



Seminar: “Doing business with North-Korea” (Beijing, 21 September 2009)

In the current financial and economic situation, companies face many challenges. They must cut costs, develop new products and find new markets. In these fields, the Democratic People's Republic of Korea (DPRK, also known as North-Korea) is an interesting option.

North-Korea is opening its doors to foreign enterprises. It established several free trade zones to attract foreign investors and there are several sectors, including textile industry, shipbuilding, agro business, logistics, renewable energy, mining and Information Technology, that can be considered for trade and investment.

North-Korea is competing with other Asian countries by offering skilled labor for low monthly wages and by offering tax incentives. Last year, North-Korea's exports rose with 23 percent and its imports with 32 percent. Although China is a main partner, trade with Singapore grew with 116 percent. The last Pyongyang Spring International Trade Fair in May saw participants from more than 17 countries. Foreign investors are now involved in large projects, such as in mobile communications and the completion of the Ryugyong Hotel (see photo), which is to become one of the largest hotels in Asia.



Do you want to be informed about these new business opportunities? Then join our unique afternoon event on Monday 21 September 2009 in Beijing. Three European speakers will address various aspects of doing business in North-Korea, and will also share their own experiences.

Program Monday 21 September 2009

15.30 - 16.00 hours	Registration and welcome of attendees
16.00 - 16.30 hours	Roger Barrett - General introduction: the latest developments in doing business with North-Korea
16.30 - 17.00 hours	Paul Tjia - North-Korea as an upcoming IT-outsourcing destination. Opportunities in the field of software development, data processing, computer games and animation. Short video films about the North-Korean IT-sector
17:00 – 17:30 hours	Steven Cox - Experiences of some large European companies in North-Korea, such as ING and Unilever. What are the business prospects for other firms? Video film about the Kaesong Industrial Zone
17:30 – 17:45 hours	Questions and answers
17:45 – 18:15 hours	Informal meeting (the famous North-Korean Taedonggang beer might be available, otherwise there will be a selection of Belgian beers ...)

Entrance fee

Participation will cost RMB 300 (Euro 30) – to be paid at the venue. Your reservation can be done through E-mail (see below).

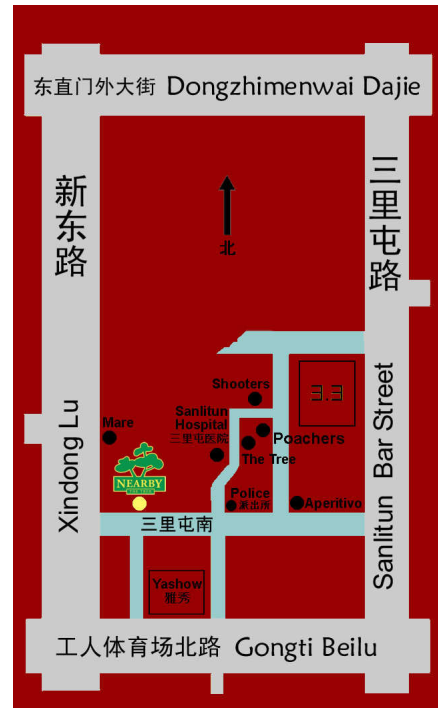
Members of the 2009 Dutch Trade Mission to North-Korea: entrance is free of charge

Note: drinks during the informal part are not included

Venue: 'Nearby the Tree'

Restaurant 'Nearby the Tree'
32A Sanlitun Bar Street Xi Jie
Chaoyang District – Beijing
Tel: 64131522 / 87
<http://nearbythetree.com/>

For taxi instructions: see map on the right



Reservation

Please send an E-mail with your name, company name and contact details to: info@gpic.nl before Friday, September 18, 2009.

We hope to welcome you all on September 21, 2009!

For further information



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Note: one of the speakers will be Mr. Paul Tjia, founder and director of GPI Consultancy. His report of one of his previous IT-visits to Pyongyang is available at http://www.gpic.nl/IT_in_NKorea.pdf. Established in 1995, GPI Consultancy is a specialized Dutch consultancy firm in the field of offshore sourcing of IT. It is regularly involved in study tours to North-Korea. The program of its upcoming September-mission can be found at: www.gpic.nl/Nktour09.pdf. Another public business mission to North-Korea will take place in May 2010. Business missions for individual companies can be organized as well.

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, reprinted in 2007). For the Table of Contents: <http://www.gpic.nl/bookTOC.pdf>

