



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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[Mark Your Calendar! 29th Annual Oklahoma World Trade Conference to Be Held on April 11th at Northeastern State University in Broken Arrow](#)

Mark your calendar to attend the 29th annual Oklahoma World Trade Conference to be held on April 11, 2012 at Northeastern State University in Broken Arrow. The conference is sponsored by the Oklahoma District Export Council, U.S. Department of Commerce, Oklahoma Department of Commerce, and Northeastern State University. 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.

Registration will begin at 9:15 a.m. and the conference will be held from 9:45 a.m. to 3:00 p.m. To open the conference, Charles D. Mills, Chairman, Oklahoma District Export Council and Governor's International Team, will provide a Welcome and Introduction and Dr. Christee Jenlink, Dean of Northeastern State University-Broken Arrow, will issue a Proclamation of World Trade Day in Broken Arrow.

The topic of the morning session will be **"Any Sale Is a Gift Until You Have Been Paid" – III, Part One: The Ebb and Flow 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.**

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 moderator and panelists how successful U.S and Oklahoma companies use trade finance as a selling tool in the global selling arena. A question-and-answer session will follow.

Presentation and Discussion by Moderator and Panelists:

Moderator:

- Susan Sullivan, Senior Vice President, International Trade and Treasury, Bank of Oklahoma, Tulsa, OK

Panelists:

- Marta Morrow, Senior Vice President, International Trade and Treasury, Bank of Oklahoma, Tulsa, OK
- Neil Jones, Vice President, One Source Risk Management and Funding, Boerne, TX
- John McDermott, CPA, CA, Chief Financial Officer, Zeeco, Inc., Broken Arrow, OK

Dr. Guillermo Dominguez Vargas, Commissioner, National Hydrocarbon Commission, Mexico City, Mexico and Jalil Alba, Grupo Alba, Mexico City, Mexico, will deliver the **luncheon keynote presentation: Regional Market Focus – Oil & Gas Markets**

At the luncheon, Charles D. Mills, Chairman, Oklahoma District Export Council and Governor's International Team will present the **2012 Governor's Award for Excellence in Exporting** and the **U.S. Department of Commerce Export Achievement Certificates** to several Oklahoma companies.

The afternoon session will be a discussion of **"Nothing Happens Until Something Is Sold" – III, Part Two: The Ebb and Flow of International Trade – Selling and Making Sales in Today's Competitive International Marketplace**

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 moderator and panelists about marketing and sales practices that can make your company more competitive in the new international market arena. A question-and-answer session will follow.

Presentation and Discussion by Moderator and Panelists:

Moderator:

- Kevin Litz, Counsel, Leblang, Mawby & Litz, Tulsa, OK

Panelists:

- Steve Smith, Director of International Sales, Vacuworx International, Tulsa, OK
- John Cary, General Manager, Blue Sky Bio, Bartlesville, OK

Luis Doménech, Director of the Mexico Office for the Oklahoma Department of Commerce, Dr. Guillermo Dominguez Vargas, Commissioner of the National Hydrocarbon Commission, and Jalil Alba of Grupo Albo will be available for scheduled meetings from 3:00-5:00 p.m. to discuss doing business in Mexico. To schedule an appointment please contact Jesse Garcia at jesse_garcia@odoc.state.ok.us, 405-815-5213 or Kelli Osterman at kelli_osterman@odoc.state.ok.us, 405-815-5136.

Conference Fees:

Registration - \$100

Student – ID required - \$20

Luncheon Program - \$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/okdecowtc2012. 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 April 3. From April 4-10, 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 918-581-7650, 405-608-5302 or 800-879-6552, extension 223, or e-mail ashley.wilson@trade.gov.



Registration Form – Oklahoma World Trade Conference – Northeastern State University in Broken Arrow, OK – April 11, 2012

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/okdecowtc2012**

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 Program Attendees: _____ Corporate Table: _____

Corporate Contributory Sponsorship: _____ Amount Enclosed: \$ _____

[Export-Import Bank Working Capital Guarantee Program:](#)

The Export-Import Bank of the United States (Ex-Im Bank) [Working Capital Guarantee Program](#) provides loan guarantees for transaction-specific working capital loans made by commercial lenders to U.S. exporters. Uses of this financing include purchasing finished products for export; paying for raw materials, equipment, supplies, labor and overhead to produce goods or to provide services for export; covering standby letters of credit serving as bid bonds, performance bonds, or payment guarantees; and financing foreign receivables. The Ex-Im Bank's [Environmental Exports Program](#) provides enhanced levels of financial support, including the working capital guarantee, for a broad range of renewable energy and other environmentally beneficial exports. For more details about the working capital guarantee program, please [click here](#).

[How U.S. Companies Can Start Taking Advantage of the U.S.-Korea Trade Agreement](#)

The U.S.-Korea Trade Agreement entered into force on March 15, 2012. What does that mean for companies – both those who are already doing business in Korea as well as those who are considering entering the Korean market for the first time? How can companies ensure that their products will receive preferential treatment?

Almost 80 percent of U.S. exports to Korea of consumer and industrial products can be imported duty-free. Nearly 95 percent of remaining tariffs will be eliminated within 5 years after that date, and most remaining tariffs will be eliminated within 10 years.

A web-based resource created by the International Trade Administration, the [FTA Tariff Tool](#), is a great way to see if your product would benefit under the agreement. The database conveniently links to the latest U.S. tariff schedule and relevant rules of origin, helping you to determine the exact tariff benefit for your product and the rate at which the tariff is eliminated.

Additionally, nearly two-thirds of all U.S. exports of agricultural products to Korea will become duty-free. This agreement also includes a number of significant non-tariff commitments, including obligations to be transparent when developing and passing new regulations and laws that affect bilateral trade.

Commitments on strengthened protections for intellectual property rights benefiting American creators and innovators have come into force. Finally, commitments opening Korea's \$580 billion services market are also in effect.

To ensure that your company's product will benefit under the agreement, you will need to determine that the product is originating in either the territory of the United States or Korea under the rules of the agreement, and claim U.S.-Korea trade agreement benefits when importing.

For further information, please [click here](#) or contact either one of the Oklahoma offices.

[Doing Business in Singapore](#)

In 2011, Singapore was the 11th largest export market and 15th largest trading partner of the United States. The U.S. is the number two supplier of Singapore's total imports just behind Malaysia. Singapore's other top import sources include China, Japan, Taiwan, Indonesia, South Korea, Saudi Arabia, India and United Arab Emirates. The U.S. and Singapore signed a Free Trade Agreement (FTA) in May 2003 that went into effect January 1, 2004. During the first eight years of the U.S.-Singapore FTA, two-way trade increased 59.1 percent and U.S. exports by 89.4 percent.

Singapore is a major trading hub, importing and exporting all kinds of products from consumer goods to high technology and industrial goods for re-export to third countries. U.S. companies will find attractive market opportunities in the following best prospects sectors: electronics, oil and gas equipment, aircraft and parts, pollution control equipment, medical devices, laboratory and scientific instruments, computer hardware and software, telecommunication equipment, university education services and franchises.

For more information about doing business in Singapore, please [click here](#) or contact either one of the Oklahoma offices.

[April 2012 Calendar of Events](#)

Date:	Event:	Contact:
April 3, 2012	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
April 11, 2012	Oklahoma World Trade Conference NSU, Broken Arrow	(918)581-7650, (405)608-5302 ashley.wilson@trade.gov