



Exploring new business opportunities

# Trade fair & business mission to North-Korea (May 2010)

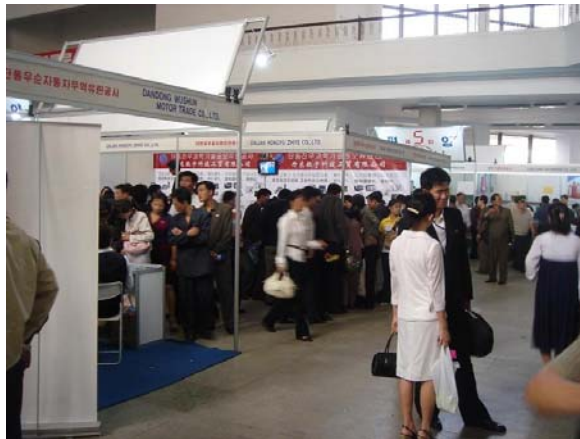
**Rotterdam, January 18, 2010**  
Th



European Business Association

- possible by e-mail to you (during or immediately after the trade fair)
- Photos documenting the participation of your company in the fair
- Note: if sample size requires a display cabinet the participation fee would be 700 Euro.

If a representative from your company will take part, then the joint European booth is open for him/her during the fair and EBA will support and assist you actively in getting contacts and business meetings with potential Korean partners. It is also possible to use a dedicated company booth; we can be contacted for further details.



General impression of the Trade Fair (September)



Booth of a company from Sweden

## Business mission May 2010: short overview

Members of our upcoming business delegation in May will be able to discuss trade opportunities in several areas, including light industry (e.g. textiles, garments, ceramics), agribusiness and Information Technology / Business Process Outsourcing. We receive information about investment opportunities in a number of sectors, such as min

### **Tuesday 18 May**

Transport from the hotel to the airport will be provided. Departure from Beijing to Pyongyang, using the national airline Air Koryo.

Upon arrival, we meet representatives of the DPRK Chamber of Commerce in Pyongyang. Transport will be arranged to the hotel.

Schedules of business meetings will be handed out to the participants, after which a welcome dinner will take place.

### **Wednesday 19 May – Friday 21 May**

In the mornings, business meetings with representatives of North-Korean companies will commence in the hotel. These meetings will be arranged, on request by the participants, by the DPRK Chamber of Commerce. In the afternoons, the delegates can visit firms in and around Pyongyang from a range of sectors, including agriculture, textiles and garments, ceramics, computer software, art, animation and cartoons.



A visit to the 13th Pyongyang Spring International Trade Fair is included. This fair takes place from 17 – 19 May and is organized by the Korea International Exhibition Corporation. In addition, we meet members of EBA (European Business Association): European business people working and living in DPRK.

There is also some time available for informal activities, such as a citytour of Pyongyang.

Photo: a friendly and informative business meeting

### **Saturday 22 May**

In the morning, departure from Pyongyang to Beijing. Upon arrival, participants can take a connecting flight to Europe, or decide to spent more time in China.

### **Some examples of company visits**



Visit to a greenhouse



Visit to a software company



Visits to garments factories

The delegation leader will be Mr. Paul Tjia, founder and director of GPI Consultancy. Established in 1995, GPI Consultancy is a specialized Dutch consultancy firm in the field of offshore sourcing. It is regularly involved in study tours to various countries.

Paul Tjia (together with American professor Erran Carmel) is the author of the handbook: "Offshoring Information Technology - Sourcing and Outsourcing to a Global Workforce" (Cambridge University Press). The Table of Contents can be found at [www.gpic.nl/bookTOC.pdf](http://www.gpic.nl/bookTOC.pdf)



#### Logistics / arrangements

- All participants will travel on their own to and from Beijing; the date of arrival and the choice of the hotel in Beijing are up to the participant. The participants can make their own reservations and will pay the costs involved directly to the airline and the hotel (or they can use our travel agency VNC Asia Travel). Participants will arrange before the trip a double entry visa for China and travel insurance. Also medical vaccination – if required.
- The participation fee for the North Korea part will be known soon. This fee will include organizational costs, visa for North Korea, match-making, company visits, guides, a visit to the International Trade Fair, lunches and dinners. It does not include the air ticket from Beijing to Pyongyang v.v. (around US\$ 600) and the hotel in Pyongyang (around 80 Euro for a Single Room per night). A discount is applicable if a company has more than one participant.
- The processing of the visa-applications by North Korea can take some time. Please register as soon as possible.
- After the visit to North Korea, an extension of the stay in China is possible. Our travel agency VNC Asia Travel has a wide range of excursions and tours available.
- The organizers have the right to cancel the mission in case of an insufficient number of registrations, unexpected events or calamities.

Travel agency:

[www.vnc.nl](http://www.vnc.nl)



## GPI Consultancy



GPI Consultancy, P.O. Box 26151, 3002 ED Rotterdam, The Netherlands

Tel.: +31-10-4254172, fax: +31-10-4254317

E-mail: [info@gpic.nl](mailto:info@gpic.nl), Web: [www.gpic.nl](http://www.gpic.nl)