

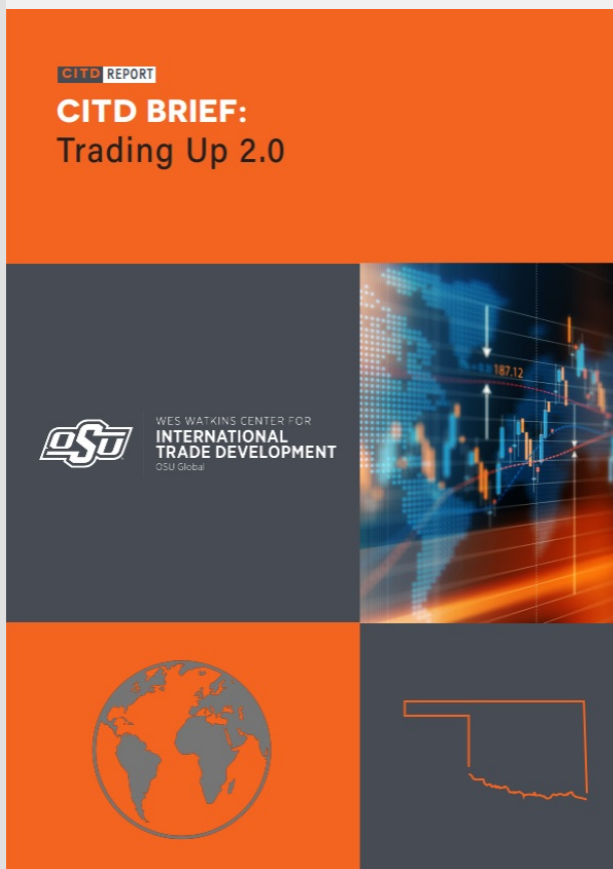


CITD Digest

The mission of the Oklahoma State University Wes Watkins Center for International Trade Development (CITD) is to increase the global competitiveness of Oklahoma. As a land grant university, Oklahoma State is committed to teaching, research, and public service through extension. The CITD works to fulfill this extension function in order to promote economic development in the state through export and trade advisory services and research.

[Find out more about us!](#)

Featured



Trading Up 2.0

Since we released our initial “Trading Up” report in 2020, much has changed. While covid-19 and waves of variants are no longer crashing into our day-to-day, Russia’s invasion of Ukraine is lingering into a second year of what could be protracted conflict, and relations with China remain tense. Over the past year, as we have had the opportunity to travel, participate in international conferences, and to host several international delegations, we were asked “How has Oklahoma’s trade fared through the pandemic and since?” This report is our response.

One of our primary aims at the Wes Watkins Center for International Trade Development (CITD) is to bring the topic of Oklahoma’s global trade into the public domain through research that is both rigorous and accessible. While we call this report “Trading Up 2.0”, it is not simply an update. We took a fresh look at which commodities and sectors played the most prominent role in Oklahoma’s global trade over the past few years and uncovered a few interesting threads.

We hope you enjoy it!

[View Report](#)

2023 Oklahoma World Trade Conference and Consular Trade Summit



In April, our team had the opportunity to attend the Oklahoma World Trade Conference and the Consular Trade Summit. We want to express our appreciation to the Oklahoma District Export Council and Governor's International Team for coordinating the events and supporting student participation.

During this event, representatives from the trade ministries of seven countries came to learn of business potential in Oklahoma and exporters from the state gathered to discuss key topics. After a day of workshops and events we all gathered for a joint reception where Governor Stitt presented the annual export awards.



Outreach



Kicker Visit

In February, the CITD team made a visit to Kicker in Stillwater and were impressed with their resilience and adaptability in the face of the pandemic. The Kicker international trade team shared insights on their supply chain strategies and it was great to hear firsthand how they are working to ensure continued success.



Wilburton SBDC Visit

In February, CITD Director Andrew Ranson had the opportunity to visit with the coalition partners of the OKSBDC unit in Wilburton where he shared the ways in which the CITD/SBDC assists Oklahoma business clients as they navigate the opportunities and challenges that come with engaging in global trade.

Incoterms 2020: Managing Risk and Creating Opportunities

Topic: Exporting

Date: May 10th

Time: 10:30 am - 12:00 pm

The SBDC Wes Watkins International Trade Center will partner with Global Logistics Company, V. Alexander & Co., Inc., to conduct a training on Incoterms 2020®. This presentation will educate companies on how to mitigate risk and how to create strategic opportunities in their trade transactions. We will discuss common Incoterms and bust the myths behind ExWorks and DDP. Attendees will leave with a better understanding about terms of sale and risk transfer in international shipping transactions.

IMPORTANT NOTE: This is for companies and employees that are involved in imports and exports. Ideal employees would be ones in Purchasing, Sales, Procurement, Logistics, Supply Chain, Shipping, and Transportation.

Speaker(s):

Glenn Shearron, Trade Compliance Specialist

V. Alexander & Co., Inc.

Maria Lopez, Wes Watkins Center for International Trade / Oklahoma Small Business Development Center
Trade Marketing Analyst



[Click here to Register](#)

Go Global with Google Market Finder

Topic: Marketing and Sales

Date: May 24th

Time: 11 am - 12 pm

This is a partnered event between OKSBDC and Google.

With the right tools and international marketing strategy, businesses are expanding globally to meet new demands. This workshop introduces Google's Market Finder, a free tool that can help you identify new international business opportunities and plan for success.

In this workshop, we will:

- Discuss the benefits of exporting
- Introduce Google Market Finder
- Show you how to use the tool to explore other markets

Attendees will have the chance to get their questions answered by a certified Google

Learn How to Protect Your Intellectual Property Abroad

Topic: Managing a Business

Date: May 31st

Time: 11 am - 12:30 pm

This is a collaborative event between OKSBDC and Northwest Texas USPTO.

Did you know that patents offer territorial rights, meaning that there is no such thing as an international or global patent? In this training, we will help you learn how to protect your intellectual property (IP) in foreign jurisdictions. The United States Patent and Trademark Office's (USPTO) experts will discuss considerations and options for filing foreign patent applications. The discussion will include an overview of the Patent Cooperation Treaty (PCT) and the use of the Paris Convention for non-PCT countries. Attendees will receive a copy of the presentation and will have the chance to get their questions answered by a USPTO expert.

Trainer and will receive a copy of the presentation.

Speaker(s): Maria Elena Duron
Grow with Google Trainer & Digital Coach

[Click Here to Register](#)

Speaker(s): Northwest Texas USPTO
Representative

[Click Here to Register](#)

CITD Team



We hope you have an amazing summer! :)

Our CITD Team (Front Row - Left to Right)

Evelin Mendoza, Annie Vo

(Back Row - Left to Right)

Eli Eshraghi, Paulo Haendel Freitas, Trade Marketing Analyst Maria Lopez, CITD Director Andrew Ranson, Faculty Advisor Dr. John Schoeneman, Michael Johnson, Ye Wana Hlaing



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