



WES WATKINS CENTER FOR
**INTERNATIONAL
TRADE DEVELOPMENT**
OSU Global

CITD**igest**

The mission of the Wes Watkins Center for International Trade Development at OSU (CITD) is to engage the knowledge, network, and resources of Oklahoma State University to make Oklahoma more globally competitive, increase trade, and create jobs to keep Oklahoma companies and students in the state to build their futures.

Find out more about us!

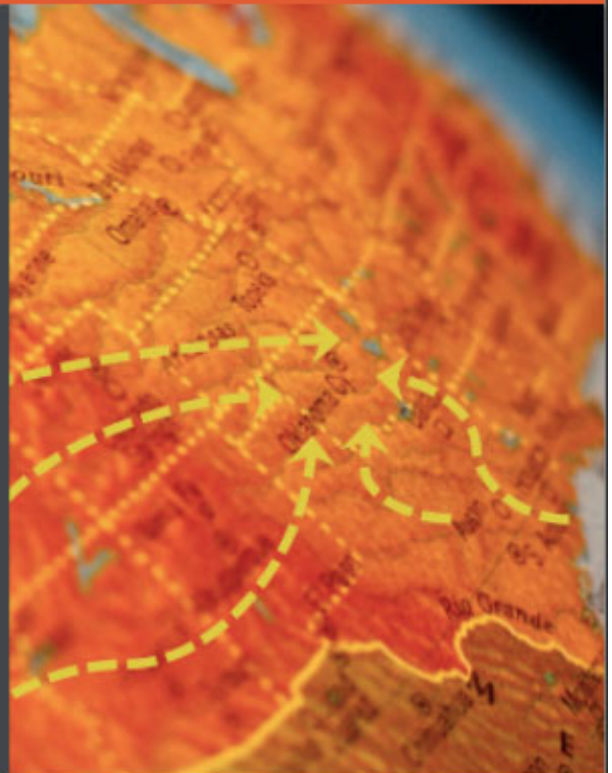
Featured

OKLAHOMA BRAIN DRAIN REVERSAL

WHAT IS HAPPENING, AND WHAT CAN WE LEARN?



WES WATKINS CENTER FOR
**INTERNATIONAL
TRADE DEVELOPMENT**
OSU Global



Oklahoma Brain Drain Reversal: What Is Happening, And What Can We Learn?

For some years, there has been a public narrative pointing to brain drain out of Oklahoma, based on a perception that young, well-educated Oklahomans were moving away from the

state in search of better opportunities. We noticed something different in recent data and have sought to uncover what may be behind this potential reversal. We also wanted to look for insights that could show the way to enhanced competitiveness for the state, particularly as it relates to increasing the state's attractiveness as a hub for international trade. This is important because as the US Small Business Administration points out, "small businesses engaged in international trade grow faster, pay higher wages, and have greater economic stability" than their peers who are not engaged internationally.

Seeking a better understanding, we embarked on a comparative analysis with Tennessee, aiming to unearth insights that could grow Oklahoma's attractiveness as a destination for domestic migrants and also enhance Oklahoma's competitiveness, particularly in the context of increasing international trade. One key finding was that Oklahoma may have an opportunity to leverage its geographical advantage and contribute to the evolving Canada-US-Mexico trade corridor, particularly in the context of the recent trend toward nearshoring.

[View Report](#)

International Visits

Fellow from Vietnam



The CITD had the opportunity to host Quynh Nguyen a fellow from Vietnam who was sponsored by the US Department of State's Bureau of Educational and Cultural Affairs. Quynh is an agribusiness advisor learning about US business models and cooperative government and business engagement. We talked about ways in which the SBDC, through partnerships with state and federal agencies, as well as ecosystem partners across the state, assists businesses. In turn, we learned about how cooperative engagement happens in Vietnam, particularly in the agricultural sector. The specific exchange program is called the Young Southeast Asia Leaders Initiative (YSEALI). Quynh's multiple-week visit to Oklahoma was coordinated by the Tulsa Global Alliance. Her primary host was Brady Sidwell, CEO of Sidwell Strategies and Enterprise Grain Companies. Thanks Brady and TGA for giving us an opportunity to meet Quynh and share knowledge with her.

Delegation from Denmark



The Oklahoma Department of Commerce hosted a delegation from Denmark, including the new Ambassador to the US, Jesper Møller Sørensen. The delegation also included renewable energy company representatives exploring opportunities for collaboration and investment in on-shore wind and hydrogen-related projects. CITD Director Andrew Ranson was honored to attend the reception for the Ambassador, where a Jazz ensemble of musicians from OSU's Greenwood School of Music provided the evening's entertainment.

