



OKLAHOMA INTERNATIONAL TRADE BULLETIN



301 N.W. 63rd Street, Suite 330
Oklahoma City, OK 73116
(405)608-5302 Fax: (405)608-5302

700 N. Greenwood Ave., Suite 1400
Tulsa, OK 74106
(918)581-7650 Fax: (918)581-6263

900 N. Stiles Ave.
Oklahoma City, OK 73104
(405)815-6552 Fax: (405)815-5199

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[Mark Your Calendar! 27th Annual Oklahoma World Trade Conference to Be Held in Tulsa on April 14th at the Hilton Inn, Tulsa Southern Hills](#)

Mark your calendar to attend the 27th annual Oklahoma World Trade Conference to be held on April 14, 2010, in Tulsa at the Hilton Inn, Tulsa Southern Hills. 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.

The topic of the morning session will be ***"Any Sale is a Gift until you have been Paid" - Part One – 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.***

Despite the sheer size of the global market place, many U.S. exporters are unsuccessful in selling, getting repeat sales, increasing their market presence or failing to win 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.

At the luncheon the ***2010 Governor's Award for Excellence in Exporting*** will be presented and the ***U.S. Department of Commerce Export Achievement Certificates*** will be presented to several Oklahoma companies.

The afternoon session will be a discussion of ***"Nothing Happens until something is Sold" - Part Two – The Changing Winds of International Trade – Selling & Making Sales in Today's Competitive International Market Place.***

With the recent and lingering global financial crisis the world economy has suffered its biggest shock in a generation. As a result newly developing economies (Brazil, China, India, and Russia) 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 experienced speakers and panelists tried and true selling and marketing practices that can make your company more competitive in the new international market arena.

Conference Fees:

Registration - \$85.00

Student – ID required - \$25

Luncheon Program only - \$35

Corporate Table (8 Attendees) - \$595.00

Corporate Contributory Sponsorship (4 Attendees) - \$500

Display Table (Includes Registration for 2 Attendees) - \$270.00

Registration fees include information packets, continental breakfast, and luncheon. Registration will begin at 9:00 a.m. and the conference will be held from 9:45 a.m. to 2:00 p.m.

For secure on-line registration and credit card payment go to:

<http://www.acteva.com/go/okdecowtc2010>

We accept Visa, MasterCard, 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 N.W. 63rd Street, Suite 330, Oklahoma City, Oklahoma 73116. **Advanced registration is required.** Cancellation policy is a full refund until April 7th. From April 8-13, refunds will be subject to a \$35.00 cancellation fee per registrant. No refunds will be given the day of or after the event.

Registration Form – Oklahoma World Trade Conference – April 14, 2010

****Advanced Registration is Required****

U.S. Department of Commerce,
301 N.W. 63rd Street, Suite 330;
Oklahoma City, Oklahoma 73116

Make check payable to Oklahoma District Export Council

Name(s): _____ Title: _____

Company: _____

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

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Number of Attendees: _____ Corporate Table: _____ Contributory Sponsorship: _____

Display Table: _____ Amount Enclosed: \$ _____

[U.S. Government International Financing Programs](#)

Do you need working capital loans? Does your foreign buyer need financing to buy your products? Do they prefer lease financing?

The U.S. Government offers four different types of financing programs:

- [Export Development and Working Capital Financing](#)
- [Facilities Development Financing](#)
- [Financing for Your International Buyers](#)
- [Investment Project Financing](#)

For more information about these programs, please click on the above links.

[Insurance](#)

The U.S. Government offers U.S. companies insurance and risk-mitigating policies that cover export transactions and for overseas investments. Coverage includes losses for non-payment, currency inconvertibility, asset expropriation and political violence. For further details, please [click here](#).

[Why Export to India?](#)

The Indo-U.S. relationship is in the midst of a remarkable transformation. The two countries, politically and economically distant for much of the late twentieth century, now find their national interests converging on many points. The Indian market, and its one billion plus population, presents lucrative and diverse opportunities for U.S. exporters with the right products, services, and commitment.

Opportunities:

India's infrastructure, transportation, energy, environmental, health care, high-tech, and defense sector requirements for equipment and services will exceed tens of billions of dollars in the mid-term as the Indian economy globalizes and expands. India's gross domestic product (GDP), currently growing at over 8 percent, makes it one of the fastest growing economies in the world. Construction of nearly everything from airports to container ports to teleports is setting the stage to remake India. India's entrepreneurs and technologists have the dynamism and knowledge to make their country a global economic power. While high tariffs and poor infrastructure present the biggest obstacles to foreign investment and growth, India's infrastructure requirements also present trade and investment opportunities for American companies.

