



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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[Exporting 101: Basics of Exporting Workshop – February 14, 2012 – 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 Oklahoma City on February 14, 2012 on **Exporting 101 - Basics of Exporting 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 Oklahoma Department of Commerce, Gallery I-I, 900 North Stiles Avenue, Oklahoma City. 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.**

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.

[Exporting 101: Shipping and Documentation Workshop – March 13, 2012 – 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 Oklahoma City, on March 13, 2012 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 Oklahoma Department of Commerce, Gallery I-I, 900 North Stiles Avenue, Oklahoma City. 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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Registration Form – Basics of Exporting/Shipping and Documentation Workshop

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: \$ _____

State Trade and Export Promotion (STEP) Grant Application Process Open Until February 10, 2012

As part of the recently awarded State Trade and Export Promotion (STEP) grant pilot project, the Oklahoma Department of Commerce has begun taking applications from Oklahoma small businesses for the Oklahoma STEP Forward Enhancement Fund. **The application deadline is February 10, 2012.**

The STEP grant is a pilot project authorized by the Federal Small Business Jobs Act of 2010 to help create jobs by increasing the number of small businesses exporting to foreign countries and to raise the value of exports for small businesses currently exporting.

Eligible small businesses that receive grants through the Oklahoma STEP Forward Enhancement Fund must use the grant for international marketing. This includes market research, website translation, video marketing, webinars, video conferencing, export trade show exhibits, product standardization, assistance with export credit insurance, design of international marketing products or campaigns and education and training services.

To be considered for the Oklahoma STEP Forward Enhancement Fund, all applicants are required to submit an application, project proposal, self certification form and other attachments necessary to support their project proposal.

A full application, guidelines and requirements can be found online at www.okcommerce.gov/stepfund. For more information, please contact the Global Business Services Division of the Oklahoma Department of Commerce at (405) 815-5213.

U.S. Department of Commerce Infrastructure Mission to India

The Indian market represents a great opportunity for U.S. companies and remains one of the fastest growing, largest, and most dynamic economies in the world.

- Based on the latest Five-Year Plan (2012-2017), India is seeking to invest over \$1 trillion dollars in infrastructure needs.
- In 2010 U.S. merchandise exports to India amounted to \$19.3 billion.
- Economic growth has averaged 8 percent over the last ten years.
- For the first nine months of 2011, U.S. merchandise exports to India were \$16.0 billion, a 13 percent growth compared to the same period in 2010.

U.S. companies are well qualified to take advantage of the growing infrastructure needs of India and with this mission they have the chance to break into or increase their current sales in this growing market by joining Commerce Secretary John Bryson as he leads a delegation of U.S. businesses to India.

Where?

Mumbai, Jaipur and New Delhi

When?

March 25-30, 2012

Completed applications should be submitted to the Office of Business Liaison. Applications received after Wednesday, January 25, 2012 will be considered only if space and scheduling constraints permit.

For further information, please [click here](#) or contact the Department of Commerce Office of Business Liaison at 202-482-1360 or BusinessLiaison@doc.gov.

2012 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 2012 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 24, 2012.

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

2011	Mathey Dearman Inc.	Tulsa
	Round House Manufacturing	Shawnee
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

Exporter Alert – China Business Scams

Exporters Reporting Increase in Solicitations from Fraudulent Chinese Entities

U.S. Commercial Service clients have reported a recent increase in the number of unsolicited buyer requests from China. Review the following checklist to see if some of these common themes apply to your situation.

- The Chinese company contacted you, unsolicited, via the web
- The Chinese company has "Import - Export" in their name
- They want to purchase an unusually large volume of goods

- They cannot communicate the purpose or the end use of the product
- They insist that your senior executive travel to China to sign the contract
- They request money prior to signing the contract to pay for a reception or for contract administrative fees
- They have been in business for less than one year and/ or have very young ownership
- They can provide no verifiable references

If one or more of these characteristics look familiar, be suspicious and conduct due diligence on the Chinese entity. Your company should immediately be suspicious of requests by a Chinese entity to outlay any cash or payment in advance of reaching an agreement. Requests for sharing notarization fees or other contract administration costs, gifts, hosting of banquets are just some of the ways in which fees are solicited.

For more information about China business scams, please [click here](#) or contact either one of our Oklahoma offices.

