



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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[Mark Your Calendar! 29th Annual Oklahoma World Trade Conference to Be Held on April 11th at Northeastern State University in Broken Arrow](#)

Mark your calendar to attend the 29th annual Oklahoma World Trade Conference to be held on April 11, 2012 at Northeastern State University in Broken Arrow. The conference is sponsored by the Oklahoma District Export Council, U.S. Department of Commerce, Oklahoma Department of Commerce, and Northeastern State University. 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 9:15 a.m. and the conference will be held from 9:45 a.m. to 3:00 p.m. To open the conference, Charles D. Mills, Chairman, Oklahoma District Export Council and Governor's International Team, will provide a Welcome and Introduction and Dr. Christee Jenlink, Dean of Northeastern State University-Broken Arrow, will issue a Proclamation of World Trade Day in Broken Arrow.

The topic of the morning session will be **"Any Sale Is a Gift Until You Have Been Paid" – III, Part One: The Ebb and Flow 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 an experienced moderator and panelists how successful U.S and Oklahoma companies use trade finance as a selling tool in the global selling arena. A question-and-answer session will follow.

Presentation and Discussion by Moderator and Panelists:

Moderator:

- Susan Sullivan, Senior Vice President, International Trade and Treasury, Bank of Oklahoma, Tulsa, OK

Panelists:

- Marta Morrow, Senior Vice President, International Trade and Treasury, Bank of Oklahoma, Tulsa, OK
- Neil Jones, Vice President, One Source Risk Management and Funding, Boerne, TX
- John McDermott, CPA, CA, Chief Financial Officer, Zeeco, Inc., Broken Arrow, OK

Dr. Guillermo Dominguez Vargas, Commissioner, National Hydrocarbon Commission, Mexico City, Mexico and Jalil Alba, Grupo Alba, Mexico City, Mexico, will deliver the **luncheon keynote presentation: Regional Market Focus – Oil & Gas Markets**

At the luncheon, Charles D. Mills, Chairman, Oklahoma District Export Council and Governor's International Team will present the **2012 Governor's Award for Excellence in Exporting** and the **U.S. Department of Commerce Export Achievement Certificates** to several Oklahoma companies.

The afternoon session will be a discussion of **"Nothing Happens Until Something Is Sold" – III, Part Two: The Ebb and Flow 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 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 moderator and panelists about marketing and sales practices that can make your company more competitive in the new international market arena. A question-and-answer session will follow.

Presentation and Discussion by Moderator and Panelists:

Moderator:

- Kevin Litz, Counsel, Leblang, Mawby & Litz, Tulsa, OK

Panelists:

- Steve Smith, Director of International Sales, Vacuworx International, Tulsa, OK
- John Cary, General Manager, Blue Sky Bio, Bartlesville, OK

Luis Doménech, Director of the Mexico Office for the Oklahoma Department of Commerce, Dr. Guillermo Dominguez Vargas, Commissioner of the National Hydrocarbon Commission, and Jalil Alba of Grupo Albo will be available for scheduled meetings from 3:00-5:00 p.m. to discuss doing business in Mexico. To schedule an appointment please contact Jesse Garcia at jesse_garcia@odoc.state.ok.us, 405-815-5213 or Kelli Osterman at kelli_osterman@odoc.state.ok.us, 405-815-5136.

Conference Fees:

Registration - \$100

Student – ID required - \$20

Luncheon Program - \$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/okdecowtc2012. 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 April 3. From April 4-10, 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 918-581-7650, 405-608-5302 or 800-879-6552, extension 223, or e-mail ashley.wilson@trade.gov.



**Registration Form – Oklahoma World Trade Conference – Northeastern State University
in Broken Arrow, OK – April 11, 2012**

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/okdecowtc2012**

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 Program Attendees: _____ Corporate Table: _____

Corporate Contributory Sponsorship: _____ 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. There are three types of cash-in-advance-payment method: wire transfer, credit card, and payment by check. Wire transfers and credit cards are the most commonly used cash-in-advance options available to exporters. However, requiring payment in advance is the least attractive option for the buyer, as this method creates cash flow problems. Foreign buyers are also concerned that the goods may not be sent if payment is made in advance. Thus, exporters that insist on this method of payment as their sole method of doing business may find themselves losing out to competitors who may be willing to offer more attractive payment terms. For more detailed information on the cash-in-advance payment method see [Chapter 2](#) of the *Trade Finance Guide*.

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. The buyer pays its bank to render this service. An LC is useful when reliable credit information about a foreign buyer is difficult to obtain, but you are satisfied with the creditworthiness of your buyer's foreign bank. An LC also protects the buyer since no payment obligation arises until the goods have been shipped or delivered as promised. The letters of credit can take many forms: **irrevocable or revocable, confirmed, or special (transferable, revolving or standby)**. For more detailed information on the

payment method involving various types of letters of credit see [Chapter 3](#) of the *Trade Finance Guide*. To obtain a letter of credit, contact the international division of your local bank . Alternatively, see the list of commercial banks listed by state on the U.S. Export Bank's [Lender Referral List](#).

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. Funds are received from the importer and remitted to the exporter through the banks involved in the collection in exchange for those documents. Documentary collections involve the use of a draft that requires the importer to pay the face amount either on sight (**document against payment—D/P**) or on a specified date in the future (**document against acceptance—D/A**). The draft lists instructions that specify the documents required for the transfer of title to the goods. Although banks do act as facilitators for their clients under collections, documentary collections offer no verification process and limited recourse in the event of nonpayment. Drafts are generally less expensive than letters of credit. For more detailed information on the letter of credit payment method see chapter go to [Chapter 4](#) of the *Trade Finance Guide*. To obtain a letter of credit, contact the international division of your bank. Alternatively, see the list of commercial banks listed by state on the U.S. Export –Import Bank's [Lender Referral List](#)

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. Due to the intense competition for export markets, foreign buyers often press exporters for open account terms since the extension of credit by the seller to the buyer is more common abroad. Therefore, exporters who are reluctant to extend credit may face the possibility of the loss of the sale to their competitors. However, with the use of one or more of the appropriate trade finance techniques, such as **export working capital financing, government-guaranteed export working capital programs, export credit insurance, export factoring**, the exporter can offer open competitive account terms in the global market while substantially mitigating the risk of nonpayment by the foreign buyer. For more detailed information on the open account payment method see [Chapter 5](#) of the *Trade Finance Guide*

For more information about methods of payment, please [click here](#) or contact either one of the Oklahoma offices.

[April 2012 Calendar of Events](#)

Date:	Event:	Contact:
April 3, 2012	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net
April 11, 2012	Oklahoma World Trade Conference NSU, Broken Arrow	(918)581-7650, (405)608-5302 ashley.wilson@trade.gov