



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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Wilco Machine & Fab. Inc. Receives the 2010 Governor's Award for Excellence in Exporting

Wilco Machine & Fab. Inc. received the 2010 Governor's Award for Excellence in Exporting. Charles D. Mills, Chairman, Oklahoma District Export Council, presented the awards during the 27th Annual Oklahoma World Trade Conference held at the Hilton, Tulsa Southern Hills in Tulsa, Oklahoma on April 14, 2010.

Wilco staff began laying the foundation for an aggressive export growth strategy mid-year 2007. The process was initiated with an evaluation of the Wilco equipment portfolio in relation to potential demand for the equipment in international markets. This evaluation clearly dictated that Wilco would need to expand the portfolio of equipment offered to meet specifications and functional needs required in many international markets. Wilco leadership responded by hiring additional knowledge based engineering staff and aggressively grew the equipment and product lines required to be an international equipment supplier to the worldwide oil, gas and geothermal energy services markets. To date, Wilco is continuing to grow its engineering staff in order to focus on the design, release and support of new equipment and products for Wilco's expanding global customer base.

Also initiated in 2007, was an effort to aggressively research international oil, gas, and geothermal energy markets. Wilco leadership wanted to clearly understand what geographical regions were growing and which energy service companies were likely to support these areas. Wilco's approach was to utilize a number of research sources in order to capture an abundance of information in the shortest possible time. These avenues included the Research Wizard at the Tulsa Public Library, Oklahoma Manufacturing Alliance Research tools, Cameron University's Center for Emerging Technologies and Entrepreneurial Studies, Oklahoma State University, as well as extensive research provided by the Oklahoma Department of Commerce and U.S. Department of Commerce.

In addition to the Oklahoma Department of Commerce (ODOC) just providing research, Wilco was also invited by ODOC to participate in two trade missions. These trade missions, (Brazil and U.A.E.), offered an extensive amount of insight into additional opportunities for growing Wilco's customer base in South America and the Middle East region. Both trade missions resulted in growth opportunities for Wilco which have since expanded Wilco's customer base.

An additional tool that Wilco also gained a great deal of value from was the ExporTech Program initially sponsored by the Oklahoma Manufacturing Alliance and the Oklahoma and U.S. Departments of Commerce. The ExporTech Program offered companies new to export markets an opportunity to develop a comprehensive export plan and to have the plan reviewed and critiqued by international business experts. Wilco's participation in the ExporTech Program facilitated its development of the Company's first export plan in 2008. Thereafter, the plan has been reviewed, updated and modified every quarter to accommodate ever changing global markets.

Wilco leadership summarized their success story by stating "success came from our leadership making a commitment to aggressively focus on export growth, effectively utilizing every available resource, successfully launching an aggressive global marketing campaign and implementing a "real time" export strategy.

Chairman Mills also presented seven Oklahoma exporters – **DCA Inc., NanoBioMagnetics, Inc., Oasis Supply & Trade, LLC, Digital Designs, Inc., Unitherm Food Systems, Inc., Vacuworx International, and Wilco Machine & Fab. Inc.** – with the U. S. Commercial Service’s Export Achievement Certificate. The certificate program is designed to showcase the important role that exporting plays in our national economy, to highlight the contributions made by exporters to their local communities, and to recognize new and existing exporters.

Exporting 101: Basics of Exporting Workshop – May 11, 2010 – 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 May 11, 2010, on **Exporting 101 - Basics of Exporting**. 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 in room 150 at the North Hall of OSU-Tulsa, 700 North Greenwood Avenue, Tulsa, OK. 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 2. 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.

Exporting 101: Shipping and Documentation Workshop – June 8, 2010 – Oklahoma City, 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 June 8, 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 in room 250 at the North Hall of OSU-Tulsa, 700 North Greenwood Avenue, Tulsa, OK. 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.**

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Conference. For further information or registration call 918-581-7650, 405-608-5302 or 800-TRYOKLA, extension 223.

