



# OKLAHOMA INTERNATIONAL TRADE BULLETIN



301 N.W. 63<sup>rd</sup> 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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## [Website Design for a Global Marketplace – August 25, 2010 – Tulsa, OK](#)

### [Is your company's website prepared to handle overseas customers? E-commerce is increasing rapidly in the United States, and even more so outside of the United States!](#)

Many small and medium sized businesses have become savvy in finding customers and selling their products through their websites. However, with the high-speed and expanding reach of today's business environment, companies are finding it necessary to continually adapt, improve, and more effectively use, their websites to appeal to and accommodate international customers. But with constraints on staff and budgets, companies are also faced with the need to maximize outreach strategies. Let's make it a little easier.

If you've ever asked yourself if there are simple tools and best practices to make your company's website work for you in attracting foreign buyers, distributors, and customers, then this seminar is 2G2BT...too good to be true that is!

For a fee of only \$35, join the U.S. Commercial Service and its tech-savvy speakers for this event on August 25, 2010! The workshop will be located at OSU-Tulsa, 700 North Greenwood Avenue, Tulsa, OK and will be held from 8:30 a.m. to 12:30 p.m. After this training, you'll have the information necessary to improve your company's ability to find and fulfill international orders to meet your web-based bottom line!

#### **Participants will learn:**

- Simple, inexpensive modifications that will improve your websites ability to attract and retain customers;
- How to refine websites to specifically target international customers through website internationalization, regionalization and localization;
- Best practices and techniques related to website translation;
- Proactive promotion of websites overseas, including advice on Search Engine Optimization (SEO;)
- Leveraging internet tools to target foreign markets and track inquiries; and
- International eCommerce options, risks and foreign payment mechanisms

For further information or registration call 405-608-5302 or 800-TRYOKLA, extension 223 or e-mail [ashley.wilson@trade.gov](mailto:ashley.wilson@trade.gov). Advanced registration is required.

## [Doing Business in Singapore](#)

#### **Market Overview:**

In 2009, Singapore was the United States' 11th largest export market (up from 12th place in 2008) and 13th largest trading partner (up from 17th place in 2008). This reflects Singapore's important role as a major distribution center, serving as the gateway to the region. The Singapore economy contracted by 2.0% in 2009 but is expected to expand by 4.5% to 6.5% in 2010, according to the Government of Singapore (GOS). Private economists are more optimistic, forecasting a growth of up to 7.0% this year,

supported by the expected strong expansion of the services sector and the recovery of other Asian economies.

During the first six years of the U.S. Singapore Free Trade Agreement, which came into effect on January 1, 2004, two-way trade has increased 41% and U.S. exports by nearly 74%. In 2009, the United States overtook Malaysia to become Singapore's largest supplier of imported goods. The other major suppliers were China, Japan, Indonesia, South Korea, Taiwan, France, Thailand and Saudi Arabia.

#### **Market Challenges**

Singapore is a small and open market and the main challenge for American companies is strong competition from both foreign and local suppliers. Although the GOS is committed to maintaining a free market, it plays a dominant role (via government-linked companies) in the domestic economy. Singapore imposes no tariffs on most goods, but for social and/or environmental reasons, it levies high excise taxes on distilled spirits and wine, tobacco products, motor vehicles, and gasoline.

#### **Market Opportunities**

Best prospects for U.S. companies in Singapore include: oil and gas equipment, aircraft and parts, pollution control equipment, telecommunications equipment, computer hardware and software, laboratory and scientific instruments, medical devices, electronics, university education services and franchises. Businesses that can enhance productivity should be able to tap into opportunities arising from Singapore's efforts to implement the recommendations of its influential Economic Strategies Committee ([www.esc.gov.sg](http://www.esc.gov.sg)).

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

#### **[Rebuild Chile Expo 2010 – June 15-17, 2010 – Santiago, Chile](#)**

Rebuild Chile Expo 2010 is a trade event that responds to the enormous need; immediate, medium and long term rebuilding of Chile's severely damaged provinces resulting from the February 2010 earthquake. Chile's government has the will and vision to complete the reconstruction process. The U.S. Commercial Service in Santiago will support U.S. companies coming to Chile for business expansion in support of the rebuilding process. This three day event includes presentations from representatives from the Chilean Ministries of Reconstruction, Public Works, Housing, Energy, Finance and Health. To view a detailed program itinerary please [click here](#).

