



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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Website Design for a Global Marketplace – August 25, 2010 – Tulsa, OK

Is your company's website prepared to handle overseas customers? E-commerce is increasing rapidly in the United States, and even more so outside of the United States!

Many small and medium sized businesses have become savvy in finding customers and selling their products through their websites. However, with the high-speed and expanding reach of today's business environment, companies are finding it necessary to continually adapt, improve, and more effectively use, their websites to appeal to and accommodate international customers. But with constraints on staff and budgets, companies are also faced with the need to maximize outreach strategies. Let's make it a little easier.

If you've ever asked yourself if there are simple tools and best practices to make your company's website work for you in attracting foreign buyers, distributors, and customers, then this seminar is 2G2BT...too good to be true that is!

For a fee of only \$35, join the U.S. Commercial Service and its tech-savvy speakers for this event on August 25, 2010! The workshop will be located at OSU-Tulsa, 700 North Greenwood Avenue, Tulsa, OK and will be held from 8:30 a.m. to 12:30 p.m. After this training, you'll have the information necessary to improve your company's ability to find and fulfill international orders to meet your web-based bottom line!

Participants will learn:

- Simple, inexpensive modifications that will improve your websites ability to attract and retain customers;
- How to refine websites to specifically target international customers through website internationalization, regionalization and localization;
- Best practices and techniques related to website translation;
- Proactive promotion of websites overseas, including advice on Search Engine Optimization (SEO;)
- Leveraging internet tools to target foreign markets and track inquiries; and
- International eCommerce options, risks and foreign payment mechanisms.

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. To pay by credit card, please contact Ashley Wilson at 800-TRYOKLA, extension 223 or 405-608-5302. **For your convenience, a registration form is included on page two. Advanced registration is required.**

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, 405-608-5302 or 800-TRYOKLA, extension 223.

Registration Form – Website Design for a Global Marketplace
****Advanced Registration is Required****

Please mail to: U.S. Department of Commerce, 301 N.W. 63rd Street, Suite 330, Oklahoma City,
Oklahoma 73116

Make check payable to Oklahoma District Export Council

***For credit card payment, please contact Ashley Wilson at 800-TRYOKLA, extension 223 or 405-608-
5302**

Name(s): _____ Title: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Number of Attendees: _____ Amount Enclosed: \$ _____

Mandatory Screening of Cargo on Passenger Flights:

Effective August 1, 2010, 100 percent of cargo flown on passenger aircraft (PAX) originating in the United States must be screened, per an act passed by Congress and signed into law by former President Bush. Beginning August 1, all PAX cargoes must now be screened at the piece level - which is the individual item within a shipment - before it can be loaded on an aircraft in the United States.

This requirement stems from the [9/11 Commission Act of 2007](#) (the "9/11 Act"), which mandates that countermeasures be taken to defend against threats that are posed to the public, transportation systems, and critical infrastructure. The PAX mandate is intended to close a large gap in the nation's aviation security, which threatens the safety of travelers and the transportation system. Earlier milestones in meeting this mandate are discussed below.

TSA responded to the Congressional mandate by creating the [Certified Cargo Screening Program](#) (CCSP). CCSP is a voluntary program which allows for industry to participate in the achievement of 100% cargo screening without impeding the flow of commerce. It facilitates screening of PAX cargo at a level of security commensurate to that of passenger baggage. While air carriers are ultimately responsible for ensuring that all cargo on their passenger aircraft has been screened, CCSP provides industry the flexibility to screen their own cargoes prior to delivery to the air carrier, to speed cargo acceptance by the carrier and to avoid system delays.

For further information, please [click here](#).

Export Training:

Whether a company is new to the idea of exporting or an experienced exporter, training is a critical component.

When looking for training, it is important to select the correct [type of training](#) to suit your needs.

- Are you looking for on-line classes or a classroom environment?
- Do you need help to get you started in exporting or do you need help entering into new markets?

- Is there a new requirement that you need to be aware of?
- Are you unable to leave your office and are interested in webinars?

Please [click here](#) for a chart that identifies a variety of training opportunities. These vendors may offer training in both online and classroom formats. To learn more about a specific training vendor or to view their course schedules, please follow the links below each vendor name.

Doing Business in Vietnam

As one of the few countries to experience strong growth, Vietnam has emerged from the global financial crisis as one of the brightest opportunities in the region. Continued strong economic growth, ongoing reform and a large population of 86 million—half of which are under the age of thirty—have combined to create a dynamic and quickly evolving commercial environment in Vietnam.

