



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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A joint newsletter of the Oklahoma Department of Commerce and the U.S. Department of Commerce

Volume XXVIII, Number 5

February 2011

Mark Your Calendar! 28th Annual Oklahoma World Trade Conference to Be Held on April 6th at the Reed Center in Midwest City

Mark your calendar to attend the 28th annual Oklahoma World Trade Conference to be held on April 6, 2011, in Midwest City at the Reed Center. The conference is sponsored by the Oklahoma District Export Council in coordination with the U. S. and Oklahoma Departments of Commerce. For an Oklahoma business interested in maximizing its efforts in the international marketplace, this conference will be a very informative update on the dramatic changes taking place in today's global marketplace.

At the conference the **Honorable Mary Fallin, Governor of Oklahoma** will present the **2011 Governor's Award for Excellence in Exporting** and the Governor will present the **U.S. Department of Commerce Export Achievement Certificates** to several Oklahoma companies.

Registration will begin at 8:30 a.m. and the conference will be held from 9:00 a.m. to 2:00 p.m. To open the conference, the Honorable Jack Fry, Mayor of Midwest City will issue a Proclamation of World Trade Day in Midwest City.

The topic of the morning session will be **"Nothing Happens Until Something Is Sold" – II, Part One: The Changing Winds of International Trade – Selling and Making Sales in Today's Competitive International Marketplace** (Direct/Indirect Methods of Exporting; Export Management Companies and Export Trading Companies; Foreign Representatives, Agents, and Distributors; Increasing Export Sales through Websites; Agent/Distributor Agreements; Incoterms 2010; Foreign Corrupt Practices Act; Export Licensing and Regulations)

With the recent and lingering international financial crisis the global economy has suffered its biggest shock in a generation. As a result newly developing economies are rapidly becoming savvy and aggressive competitors in the international trade arena and are shifting the economic center of gravity from West to East thus changing the rules of the game and requiring U.S. and Oklahoma companies to rethink how they go to the new international marketplace. Come and learn from an experienced speaker and panelists about marketing and sales practices that can make your company more competitive in the new international market arena.

The presentation by Kevin Litz, Counsel, Leblang & Associates, PLLP, Tulsa, Oklahoma will be followed by a discussion of panelists. The panel discussion will include Marcus E. Verner, Senior International Trade Specialist, U.S. Department of Commerce, U.S. Commercial Service, Oklahoma U.S. Export Assistance Center, Oklahoma City, Oklahoma and Jan Krehbiel, Vice President, Tulsa Business Unit Manager, Panalpina, Tulsa, Oklahoma. A question-and-answer session will follow.

The afternoon session will be a discussion of **"Any Sale Is a Gift Until You Have Been Paid" – II, Part Two: The Changing Winds of International Trade – Trade finance can turn your export opportunities into actual sales and result in achieving the ultimate goal of getting paid – especially on time – by effectively mitigating the risks associated with doing business internationally.** (Risk Associated with Methods of Payment; Export Factoring and Forfeiting; Overseas Private Investment Corporation; Trade Finance Opportunities in Mexico; IC-DISC)

Despite the sheer size of the global marketplace, many U.S. exporters are unsuccessful in selling, getting repeat sales, increasing their market presence, and winning new sales contracts against foreign competitors! Why? Because of payment terms usually demanded of the foreign buyers! It is a costly mistake for the seller and not the buyer. Learn from an experienced speaker and panelists how successful U.S and Oklahoma companies use trade finance as a selling tool in the global selling arena.

The presentation by Reta Penington, Vice President, International Manager, The F&M Bank and Trust Company, Tulsa, Oklahoma will be followed by a discussion of panelists. The panel discussion will include Dr. Sada Joshi, President, Joshi Technologies International, Inc., Tulsa, Oklahoma; Luis Doménech, Director, Oklahoma International Trade Office – Mexico, Mexico City, Mexico; and Brad Boles, President, Wilco Machine & Fab Inc., Marlow, Oklahoma. A question-and-answer session will follow.

Dessie Apostolova, Director of the Overseas Offices for the Oklahoma Department of Commerce and Luis Doménech, Director of the Mexico Office for the Oklahoma Department of Commerce, will be available for scheduled meetings from 2:00-4:00 p.m. to discuss doing business in Mexico. Please contact Ashley Wilson at ashley.wilson@trade.gov, 405-608-5302, or 1-800-TRY-OKLA (800-879-6552), extension 223 to schedule an appointment.

Conference Fees:

Registration - \$100

Student – ID required - \$10 (**\$10 for a limited time only, \$25 thereafter**)

Luncheon and Afternoon Session Only - \$50

Corporate Table (8 Attendees) - \$700

Corporate Contributory Sponsorship (4 Attendees) - \$500

Display Table (Includes Registration for 2 Attendees) - \$300

***Registration fees include information packets, continental breakfast, and a plated luncheon.

Advanced registration required. For secure on-line registration and credit card payment, go to www.acteva.com/go/okdecowtc2011. We accept Visa, Master Card, 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 Northwest 63rd Street, Suite 330, Oklahoma City, Oklahoma, 73116. For your convenience a registration form is included on page 3. **Cancellation Policy:** A full refund until March 30. From March 31 – April 5, refunds will be subject to a \$35 cancellation fee per registrant. No refunds will be given the day of or after the event. For registration or additional information, call 405-608-5302, 918-581-7650, or 800-879-6552, extension 223, or e-mail ashley.wilson@trade.gov.

