



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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STOPfakes.gov Road Show – Intellectual Property Rights August 6, 2012 – Oklahoma City, OK

The Oklahoma District Export Council and Oklahoma U. S. Export Assistance Center, in conjunction with the U.S. Department of Commerce's Office of Intellectual Property Rights, U.S. Patent and Trademark Office, and National Intellectual Property Rights Coordination Center, will sponsor a half-day seminar in Oklahoma City on August 6, 2012, on Intellectual Property Rights.

Registration will begin at 8:30 a.m. The workshop will be held from 9:00 a.m. to 12:00 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 \$20.00 participants will learn about the basics of Intellectual Property Rights (IPR) protection and enforcement and U.S. government resources available to help small and medium-sized enterprises protect and enforce their IPR at home and abroad. This informative three-hour program will feature presentations by intellectual property experts and law enforcement officials, followed by an open discussion with experts from industry and government.

Seminar topics will include:

- What is intellectual property?
- Understand the basics of obtaining IPR in the U.S.
- Understand the basics of obtaining IPR in other countries
- How to enforce your IPR in the U.S.
- How to enforce your IPR overseas
- Law enforcement resources for IPR enforcement

Intellectual property experts and law enforcement officials will be available for one-on-one meetings from 12:00-1:30 p.m. To schedule a meeting, please contact Ashley Wilson at 405-608-5302 or ashley.wilson@trade.gov.

To register, please mail the registration form (page 2) and a check to 301 N.W. 63rd Street, Suite 330; Oklahoma City, Oklahoma, 73116 or e-mail ashley.wilson@trade.gov. Checks should be made payable to the Oklahoma District Export Council. To pay by credit card, please contact Ashley Wilson at 405-608-5302. **Advanced registration is required.** The cancellation policy for all seminars is a full

refund up to 24 hours prior to the event. For a cancellation within 24 hours of the event, the amount that you paid will be applied to a future seminar of your choice. For further information or to register, call 405-608-5302 or e-mail ashley.wilson@trade.gov.

Doing Business in the United Kingdom

Market Opportunities:

- The United Kingdom is a highly sophisticated market with strong demand for products and services that improve productivity, including ICT software and services that lower costs and improve business efficiencies.
- There is ongoing, strong demand for a wide range of equipment and services related to safety/security and, in particular, for cyber security.
- Green Opportunities: The UK Climate Change Act is the world's first long-term, legally binding framework to address climate change through renewable energy with a target of 34% reduction in greenhouse gas emissions by 2020, and 80% by 2050.
- The United Kingdom's commitment to low-carbon targets is driving market demand for U.S. products and services in the area of renewable energy/low carbon/green technologies and Smart Grid technologies.

Market Entry Strategy

- Demonstrate a clear competitive advantage (i.e., price, quality, branding).
- Pay close attention to both the obvious and subtle cultural differences between the United States and the United Kingdom and adjust marketing strategies accordingly.
- Evaluate prospective partners carefully and choose an experienced, well-established local distributor.
- Be flexible working with a UK partner during this challenging and prolonged period of economic recovery.
- Express commitment to the market with a long-term perspective.

For more information about doing business in the United Kingdom, please [click here](#).

Registration Form – STOPfakes.gov Road Show – August 6, 2012 – Oklahoma City, OK

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: \$ _____

[Frequently Asked Questions \(FAQs\) about Export Licensing Requirements for Commercial Items](#)

Q. Is there a list of restricted countries to which I can not export?

A. Restrictions vary from country to country and from item to item. The most restricted destinations are the embargoed countries and those countries designated as supporting terrorist activities, including Cuba, Iran, Sudan, and Syria.

Q. How do I know if my shipment needs an export license?

A. The first step is knowing your item's Export Control Classification Number (ECCN). ECCN entries are found on the Commerce Control List (CCL) and identify reasons for control which indicate licensing requirements to certain destinations. Other reasons an export license may be required for your shipment relate to concerns about the parties to the transaction and the end-use of the item.

Q. Do all items have an ECCN ?

A. Many commercial goods are not on the Commerce Control List and do not have an ECCN. These goods are designated as EAR99. EAR99 items generally consist of low level technology, consumer goods, etc. and do not require a license in most situations. However, if your proposed export of an EAR99 item is to an embargoed country, to an end-user of concern, or in support of a prohibited end-use, you may be required to obtain an export license.