Registration Form – Basics of Exporting/Shipping and Documentation Workshop
****Advanced Registration is Required****

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: _____

Basics of Exporting Workshop: _____ Shipping and Documentation Workshop: _____

Basics of Exporting and Shipping and Documentation Workshop: _____

Number of Attendees: _____ Amount Enclosed: \$ _____

Doing Business in Indonesia:

Indonesia is Southeast Asia's largest economy and has delivered consistently high annual growth exceeding 6% in both 2007 and 2008. During the difficult global conditions of 2009, Indonesia's economy was among the top worldwide performers. The consumer market continues to lead growth in what is now the world's fourth largest country with 237 million citizens, 50% of whom are under the age of 30. Indonesia is a thriving democracy with significant regional autonomy. It is located on the world's major trade routes and has extensive natural resources.

Opportunities in Indonesia:

- Important opportunities exist in mining, energy, agribusiness equipment and services.
- The aircraft market favors U.S. products. Aircraft, replacement parts and service are valuable and significant markets.
- Telecommunications technology and satellites remain excellent areas for American products and services.
- The expansion of banking to previously underserved customers offers software and systems opportunities.
- Education and professional training, research, medical equipment and high-quality American agricultural commodities all retain their market edge even with premium prices.
- Emerging opportunities include palm oil biofuel processing, clean energy and technology to improve local production capacity.
- Growing markets include: renovation and construction of regional and municipal infrastructure, military upgrading, safety and security systems and protection of sea-borne traffic.

For further information about doing business in Indonesia, please go to http://www.buyusainfo.net/docs/x_2208484.pdf.

Special Promotions for the July 2010 Edition of Commercial News USA – Free Arabic Language Translation Offer:

You can promote your products worldwide at a discounted rate in two consecutive issues of Commercial News USA and have your ad translated into Arabic – for free!

Place an ad in the July-August 2010 issue of Commercial News USA at the standard one-time rate and get a second ad in the September-October issue at 50% off. You also will receive a free listing ad, translated into Arabic, that will be included as a special insert in with the September-October 2010 issue.

The deadline for space reservations and materials is Friday, May 14th. For more information or to reserve space in the next issue, call 1-800-581-8533, Ext. 822.

Market Research Reports:

Saudi Arabia: Heavy Equipment

The heavy equipment industry witnessed high demand due to the growth the country has made in the construction and oil and gas sectors in the past five years. High oil prices and the subsequent investment in sectors such as infrastructure, property, manufacturing and trading, among others, have supplemented this demand. Real growth in the construction sector of Saudi Arabia reached 3.9 per cent in 2009 with real estate growing by 1.8 per cent according to report from the Ministry of Finance. In addition to a wide range of commercial and residential developments, Saudi Arabia has also embarked on a diverse range of education, transportation, agriculture and other infrastructure development projects, which has further boosted the demand for specialized construction technology and equipments. More than 720 projects with a total budget of more than \$430 billion are currently in the pipeline confirming Saudi Arabia's position as the Middle East's leader in the construction industry. For further details, please [click here](#).

Canada: Construction Equipment

The Canadian construction equipment market was valued at US\$4.8 billion in 2008. Imported construction equipment dominates the Canadian market. In 2008, Canada imported US\$6.05 billion of equipment that was used in the construction industry (residential, commercial, industrial and institutional). The United States was the leading supplier, accounting for US\$4.01 billion, or 66.3 percent of the import market. Japan is the United States' major competitor, followed by Germany, Sweden, the United Kingdom, China, and South Korea. The strength of the Canadian dollar continues to stimulate U.S. equipment competitiveness in Canada.

Residential construction comprises the largest of the construction segments and is again on an upward trend. However, non-residential construction will take awhile to recover. There is excess capacity in office space and on the plant floor. Government sponsored non-residential work, which is mainly in the engineering/civil category, is also growing due to stimulus funding.

Construction equipment is in demand in the following categories: cranes, forklifts, front end shovel loaders, mechanical shovels and excavators, parts of boring or sinking equipment, parts of cranes/work trucks/shovels, and dumpers for off-highway use. For more information, please [click here](#).

May/June 2010 Calendar of Events

Date:	Event:	Contact:
May 11, 2010	Basics of Exporting Workshop OSU-Tulsa	918-581-7650 or 405-608-5302
June 1, 2010	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
June 8, 2010	Shipping and Documentation Workshop OSU-Tulsa	918-581-7650 or 405-608-5302