



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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Mark Your Calendar! 29th Annual Oklahoma World Trade Conference – April 11, 2012 Northeastern State University – Broken Arrow, OK

Mark your calendar now to attend the **29th annual Oklahoma World Trade Conference** conveniently located on the Campus of Northeastern State University in Broken Arrow, OK. A conference of this nature – celebrating World Trade Month (Oklahoma World Trade Conference (1984-2012) – is important in our continuing efforts to support and expand international business activity in Oklahoma.

The 2012 Conference topics will cover:

- ***“Nothing Happens Until Something is Sold” – III, Part One – The Ebb and Flow of International Trade – Selling & Making Sales in Today’s Competitive International Market – Morning Topic***
- ***Regional Market Focus – Mexico – Luncheon Topic***
- ***2012 Governor’s Award for Excellence in Exporting and U. S. Department of Commerce Export Achievement Certificates*** – These awards for exporting will be presented to deserving Oklahoma companies at the luncheon. – Presented by Governor Mary Fallin (Invited)
- ***“Any Sale is a Gift Until You Have Been Paid” – III, Part Two - 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 – and effectively mitigate the financial risks associated with doing business internationally. – Afternoon Topic***

Conference Fees:

Registration - \$100

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

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 405-608-5302, 918-581-7650, 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: \$ _____

Exporting 101: Shipping and Documentation Workshop – March 13, 2012 – Oklahoma City, 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 Oklahoma City, on March 13, 2012 on **Exporting 101 – Export Shipping and Documentation Workshop**. 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 the Oklahoma Department of Commerce, Gallery I-I, 900 North Stiles Avenue, Oklahoma City. 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 on page 2.**

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 405-608-5302, 918-581-7650, or 800-TRYOKLA, extension 223 or e-mail ashley.wilson@trade.gov.

Registration Form – Basics of Exporting/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: \$ _____

Trade Finance Guide:

Trade Finance Guide: A Quick Reference for U.S. Exporters is designed to help U.S. companies, especially small and medium-sized enterprises, learn the basics of trade finance so that they can turn their export opportunities into actual sales and achieve the ultimate goal of getting paid—especially on time—for those sales. Concise, two-page chapters offer the basics of numerous financing techniques, from open accounts, to forfaiting, to government assisted foreign-buyer financing. To view the trade finance guide, 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 24, 2012.

Doing Business in Mexico

Abundant market opportunities for U.S. firms exist in Mexico; trade totals more than \$1 billion a day between the two countries.

Mexico's geographic proximity to the United States has propelled the maquiladora industry near the U.S.-Mexico border and currently gives U.S. businesses an alternative for Asia-base manufacturing and opportunities to sell into the supply chain.

Some of Mexico's most promising sectors include: agribusiness; auto parts & services; education services; energy; environmental; franchising; housing & construction; ; packaging equipment; plastics and resins; security & safety equipment and services; technology sectors; transportation infrastructure equipment and services; travel & tourism services and the agricultural sector.

Recent Winners of the Governor's Award for Excellence in Exporting

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

[Export Licenses:](#)

An export license grants permission to conduct a certain type of export transaction. It is issued by the appropriate licensing agency after a careful review of the facts surrounding the given export transaction. Most export transactions do not require specific approval in the form of licenses from the U.S. Government. In fact, a relatively small percentage of all U.S. export transactions require licenses from the U.S. government. It is up to the exporter to determine whether the product requires a license and to research the end use of the product, in other words, to perform "due diligence" regarding the transaction. Exporters should learn which federal department or agency has jurisdiction over the item they are planning to export in order to find out if a license is required. For more information about export licenses, please [click here](#).

[Foreign Corrupt Practices Act FCPA](#)

U.S. firms seeking to do business in foreign markets must be familiar with the FCPA. In general, the FCPA prohibits American companies from making corrupt payments to foreign officials for the purpose of obtaining or keeping business. The Department of Justice is the chief enforcement agency, with a coordinate role played by the Securities and Exchange Commission (SEC). The Office of General Counsel of the Department of Commerce also answers general questions of U.S. exporters concerning the FCPA's basic requirements and constraints. For more information about the FCPA, please [click here](#)

[Doing Business in Japan](#)

It has never been easier to do business in Japan. Savvy observers agree that an active engagement with the Japanese market remains critical to the success of American business, both big and small alike, as well as to U.S. states seeking trade and investment with Japan. While the reasons U.S. firms engage with Japan are diverse and often complex, most firms recognize that underestimating the strategic and tactical importance of selling to and competing in the Japanese market may disadvantage them not only in Japan, but also in the U.S. and third-country markets as well. For information about doing business in Japan, please [click here](#).

[March 2012 Calendar of Events](#)

Date:	Event:	Contact:
March 6, 2012	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
March 13, 2012	Shipping and Documentation Workshop Oklahoma Department of Commerce	(918)581-7650, (405)608-5302 ashley.wilson@trade.gov



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.