



# OKLAHOMA INTERNATIONAL TRADE BULLETIN



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## [Export Financing Resources Workshop – Increase Global Sales and Gain an Edge Over the Competition During the Economic Upturn – January 13, 2011 – Tulsa, OK](#)

**What:** Export Financing Resources Workshop (Sponsored by Commerce's Global Business Services division)

**When:** Thursday, January 13, 2011 - 8 a.m. to 12:30 p.m.

**Where:** OSU-Tulsa, North Hall, Room 140, 700 North Greenwood Avenue, Tulsa, OK, 74106

**Contact:** To RSVP: Contact Linda Walter at 405-815-5216

**For More Information:** Contact Dessie Apostolova at 918-594-8412 or Jesse Garcia at 405-815-5213

**Registration Cost:** \$25.00 per person payable at the door (cash or check only).

Join the Oklahoma Department of Commerce on Thursday, January 13, 2011 and find out how the Export-Import Bank of the United States, the U.S. Small Business Administration, and your local banks can help finance the export of your goods and services to international markets, enabling you to compete globally.

The Export-Import Bank of the United States (Ex-Im Bank) is the official export credit agency of the United States. Ex-Im Bank's mission is to assist in financing the export of U.S. goods and services to international markets. Ex-Im Bank enables companies - large and small - to turn export opportunities into real sales to help maintain and create U.S. jobs and contribute to a stronger national economy. Ex-Im Bank does not compete with private sector lenders but provides export financing products that fill gaps in trade financing. The agency assumes credit and country risks that the private sector is unable or unwilling to accept. Also, Ex-Im Bank helps to level the playing field for U.S. exporters by matching the financing that other governments provide to their exporters.

Ex-Im Bank provides working capital guarantees (pre-export financing); export credit insurance; and direct loans (buyer financing). No transaction is too large or too small. On average, 85 percent of the bank's transactions directly benefit small businesses in the United States. With 75 years of experience, Ex-Im Bank has supported more than \$400 billion of U.S. exports, primarily to developing markets worldwide.

In 2011, more than ever, Ex-Im Bank is focusing on assisting small businesses grow their international sales. It is now faster and easier to access the Bank's traditional products, as well as new programs, specifically designed for meeting the export financing needs of small businesses. Commerce's export financing workshop on January 13, 2011, will be the first time these new programs will be introduced in Oklahoma and the region.

The mission of SBA's Office of International Trade is to enhance the ability of small businesses to compete in the global marketplace; facilitate access to capital to support international trade; ensure that the interests of small business are considered and reflected in trade negotiations; and support and contribute to the U.S. Government's international agenda.

In today's global economy, selling your goods around the world can bring large rewards. And the SBA has the resources to help. With three specialized loan guaranty programs, the SBA can help provide export financing, credit to close a sale, and funds for working capital.

Commerce's workshop will give an overview of these agencies, their financing products and services, and tips for using their products and services to launch or expand your company's international trade strategy. In addition, you will learn how your local bank can help you structure international payment transactions.

#### **Exporting 101: Basics of Exporting Workshop – February 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 February 16, 2011, on **Exporting 101 - Basics of Exporting**. Registration will begin at 8:00 a.m. The workshop will be held from 8:30 a.m. to 4:00 p.m. The workshop will be located at OSU-Tulsa, North Hall, Room 108, 700 North Greenwood Avenue, Tulsa. For a fee of only \$50.00 participants will receive **A Basic Guide to Exporting** and nearly seven hours of expert advice on export assistance organizations, basic export market research, choosing direct/indirect exporting, choosing an export strategy, organizing an export operation, export pricing, establishing overseas markets, communications, evaluating overseas contacts, methods of payment and financing, and export quotations. Presenters will include international bankers, international attorneys, international business practitioners, and Oklahoma U.S. Export Assistance Center International Trade Specialists. **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 3.**

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](mailto:ashley.wilson@trade.gov).

#### **Exporting 101: Shipping and Documentation Workshop – March 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 Oklahoma City, on March 16, 2011, on **Exporting 101 – Export Shipping and Documentation Workshop**. Registration will begin at 8:00 a.m. The workshop will be held from 8:30 a.m. to 4:00 p.m. The workshop will be located at OSU-Tulsa, North Hall, Room 108, 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 on page 3.**

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](mailto:ashley.wilson@trade.gov).

**Registration Form – Basics of Exporting/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](mailto: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: \_\_\_\_\_

Basics of Exporting Workshop: \_\_\_\_\_ Shipping and Documentation Workshop: \_\_\_\_\_

Basics of Exporting and Shipping and Documentation Workshop: \_\_\_\_\_

Number of Attendees: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

**Frequently Asked Question (FAQ): How can I collateralize my Letters of Credit backing prepayments from my buyer?**

The Export-Import Bank's working capital financing provides companies with the liquidity to accept new business, grow international sales and compete more effectively in the international marketplace. The working capital loans are made by commercial lenders and backed by the agency's guarantee.

Importantly, for letters of credit issued under the guaranteed loan, Ex-Im Bank only requires collateral for 25% of the value of the letter of credit. Furthermore, for eligible U.S. exports, the collateral coverage is at generous rates (inventory up to 75% advance rate including work-in-process and foreign accounts receivables up to 90%). Please [click here](#) for a list of authorized lenders and for more details.

**Trade Problems and Foreign Trade Barriers**

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

1. Intellectual property infringement - including copyright, patent and trademarks.
2. Customs procedures that are not uniformly applied
3. Lack of competitive bidding for foreign government tenders.
4. The application of direct or indirect subsidies by a foreign government in favor of domestic suppliers.
5. Burdensome certification and testing requirements that are not required by domestic manufacturers.
6. Influence pedaling - A corporate entity or country is interfering with fair trade practices at your expense.
7. 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.

### Doing Business in Mexico:

Abundant market opportunities for U.S. firms exist in Mexico as trade totals almost \$850 million a day between the two countries.

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

To do business in Mexico it is key to develop and maintain close relationships with clients and partners. Mexicans prefer direct communication such as telephone calls or face-to-face meetings. However, e-mail is widely used.

Mexican companies are extremely price conscious, seek financing options, tend to desire exclusive agreements, and value outstanding service and flexibility.

U.S. firms wishing to export to Mexico will find a variety of market entry strategies. Many factors help determine the best strategy, such as the product/service, logistics & customs, distribution, marketing, direct or indirect sales, exporting experience, and language proficiency, among others.

For more details about doing business in Mexico, 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](mailto: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 Seaboard Foods, LLC	Tulsa Shawnee Mission
2008	Star Building Systems T.D. Williamson, Inc.	Oklahoma City Tulsa
2007	Callidus Technologies, LLC Melton Truck Lines	Tulsa Tulsa
2006	IronWolf	Noble
2005	Advance Food Company C. H. Guernsey & Company	Enid 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

### January/February 2011 Calendar of Events

<b>Date:</b>	<b>Event:</b>	<b>Contact:</b>
January 13, 2011	Export Financing Resources Workshop OSU-Tulsa	918-594-8412 or 405-815-5213.
February 1, 2011	Minority and Women's Breakfast Metro Tech Economic Development Center	<a href="mailto:capccokc@coxinet.net">capccokc@coxinet.net</a>
February 16, 2011	Basics of Exporting Workshop OSU-Tulsa	918-581-7650 or 405-608-5302