food Processing and Packaging Equipment, Pollution Control Equipment, Security and Safety Equipment, Drugs and Pharmaceuticals, and Air Conditioning and Refrigeration Equipment.

### Market Entry Strategy

U.S. products and services are highly regarded in the Peruvian market as are U.S. marketing techniques. U.S. companies are advised to appoint local representatives to investigate market opportunities and to participate in business operations. Successful companies have usually retained expert local legal counsel to successfully navigate Peru's informal business practices, bureaucracy and somewhat unpredictable commercial climate. Caution should be exercised when responding to

a Peruvian government bid for products or services to ensure it is a valid bid that conforms to the prevailing regulations.

For more information

about doing business in Peru, please go to [http://www.buyusainfo.net/docs/x\\_1578617.pdf](http://www.buyusainfo.net/docs/x_1578617.pdf) or contact one of the Oklahoma offices.

## Doing Business in Colombia

### Market Overview

Colombia ranks solidly with the group of progressive, industrializing countries worldwide that have well-diversified agriculture, resources, and productive capacities. It currently is the fourth largest U.S. market in the region, after Mexico, Brazil and Venezuela. Since the election of President Uribe in May 2002, Colombia has become one of the most optimistic, stable and recovering economies in the region. Good government policies, steady growth, low inflation and plenty of opportunities make it more than worthwhile for investors to take a serious look at Colombia.

### Market Opportunities

Best U.S. export opportunities include: Telecommunications Equipment and Services, Industrial Chemicals, Air Cargo Services, Financial Services, Automotive Parts and Accessories, Computer Hardware and Software Services, Oil and Gas Machinery and Services, Petro-

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## Doing Business in Panama

### Market Overview

Panama is not only a maritime shipping and air transport hub, but also an international trading, banking, and services center. Trade liberalization and privatization over the last several years, along with the hemispheric movement toward Free Trade Agreements, while still in progress, will inevitably increase Panama's global, regional and sub-regional prominence. Panama's dollar-based economy offers low inflation and zero foreign exchange risk. Its legal and regulatory regimes are business friendly. It's government is stable, democratic, and reform minded and actively seeks foreign investment in all sectors, especially services, tourism and retirement properties.

The United States is Panama's most important trading partner, with about 30% of the import market, and U.S. products enjoy a high degree of acceptance in Panama.

### Market Opportunities

Panama's best prospects for U.S. exports include, Travel and Tourism, Telecommunications Equipment, Cosmetics and Toiletries, Construction Equipment, Electric Power Systems, Water and Wastewater Treatment Equipment, Medical Equipment, Hotel and Restaurant Equipment, Security and Safety Equipment, and Material Handling Equipment.

### Market Entry Strategy

Due to its open economy, Panama has no market access problems. One of the most used market entry options is to appoint an agent or distributor. Another option is to find a local partner who can provide market knowledge and contacts. Other businesses have been successful via licenses or franchises.

For more information on doing business in Panama, please visit [www.buyusa.gov/panama](http://www.buyusa.gov/panama).

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## Registration:

### Basics of Exporting Workshop November 14, 2007

OSU-Tulsa  
700 N. Greenwood Ave.  
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](mailto:oklahomacity.office.box@mail.doc.gov)

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

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

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

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

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

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

chemicals, Plastics Materials and Resins, Electrical Power Systems, Safety and Security Technologies and Equipment, Food and Beverage Processing and Packaging Equipment, Medical Equipment, Construction and Mining Equipment and Pollution Control Equipment.

### **Market Entry Strategy**

-Secure an agent, representative, or distributor in Colombia, which requires a contract that meets the provisions of the Colombian Commercial Code.

-Focus on formality, personal relationships and trust when negotiating agreements and contracts.

-Direct marketing and personal visits supported by such factors as technological advances in internet communications, printing and distribution of materials to prospective customers are already popular in Colombia.

-Keep good after-sales service arrangements, not only in the original buying decision, but also in maintaining the sales relationship. Warranties on imports are important factors that support after sales service in Colombia.

-Products and/or service quality, financing, and price supported by extensive advertising campaigns play an important role in Colombians' buying decision.

For further information about doing business in Colombia, please go to [http://www.buyusainfo.net/docs/x\\_8631641.pdf](http://www.buyusainfo.net/docs/x_8631641.pdf) or contact either one of the Oklahoma offices.

# **Strategies for Selling to a Regional Market**

## **Europe**

The European Union (EU), with 27-member nations and a market of nearly 500 million consumers, created uniform import regulations and mutual recognition of standards for member countries, making it easier for U.S. companies to export their goods to Europe. Additionally, with the use of a common currency, the Euro, the EU market has, in many respects, been turned into a single market. This has made the EU more competitive as well as more open to international trade. Top European sectors include aerospace and defense, automotive, chemicals, energy, environment, seafood, food hygiene, fishery and aquaculture products, food and nutritional supplements, information and communication technology, medical equipment, pharmaceuticals, safety and security, and textiles. For information on trade opportunities, new business partners, market research, and one-on-one counseling, visit <http://buyusa.gov/europe>.

## **Africa, Near East, South Asia (ANESA)**

The ANESA region covers a large number of countries on two continents, including the key markets of India, Egypt, Saudi Arabia and South Africa. African economies continue to sustain the growth momentum of previous years, recording an overall real GDP growth rate of 5.7 percent in 2006, compared to 5.3 percent in 2005 and 5.2 percent in 2004. Approximately 28 countries recorded growth in 2006.