Q. Where do I find the Commerce Control List?

A. The Commerce Control List is part of the Export Administration Regulations (EAR) which can be found on the Government Printing Office's EAR database at http://www.access.gpo.gov/bis/ear/ear_data.html. Scroll down the page to Part 774 and below are the ten categories of the Commerce Control

For the complete guide of FAQs about export licensing requirements, please go to http://www.bis.doc.gov/pdfpublications/bis_booklet.pdf.

[North American Free Trade Agreement \(NAFTA\) Rules of Origin:](#)

The North American Free Trade Agreement (NAFTA), is a trade agreement among the United States, Canada, and Mexico that liberalizes restrictions on trade among the three countries. Some of the agreement's objectives include:

- The [elimination of tariff or duty rates](#) (all qualifying products to Canada are now duty-free, and virtually all qualifying products to Mexico are now duty-free).
- Promoting conditions of free competition, and increasing market access and investment opportunities within the free trade area.

In NAFTA, the Rules of Origin refer to product specific rules that stipulate what must happen to inputs from non-NAFTA countries for the final, exported product to qualify for NAFTA benefits. The rules are listed in [HTSUS General Note 12\(t\)](#) by HS code heading or subheading and may require a tariff shift which means that the foreign input must have a different heading or subheading than the exported product. Rules of origin may also require that exported products with foreign inputs contain at least a certain amount of value-added from the U.S. or other NAFTA countries.

For further information about the NAFTA Rules of Origin, please [click here](#) to view an instructional video or go to http://www.export.gov/FTA/nafta/eg_main_017791.asp.

[Doing Business in Saudi Arabia:](#)

According to the International Monetary Fund (IMF), the Saudi economy will expand 4.0% this year as increased public expenditure paves the way for sustained economic recovery. Specifically, the growth in the manufacturing sector led by the petrochemicals industry is expected to see strong demand from Asia. US\$70 billion of investment in the petrochemical sector by 2011 is expected. Likewise, power generation,

water treatment, telecommunications, transportation and infrastructure sectors are expected to register strong growth. Specifically, the construction sector will be one of the main beneficiaries of continued large government outlays.

Leading sectors for U.S. export and investment for Saudi Arabia include: Engineering & Architectural Services, Construction Equipment, Medical Equipment, Water Resources Equipment, Franchising, Safety & Security, Education & Training Services, Telecommunications Services, Railroad Equipment, Electrical Power Systems, Mining Industry Equipment, Oil & Gas Field Machinery, Chemical Production Machinery, Air-Conditioning & Refrigeration Equipment, and Automotive Parts, Services & Equipment.

For further information about doing business in Saudi Arabia, please [click here](#).

[Ex-Im Bank Express Insurance](#)

The Ex-Im Bank short-term insurance policy helps small businesses expand into new foreign markets, add new buyers, and transfer all foreign buyer credit decision making to Ex-Im Bank at an economical cost. It is a "named buyer" policy that simplifies small business access to export credit risk insurance on their foreign accounts receivable. In addition to providing payment risk protection and allowing the extension of competitive credit terms to foreign buyers, the insurance also enables small businesses to obtain lender financing of those receivables through the assignment of policy proceeds.

A streamlined online application provides a policy quote and credit decisions up to \$300,000 on foreign buyers within five workdays (buyer credit requests exceeding \$300,000 will require additional processing time). Insurance premiums are payable only upon an exporter's shipment, or invoice for services, to a buyer pre-approved by Ex-Im Bank. Premium rates are determined by a rate schedule based on the credit term with no differentiation based on country.

Credit reports on all buyers the exporter elects to insure are complimentary (though they remain with Ex-Im Bank). Insuring pre-existing foreign buyers is optional. There are no application fees. A \$500 advance deposit is required at quotation acceptance to issue the policy. This deposit is refundable if the exporter decides to cancel the policy.

For further information about the Ex-Im Bank express insurance policy please [click here](#).

[August 2012 Calendar of Events](#)

Date:	Event:	Contact:
August 6, 2012	STOPfakes.gov Road Show – IPR Oklahoma Department of Commerce	(405)608-5302 ashley.wilson@trade.gov
August 7, 2012	Minority and Women's Breakfast Metro Tech Economic Development Center	capccokc@coxinet.net