



OKLAHOMA INTERNATIONAL TRADE BULLETIN



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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: \$ _____

Doing Business in Canada:

U.S. companies looking to explore new markets to expand their international portfolios need to consider the tremendous business opportunities offered in Canada. A solid and integrated supply chain mainly in the automotive and aerospace sectors already make up roughly 30 percent of the \$600 billion in bilateral trade recorded in 2011. New developments in shipbuilding, air-defense, safety and security, mining, and renewable energy, will create virtually limitless business opportunities.

Canada continues to hold a historic record as the United States' largest export market, accounting for 20 percent of total U.S. trade. Total stock of Canadian foreign direct investment in the United States also ranked among the top four in the world.

Because of Canada's proximity and cultural similarity to the United States, many U.S. companies incorporate their selling efforts in Canada into a general North American division or strategy. This time-tested approach usually works well. For companies new to the market, a distributor-based approach, Internet marketing, direct sales strategy, or a combination of the above can be an effective market entry or expansion strategy.

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

Methods of Exporting:

The way you choose to export your products can have a significant effect on your export plan and specific marketing strategies. The various approaches to exporting relate to your company's level of involvement in the export process. There are at least four approaches that may be used alone or in combination:

1. Passively filling orders from domestic buyers, who then export the product. These sales are indistinguishable from other domestic sales as far as the original seller is concerned. Another party has decided that the product in question meets foreign demand. That party assumes all the risks and handles all the exporting details, in some cases even without the awareness of the original seller. (Many companies take a stronger interest in exporting when they discover that their product is already being sold overseas.)

2. Seeking out domestic buyers who represent foreign end users or customers. Many U.S. and foreign corporations, general contractors, foreign trading companies, foreign government agencies, foreign distributors, retailers, and others in the United States purchase for export. These buyers constitute a large market for a wide variety of goods and services. In this approach, your company may know that its product is being exported, but the domestic buyer still assumes the risks and handles the details of exporting.

3. Exporting indirectly through intermediaries. With this approach, your company engages the services of an intermediary firm that is capable of finding foreign markets and buyers for your products. EMCs, ETCs, international trade consultants, and other intermediaries can give you access to well-established expertise and trade contacts, but you retain considerable control over the process and can realize some of the other benefits of exporting, such as learning more about foreign competitors, new technologies, and other market opportunities.

4. Exporting directly. This approach is the most ambitious and challenging because your company handles every aspect of the exporting process from market research and planning to foreign distribution and payment collections. A significant commitment of management time and attention is required to achieve good results. However, this approach may also be the best way to achieve maximum profits and long-term growth.

For more information about methods of exporting, 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. | 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 |

FAQs on Export Licensing:

Q. Does My Shipment Require an Export License?

A. Maybe. A U.S. export license requirement from the Department of Commerce can be triggered by several important factors specific to your transaction: the actual item (commodity, software or technology) being exported, where it is going, who is going to use it, and what they will be using it for. If any of these factors change in your transaction, the license requirements may change.

Q. What types of items does the Department of Commerce regulate?

A. The Bureau of Industry and Security (BIS) implements and enforces the Export Administration Regulations (EAR). The EAR regulate the export and reexport of most commercial items. The items that BIS regulates are often referred to as "dual-use" items because they have both commercial and military or proliferation applications, but purely commercial items without an obvious military use also are subject to the EAR.

Q. Does the Department of Commerce regulate all exports?

A. The Department of Commerce does not regulate all goods, services, and technologies. Other U.S. Government agencies have export control responsibilities for regulating more specialized exports. For example, if you are shipping military goods, your item may be subject to the licensing jurisdiction of the Directorate of Defense Trade Controls at the Department of State. The Treasury Department's Office of Foreign Assets Controls (OFAC) administers and enforces economic and trade sanctions against targeted foreign countries, terrorism sponsoring organizations, and international narcotics traffickers. The BIS website identifies resource links for various U.S. Government agencies with export control responsibilities. Go to <http://www.bis.doc.gov/About/reslinks.htm> for a listing.

Q. Is there a list of restricted countries to which I can't 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, North Korea, Sudan, and Syria.

For more FAQs on exporting licensing, please [click here](#).

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 |