



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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Mark Your Calendar! 28th Annual Oklahoma World Trade Conference to Be Held on April 6th at the Reed Center in Midwest City

Mark your calendar to attend the 28th annual Oklahoma World Trade Conference to be held on April 6, 2011, in Midwest City at the Reed Center. 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.

At the conference the **Honorable Mary Fallin, Governor of Oklahoma** will present the **2011 Governor's Award for Excellence in Exporting** and the Governor will present the **U.S. Department of Commerce Export Achievement Certificates** to several Oklahoma companies.

Registration will begin at 8:30 a.m. and the conference will be held from 9:00 a.m. to 2:00 p.m. To open the conference, the Honorable Jack Fry, Mayor of Midwest City will issue a Proclamation of World Trade Day in Midwest City.

The topic of the morning session will be **"Nothing Happens Until Something Is Sold" – II, Part One: The Changing Winds of International Trade – Selling and Making Sales in Today's Competitive International Marketplace** (Direct/Indirect Methods of Exporting; Export Management Companies and Export Trading Companies; Foreign Representatives, Agents, and Distributors; Increasing Export Sales through Websites; Agent/Distributor Agreements; Incoterms 2010; Foreign Corrupt Practices Act; Export Licensing and Regulations)

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 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 Kevin Litz, Counsel, Leblang & Associates, PLLP, Tulsa, Oklahoma will be followed by a discussion of panelists. The panel discussion will include Marcus E. Verner, Senior International Trade Specialist, U.S. Department of Commerce, U.S. Commercial Service, Oklahoma U.S. Export Assistance Center, Oklahoma City, Oklahoma and Jan Krehbiel, Vice President, Tulsa Business Unit Manager, Panalpina, Tulsa, Oklahoma. A question-and-answer session will follow.

The afternoon session will be a discussion of **"Any Sale Is a Gift Until You Have Been Paid" – II, Part Two: 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.** (Risk Associated with Methods of Payment; Export Factoring and Forfaiting; Overseas Private Investment Corporation; Trade Finance Opportunities in Mexico; IC-DISC)

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 an 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 Reta Penington, Vice President, International Manager, The F&M Bank and Trust Company, Tulsa, Oklahoma will be followed by a discussion of panelists. The panel discussion will include Dr. Sada Joshi, President, Joshi Technologies International, Inc., Tulsa, Oklahoma; Luis Doménech, Director, Oklahoma International Trade Office – Mexico, Mexico City, Mexico; and Brad Boles, President, Wilco Machine & Fab Inc., Marlow, Oklahoma. A question-and-answer session will follow.

Dessie Apostolova, Director of the Overseas Offices for the Oklahoma Department of Commerce and Luis Doménech, Director of the Mexico Office for the Oklahoma Department of Commerce, will be available for scheduled meetings from 2:00-4:00 p.m. to discuss doing business in Mexico. Please contact Ashley Wilson at ashley.wilson@trade.gov, 405-608-5302, or 1-800-TRY-OKLA (800-879-6552), extension 223 to schedule an appointment.

Conference Fees:

Registration - \$100

Student – ID required - \$10 (**\$10 for a limited time only, \$25 thereafter**)

Luncheon and Afternoon Session Only - \$50

Corporate Table (8 Attendees) - \$700

Corporate Contributory Sponsorship (4 Attendees) - \$500

Display Table (Includes Registration for 2 Attendees) - \$300

***Registration fees include information packets, continental breakfast, and a plated luncheon.

Advanced registration required. For secure on-line registration and credit card payment, go to www.acteva.com/go/okdecowtc2011. We accept Visa, Master Card, 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 Northwest 63rd Street, Suite 330, Oklahoma City, Oklahoma, 73116. For your convenience a registration form is included on page 3. **Cancellation Policy:** A full refund until March 30. From March 31 – April 5, refunds will be subject to a \$35 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.

[Eurasian Oil and Gas Suppliers Trade Mission to Turkey and Kazakhstan – June 20-24, 2011](#)

To help U.S. firms leverage opportunities in these markets, two embassies and a planned U.S. Government top level executive will be leading this matchmaking mission to Turkey and Kazakhstan June 20-24, 2011.

Where?

Istanbul and Ankara, Turkey and Almaty, Kazakhstan

Why Turkey and Kazakhstan?

