



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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Exporting 101: Shipping and Documentation Workshop – November 30, 2010 – Oklahoma City

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 November 30, 2010, 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 State Chamber of Oklahoma, 330 N.E. 10th Street, Oklahoma City, OK, 73104. 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. Advanced registration is required.**

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 – Shipping and Documentation Workshop

Please Mail, Fax, or E-mail back to: U.S. Department of Commerce, 301 N.W. 63rd Street, Suite 330, Oklahoma City, Oklahoma 73116

Fax to: 405-608-4211 E-mail to: ashley.wilson@trade.gov

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: \$ _____

Can I Insure My Export Against Political or Commercial Risk?

The Ex-Im Export Credit Insurance Program helps U.S. exporters develop and expand their overseas sales by protecting them against the risks of non-payment for political or commercial reasons. Political risks of default include events beyond the control of the buyer, caused by government action including political violence or war, government intervention, cancellation of an export or import license, transfer or inconvertibility of risk. Commercial risk is the buyer's inability, due to financial difficulty, to pay when an obligation is due. Policies can cover single or repetitive export sales and leases. Short-term policies generally cover 100 percent of the principal for political risks and 90 to 95 percent for commercial risks, plus specified amount of interest. The policies are used to support the sale of consumer goods, raw materials and spare parts on terms of up to 180 days, and bulk agricultural commodities, consumer durables and capital goods on terms of up to 360 days. Capital goods may be insured for up to five years, depending on the contract value, under the medium-term policy, which covers 100 percent of principal (up to 85 percent of the contract price) and interest on the financed portion up to \$10 million. In general, insurance policies cover 90 to 98 percent of the commercial risk and 90 to 100 percent of political risk. For more information, please [click here](#).

2011 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 2011 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 18, 2011.

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

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

Incoterms 2010 Take Effect January 1, 2011

Incoterms 2010 will take effect on January 1, 2011. Since the last revision, Incoterms 2000, much has changed in global trade, and the current revision will take into account all of the following issues:

- Post-9/11 cargo security regulations
- The 2004 revision of the United States' Uniform Commercial Code
- New Institute Cargo Insurance Clauses
- Replacement of paper documents with electronic ones
- Delivery, with respect to revenue recognition compliance

Featuring two new rules, the Incoterms 2010 edition will reflect advances in international trade over the last decade. Used in both international and domestic contracts for the sale of goods, the rules simplify the drafting of such contracts and help avoid misunderstandings by clearly setting out certain obligations of buyers and sellers. For more information about Incoterms 2010, please contact either one of the Oklahoma offices or [click here](#).

[How to Ship Your Product Webinar - December 1, 2011 1-2 PM CST](#)

- Learn how to identify and select the right service provider to control costs, get the goods there on time, and keep customers happy.
- Learn the role of a freight forwarder, and how to identify and select one based on your company's specific needs.
- Clarify your responsibilities and what the freight forwarder will take care.
- Understand the time, costs, and delivery considerations that are integral to factor into your export pricing.
- Learn the best way to ship your product and find out who will help.

The webinar is free of charge. For more information or to register for the webinar, please [click here](#).

[Need Help Protecting Your Intellectual Property Abroad?:](#)

The Department of Commerce, Office of Intellectual Property Rights wants your feedback on government programs, tools, and services designed to help U.S. businesses protect and enforce their intellectual property rights abroad. A Federal Register Notice (FRN) published on September 29th has questions and requests for comments that can be completed and submitted online. Visit www.regulations.gov and search for docket number ITA-2010-0006. This is your chance to tell the Department of Commerce what you think about existing programs and what would be useful in the future. Don't delay; the deadline for submissions is November 29th!

[How do I obtain market research for a specific country or product?:](#)

The U.S. Commercial Service [Market Research Library](#) (MRL) is the best way to obtain country and industry specific market research. The website provides access to the MRL, which contains more than 100,000 market reports, web sites, events, and trade directory listings.

