



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: \$ _____

[Doing Business in the European Union](#)

The European Union (EU) with its 27 member states and population of 498 million is the world's largest trading block. The European Union's single market represents a multitude of opportunities for U.S. exporters but also poses a complex set of challenges. To gain access to the EU, U.S. companies must comply with European regulations, covering health, safety, environment, and other areas of concern.

Some of the key regulations include:

CE Marking: [CE marking](#) certifies that a product has met EU health, safety, and environmental requirements, which ensure consumer safety. Manufacturers in the EU and abroad must meet CE marking requirements where applicable in order to market their products in Europe.

REACH: [REACH](#) is a major reform of EU chemicals policy, affecting all global supply chains that produce and use chemicals. REACH requires the registration, evaluation, authorization and restrictions of chemicals entering the EU.

Safe Harbor: The European Commission's Directive on Data Protection went into effect in October of 1998, and would prohibit the transfer of personal data to non-European Union nations that do not meet the European "adequacy" standard for privacy protection. While the U.S. and the EU share the goal of enhancing privacy protection for their citizens, the U.S. takes a different approach to privacy from that taken by the European Union. It has developed the [Safe Harbor](#) framework.

WEEE/RoHS: Companies selling a broad range of electrical goods in the EU must conform to both the [WEEE \(the Waste Electrical and Electronic Equipment Directive\)](#) and the [RoHS \(Restriction of Use of certain Hazardous Substances Directive\)](#). The EU's WEEE and RoHS Directives are implemented in EU countries by national WEEE and RoHS regulations. These vary considerably from country to country.

For further information about doing business in the European Union, please [click here](#).

[Market Overview of China](#)

China responded quickly to the global economic downturn in 2008 and, as a result of a combination of monetary, fiscal, and bank-lending measures China's GDP grew 9.2 percent in 2009 and an impressive 10.3 percent in 2010. Projections are for the GDP growth to slow slightly in 2011 to between 9 and 9.5 percent.

Accompanying the rise in China's GDP, U.S. exports to China increased in 2010 by over 32 percent to almost \$92 billion. Of course, China's exports to the U.S. also increased by 23 percent, leading to a

[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.	Tulsa
	Round House Manufacturing	Shawnee
2010	Wilco Mach	
	ne & 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

balance of trade deficit of \$273 billion. After falling in 2009, the trade imbalance with China is now on the rise again. China remains the U.S.'s second largest trading partner after Canada.

After near zero percent inflation in 2009, in 2010 consumer price index rose 3.3 percent, exceeding the authorities' target of 3.0 percent. Inflation reached 5.1 percent in December 2010, alarming authorities who undertook a multipronged effort to bring real estate prices, food prices and monetary liquidity driven by bank lending under greater control.

Inbound FDI rebounded after a dip in 2009, rising 17.4 percent in 2010 to almost \$106 billion. China is the world's second largest recipient of FDI after the United States.

China stands as the world's third largest market for luxury goods behind Japan and the United States, and some studies estimate that there are now more than 200 million Chinese citizens with a per capita income over USD 8,000. Over the next several years, most economists predict a surge in the number of people achieving true middle class status.

Despite these remarkable changes, China is still a developing country with significant economic divisions between urban and rural areas, albeit one with vast potential. The numbers of migrant workers continues to remain high, with the number of laborers employed outside their hometowns at approximately 150 million in 2009. This number has appeared to remain static, however, with some areas, especially in the East, reporting shortages of such laborers and tightening wage situations. As of 2010, the per-capita disposable income of urban residents was RMB 19,109 yuan (USD 2,895), and the per-capita disposable income of rural residents stood at RMB 5,919 (USD 897).

For more information about doing business in China, please [click here](#).

[Protecting Intellectual Property Rights \(IPR\) Abroad](#)

Globalization and the rapid proliferation of technology have elevated the importance of intellectual property protection for small and medium sized enterprises (SMEs). The intangible nature of intellectual property and the worldwide lack of standard practices create challenges for U.S. businesses wishing to protect their inventions, brands, and business methods in foreign markets. The three most common vehicles for protecting intellectual property are patents, trademarks, and copyrights. This article is intended to provide exporters with a brief overview of intellectual property rights and the methods being employed to protect those rights internationally. [Learn how](#) to obtain and protect a patent, trademark or copyright in another country.

Transatlantic IPR Resource Portal

The U.S. Department of Commerce and the European Commission's Directorate General (DG) for Enterprise and Industry have developed the [Transatlantic IPR Resource Portal](#) to make it easier for transatlantic small and medium-sized enterprises (SMEs) to find and use the resources that both governments have developed to protect and enforce intellectual property rights. The portal was developed by the Market Access and Compliance (MAC) unit of Commerce's International Trade Administration in collaboration with DG Enterprise's Competitiveness Policy unit.

Report IPR Infringement

You can report suspicions concerning the manufacture or sale of counterfeit or pirated goods to the National Intellectual Property Rights Coordination Center. The IPR Center is a task force that uses the expertise of its member agencies to share information, develop initiatives, and conduct investigations related to intellectual property theft. -Report theft of intellectual property to federal law enforcement at the IPR Center Hotline (1-866-IPR-2060 or 1-866-477-2060) or via email at IPRCenter@dhs.gov.

Report Barriers to Protecting Your IPR Abroad

If you feel your company's intellectual property rights have been, or may be adversely affected by foreign

intellectual property protection and enforcement practices, you may [file a complaint electronically](#) with the [Office of Intellectual Property Rights](#) within the International Trade Administration.

For further details about intellectual property rights, please [click here](#).

Ex-Im Bank Express Insurance

The Ex-Im Bank short-term insurance policy helps small businesses expand into new foreign markets, add new buyers, and transfer all foreign buyer credit decision making to Ex-Im Bank at an economical cost. It is a "named buyer" policy that simplifies small business access to export credit risk insurance on their foreign accounts receivable. In addition to providing payment risk protection and allowing the extension of competitive credit terms to foreign buyers, the insurance also enables small businesses to obtain lender financing of those receivables through the assignment of policy proceeds.

A streamlined online application provides a policy quote and credit decisions up to \$300,000 on foreign buyers within five workdays (buyer credit requests exceeding \$300,000 will require additional processing time). Insurance premiums are payable only upon an exporter's shipment, or invoice for services, to a buyer pre-approved by Ex-Im Bank. Premium rates are determined by a rate schedule based on the credit term with no differentiation based on country.

Credit reports on all buyers the exporter elects to insure are complimentary (though they remain with Ex-Im Bank). Insuring pre-existing foreign buyers is optional. There are no application fees. A \$500 advance deposit is required at quotation acceptance to issue the policy. This deposit is refundable if the exporter decides to cancel the policy.

For further information about the Ex-Im Bank express insurance policy please [click here](#).

November 2011 Calendar of Events

Date:	Event:	Contact:
Novemember 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.