[Give Your Business a Market Boost in Mexico – Oklahoma International Trade Office Video Brief Series – March 24, 2011 – Oklahoma City and Tulsa, OK](#)

What: Video conference brief on market trends, opportunities, and services for Oklahoma businesses through Commerce's trade office in Mexico via live video conference link among Mexico City, Oklahoma City, and Tulsa.

When: Thursday, March 24th, 10:00 - 11:30 a.m.

Where: 900 N. Stiles Avenue, Oklahoma City, OK and 700 N. Greenwood Avenue, Suite 1400, Tulsa, OK

Registration: Registration is free but seating is limited to 35 participants in Oklahoma City and 10 participants in Tulsa.

For Reservations Contact: Linda Walter at 405-815-5216

For Additional Information Contact: [Jesse Garcia](#) at 405-815-5213 or [Dessie Apostolova](#) at 918-594-8412

Registration Form – Advanced Registration Required - Oklahoma World Trade Conference – The Reed Center in Midwest City – April 6, 2011

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 secure on-line registration and credit card payment, go to**
www.acteva.com/go/okdecowtc2011

Name(s): _____ Title: _____

Company: _____

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

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Number of Attendees: _____ Number of Student Attendees: _____ Display Table: _____

Number of Luncheon and Afternoon Session Attendees: _____ Corporate Table: _____

Corporate Contributory Sponsorship: _____ Amount Enclosed: \$ _____

Oklahoma Offshore Technology Conference (OTC) International Business Outreach

The Oklahoma Department of Commerce, in partnership with the U.S. and Foreign Commercial Service, will promote Oklahoma oil and gas companies to international delegates from nearly 30 countries during the Offshore Technology Conference in Houston, May 2-5, <http://www.otcnet.org/2011/>.

Don't miss this opportunity to elevate the visibility of your company with major industry players from the key oil and gas markets around the world!

What: Oklahoma oil and gas international business brochure during the OTC, May 2-5, 2011, Houston, TX.

Cost of participation in the publication: \$200 per company

Deadline: Thursday, March 24, 2011

To reserve your spot and for more information, please contact: [Jesse Garcia](mailto:Jesse.Garcia@doe.gov), 405-815-5213
Follow updates on the full global business development program offered by the U.S. Department of Commerce during the show! <http://www.buyusa.gov/houston/otc11.html>.

Incoterms 2010

Incoterms 2010 came into effect on January 1, 2011. Since the last revision, Incoterms 2000, much has changed in global trade, and the current revision will take into account all of the following issues:

- Post-9/11 cargo security regulations

- The 2004 revision of the United States' Uniform Commercial Code
- New Institute Cargo Insurance Clauses
- Replacement of paper documents with electronic ones
- Delivery, with respect to revenue recognition compliance

Featuring two new rules, the Incoterms 2010 edition will reflect advances in international trade over the last decade. Used in both international and domestic contracts for the sale of goods, the rules simplify the drafting of such contracts and help avoid misunderstandings by clearly setting out certain obligations of buyers and sellers. For more information about Incoterms 2010, please contact either one of the Oklahoma offices or [click here](#).

[Export Factoring and Forfaiting](#)

A factor, i.e. a commercial bank or a specialized financial firm, can assist an exporter with financing through the purchase of invoices or accounts receivable. Export factoring is offered under an agreement between the factor and the exporter, in which the factor purchases the exporter's short-term foreign accounts receivable for cash at a discount from the face value, normally without recourse, and assumes the risk on the ability of the foreign buyer to pay, and handles collections on the receivables. Thus, by virtually eliminating the risk of nonpayment by foreign buyers, factoring allows the exporter to offer open accounts, which improves liquidity position, and boosts competitiveness in the global marketplace.

A forfaiter is a specialized finance firm or a department in banks offers non-recourse export financing through the purchase of medium-term trade receivables. Similar to factoring, forfaiting virtually eliminates the risk of nonpayment once the goods have been delivered to the foreign buyer in accordance with the terms of sale. However, unlike factors, forfaiters typically work with the exporter who sells capital goods, commodities, or large projects and needs to offer periods of credit from 180 days to up to seven years.

For more information about export factoring and forfaiting, please [click here](#) or contact either one of our offices.

[April 2011 Calendar of Events](#)

Date:	Event:	Contact:
April 5, 2011	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
April 6, 2011	Oklahoma World Trade Conference The Reed Center	405-608-5302, 918-581-7650, or ashley.wilson@trade.gov