



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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[Exporting 101: Shipping and Documentation Workshop – November 16, 2011 – Tulsa, OK](#)

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 16, 2011, on **Exporting 101 – Export Shipping and Documentation Workshop**. The workshop will be held from 9:00 a.m. to 4:00 p.m. The workshop will be located at OSU-Tulsa, B.S. Roberts Room, North Hall, First Floor, 700 North Greenwood Avenue, Tulsa. For a fee of only \$50.00 participants will receive nearly seven hours of expert advice from freight forwarders and Oklahoma U. S. Export Assistance Center International Trade Specialists. The following subjects will be covered: export licensing; utilizing a freight forwarder; Incoterms; 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. 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 below.**

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 or e-mail ashley.wilson@trade.gov.

Registration Form – Shipping and Documentation Workshop

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: \$ _____

[U.S. Small Business Administration Awards Program](#)

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners.

As part of National Small Business Week, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories. Every day, they're working to grow small businesses, create 21st century jobs, drive innovation, and increase America's global competitiveness.

SBA AWARD CATEGORIES:

There are 10 Award Categories: Oklahoma Small Business Person of the Year; Small Business Exporter of the Year; SBA Young Entrepreneur of the Year; Jeffrey Butland Family-Owned Business of the Year; Entrepreneurial Success Award; Financial Services Champion of the Year; Home-Based Business Champion of the Year; Minority Small Business Champion of the Year; Veteran Small Business Champion of the Year; and Women in Business Champion of the Year.

WHO MAY SUBMIT NOMINATIONS?

Any individual, organization, trade and professional associations, business organizations and chambers of commerce. Individuals may not be nominated for more than one award category.

SMALL BUSINESS EXPORTER OF THE YEAR:

Any individual who owns and operates a small business engaged in exporting may be nominated. Significantly increased export sales and profits, encouraging other firms to export, increased jobs through exports, and innovative methods of creating markets.

- Increased sales, profits and/or growth of employment because of exporting.
- Creative overseas marketing strategies.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

Nominations are due on November 10, 2011. For more information about how to apply for the SBA awards program, please [click here](#).

[Common Export Documents](#)

Airway Bill: Air freight shipments require Airway bills, which can never be made in negotiable form (see [sample](#)). Airway bills are shipper-specific (i.e. USPS, Fed-Ex, UPS, DHL, etc).

Bill of Lading: A contract between the owner of the goods and the carrier (as with domestic shipments). For vessels, there are two types: a straight bill of lading, which is non-negotiable, and a negotiable or shipper's order bill of lading. The latter can be bought, sold, or traded while the goods are in transit. The customer usually needs an original as proof of ownership to take possession of the goods (see [Sample Short Form Bill of Lading](#) and [Sample Liner Bill of Lading](#)).

Commercial Invoice: A bill for the goods from the seller to the buyer. These invoices are often used by governments to determine the true value of goods when assessing customs duties. Governments that use the commercial invoice to control imports will often specify its form, content, number of copies, language to be used, and other characteristics (see [Sample](#)).

Export Packing List: Considerably more detailed and informative than a standard domestic packing list, it lists seller, buyer, shipper, invoice number, date of shipment, mode of transport, carrier, and itemizes quantity, description, the type of package, such as a box, crate, drum, or carton, the quantity of packages, total net and gross weight (in kilograms), package marks, and dimensions, if appropriate. Both commercial stationers and freight forwarders carry packing list forms. A packing list may serve as conforming document. It is not a substitute for a commercial invoice.

Electronic Export Information Form (Shippers Export Declaration): The EEI is the most common of all export documents. Required for shipments above \$2,500* and for shipments of any value requiring an export license. SED has to be electronically filed via [AES Direct](#) (free service from Census and Customs) online system.

**Note: EEI is required for shipments to Puerto Rico, the U.S. Virgin Islands and the former Pacific Trust Territories even though they are not considered exports (unless each "Schedule B" item in the shipment is under \$2,500). Shipments to Canada do not require an SED except in cases where an export license is required. (Shipments to third countries passing through Canada do need an SED.)*

CERTIFICATES OF ORIGIN:

Generic Certificate of Origin: The Certificate of Origin (CO) is required by some countries for all or only certain products. In many cases, a statement of origin printed on company letterhead will suffice ([download generic certificate](#) or see [sample with explanation](#)). The exporter should verify whether a CO is required with the buyer and/or an experienced shipper/freight forwarder, Trade Information Center, or either one of the local offices.

Note: Some countries (i.e. Middle East) require that certificate of origin be **notarized, certified by local chamber of commerce and legalized** by the commercial section of the consulate of the destination country. For **textile** products, an importing country may require a certificate of origin issued by the manufacturer. The number of required copies and language may vary from country to country.

Certificate of Origin for claiming benefits under Free Trade Agreements: Special certificates may be required for countries with which the United States has [free trade agreements](#) (FTAs). Some certificate of origin including those required by the North American Free Trade Agreement (NAFTA), and the FTA's with Israel and Jordan, are prepared by the exporter. Others including those required by the FTA's with Australia, CAFTA countries, Chile and Morocco, are importer's responsibility). Click on a specific country below to learn details on how to document origin.

- [Australia](#) ([CO samples](#))
- [Bahrain](#) (importer to check with Govt. of Bahrain on format/information)
- [CAFTA](#) (Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras [CO sample](#))
- [Chile](#) ([CO sample](#))
- [Israel](#) ([sample](#) Note: Green form needs to be purchased from Vendor or [US-Israel Chamber of Commerce](#) or a publishing house)
- [Jordan](#) (notarized generic certificate of origin required)
- [Morocco](#) (importer makes a claim on the basis of supporting evidence)
- [NAFTA](#) (Mexican, Canada, [sample](#))
- [Singapore](#) (no certificate of origin is required. However, the importer is required to produce the necessary permits together with an invoice, at the time of cargo clearance.)