The Middle East and North Africa is a region of great opportunity for all types of companies, and

not just for large multinationals. However, doing business in the region can be challenging as well as rewarding. Find out whether doing business in the Middle East and North Africa is for you by assessing your possible risks and potential rewards. For more information, visit <http://www.export.gov/middleeast/index.asp>.

## **Western Hemisphere**

Market opportunities in Latin America are predicted to grow as a result of regional economic stability, despite a slowing of the global economy. Many countries in the region have built significant hard currency reserves and have improved inflation-fighting techniques, making them better suited to handle global business cycle downturns than in the past. Significant opportunities for U.S. exporters stem from demand for machine tools, medical products, energy generation, transmission and distribution equipment, transportation equipment, and IT and telecommunication products. Learn more by visiting <http://www.buyusa.gov/tradeamericas/>.

## **East Asia Pacific**

Over the past four decades, several Asian countries have seen some of the fastest economic growth in the world as they rapidly transformed their economies from agrarian-based systems to industrial powerhouses. Asia includes two of the largest economies in the world – Japan and China – as well as small emerging markets. Asia's diversity offers excellent opportunities for a large variety of U.S. companies. Please visit <http://www.buyusa.gov/asianow/> for more information.

# Doing Business in South Korea

## **Market Overview:**

**National Capital:** Seoul

**Population:** 48.4 million

**GDP:** USD 797.4 billion (2006)

**GDP Growth:** 5.0% (2006)

**Industries:** Electronics and electrical products, motor vehicles, shipbuilding, mining and manufacturing, petrochemicals, industrial machinery, textiles, footwear.

**U.S. Exports to Korea:** USD 32.46 billion (2006)

**U.S. Share of Korean Imports:** 10.9% (2006)

**Korea's Imports:** USD 309.3 billion (2006)

**Korea's Exports:** USD 325.7 billion (2006)

**U.S. Trade Balance:** -USD 13.37 billion (2006)

**Korea's Import Trade Partners:** Japan (16.8%), China (15.7%), U.S. (10.9%), Saudi Arabia (6.6%) (2006)

## **Market Opportunities:**

U.S. companies will find excellent niche markets for their goods and services across virtually every sector.

**Best Prospects for U.S. exports** are in the following sectors: Automotive Parts and Accessories, Broadcasting Services and Equipment, CNC Machine Tools,

Computer Software, Cosmetics, Defense Industry Equipment, Drugs and Pharmaceuticals, Education and Training Services, Electrical Power Systems, Engineering Services, Medical Equipment and Devices, Pollution Control Equipment, Radio Frequency Identification Technology, Security Services and Products, Specialty Chemicals, Travel & Tourism, and Wireless Broadband Equipment and Services.

-The U.S.-Korea Free Trade Agreement (KORUS-FTA), currently under negotiation, aims at the removal of trade and investment barriers thereby easing American business access to the Korean market. More information is available from the office of the United States Trade Representative ([http://www.ustr.gov/Trade\\_Agreements/Bilateral/Republic\\_of\\_Korea\\_FTA/Section\\_Index.html](http://www.ustr.gov/Trade_Agreements/Bilateral/Republic_of_Korea_FTA/Section_Index.html)).

-Korea is a highly advanced, tech-oriented economy that can utilize and generate significant demand for state of the art technologies.

-Korea has several mega-projects underway aimed at establishing the country as an interna-

tional business center for North-East Asia, as well as a major financial and logistics hub.

-Korea has a steady and diversified growth of 4.6%, with SMEs taking on stronger and more dynamic roles with the economy, opening new opportunities for partnering with U.S. SMEs.

-Korea has strong military ties with the U.S. and continues as one of the top markets for U.S. defense equipment in the world.

## **Market Entry Strategy:**

-Local representation is essential for the success of American firms in the Korean market.

-The most common means of establishing a presence in Korea include: retaining an agent or distributor, naming a registered trading company as an agent or establishing a branch sales office.

-Business relationships are built on personal ties. Companies should visit Korea to cultivate contacts and to better understand business conditions.

For further information about doing business in Korea, please go to [http://www.buyusainfo.net/docs/x\\_92080.pdf](http://www.buyusainfo.net/docs/x_92080.pdf) or contact either one of our offices.

## FY 2008 Calendar of Events

November 14, 2007	Basics of Exporting Workshop	Tulsa, OK
December 5, 2007	Shipping and Documentation Workshop	Tulsa, OK
February 20, 2008	Basics of Exporting Workshop	Oklahoma City, OK
March 19, 2008	Shipping and Documentation Workshop	Oklahoma City, OK
April 30, 2008	Oklahoma World Trade Conference	Tulsa, OK

# ***October/November 2007 Calendar of Events***

<b><i>Date</i></b>	<b><i>Event</i></b>	<b><i>Contact</i></b>
October 2, 2007	Minority and Women's Breakfast Metro Tech Conference and Banquet Center, Oklahoma City	Aquilla Pugh 405/427-4444
November 6, 2007	Minority and Women's Breakfast Metro Tech Conference and Banquet Center, Oklahoma City	Aquilla Pugh 405/427-4444
Nov. 14, 2007	Export Shipping and Documentation Workshop OSU-Tulsa, Tulsa	918/581-7650 or 405/608-5302

Penalty for Private Use, \$300

OFFICIAL BUSINESS

International Trade Administration  
District Office  
301 N. W. 63<sup>rd</sup> Street, Suite 330  
Oklahoma City, Oklahoma 73116

**U. S. Department of Commerce**

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