For further information about exporting to India, please [click here](#).

[Trade Problems and Foreign Trade Barriers](#)

While trade barriers and unfair practices take many forms, the most common examples are listed below:

- Intellectual property infringement - including copyright, patent and trademarks.
- Customs procedures that are not uniformly applied
- Lack of competitive bidding for foreign government tenders.
- The application of direct or indirect subsidies by a foreign government in favor of domestic suppliers.
- Burdensome certification and testing requirements that are not required by domestic manufacturers.
- Influence pedaling - A corporate entity or country is interfering with fair trade practices at your expense.
- Bribery, corruption and requests for payoffs - When foreign bribery prevents you from competing fairly on the basis of price, quality or service.

If you feel your company's exports or foreign bids have been, or may be adversely affected by a trade barrier or unfair business practice, you may [file a complaint electronically](#) with the [Trade Compliance Center](#) within the International Trade Administration.

[Export Controls](#)

The Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and reexport of most commercial items. BIS refers to the items that are regulated as "dual-use" – items that have both commercial and military or proliferation applications – but purely commercial items without an obvious military use are also subject to the EAR.

The EAR do not control all goods, services, and technologies. Other U.S. government agencies regulate more specialized exports. For example, the U.S. Department of State has authority over defense articles and defense services. A list of other agencies involved in export controls can be found at www.bis.doc.gov or in Supplement No. 3 to Part 730 of the EAR which is available on the Government Printing Office Web site.

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

[Doing Business in Libya](#)

Libya - one of the largest countries in North Africa – boasts large oil and natural gas reserves and a consumer market of almost 6 million. Since the re-establishment of diplomatic relations with Libya in 2004, the United States has lifted economic sanctions against the country and has removed Libya from the U.S. list of states that sponsor terrorism. With these new developments, Libya is now more accessible to U.S. companies. Libya is a challenging but potentially rewarding market. With proper planning and foresight, U.S. companies can take advantage of commercial opportunities in almost every sector, from oil and gas to agriculture to telecommunications and tourism. For more information about doing business in Libya, please [click here](#).

[Market Research Reports:](#)

Selling Military Supplies and Equipment to the Government of Canada

Canada offers one of the most open, accessible and transparent public sector markets for U.S. goods and services. As the sixth highest military spending economy in NATO and the thirteenth highest military spender in the world, the Government of Canada (GoC) is a significant purchaser of aerospace, defense, and security products. Canada spent US\$19.3 billion on total military expenditures in 2008 representing a 9.6 percent increase, or \$1.8 billion increase over the last fiscal year. According to the latest budget estimates, the GoC will spend approximately \$21.2 billion in fiscal year 2009-10. U.S. organizations account for the largest share of military contract awards by the GoC. Canada trades US\$3.5 billion of defense and security products and technologies with the U.S. annually. For further details, please [click here](#).

Mexico: Labeling for Medical Devices

All medical devices to be sold in Mexico need to comply with sanitary requirements and official standards (NOMs), including labeling standards. On December 12, 2008, the Federal Commission for Protection against Sanitary Risks (COFEPRIS) published the official standard for labeling of medical devices: NOM-137-SSA1-2008. This standard specifies the information that must be contained on labels of domestic and foreign manufactured medical devices for sale to Mexican consumers. This standard applies to health care materials, diagnostic agents, contrast mediums, dental materials, prostheses, orthotics, functional aids, surgical materials, and products for hygiene, laboratory kits, laboratory tests, other medical instruments, apparatus, equipment, devices and accessories. For more information about labeling medical devices for export to Mexico, please [click here](#).

Overview of the Plastic Industry in Central Mexico

During the last few years, the plastic industry has been growing steadily from three to five percent a year. However, 2009 represented a setback because of the global economy slowdown, which affected the consumption and pricing. 2010's forecast of growth for this industry is approximately 2% for raw materials, reported by the National Association of the Plastic Industry (ANIPAC). Mexico City and the metropolitan area still represent the major production area in Mexico nationwide. Mexico consumes around 5.3 million tons a year of plastic products and 4 million tons for raw materials. There are many business opportunities for U.S. companies with a decent market of 100 million Mexican consumers. Direct plastic consumption per capita in Mexico is 48 kg a year. For further details, please [click here](#).

[April 2010 Calendar of Events](#)

| Date: | Event: | Contact: |
|----------------|--|--|
| April 6, 2010 | Minority and Women's Breakfast Metro Tech Economic Development Center | capccokc@coxinet.net |
| April 14, 2010 | Oklahoma World Trade Conference Hilton Inn, Tulsa Southern Hills | 918-581-7650 or 405-608-5302 |