



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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[Exporting 101: Basics of Exporting Workshop – October 30, 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 October 30, 2012, 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 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 two.**

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 – December 11, 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 December 11, 2012, on **Exporting 101 – Export Shipping and Documentation Workshop**. 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 and 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: _____

Number of Attendees: _____ Amount Enclosed: \$ _____

Frequently Asked Question (FAQ): How can I collateralize my Letters of Credit backing prepayments from my buyer?

The Export-Import Bank's working capital financing provides companies with the liquidity to accept new business, grow international sales and compete more effectively in the international marketplace. The working capital loans are made by commercial lenders and backed by the agency's guarantee.

Importantly, for letters of credit issued under the guaranteed loan, Ex-Im Bank only requires collateral for 25% of the value of the letter of credit. Furthermore, for eligible U.S. exports, the collateral coverage is at generous rates (inventory up to 75% advance rate including work-in-process and foreign accounts receivables up to 90%). Please [click here](#) for a list of authorized lenders and for more details.

Trade Problems and Foreign Trade Barriers

While trade barriers and unfair practices take many forms, the most common examples are listed below:

1. Intellectual property infringement - including copyright, patent and trademarks.
2. Customs procedures that are not uniformly applied
3. Lack of competitive bidding for foreign government tenders.
4. The application of direct or indirect subsidies by a foreign government in favor of domestic suppliers.
5. Burdensome certification and testing requirements that are not required by domestic manufacturers.
6. Influence pedaling - A corporate entity or country is interfering with fair trade practices at your expense.

7. Bribery, corruption and requests for payoffs - When foreign bribery prevents you from competing fairly on the basis of price, quality or service.

If you feel your company's exports or foreign bids have been, or may be adversely affected by a trade barrier or unfair business practice, you may [file a complaint electronically](#) with the [Trade Compliance Center](#) within the International Trade Administration.

[Incoterms 2010](#)

Incoterms 2010 came into effect on January 1, 2011. Since the last revision, Incoterms 2000, much has changed in global trade, and the current revision will take into account all of the following issues:

- Post-9/11 cargo security regulations
- The 2004 revision of the United States' Uniform Commercial Code
- New Institute Cargo Insurance Clauses
- Replacement of paper documents with electronic ones
- Delivery, with respect to revenue recognition compliance

Featuring two new rules, the Incoterms 2010 edition will reflect advances in international trade over the last decade. Used in both international and domestic contracts for the sale of goods, the rules simplify the drafting of such contracts and help avoid misunderstandings by clearly setting out certain obligations of buyers and sellers. For more information about Incoterms 2010, please contact either one of the Oklahoma offices or [click here](#).

[Doing Business in Japan](#)

It has never been easier to do business in Japan. Savvy observers agree that an active engagement with the Japanese market remains critical to the success of American business, both big and small alike, as well as to U.S. states seeking trade and investment with Japan. While the reasons U.S. firms engage with Japan are diverse and often complex, most firms recognize that underestimating the strategic and tactical importance of selling to and competing in the Japanese market may disadvantage them not only in Japan, but also in the U.S. and third-country markets as well. For information about doing business in Japan, please [click here](#).

[Market Overview of Russia](#)

-With over 140 million consumers, a growing middle class, and almost unlimited infrastructure needs, Russia remains one of the most promising markets for U.S. exporters.

-Russia is the richest of the BRIC countries, with per capita personal disposable income of \$6,923 and per capita GDP of \$15,900. It is an upper middle income country, with a highly educated workforce and sophisticated, discerning consumers.

-Russia's economy has begun to recover from the economic crisis that started in 2008, with GDP growth at 4.0% for 2010. This growth was slightly less than anticipated due to drought and wildfires, which disrupted agriculture, commerce and industry. Economists forecast real GDP growth of 4.3% in 2011.

-Russia was the U.S.'s 37th largest export market and the 17th largest exporter to the U.S. in 2010. U.S. exports to Russia were \$5.97 billion, a 12% increase from 2009. Russian exports to the U.S. were \$26.5 billion, up 41% from 2009. Russian sources list the country's leading trade partners as: Netherlands, China, Germany, Italy, Ukraine and Turkey.

-U.S. accumulated investment in Russia is approximately \$21.3 billion. According to Russian data, the U.S. is Russia's 10th largest foreign investor.

-Russia anticipates joining the WTO in 2011, which would liberalize trade with the rest of the world and create opportunities for U.S. exports and investments.

[U.S. Free Trade Agreements](#)

Why should you care about free trade agreements (FTAs)?

If you are looking to export your product or service, the United States may have negotiated favorable treatment for your service or product through an FTA. This treatment should make it easier to export your product to or offer your service in the FTA country's market. It may also give your product or service a competitive advantage versus products from other countries.

What is an FTA negotiated by the United States?

An FTA is an agreement between two or more countries where the countries agree on certain behaviors that affect trade in goods and services, and protections for investors and intellectual property rights, among other topics. For the United States, the main goal of trade agreements is to reduce barriers to U.S. exports, and protect U.S. interests and enhance the rule of law in the FTA partner country. The reduction of trade barriers and the creation of a more stable and transparent trading and investment environment make it easier and cheaper for U.S. companies to export their products and services to trading partner markets. Forty-one percent of U.S. goods exports went to FTA partner countries in 2010, with exports to those countries growing at a faster rate than exports to the rest of the world from 2009 to 2010, 23% vs. 20%.

FTAs usually build off of the agreements negotiated in the [World Trade Organization](#) (WTO). For example, in the WTO, each country agrees to issue, at the request of the importer or exporter, binding advance determinations on where a product will be viewed as coming from, since many products are made up of parts from multiple countries. Under an FTA, importers and exporters can obtain determinations for a broader set of issues, including finding what tariff line the product will be classified under, and value that will use to calculate the tariff.

Other countries also negotiate FTAs and the behaviors covered may not be the same as those negotiated by the United States.

With which countries does the United States have an FTA?

The United States has 11 FTAs in force with 17 countries. In addition, the United States has negotiated FTAs with [Korea](#), [Panama](#) and [Colombia](#), but these agreements have not yet entered into force. The United States is also in the process of negotiating a regional FTA, the [Trans-Pacific Partnership](#), with Australia, Brunei Darussalam, Chile, Malaysia, New Zealand, Peru, Singapore and Vietnam.

U.S. FTA Partner Countries

[Australia](#), [Bahrain](#), [Chile](#), [DR-CAFTA](#): Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, & Nicaragua, [Israel](#), [Jordan](#), [Morocco](#), [NAFTA](#): Canada & Mexico, [Oman](#), [Peru](#), and [Singapore](#)

For further information about FTAs please [click here](#) or contact either one of the Oklahoma offices.

[October/November/December 2012 Calendar of Events](#)

Date:	Event:	Contact:
October 30, 2012	Basics of Exporting Workshop Oklahoma Department of Commerce, Oklahoma City	ashley.wilson@trade.gov (405)608-5302 or (918)581-7650
November 6, 2012	Minority and Women's Breakfast Metro Tech Economic Development Center	capcokc@coxinet.net
December 11, 2012	Shipping and Documentation Workshop Oklahoma Department of Commerce, Oklahoma City	ashley.wilson@trade.gov (405)608-5302 or (918)581-7650