In the MRL you can find the Country Commercial Guides (CCGs), which provide comprehensive views of a selected country's commercial environment, including, market, economic, and political conditions, best export sectors, trade regulations, investment incentives, finance techniques, upcoming trade events, marketing strategies, services for exporters, business travel tips, etc. In addition, CCGs include important government and trade association contacts in a given country. CCGs are also available free-of-charge through the MRL by selecting "[Market Research Library](#)" from within the text of the webpage, then select the desired country in the <country> field and "country commercial guide" in the <report type> field of the search engine.

[Secretary Locke to Lead Mission to India - February 6-11, 2011:](#)

While speaking with President Obama at the *U.S.-India Business and Entrepreneurship Summit* in India, U.S. Commerce Secretary Gary Locke announced he will lead a high-tech trade mission to India early next year. Participating firms will join the Secretary and export financing agency officials to promote U.S. exports in a broad range of **advanced industrial sectors, including civil-nuclear trade, defense and security, civil aviation, and information and communications technology.**

The mission will help U.S. companies enter the Indian market or build on existing operations. The U.S.-India trade relationship is becoming increasingly robust. From 2002 to 2009, U.S. goods exports to India quadrupled, growing from \$4.1 billion to \$16.4 billion. U.S. exports to India through the first eight months of this year are up 17.5% and are on target to reach an all-time high of \$19 billion. Trade in advanced technologies – the focus of Secretary Locke's upcoming trade mission to India – underpinned much of this growth. India's sustained growth of around 5.5% in 2009 and regional expansion efforts also have created diverse business prospects for U.S. exporters and investors. Secretary Locke invites business leaders to apply to participate in this trade mission by **November 30** at www.trade.gov/IndiaMission2011.

Doing Business in Canada:

Canada's proximity, transparent and open market, common language and culture make it a cost-effective market for companies to expand their sales or initiate their export strategies.

The United States and Canada share the longest common border between any two nations. It stretches over 5,525 miles, hosts over one hundred border crossings and ninety percent of Canada's 33.5 million people live within 100 miles of the border. This geographic proximity has served to integrate the U.S. and Canadian economies and societies to a much greater extent than any other two nations in the world. As a result, the United States and Canada share the single largest economic relationship in the world and are each other's largest economic partners, combining trade, investment and tourism. The United States is also the largest foreign investor in Canada and the most popular destination for Canadian foreign investment.

The best prospect sectors in Canada for U.S. exporters are: Computer Software (CSF), Oil and Gas Field Machinery (OGM); Consumer Electronics (CEL), Aerospace and Defense (AIR) and (DFN), Safety and Security Equipment (SEC), Building Products (BLD), Telecommunications Equipment (TEL), Electrical Power Systems (EPS), Automotive Aftermarket Parts & Accessories/Service Equipment (APS), Agricultural Machinery and Equipment (AGM), Computer Hardware (CPT), and Medical Devices (MED).

The fastest growing commercial sectors in Canada are computer software, oil and gas field machinery, consumer electronics, aerospace and defense and safety and security equipment. For Canadian companies upgrading their plants and equipment, as well as for those constructing new facilities, the United States is a principal source of new machinery and technology. U.S. companies will continue to find Canada an extremely attractive and accessible place to do business.

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

Market Development Cooperator Program (MDCP) Awards

Market Development Cooperator Program (MDCP) awards include financial and technical assistance from the International Trade Administration (ITA) to support projects that enhance the global competitiveness of U.S. industries. An MDCP award establishes a partnership between ITA and non-profit industry groups such as trade associations and chambers of commerce.

Through MDCP partnerships ITA provides expertise and seed money of up to \$500,000 to industry groups to launch projects to increase U.S. industry competitiveness, usually by focusing on particular foreign markets.

For more information about the MDCP awards, please visit www.trade.gov/mdcp.

December 2010 Calendar of Events

Date:	Event:	Contact:
December 7, 2010	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net