



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 Consular Summit 2024

Our team proudly took part in planning this year's Consular Summit event together with **Global Oklahoma, Oklahoma Department of Commerce, Oklahoma District Export Council and PartnerTulsa**. We were honored to welcome diplomats from 10 countries, and engage with over 250 state leaders over the three days of events.

Big shoutout to Christy Ishii, Sarah Short, Jason Baffrey, Michelle Barnett, Jonah Toay, Chuck Mills, and our own Maria Lopez and Andrew Ranson who did so much of the work behind the scenes to make this possible.



Oklahoma World Trade Conference

Last April 11th, we sponsored and participated in the annual Oklahoma World Trade Conference at TulsaTech in Tulsa. This dynamic event provided a professional space for our staff and students to engage with inspiring leaders, consuls and entrepreneurs whose global trade business is thriving.

A strong list of speakers shared their insights and experiences doing business in Africa and with indigenous nations.

Our colleague Maria Lopez was also recognized a new member of the Oklahoma District Export Council.



International Visits and Partnerships

The Thai Consulate's Deputy Consul General visit to OSU



Our CITD Director, Andrew Ranson, had the pleasure of meeting the Deputy Consul General and the Assistant to the Consul General from the Thai Consulate based in Chicago, IL. During a pleasant lunch our Director and the Consul engaged in a conversation regarding collaboration and partnership opportunities between Oklahoma, OSU, businesses, and governmental institutions in Thailand. A particular topic that was highlighted during the conversation was the "land bridge" project which aims to create alternatives to the Straits of Malacca to optimize logistics between the Indian Ocean and the South China Sea.

Learn more about the "Land Bridge"

Building bridges to a globally competitive Oklahoma

Signing an MOU with the Thorberg Collectorate

In February 2024, we formalized a collaboration between the CITD and Michael Carnuccio, CEO of the Thorberg Collectorate. The agreement aims to encourage Oklahoma companies towards international growth.



Export Compliance 201 Event



Seeking a deeper understanding of export compliance?

Export compliance is often an overlooked area in small businesses, however it is a crucial component of exporting. While our seminar late last year encompassed compliance basics about products, tariffs, licenses and regulations, Export Compliance 201 took it a step further. After hearing from an experienced international attorney about the risks of non-compliance, our other guest speakers from the U.S. Commercial Service and Boeing shared their insights, and dove into export jurisdiction and classification steps and documentation requirements.

The sessions provided practical information for businesses entering to global markets. A special thanks to guest presenters Kevin Litz, Dina Molaison, and Michel Tafil, for their expert guidance on the complexities of export regulations.

Stay tuned for more initiatives aimed at empowering your businesses in the global playing field!

Trade Fellow Spotlight

CITD Graduate Assistant Jeremy Hicks is awarded with the Boren Fellowship.

Jeremy has been honored with the prestigious Boren Fellowship, a \$25,000 scholarship awarded by the U.S. State Department, enabling him to embark on a year-long journey of intensive language training in South Korea. He will use this scholarship at Seoul National University's Korean Language Education Center, committing himself to 20 hours of language learning per week and accumulating nearly 1000 hours of in-class instruction.

Following his studies at OSU, Jeremy plans to leverage his proficiency in the Korean language toward diplomatic endeavors in East Asia. Congratulations!



Why Export Series

This spring, we also released our Why Export Series this spring. The series uncovers a number of reasons why businesses should start exporting and the benefits doing so. Our team is committed to assist businesses as they grow their international trade. For further insights, connect with us on Facebook and LinkedIn @OSUCITD!



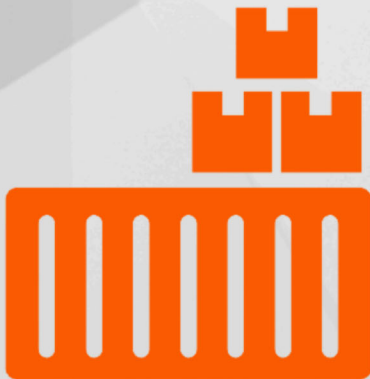
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WHY EXPORT?

[LINKTR.EE/OSUCITD](https://linktr.ee/osucitd)

Follow along with the top five reasons to start exporting!



SBA Export Financing programs and Export Credit Insurance can help your cashflows and ensure you get paid!

The U.S. government wants more businesses to export so they created the SBA export financing programs and the Export-Import Bank to help businesses finance exports, improve their cash flow, and ensure you against nonpayment!

Businesses that export create more jobs, pay higher wages, and have faster sales growth!

According to the International Trade Administration, thousands of U.S. companies boost their bottom lines and competitiveness by meeting global demand for innovative, quality, made-in-USA products and services.



95% of the world's consumers are located outside of the U.S.

There is a world of opportunity (literally) if you sell your product or





service overseas! You have the opportunity to increase your demand and expand your customer base.

Diversify and mitigate your risk through exports!

We've all heard the phrase, "never put all of your eggs in one basket!" Well, this is true for business too. Everyone remembers Covid. Some countries' economies bounced back quicker than others. Companies with a portion of their sales as exports were helped by those revenues when the home market was sluggish.



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