



## Exploring business opportunities

# European trade & investment mission to DPRK

(19 – 26 September 2009)

### Rotterdam, June 15, 2009

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.

North-Korean trade with the outside world, excluding South-Korea, hit a record US\$ 3,8 billion last year, according to a recent report. Its 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, which is to become one of the largest hotels in Asia.



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, logistics, mining and Information Technology, that can be considered for trade and investment. DPRK is competing with other Asian countries by offering skilled labor for very low monthly wages.



Do you want to explore new business opportunities for your company? From 19 to 26 September 2009, GPI Consultancy will organize again a trade & investment mission in order to investigate the business opportunities. This tour is open for business participants from all European countries. We will also visit the annual Autumn International Trade Fair in Pyongyang.

Our first economic mission to Pyongyang took place from 28 September to 4 October 2008. Although this was the first Dutch business mission to the DPRK since 2001, the trip was informative and successful. The participants (mainly from The Netherlands, but also from other European and Asian countries) found the program, with tailor made business meetings and company visits, interesting and well-varied. In addition, there were many opportunities for informal meetings. For this reason, we decided to organize economic missions to DPRK on a regular basis.

Photo: work on the Ryugyong Hotel

## Short draft overview of the September 2009 program

### **Saturday 19 September**

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

### **Sunday 20 September**

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

### **Monday 21 September**

In the morning: visa collection at the DPRK Embassy in Beijing. Receiving Air Koryo airplane tickets. Afternoon: available for individual program.



**BENCHAM**  
BENELUX CHAMBER  
OF COMMERCE  
IN CHINA

(Optional). In the evening, a meeting with Dutch business persons, living and working in China, will take place. The BenCham (Benelux Chamber of Commerce) will host a dinner and the seminar: "Doing business with DPRK". The event will address various aspects of doing business in Asia and especially in DPRK.

### **Tuesday 22 September**

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

Upon arrival, we will 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.



Photo: one of the new planes of Air Koryo

### **Wednesday 23 – Friday 25 September**



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 5th Pyongyang Autumn International Trade Fair will be included. This fair takes place from 21 – 24 September 2009 and is organized by the Korea International Exhibition Corporation. In addition, we will meet members of EBA (European Business Association): European business people working and living in DPRK.

Photo: a friendly and informative business meeting

### **Saturday 26 September**

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.



Photo: visiting a company in the field of agribusiness



Photo: visiting a company in the field of agribusiness (research labs)



Photo: visits to companies in the field of Information Technology (e.g. KCC) are possible



Photo: visits to companies in the field of animation (e.g. SEK) are possible



Photo: visits to companies in the field of textiles are possible



Included: a visit to the Pyongyang International Trade Fair



Optional: a visit to a university

There will also some time available for tourist activities, such as a citytour of Pyongyang, an art gallery and (if this takes place during our visit in September) the spectacular Arirang Massgame.



Photo: delegates of a previous mission attending the famous Arirang Massgame



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

## Interesting trade and investment opportunities!

The delegation 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 will also be informed about investment opportunities in a number of sectors, such as mining, energy, agriculture, manufacturing, IT and tourism. Several projects will be offered.

The members of the delegation will experience that 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. Taking part in a mission 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.

### **Past event: Seminar "Doing business with DPRK" (The Hague, 4 March 2009)**

On 4 March 2009, a seminar on business with DPRK was organised in The Hague (location: Chamber of Commerce office, 14:00 - 17:30 hours). The following topics were discussed: "Trade and Investment Opportunities in the DPRK", "Strategic and Economic Development Opportunities for the Dutch Industry in DPRK", "Development of the potato sector in DPRK", "Development of tourism to DPRK", "ICT outsourcing opportunities in DPRK" and "Overview of the 2009 Economic Mission".

The Dutch organizers of the March-seminar were:



**NCH - Netherlands Council for Trade Promotion** <http://www.handelsbevordering.nl>



**The Hague Chamber of Commerce**  
<http://www.kvk.nl/regio/DenHaag>

## Organizers of the 2009 business mission 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

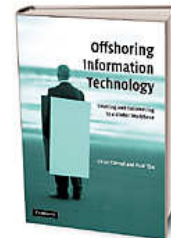


### GPI Consultancy

<http://www.gpic.nl>

The delegation leader will be Mr. Paul Tjia, founder and director of GPI Consultancy. His report of one of his previous visits to Pyongyang is available at [http://www.gpic.nl/IT\\_in\\_NKorea.pdf](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. 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, reprinted in 2007). The Table of Contents can be found at <http://www.gpic.nl/bookTOC.pdf>



### Logistics / arrangements

- 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. 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 1820 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, 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\$ 365) and the hotel in Pyongyang (around 90 Euro for a Single Room per night).
- A discount is applicable (e.g. 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:

<http://www.vnc.nl>



## For further information



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Photo: the rapidly expanding industrial zone at Kaesong (light industry)