U.S. attendees have three participation options:

- **EXHIBITOR:** U.S. companies interested in exhibiting can find exhibition applications at: [http://www.exporebuildchile.com/uploads/Rebuild\\_Chile\\_Space\\_App\\_4-13-2010.pdf](http://www.exporebuildchile.com/uploads/Rebuild_Chile_Space_App_4-13-2010.pdf)
- **EXECUTIVE CLUB:** For those unable to exhibit, the "Executive Club" package provides many of the same participation benefits as exhibitors. The Executive Club package includes access to the show, admittance to the conference, and use of shared meeting facilities. Executive Club application can be found at: [http://www.exporebuildchile.com/uploads/Special\\_Programs\\_Contract.pdf](http://www.exporebuildchile.com/uploads/Special_Programs_Contract.pdf).
- **PRODUCT CATALOG DISPLAY ONLY:** For those companies that cannot attend the event, the Product Catalog Display Only option is a perfect solution. Your company will be represented through your product literature in a dedicated catalog display area. Applications can be found at: [http://www.exporebuildchile.com/uploads/Special\\_Programs\\_Contract.pdf](http://www.exporebuildchile.com/uploads/Special_Programs_Contract.pdf).

Rebuild Chile Expo 2010 is organized by Kallman Worldwide Inc. **For additional information contact:** Christa March at 201-251-2600 Ext. 116 or [ChristaM@Kallman.com](mailto:ChristaM@Kallman.com) or contact Mitch Larsen, Senior Commercial Officer, United States Commercial Service – Santiago Chile at [mitch.larsen@trade.gov](mailto:mitch.larsen@trade.gov).

#### **[Executive-Led Trade Mission to Baghdad, Iraq – October 2010](#)**

Iraq continues to improve its security and to build an environment that is more conducive to trade and economic development. In November 2009, the Iraq Parliament passed an amendment to Investment

Law No. 13 that would allow foreigners to own land for housing projects. It is designed to help streamline regulations and applications for foreign business and investment. Iraq's government has budgeted over \$80 billion for infrastructure development, focusing on a number of large projects relating to construction, highways, railways, telecommunications, and security and defense.

The U.S. is Iraq's 3rd largest trading partner, directly behind Syria and Turkey. This trade mission offers U.S. company representatives an excellent introduction to a broad range of Iraq officials as well as an opportunity to begin identifying appropriate business partners. In Baghdad, Iraq, where deals are made on the strength of personal contacts, this mission will include face-to-face business appointments with prospective agents, distributors, and end-users; meetings with government officials; updates on major projects; Embassy briefings on doing business in the region; and networking events. U.S. Commercial Service staff from the region will also be available for export counseling.

The mission will be comprised of U.S. firms representing a cross section of U.S. industries with growing potential in the target markets, including, but not limited to the following sectors: oil and gas (including oil field and upstream equipment, technology, and services); construction (including engineering, architecture, transportation, and infrastructure); and information and communications technology.

**Apply by July 19, 2010** (no later than midnight)

#### **Questions?**

Please contact Jessica Arnold at (202) 482-2026 or at [iraqmission2010@trade.gov](mailto:iraqmission2010@trade.gov).

#### **[Commercial News USA - Free French Language Translation Offer](#)**

Attention Exporters: You can promote your products worldwide at a discounted rate in two consecutive issues of Commercial News USA and have your ad translated into French – for free! Place an ad in the September-October 2010 issue of Commercial News USA at the standard one-time rate and get a second ad in the November-December issue at 50% off. You also will receive a free listing ad, translated into French that will be included as a special insert in the November-December 2010 issue. **The deadline for space reservations and materials is Friday, July 9th.** For more information or to reserve space in the next issue, call 1-800-581-8533, Ext. 802.

