



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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[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.**

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.

[Common Export Documents:](#)

[Commercial Invoice](#)

A commercial invoice is a bill for the goods from the seller to the buyer. These invoices are often used by governments to determine the true value of goods when assessing customs duties. Governments that use the commercial invoice to control imports will often specify its form, content, number of copies, language to be used, and other characteristics.

[Export Packing List](#)

Considerably more detailed and informative than a standard domestic packing list, an export packing list lists seller, buyer, shipper, invoice number, date of shipment, mode of transport, carrier, and itemizes quantity, description, the type of package, such as a box, crate, drum, or carton, the quantity of packages, total net and gross weight (in kilograms), package marks, and dimensions, if appropriate. Both commercial stationers and freight forwarders carry packing list forms. A packing list may serve as a conforming document. It is not a substitute for a commercial invoice. In addition, U.S. and foreign customs officials may use the export packing list to check the cargo.

[Pro Forma Invoice](#)

A pro forma invoice is an invoice prepared by the exporter before shipping the goods, informing the buyer of the goods to be sent, their value, and other key specifications. It also can be used as an offering of sale or price quotation.

[Airway Bill](#)

Air freight shipments require airway bills. Airway bills are shipper-specific (i.e., USPS, Fed-Ex, UPS, DHL, etc.).

Bill of Lading

A bill of lading is a contract between the owner of the goods and the carrier (as with domestic shipments). For vessels, there are two types: a straight bill of lading, which is non-negotiable, and a negotiable or shipper's order bill of lading. The latter can be bought, sold, or traded while the goods are in transit. The customer usually needs an original as proof of ownership to take possession of the goods. See also: [straight bill of lading](#) and [liner bill of lading](#).

Electronic Export Information Filing (formerly known as the Shipper's Export Declaration)

Electronic Export Information (EEI) is the most common of all export control documents. It is required for shipments above \$2,500* and for shipments of any value requiring an export license. It has to be electronically filed via the [AES Direct](#) online system, which is a free service from Census and Customs. Numerous videos are available on [AES Direct](#), including: [Registering for AESDirect](#), [Filing a Shipment in AESDirect](#), [Response Messages from AES](#), [Proof of Filing Citations](#), [AESDirect - The Shipment Manager](#), and [Elimination of the SSN in the AES](#).

**Note: The EEI is required for shipments to Puerto Rico, the U.S. Virgin Islands and the former Pacific Trust Territories even though they are not considered exports (unless each "Schedule B" item in the shipment is under \$2,500. Shipments to Canada do not require an EEI except in cases where an export license is required. (Shipments to third countries passing through Canada do need an EEI.)*

For more information about common export documents, please [click here](#).

Registration Form –Shipping and Documentation Workshop – December 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 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: \$ _____

Doing Business in Mexico:

Mexico is the third largest trading partner of the United States, and represents the second largest export market of U.S. products and services. Since its enactment in 1994, the North American Free Trade Agreement (NAFTA) bolstered the strong manufacturing industries on both sides of the border, facilitating an active exchange in parts and components along supply chains for various sectors, including: automotive, aerospace, consumer appliances, electronics, and medical devices. The NAFTA is largely responsible for an increase in U.S.-Mexico bilateral trade, which went from \$88 billion in 1993 to \$460 billion in 2011.

Some of Mexico's most promising sectors include: agribusiness; auto parts & services; education services; energy; environmental; franchising; housing & construction; packaging equipment; plastics and resins; security & safety equipment and services; technology sectors; transportation infrastructure equipment and services; travel & tourism services and the agricultural sector.

To do business in Mexico it is key to develop and maintain close relationships with clients and partners. Mexicans prefer direct communication such as telephone calls or face-to-face meetings. However, e-mail is widely used.

Mexican companies are extremely price conscious, seek financing options, tend to desire exclusive agreements, and value outstanding service and flexibility.

U.S. firms wishing to export to Mexico will find a variety of market entry strategies. Many factors help determine the best strategy, such as the product/service, logistics & customs, distribution, marketing, direct or indirect sales, exporting experience, and language proficiency, among others.

