



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, 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, 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.

Registration will begin at 9:00 a.m., and the conference will be held from 9:30 a.m. to 2:00 p.m. To open the conference, a Proclamation of World Trade Day in Tulsa will be presented.

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 marketplace, many U.S. exporters are unsuccessful in selling, getting repeat sales, increasing their market presence, and winning 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 the experienced speaker and panelists how successful U.S. and Oklahoma companies use trade finance as a selling tool in the global selling arena.

The presentation by Gabe DiGiorgio, Vice President International Banking, Commerce Bank, Kansas City, Missouri will be followed by a discussion of panelists. The panel discussion will include John Blum, Financial Management Analyst, U.S. Small Business Administration, St. Louis, Missouri; Rick Meyers, Chief Financial Officer, Tulco Oils, Tulsa, Oklahoma; and John Johnson, S.W. Business Development Officer, Export-Import Bank of the United States, Houston, Texas. A question-and-answer session will follow.

At the luncheon the **2010 Governor's Award for Excellence in Exporting** will be presented and **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 and Making Sales in Today's Competitive International Marketplace.**

With the recent and lingering international financial crisis the global 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 an experienced speaker and panelists about marketing and sales practices that can make your company more competitive in the new international market arena.

The presentation by Jerry Fulcher, National Sales Director, Advanced Chemical Technologies, Oklahoma City, Oklahoma will be followed by a discussion of Oklahoma company panelists. The panel discussion will include Stephen R. Smith, Director of Customer Sales, Crosby International, Tulsa, Oklahoma; Anthony Chandler, Vice President, Administration, Wilco Machine & Fab Inc., Marlow, Oklahoma; and Douglas Hughes, Vice President, Business Development, Mathey-Dearman, Inc., Tulsa, Oklahoma. A question-and-answer session will follow.

Conference Fees:

Registration - \$85

Student – ID required - \$25

Luncheon Program only - \$35

Corporate Table (8 Attendees) - \$595

Corporate Contributory Sponsorship (4 Attendees) - \$500

Display Table (Includes Registration for 2 Attendees) - \$270

Registration fees include information packets, continental breakfast, and luncheon.

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.

For registration or additional information, call 405-608-5302, 918-581-7650, or 800-879-6552, extension 223, or e-mail ashley.wilson@trade.gov.

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

****Advanced Registration 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

Name(s): _____ Title: _____

Company: _____

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

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Number of Attendees: _____ Number of Student Attendees: _____

Number of Luncheon Attendees: _____ Corporate Table: _____

Contributory Sponsorship: _____ Display Table: _____ Amount Enclosed: \$ _____

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 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. **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.

Registration Form – Basics of Exporting Workshop – May 11, 2010

****Advanced Registration 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

Name(s): _____ Title: _____

Company: _____

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

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Number of Attendees: _____ Amount Enclosed: \$ _____

Methods of Payment

Cash-in-Advance – With this payment method, the exporter can avoid credit risk, since payment is received prior to the transfer of ownership of the goods.

Letters of Credit - Letters of credit (LCs) are among the most secure instruments available to international traders. An LC is a commitment by a bank on behalf of the buyer that payment will be made to the exporter provided that the terms and conditions have been met, as verified through the presentation of all required documents.

Documentary Collections - A documentary collection is a transaction whereby the exporter entrusts the collection of a payment to the remitting bank (exporter's bank), which sends documents to a collecting bank (importer's bank), along with instructions for payment.

Open Account - An open account transaction means that the goods are shipped and delivered before payment is due, usually in 30 to 90 days. Obviously, this is the most advantageous option to the importer in cash flow and cost terms, but it is consequently the highest risk option for an exporter.

For further information about the various methods of payment, please go to http://www.export.gov/finance/eg_main_018103.asp.

Brazil Announces List of Products Subject to Tariff Increases

On March 8, 2010, Brazil released a [list of over 100 products](#) that will be subject to significant duty increases, effective April 7th, 2010.

The Brazilian action is the result of an ongoing dispute between Brazil and the United States over US cotton programs. The impacted products span a broad range of sectors including agricultural goods (fish, nuts, fruits), food supplements, medications, cosmetics, tires, textile items, jewelry, cell phones, other electronic goods, automobiles, and watches.

The tariff increases range from 8 percent to 14 percent on medications and from 8 percent to 100 percent on cotton. Tariffs on other products may double or even triple.

The list of products, according to a Brazilian government press release, may affect some \$591 million of U.S. exports. An additional \$238 million of US services exports and intellectual property rights fees may be affected should the Brazilian government elect to implement further retaliatory measures.

For further information, please go to http://www.export.gov/articles/eg_main_021393.asp.

Africa, Near East, and South Asia (ANESA) Region Business Conference: Uncovering New Export Markets in the ANESA Region - May 11 & 12, 2010 - Radisson Plaza Hotel - Minneapolis, MN

Uncover profitable export opportunities in 20 countries in only two days! Explore new opportunities in high-potential markets, gain insights regarding developing a market entry or market expansion strategy, and tap into resources needed to succeed in markets in the Africa, Near East and South Asia (ANESA) region. The International Trade Administration is providing 18 Senior Commercial Service Officers from the ANESA region to present information about their respective countries and to hold pre-scheduled one-on-one meetings with conference attendees. The conference also features other government and industry leaders. Countries included in the ANESA region are as follows: Afghanistan, Algeria, Egypt, Ghana, India, Iraq, Israel, Jordan, Kenya, Kuwait, Lebanon, Libya, Morocco, Nigeria, Pakistan, Qatar, Saudi Arabia, Senegal, South Africa, and the United Arab Emirates. The event is sponsored by the Minnesota District Export Council, in cooperation with the U.S. Commercial Service.

For further information or to register, please go to http://www.export.gov/eac/show_detail_trade_events.asp?EventID=16354 or <http://www.exportassistance.com>

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, Tulsa Southern Hills	918-581-7650 or 405-608-5302