



Exploring new business opportunities

European trade & investment missions to North-Korea in 2010

(15-22 May and 11-18 September)

Rotterdam, 12 March 2010

The Democratic People's Republic of Korea (DPRK, also known as North-Korea) finds itself at a new era of international economic cooperation. The DPRK is offering various products and services to export markets, and the country is also in need for many foreign products and investments.

In the current financial and economic situation, European companies face many challenges. They must cut costs, develop new products and find new markets. In these fields, North-Korea is an interesting option.

It established several free trade zones to attract foreign investors and there are several sectors, including renewable energy, textile, shipbuilding, agro business, horticulture, logistics, mining, stone processing, restaurants and Information Technology, that can be considered for trade and investment. DPRK is competing with other Asian countries by offering skilled labour for very low monthly wages.



Do you want to explore new business opportunities for your company? From 15 to 22 May 2010, GPI Consultancy will again organize a trade & investment mission in order to investigate these business opportunities. This tour is open for business participants from all European countries. Note: in case this date is not convenient for you, another trade mission takes place from 11 to 18 September 2010.

Our previous economic mission to Pyongyang in September 2009 was informative and successful. The participants found the program, with tailor made business meetings and company visits, interesting and well-varied. In addition, t

Taking part in a business mission is a very informative way to explore business opportunities in DPRK in detail, and to meet new potential business partners. Participation is also useful for those European companies already doing business with DPRK, since it gives them an easy option to meet their Korean trade partners personally.

Saturday 15 May

Departure of European participants to Beijing (note: departure at an earlier date is possible).

Sunday 16 May

The participants will meet; informal welcome reception and dinner at a local restaurant. Introduction to the studytour.

Monday 17 May

In the morning: visa collection at the DPRK Embassy in Beijing. Receiving Air Koryo airplane tickets. Afternoon: available for individual program. Tentative: the seminar: "Doing business with DPRK" might take place. The event will address various aspects of doing business in DPRK.



Photo: one of the new planes of Air Koryo

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. 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 in and around 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 spend more time in China.

Some examples of company visits



Visit to a greenhouse



Visit to a software company



Visits to garments factories



13th Spring International Trade Fair 2010

The Spring International Trade Fair takes place in Pyongyang from 17 to 19 May 2010. European companies can use this fair to come in contact with both potential buyers and suppliers in North-Korea.

The previous International Trade Fair (21 – 24 September 2009) had booths with companies from various countries (e.g. North-Korea, China, the Netherlands, Germany, Sweden, UK, Australia, Austria, Italy, Indonesia, Vietnam, France, Finland, Poland and Taiwan).

In 2010, the European Business Association (EBA) in Pyongyang and the Korea International Exhibition Corporation (KIEC) will co-organise a special collective booth to host European businesses. European companies interested in taking advantage of this opportunity are invited to visit the EBA website www.eba-pyongyang.org to see reports on previous booths. The collective EBA booth has proven to be a convenient and cost-effective way to introduce European companies to the North-Korean market.

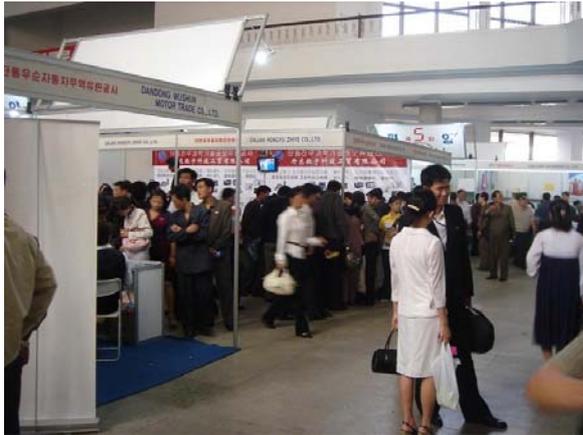


European Business Association
유럽 기업협회 조선평양
Pyongyang, DPRK

If European companies do not send their own representative to the trade fair, then a participation fee of 600 Euro will include the following services:

- Poster display (maximum size DIN A2), small samples (on shelf under the poster)
- Distribution of flyers (maximum size DIN A4), namecards, gadgets, give-aways
- Feedback by e-mail: any contact request and any inquiry by a Korean company about your company will be registered in a special format and will be supplied as soon as possible by e-mail to you (during or immediately after the trade fair)
- Photos documenting the participation of your company in the fair.

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 2009)



Booth of a company from Sweden

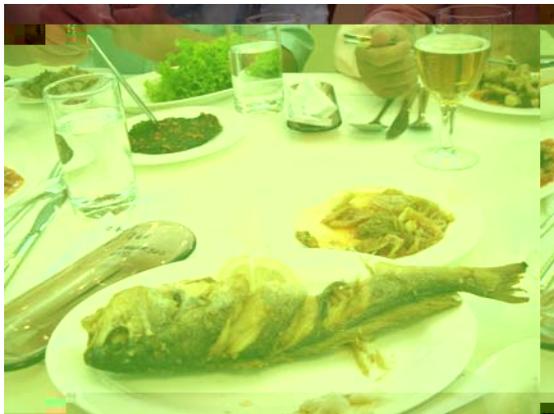


Photo: at a local restaurant - an excellent place for informal business discussions



Organizer of the 2010 business missions to DPRK

The Korean organizer of the mission:

DPRK Chamber of Commerce
(International Relations Department)
Jungsong-dong, Central District
P.O. Box 89
Pyongyang, DPR Korea
Tel: 805-2-381 5926, fax: 850-2-381 5827





GPI Consultancy

www.gpic.nl

The delegation leader will be Mr. Paul Tjia, founder and director of GPI Consultancy; he visited DPRK several times. 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.



Logistics / arrangements of the tour

- The above program of the tour is meant as an indication; the exact program will be arranged in consultation with participants and local organizations.
- 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 (note: we will propose a hotel which is centrally located). 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 is 1890 Euro (excl. VAT, if applicable) and will be invoiced by GPI Consultancy. This fee includes organizational costs, visa for North-Korea, match-making, company visits, guides, transportation within Pyongyang, an entrance ticket to the International Trade Fair, lunches and dinners. It does not include the air ticket from Beijing to Pyongyang v.v. (around 490 Euro) and the hotel in Pyongyang (around 85 Euro for a Single Room per night).
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