For more information about common export documents, please [click here](#).

[Doing Business in Taiwan](#)

With a population of only 23 million, Taiwan is our ninth-largest trading partner, ahead of much larger economies. Taiwan's GDP grew by almost 10.5 percent in 2010, while U.S. exports increased by 40 percent. Taiwan has considerably lowered its tariffs since its accession to the WTO in 2002. The island has benefited economically from expanding business activities into the Chinese Mainland. Taiwan imports a wide variety of electronic, optical and precision instruments, information and communications products, transportation equipment, machinery, and electrical products. Its high-tech sector relies heavily on technology licenses and imports of specialty components from the United States. For more information about doing business in Taiwan, please [click here](#).

[Doing Business in Mexico](#)

Mexico is the third largest trading partner of the United States, and represents the second largest export market of U.S. products and services. Since its enactment in 1994, the North American Free Trade Agreement (NAFTA) bolstered the strong manufacturing industries on both sides of the border, facilitating an active exchange in parts and components along supply chains for various sectors, including: automotive, aerospace, consumer appliances, electronics, and medical devices. The NAFTA is largely responsible for an increase in U.S.-Mexico bilateral trade, which went from \$88 billion in 1993 to \$302 billion in 2009. For further details about doing business in Mexico, please [click here](#).

[2012 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 2012 Governor's Award for Excellence in Exporting, call either 405/608-5302 or 800/TRY-OKLA, extension 223, or e-mail ashley.wilson@trade.gov for an application. The application must be completed and returned by February 17, 2012.

[Recent Winners of the Governor's Award for Excellence in Exporting](#)

2011	Mathey Dearman Inc. Round House Manufacturing	Tulsa Shawnee
2010	Wilco Machine & Fab Inc.	Marlow
2009	Joshi Technologies International Seaboard Foods, LLC	Tulsa Shawnee Mission
2008	Star Building Systems T.D. Williamson, Inc.	Oklahoma City Tulsa
2007	Callidus Technologies, LLC Melton Truck Lines	Tulsa Tulsa
2006	IronWolf	Noble
2005	Advance Food Company C. H. Guernsey & Company	Enid 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 Co.	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

[November 2011 Calendar of Events](#)

Date:	Event:	Contact:
November 16, 2011	Basics of Exporting Workshop OSU-Tulsa, Tulsa	(918)581-7650, (405)608-5302 ashley.wilson@trade.gov



contact

WE HAVE ADDED A QR CODE!!!! So, what is a QR Code?

A **QR code** (abbreviated from **Quick Response code**) is a type of [matrix barcode](#) (or two-dimensional code) first designed for the automotive industry. More recently, the system has become popular outside of the industry due to its fast readability and comparatively large storage capacity. The code consists of black modules arranged in a square pattern on a white background.

Although initially used to track parts in vehicle manufacturing, QR codes are now (as of 2011) used over a much wider range of applications, including commercial tracking, entertainment and transport ticketing, product marketing and in-store product labeling. Many of these applications target [mobile-phone](#) users (via [mobile tagging](#)). Users may receive text, add a [vCard](#) contact to their device, open a [Uniform Resource Identifier](#) (URI), or compose an [e-mail](#) or text message after scanning QR codes. They can generate and print their own QR codes for others to scan and use by visiting one of several pay or free QR code-generating sites or apps. [Google](#) has a popular [API](#) to generate QR codes, and apps for scanning QR codes can be found on nearly all smartphone devices.

QR codes storing addresses and [Uniform Resource Locators](#) (URLs) may appear in magazines, on signs, on buses, on business cards, or on almost any object about which users might need information. Users with a [camera phone](#) equipped with the correct reader [application](#) can scan the image of the QR code to display text, contact information, connect to a [wireless network](#), or open a web page in the telephone's browser. This act of linking from physical world objects is termed [hardlinking](#) or [object hyperlinking](#).

QR codes can be used in Google's mobile [Android](#) operating system via both their own [Google Goggles](#) application or 3rd party barcode scanners like [ZXing](#) or [Kaywa](#). The browser supports URI redirection, which allows QR codes to send [metadata](#) to existing applications on the device. Nokia's [Symbian](#) operating system features a barcode scanner which can read QR codes, while mbarcode is a QR code reader for the [Maemo](#) operating system. In the Apple iOS, a QR code reader is not natively included, but more than fifty paid and free apps are available with both scanning capabilities and hard-linking to URI. With [BlackBerry](#) devices, the App World application can natively scan QR codes and load any recognized Web URLs on the device's Web browser. Following an upcoming update (as of 2011), [Windows Phone 7](#) will be able to scan QR codes through the [Bing](#) search app.

In the USA, QR code usage is expanding. During the month of June 2011, according to one study, 14 million mobile users scanned a QR code or a barcode. Some 58% of those users scanned a QR or bar code from their home, while 39% scanned from retail stores; 53% of the 14 million users were men between the ages of 18 and 34.

The use of QR codes is free of any license. The QR code is clearly defined and published as an ISO standard. Denso Wave owns the [patent](#) rights on QR codes, but has chosen not to exercise them. In the USA, the granted QR code patent is US5726435. In Japan it is JP2938338. In Germany it is DE69518098 (the European Patent Office granted patent EP0672994 to Denso Wave, but Denso only "nationalized" the patent grant in Germany). The term *QR code* itself is a [registered trademark](#) of Denso Wave Incorporated.

If you have any questions or need assistance, please contact our office.