[Doing Business in Canada](#)

The United States and Canada share a \$1 trillion annual bilateral trade and investment relationship with a highly integrated supply chain. Two-way trade in goods and services totaled approximately \$500 billion in 2009. U.S. and Canadian foreign direct investment totaled \$500 billion. U.S. exports to Canada totaled \$205 billion in 2009 – 19 percent of total U.S. exports. Exports to Canada increased 22 percent in the first 11 months of 2010, compared to the same period in 2009. Canada is the number one export market for 36 U.S. states. U.S. trade with Canada supports 8 million U.S. jobs.

In 2009, Canada's GDP growth rate was 2.4 percent and is predicted to grow 2.5 percent and 3.2 percent respectively in 2010 and 2011. Canada's conservative banking and financial sector, as well as increasing commodity prices have strengthened the Canadian dollar, reaching par with the U.S. dollar. In addition to our close market proximity, trade between our two countries is greatly facilitated by our common culture, adherence to democratic principles and the rule of law, free market economies, comparable standards of living, similar business practices, familiar lifestyles and ease of travel between both countries for business and pleasure. Furthermore, the North American Free Trade Agreement (NAFTA) provides U.S. exporters with a clear competitive advantage over other foreign competitors in Canada.

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

[February 2012 Calendar of Events](#)

Date:	Event:	Contact:
February 3, 2012	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
February 14, 2012	Basics of Exporting Workshop Oklahoma Department of Commerce	(918)581-7650, (405)608-5302 ashley.wilson@trade.gov

Mark Your Calendar!

Oklahoma World Trade Conference – April 11, 2012

Northeastern State University – Broken Arrow, Oklahoma



WE HAVE ADDED A QR CODE!!!! So, what is a QR Code?

A **QR code** (abbreviated from **Quick Response code**) is a type of [matrix barcode](#) (or two-dimensional code) first designed for the automotive industry. More recently, the system has become popular outside of the industry due to its fast readability and comparatively large storage capacity. The code consists of black modules arranged in a square pattern on a white background.

Although initially used to track parts in vehicle manufacturing, QR codes are now (as of 2011) used over a much wider range of applications, including commercial tracking, entertainment and transport ticketing, product marketing and in-store product labeling. Many of these applications target [mobile-phone](#) users (via [mobile tagging](#)). Users may receive text, add a [vCard](#) contact to their device, open a [Uniform Resource Identifier](#) (URI), or compose an [e-mail](#) or text message after scanning QR codes. They can generate and print their own QR codes for others to scan and use by visiting one of several pay or free QR code-generating sites or apps. [Google](#) has a popular [API](#) to generate QR codes, and apps for scanning QR codes can be found on nearly all smartphone devices.

QR codes storing addresses and [Uniform Resource Locators](#) (URLs) may appear in magazines, on signs, on buses, on business cards, or on almost any object about which users might need information. Users with a [camera phone](#) equipped with the correct reader [application](#) can scan the image of the QR code to display text, contact information, connect to a [wireless network](#), or open a web page in the telephone's browser. This act of linking from physical world objects is termed [hardlinking](#) or [object hyperlinking](#).

QR codes can be used in Google's mobile [Android](#) operating system via both their own [Google Goggles](#) application or 3rd party barcode scanners like [ZXing](#) or [Kaywa](#). The browser supports URI redirection, which allows QR codes to send [metadata](#) to existing applications on the device. Nokia's [Symbian](#) operating system features a barcode scanner which can read QR codes, while mbarcode is a QR code reader for the [Maemo](#) operating system. In the Apple iOS, a QR code reader is not natively included, but more than fifty paid and free apps are available with both scanning capabilities and hard-linking to URI. With [BlackBerry](#) devices, the App World application can natively scan QR codes and load any recognized Web URLs on the device's Web browser. Following an upcoming update (as of 2011), [Windows Phone 7](#) will be able to scan QR codes through the [Bing](#) search app.

In the USA, QR code usage is expanding. During the month of June 2011, according to one study, 14 million mobile users scanned a QR code or a barcode. Some 58% of those users scanned a QR or bar code from their home, while 39% scanned from retail stores; 53% of the 14 million users were men between the ages of 18 and 34.

The use of QR codes is free of any license. The QR code is clearly defined and published as an ISO standard. Denso Wave owns the [patent](#) rights on QR codes, but has chosen not to exercise them. In the USA, the granted QR code patent is US5726435. In Japan it is JP2938338. In Germany it is DE69518098 (the European Patent Office granted patent EP0672994 to Denso Wave, but Denso only "nationalized" the patent grant in Germany). The term QR code itself is a [registered trademark](#) of Denso Wave Incorporated.

If you have any questions or need assistance, please contact our office.