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

2013 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 2013 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 15, 2013.

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

2012	HSI Sensing	Chickasha
2011	Mathey Dearman Inc. Round House Manufacturing	Tulsa Shawnee
2010	Wilco Machine & Fab Inc.	Marlow
2009	Joshi Technologies International Seaboard Foods, LLC	Tulsa Shawnee Mission
2008	Star Building Systems T.D. Williamson, Inc.	Oklahoma City Tulsa
2007	Callidus Technologies, LLC Melton Truck Lines	Tulsa Tulsa
2006	IronWolf	Noble
2005	Advance Food Company C. H. Guernsey & Company SCIFIT Systems, Inc.	Enid Oklahoma City Tulsa
2004	The Charles Machine Works, Inc.	Perry
2003	T. D. Williamson, Inc.	Tulsa
2002	Texoma Peanut Company	Madill
2001	Stillwater Designs	Stillwater
2000	Midwestern Manufacturing Co.	Tulsa
1999	George E. Failing Company (GEFCO)	Enid
1998	Doug Carson & Associates (DCA), Inc.	Cushing
1997	Lowrance Electronics, Inc.	Tulsa
1996	Continental/SiLite International	Oklahoma City
1995	BSW International	Tulsa
1994	SSI Custom Data Cards	Edmond
1993	Unarco Commercial Products	Oklahoma City

Multi-Sector Trade Mission to the “Three Cs” in South India & Sri Lanka – Chennai and Cochin, India and Colombo, Sri Lanka – February 3-8, 2013:

The United States Department of Commerce, International Trade Administration (ITA), U.S. and Foreign Commercial Service (CS), along with the U.S. Embassy in Sri Lanka, are organizing a multi sector Trade Mission to South India and Sri Lanka from February 3-8, 2013. The purpose of the mission is to introduce U.S. firms to South India’s and Sri Lanka’s rapidly expanding markets for infrastructure, hospitality, healthcare, and environmental and information technologies.

The mission will tour three cities, **Chennai, Cochin (Kochi) and Colombo**, where participants will receive market briefings and participate in customized meetings with key officials and potential partners. **Trade mission participants will also have the option to participate in additional stops in Bangalore and Hyderabad (both in south India)**, where CS offices can arrange meetings with private sector developers/partners and state/local government officials.

Why India and Sri Lanka:

- As Indian and Sri Lankan developers expand their capabilities and construct and connect new industrial and healthcare facilities, foreign firms often play a major role in design, construction, engineering and management of signature projects in the region.
- The Indian and Sri Lankan infrastructure and healthcare sector is poised for dramatic growth.
- The rising expectations of Indian and Sri Lankan citizens for an improved standard of living provides tremendous opportunities for U.S. firms to boost their infrastructure exports in the areas of environmental technologies, IT, and healthcare products and services.

Target Sectors:

Target subsectors holding high potential for U.S. exporters include: urban development projects, airport/port development, hospitals and health care, hospitality, cold storage, multi-family residential and townships, educational, telecom, and oil exploration related services and supplies.

The application deadline is December 21, 2012. For further information and to apply for the mission, please [click here](#).

Trade Finance Guide: A Quick Reference for U.S. Exporters:

Trade Finance Guide: A Quick Reference for U.S. Exporters is designed to help U.S. companies, especially small and medium-sized enterprises, learn the basics of trade finance so that they can turn their export opportunities into actual sales and achieve the ultimate goal of getting paid—especially on time—for those sales. Concise, two-page chapters offer the basics of numerous financing techniques, from open accounts, to forfaiting, to government assisted foreign-buyer financing.

For more information, or to download the Trade Finance Guide, please [click here](#).

December 2012 Calendar of Events

Date:	Event:	Contact:
December 11, 2012	Shipping and Documentation Workshop Oklahoma Department of Commerce, Oklahoma City	ashley.wilson@trade.gov (405)608-5302 or (918)581-7650