Major Push in Oil and Gas

Kazakhstan has the Caspian Sea region's largest recoverable crude oil reserves and Turkey is a crucial corridor between the energy-rich Caspian, the Middle East and Europe with their own plans for oil and gas exploration and production.

For further information or to register, please [click here](#). The deadline to apply is April 29, 2011.

Registration Form – Advanced Registration Required - Oklahoma World Trade Conference – The Reed Center in Midwest City – April 6, 2011

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 secure on-line registration and credit card payment, go to
www.acteva.com/go/okdecowtc2011**

Name(s): _____ Title: _____

Company: _____

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

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

Number of Attendees: _____ Number of Student Attendees: _____ Display Table: _____

Number of Luncheon and Afternoon Session Attendees: _____ Corporate Table: _____

Corporate Contributory Sponsorship: _____ Amount Enclosed: \$ _____

Multilateral Development Banks (MDBs)

MDB Activities:

- Bank-funded procurement: a foreign government borrows money from the MDB to buy goods and services
- Corporate procurement: the MDB buys goods and services for its own account
- Investment products: trade finance, investment funds, carbon finance
- Risk mitigation products: political risk insurance

MDB Lending at Historic Levels Presents a Unique Opportunity for U.S. Exporters:

- There are four regional MDBs in addition to the World Bank. They are the Asian Development Bank, African Development Bank, European bank for Reconstruction and Development, Inter-American Development Bank.
- MDB lending in 2009-2010 reached record levels in response to the global financial crisis. Lending has almost doubled since 2007.
- Total MDB lending now represents a market opportunity larger than the import markets in South Africa, Vietnam, Hungary, or Saudi Arabia.
- MDB water, energy, and transportation lending reached \$42.3 billion in 2010, providing record infrastructure opportunities in these key sectors.
- MDBs are seeking a General Capital Increase that will further expand MDB financing ability, resulting in continued spending and more MDB-funded contracts.
- This represents a once-in-a-lifetime opportunity for U.S. exporters. As these funds flow through MDB project pipelines into developing countries, MDBs expect to see an increase in contract opportunities that U.S. companies can pursue.

Business Opportunities at World Bank:

- World Bank loans create many opportunities for U.S. firms to supply goods and services to governments in developing countries.
- The World Bank also purchases many goods and services for use at its offices in Washington DC and in other countries.
- The World Bank has a private sector unit (the International Finance Corporation that helps finance overseas projects that have a development impact.

U.S. Business at the World Bank:

- Active sectors for U.S. business include: water, health, energy, transportation, information technology, and environment.
- From 2005 – 2010, U.S. firms won 1152 contracts valued at \$768 million in World Bank-funded projects.
- U.S. firms win an additional \$390 million a year in direct contracts with the World Bank.

MDB Procurement Opportunities:

- All the MDBs publish procurement notices and procurement rules on their web sites.
<http://www.afdb.org/en/projects-operations/procurement/>
<http://www.ebrd.com/pages/workingwithus/procurement.shtml>
<http://www5.iadb.org/idbppi/asp/ppProcurement.aspx>
www.worldbank.org/projects
- Borrowing governments must publish procurement notices and follow the procurement rules when spending bank funds

For more information about MDBs please contact either one of the Oklahoma offices or contact David Fulton at dfulton@worldbank.org.

[Getting Paid by Your Mexican Buyer](#)

Although Mexico is the United States' third largest trading partner, the lack of financial options for small- and medium-sized enterprises is often cited as the primary obstacle for U.S. companies selling to Mexico. U.S. exporters should be aware that Mexican lending rates are higher than in the U.S., and range from 9 to 14% per year. U.S. exporters can lose or lessen sales to Mexican buyers by demanding payment either by Confirmed Letter of Credit or Cash In Advance. While it is prudent for U.S. exporters to insist on secure payment terms, it pays for them to consider the broad variety of payment terms available to them in order to become as competitive as possible. For further details about getting paid by your Mexican buyer, please [click here](#).

[April 2011 Calendar of Events](#)

Date:	Event:	Contact:
April 5, 2011	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
April 6, 2011	Oklahoma World Trade Conference The Reed Center	405-608-5302, 918-581-7650, or ashley.wilson@trade.gov