Delegation from Albania, Armenia, Belgium, Denmark, Italy



We had the opportunity to host a delegation of international visitors sponsored by the US Department of State and facilitated by the Tulsa Global Alliance. Our guests from Albania, Armenia, Belgium, Denmark, Italy, and the UK were studying best practices in Foreign Direct Investment (FDI) screening. Our CITD/SBDC team was joined by Marcus Verner, Director of the U.S. Commerce Department's Export Assistance Center (USEAC) here in Oklahoma along with Sarah Short who administers Oklahoma's FDI activities for the Oklahoma Department of Commerce. In addition to making some new friends, it was a lively discussion and we all learned a lot from each other!

Export Compliance Event



Intro to Export Compliance: Know Before You Go

Export compliance, often overlooked by small businesses, is a critical area that demands attention. Did you know that all products are subject to export regulations, and an export license might be required for the export of certain products? Earlier this month our CITD-SBDC shed light on the often-overlooked realm of export compliance for small businesses.

The turnout was remarkable, and the sessions provided practical and useful information crucial for businesses venturing into global markets. A heartfelt thanks to our dynamic presenters, Maria Lopez, and Mark Walker, who expertly navigated the intricacies of this complex subject, along with guest presenters Gary Kimmel and Yvonne Tunnell, for their expert guidance on the complexities of export compliance. Stay tuned for more initiatives aimed at empowering your businesses in the global playing field!

Faculty Spotlight



The 12th International Conference on Complex Networks and their Applications

In late November, our faculty advisor Dr. John Schoeneman, and one of his co-authors, Dr. Marten Brienens, participated in the *12th International Conference on Complex Networks and their Applications* held in Menton Riviera, France. At this conference, they presented two papers. The first was *"Assessing the Impact of Road Networks on Market Price Competition"*. In this paper they address the threat of price volatility in agricultural goods in developing countries, investigating the role of road infrastructure in mitigating this issue. In the second paper, *"Demand Shocks and International Trade: A Social Network Analysis Approach,"* utilized social network analysis to study export surges of US commodities, revealing insights into their propagation through the trade network and highlighting the influence of preferential attachment in amplifying export surges.

Busting Exporting Myths

We also released our Exporting Myths summary this fall. The series uncovers the realities behind several prevalent exporting myths. Our dedicated team is poised to assist emerging small businesses in the realm of international trade. For further insights, connect with us on Facebook and LinkedIn @OSUCITD!



WES WATKINS CENTER FOR
**INTERNATIONAL
TRADE DEVELOPMENT**
OSU Global

EXPORT MYTHS

“Exporting is too complicated”

Finding potential markets, partners and buyers has become easier through the services offered by several resources including the U.S. Commercial Service and our CITD-SBDC at OSU.



“Exporting is too risky”

Small business owners often fear not receiving payment. Fortunately, banking and insurance institutions ensure protection against nonpayment from international buyers. EXIM bank is one of the institutions that provides Export Credit Insurance.

“I’m too small to go global”



There is no business “too small”.
Half of U.S. exporters have fewer than 20 employees. With proper due diligence and export preparation, any business is capable!



“My product or service won’t sell outside the U.S.”

“Made in the USA” products are perceived to be innovative, creative, high quality, durable, safe, and accessible. Conducting thorough market research can help you identify the best markets!

“I don’t speak another language, it will be difficult to communicate with other buyers”

Over 1.35 billion speak English, either as a second language or almost native! Remember, it is important to acknowledge that a country’s culture always has an impact on international trade and businesses.



linktr.ee/osucitd

@OSUCITD  

CITD Team



Happy Holidays! :)

Our CITD Team (Front row left to right):

Trade Marketing Analyst Maria Lopez, Annie Vo, Evelin Mendoza, Program Coordinator Elaheh Eshraghi, Evelin Mendoza

(Back row left to right):

Ye Wana Hlaing, CITD Director Andrew Ranson, Faculty Advisor Dr. John Schoeneman, Jeremy Hicks, International Trade Specialist Mark Walker, Paulo Freitas

We would love to hear from you!

Comment, suggestions, or feedback? We welcome your thoughts. Email us at citd1@okstate.edu and connect with us on our social media below:



[Contact Us](#) | [FAQs](#) | [Privacy Policy](#)

Wes Watkins CITD | 107 Wes Watkins Center | Stillwater, OK 74078 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)