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Oklahoma Oil and Gas Manufacturers Look to Mexico for International Sales Opportunities

Oklahoma oil and gas manufacturers and services can look to international markets to buffer changes in the domestic market of oil and gas prices. With Mexico's current administration looking to increasing oil production by 45% by 2025, Oklahoma's excellence in technology, product and service compliments Mexico's need to advance their production objectives.

The Oklahoma Department of Commerce-Mexico Trade Office was able to help two Oklahoma companies increase exports into the Mexican market during the Mexico Petroleum Congress (CMP) show this past September.

While Kimray already had a Mexican distributor in the market, the company was able to benefit from exhibiting in the Oklahoma Pavilion and having Commerce's Mexico Trade office assist with booth logistics and B2B (business to business) services to identify additional sales opportunities in the market. In the end, it was a win-win-win opportunity for state, company and their distributor.

"The OK-Mexico Trade Office made show participation simple for both Kimray and [Kimray distributor in Mexico] FCM. The synergy from all participants contributed to a successful outcome," Carlos Sandoval, International Business Development Manager. "Through continuous planning and meetings facilitated by the OK-Mexico Trade Office, Kimray was equipped with valuable information not only about attending the show, but also about the Mexican economy and the importance of investing in Mexico. We will be glad to continue to participate with the OK- Mexico Trade office for future events."

By working together with the OK-Mexico Trade Office at CMP 2018, Kimray showed customers their connection to Oklahoma and were able to network with other Oklahoma Companies.

"The marketing and booth set-up were highly professional which facilitated meetings with customers," said Sandoval. "During the show, Kimray visited several customers with one interaction leading to an immediate sale. Finally, Kimray had the opportunity Arrow Engine, a segment of the TriMas Corporation, came to the show with a business

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strategy to look at the Mexico market for new-to-export opportunities based on demand for their product-line and services. Prior to the show, Luis Domenech, Oklahoma's Mexico Trade Representative, and his team provided the company with various services including market entry consulting, a comprehensive market research report, a vetted distributor search as well as services at show.

"Commerce was an extraordinary help in paving the way for Arrow to conduct business in Mexico. From our initial request for assistance in this matter, their prompt response, meetings at the our plant, and numerous conference calls helped us address a multitude of details to fast track the initiative," said Al Malizia, VP-Operations, Specialty Products-TriMas Corporation. "The display booth Commerce and the Mexico Trade Office teams put together at the Mexico Petroleum Congress was excellent and afforded us the opportunity to highlight our products and meet numerous business leaders in the Mexican market."

Commerce helped to coordinate eight top-level management personnel meetings from different companies at that show that were key potential customers for Arrow.

"Because of the meetings Commerce organized and the translation assistance they provided, we have received several requests for quotes already and we have begun to engage with the respective management personnel," said Malizia. "We are extremely appreciative for the energetic, professional and productive assistance in establishing a business footprint in Mexico."

Commerce's International Trade Office in Mexico (Mexico ITO) has worked in Mexico's Oil and Gas sector for more than 17 years.

"Throughout these years, the recipe for success has been helping Oklahoma companies develop alliances with local industry participants and the Mexican Petroleum Congress has been the main showcase of Oklahoma's equipment, technology and services offer," said Luis Domenech, Oklahoma's Mexico Trade Representative. "To help Oklahoma companies get the most out of their participation in the show, the Mexico ITO interviews pre-qualifies and identifies Mexican companies interested in exploring business opportunities."

Commerce will be exhibiting at the 2019 Mexican Petroleum Congress (June 19-22, 2019; Leon, Mexico). If you are interested in participating or have any questions about becoming export ready, contact Jesse Garcia, Global Trade Manager, at 405-815-5136 or jesse.garcia@okcommerce.gov.

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