#### **[U.S. Department of Commerce Executive-Led Trade Mission to Saudi Arabia](#)**

The mission will introduce U.S. energy and infrastructure suppliers to end-users and prospective partners from the Kingdom of Saudi Arabia. The Saudi Arabian energy and infrastructure markets are among the most dynamic in the world, and major development projects are planned in these sectors. Saudi Arabia's rapidly-growing economy and strong ties to the United States make it one of the world's most promising markets for U.S. suppliers. To help U.S. firms leverage opportunities in the Saudi energy and infrastructure sectors, a senior-level Department official will lead a trade mission to Riyadh and Dhahran, Saudi Arabia, December 6-8, 2010.

#### **Where?**

Riyadh and Dhahran, Saudi Arabia

#### **Why?**

##### **-The Oil and Gas Sector**

Major development projects in the oil and gas sector, including by Saudi Aramco, the world's largest producer and exporter of crude oil, are creating opportunities for U.S. oil and gas equipment suppliers.

##### **-Petrochemicals**

The development of downstream, value added petrochemicals industry is a cornerstone of the Saudi government's efforts to diversify the economy away from oil and gas. It will bring strong opportunities for

U.S. petrochemical and engineering companies, as well as U.S. manufacturers/suppliers of equipment, parts, suppliers and services related to the petrochemical industry.

**-Construction**

A combination of a large and growing economy and strong demographic fundamentals are resulting in an impressive real estate growth in Saudi Arabia. A fast-paced construction sector activity is creating a wealth of opportunity for American architecture, engineering, design and construction firms. Likewise, ambitious expansion of Saudi Arabia's transport sector, including road infrastructure, airports and seaports, is fueling demand for a broad variety of cutting-edge construction materials.

**-Rapidly Growing Economy**

Saudi Arabia has enjoyed budget surpluses for several years and carried cash reserves of \$452 billion in 2009.

**-Strong Ties with the United States**

Commercial ties between the United States and Saudi Arabia have expanded at a rapid pace, making the U.S. Saudi Arabia's largest import partner. Exports of U.S. goods and services to Saudi Arabia totaled \$10.2 billion in 2009.

**Apply by**

September 15, 2010 (no later than midnight)

See [Application Process and Check List](#)

Questions? Please contact Sean Timmins at (202) 482-1841 or [Sean.Timmins@trade.gov](mailto:Sean.Timmins@trade.gov) or Natalia Susak at (202) 482-4423 or [Natalia.Susak@trade.gov](mailto:Natalia.Susak@trade.gov).

**Market Research Reports:**

***Chile – Urgent Request for Medical Equipment***

Due to the February 27, 2010, earthquake and tsunami that caused substantial damage in numerous hospitals and outpatient healthcare centers in the country, on April 13, 2010, the Chilean government officially requested via diplomatic missions accredited in Chile, and which expressed an interest to cooperate with the country's need to alleviate the emergency, the following types of medical equipment: autoclaves, surgical tables, surgical instruments, ECG monitors (low and medium complexity), ventilators, infusion pumps, aspiration pumps, central monitors, echo tomography, mobile incubators, dental equipment, and ophthalmoscopes. For further details, please [click here](#).

***Australia – Materials Handling Equipment***

Australia's demand for materials handling equipment (MHE) is US\$2.8 billion. Imports constitute 67 percent of the market; with imported equipment from the United States totaling 19 percent. MHE has applications in Australia's mining, farming, and manufacturing sectors. Since 2002, a nation-wide drought has adversely affected Australia's agricultural sector. The Global Financial Crisis (GFC) briefly dampened demand for capital equipment in the manufacturing and mining sectors. While demand in the manufacturing sector is expected to recover slightly, mining companies anticipate strong demand for capital equipment, including MHE. In light of rising world commodity prices and capital spending, the future for U.S. MHE suppliers to Australia, particularly within the mining sector, looks positive. For further information, please [click here](#).

**August 2010 Calendar of Events**

<b>Date:</b>	<b>Event:</b>	<b>Contact:</b>
August 3, 2010	Minority and Women's Breakfast Metro Tech Economic Development Center	<a href="mailto:capccokc@coxinet.net">capccokc@coxinet.net</a>
August 25, 2010	Website Design for a Global Marketplace OSU-Tulsa	405-608-5302, 918-581-7650, or 800-TRYOKLA, ext. 223