Telecommunications, information technology, oil and gas exploration, power generation, highway construction, environmental project management and technology, aviation and education will continue to offer the most promising opportunities for U.S. companies over the next few years as infrastructure needs continue to expand with Vietnam's pursuit of rapid economic development. For more information about doing business in Vietnam, please [click here](#).

El Salvador – U.S. Products Marketing Showcase:

Are you interested in identifying a distributor, representative or simply want to evaluate your product's opportunity in the Salvadoran market? Position your product in El Salvador by participating in the U.S. Commercial Service's U.S. Product Marketing Showcase!

The U.S. Product Marketing Showcase will allow U.S. companies to participate in two local shows: the 23rd International Trade Show 2010, the largest trade show in El Salvador with over 25,000 visitors; and the 6th Industrial Congress 2010.

U.S. companies from all industries are encouraged to take advantage of this marketing opportunity and participate in the U.S. Commercial Service's U.S. Product Marketing Showcase. U.S. businesses have significant export opportunities in the Salvadoran market specifically in the following sectors: food processing and packaging equipment, consumer goods, construction materials and tools, industrial products, safety and security, automotive parts and accessories, chemicals, pharmaceuticals, plastics, home and houseware items, cosmetics, medical equipment, safety and security, and agribusiness. Other products that can be featured during the events include: technology and services for conservation and protection of the environment, waste management, recycling, energy efficiency, pollution control, eco-tourism, eco-friendly construction, sustainable development, disaster prevention, and alternative fuels.

For a fee of \$300, the U.S. Commercial Service will offer:

- a) Display of the U.S. company brochures, CD roms, and other promotion materials during both trade shows.
- b) Provide a list of companies that visit the U.S. Commercial Service's Showcase.
- c) Receive trade leads of potential partners/clients (when identified).
- d) Post a profile of the U.S. company on the Commercial Service's CS El Salvador website for two months.

To participate, U.S. companies should send an email to Lidia.Sosa@trade.gov, or Cecilia.Avila@trade.gov. The deadline to register and pay is September 30, 2010.

Next Markets To Consider - C I V E T S:

You have heard of the BRICs - Brazil, Russia, India and China, but the next tier of markets to consider are:

- **Colombia** - www.buyusa.gov/colombia/en/
- **Indonesia** - www.buyusa.gov/indonesia/en/
- **Vietnam** - www.buyusa.gov/vietnam/en/
- **Egypt** - www.buyusa.gov/egypt/en/
- **Turkey** - www.buyusa.gov/turkey/en/
- **South Africa** - www.buyusa.gov/southafrica/en/

To learn more about opportunities for U.S. exporters in these markets, click on the links above.

Market Research Reports:

Saudi Arabia: Oil & Gas Sector

Saudi Arabia is the largest Arab nation in the Middle East, as well as the world's largest producer and exporter of petroleum liquids; it is currently the world's second largest crude oil producer behind Russia. Saudi Arabia's economy remains heavily dependent on oil and petroleum-related industries, including petrochemicals and petroleum refining. The country's petroleum sectors account for 45% of the GDP and 90% of export earnings.

Saudi Aramco, the state-owned oil company, has eleven upstream and downstream investment plans valued at around US \$60 billion to meet increasing world demand for energy. By the year 2020, Saudi Aramco's daily production capacity of 12 million bpd will increase to 15 million bpd. Unassociated gas is also a priority for Saudi Aramco because it presently accounts for 44% of the Kingdom's primary energy consumption. The expansion program will have foreign companies to boost oil refining capacity in Saudi Arabia and in overseas markets such as China.

To reach these ambitious production targets and to meet the growing demand for energy around the world, the country will invest billions of dollars to boost production capacity by developing new projects and upgrading existing ones. For further details, please [click here](#).

Mexico: Overview of Financial System Institutions and Regulations

[Click here](#) for basic information on the general structure of the Mexican Financial System, Institutions, and important laws for U.S. companies that want to learn about the financial organization and its regulatory framework, to better explore the Mexican market considering the legal guidelines of this industry.

If a U.S. financial firm is considering doing business or providing services in Mexico it is important to be aware of the basic legal and regulatory guidelines that govern the Mexican financial industry in order to avoid pitfalls in this sector.

August 2010 Calendar of Events

Date:	Event:	Contact:
August 3, 2010	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
August 25, 2010	Website Design for a Global Marketplace OSU-Tulsa	405-608-5302, 918-581-7650, or 800-TRYOKLA, ext. 223