

Exploring new business opportunities



European trade & investment mission to North Korea (May 2016)



Rotterdam, 18 March 2016

The Democratic People's Republic of Korea (DPRK, also known as North Korea) finds itself at a new era of international economic cooperation, and it especially welcomes business with Europe. The DPRK is offering various products and services to export markets, while 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. Under the new leader Kim Jong-un, there has been a greater emphasis on the economy, and several economic reforms are being enacted. State-owned farms and factories are having greater autonomy, and there is a growth in the number of special economic zones in order to attract foreign investors.

There are several sectors, including renewable energy, garments, shipbuilding, agro business, fishing, horticulture, logistics, stone processing, restaurants and Information Technology, that can be considered for trade and investment. North Korea is competing with other Asian countries by offering skilled labour at very low monthly wages. In particular firms with production facilities in China, where the wages are rising fast, are currently investigating alternative options in North Korea.

In case you are interested to consider North Korea as a production location, the following sectors are described in more detail:

- Textile and garments: www.gpic.nl/Making-garments-in-North-Korea.pdf
- Software and ICT: www.gpic.nl/outsourcing_in_north_korea.pdf.

For examples of investment opportunities:

- Tourism (investment project for the Wonsan-Kumgang International Tourist Zone): www.gpic.nl/investment-projects-in-North-Korea.pdf
- Options inside EDZ's (Economic Development Zones):

www.gpic.nl/Economic-Development-Zones-North-Korea.pdf

- Floriculture project: www.gpic.nl/DPRK-Floriculture.pdf.

For companies interested in working with North Korea, one of the immediate challenges is finding a suitable business partner, since collecting information is not easy. Local enterprises mostly do not have a presence on the Internet, and access to them is not easy. The solution: join our business mission! From 22 to 28 May 2016, a general trade & investment mission takes place in order to explore new business and investment opportunities. This tour is open for participants from all European countries, from various business sectors.



The new Science & Technology complex in Pyongyang

Our previous economic missions to Pyongyang were informative and successful. The participants found the program, with general and tailor made business meetings and company visits, interesting and well-varied. In addition, there were opportunities for informal meetings.

Before the start of the tour, in Beijing, the plan is to take part in the seminar: "Doing business with DPRK". This event will also be open for external participants.

After the trip to North Korea, we will return to Beijing, where you can extend your stay in China.

Business mission May 2016: a short overview

Members of our business delegation will be able to discuss trade opportunities in several areas, including light industry (e.g. textiles, garments), agribusiness and Information Technology. We will also receive information about investment opportunities in a number of sectors, and several projects will be offered.

Taking part in a general business mission is a very informative way to get a first glance of business opportunities in North Korea, and to meet new potential business partners. Participation is also useful for those Europeans already trading with DPRK, since it gives them an easy option to increase the number of Korean business partners.

Sunday 22 May 2016

Arrival of European participants in Beijing (note: arrival at an earlier date is possible). In the evening, we will have an informal welcome reception and dinner at a local restaurant. Introduction to the business mission.

Monday 23 May

In the morning: visa collection at the DPRK Embassy in Beijing. Receiving Air Koryo airplane tickets. Afternoon: available for an individual program. Tentative: attending the afternoon seminar: "Doing business with DPRK". Several speakers will address various aspects of trade and investment in DPRK (including the sanctions, such as UNSC 2270).



The new airport of Pyongyang

Tuesday 24 May

Transport from the hotel to the airport. 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 in Pyongyang. The program of the mission will be handed out to the participants, after which a welcome dinner will take place.

Wednesday 25 – Friday 27 May

Company visits and meetings with representatives of North Korean companies, depending on the specific wishes of the participants. Arranging these visits will be done by the DPRK Chamber of Commerce. Additional meetings can also take place in our hotel.

A visit to the 19th Pyongyang Spring International Trade Fair will be included. This fair takes place from 23 – 26 May 2016 and is organized by the Korea International Exhibition Corporation. During our stay, we will also meet European business people working and living in DPRK.

At the last afternoon, there will be some time made available for informal activities, such as a citytour in and around Pyongyang, a visit to an art gallery, etc.

Saturday 28 May

In the morning, we will depart from Pyongyang to Beijing. Upon arrival, participants can take a connecting flight to Europe, or continue their stay in China.

Note: depending on the specific business requests of the participant (e.g. additional meetings, visiting another city, or a Special Economic Zone), an extension of the visit could be arranged.



Friendly and informative business meetings

Some examples of company visits



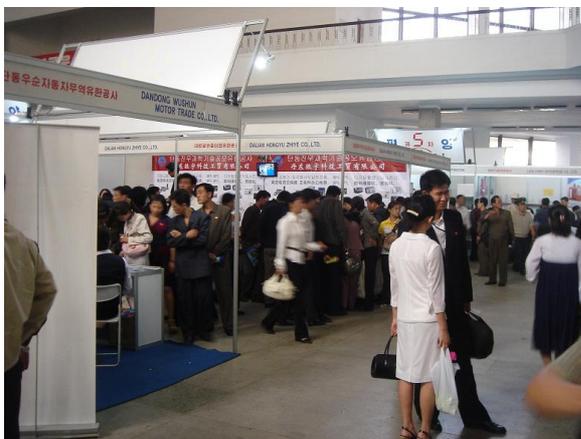
Visit to a greenhouse



Visit to software company



Visits to garments and fabrics factories



A visit to the Pyongyang International Trade Fair

A booth at the fair of a European exhibitor



At a local restaurant - an excellent place for informal business discussions



Visit to an animation studio



At a graphics design company

Note: exhibiting at the International Trade Fair

Interested in exporting to DPRK? It is possible to have your own (or shared) booth at the 19th Pyongyang Spring International Trade Fair (23 – 26 May 2016). Exhibiting is a great way to promote your products or services, and a surprising number of business contacts with Koreans can be made.

Last year, in addition to North Korean companies, the trade fair drew participants from China, New Zealand, Germany, Malaysia, Mongolia, Switzerland, Singapore, Australia, Indonesia, Vietnam, Italy, Thailand, Cuba, Poland and Taiwan. Participation is not expensive: a standard booth (3m x 3m), including the use of one interpreter, is available at this trade fair for around 1000 euro. We can assist you with the participation (which needs to be arranged before 31st of March).



Organizer of the 2016 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



In cooperation with:



GPI Consultancy, the Netherlands

Established in 1995, GPI Consultancy is a specialized Dutch consultancy firm in the field of offshore sourcing. We arrange business missions to various Asian countries, including DPRK.

It is also possible for us to arrange individual business missions, with a focus on just one specific sector (e.g. garments, ICT, agriculture), with participants of a single company only, and with

tailor made visits. For detailed information about such a mission, please contact Mr. Paul Tjia, founder and director of GPI Consultancy (info@gpic.nl).

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), available at Amazon: www.amazon.com/dp/B000APR004. It contains a section on North Korea.

In 2014 and 2015, we also organized economy-related press missions, for European journalists only. For an impression of such a tour: www.gpic.nl/NKimpression2014.pdf.

Logistics / arrangements of the tour

- This is a general mission, so the delegates will be from various business sectors. However, we will try to limit the size of the group. The final program will be arranged in consultation with participants and local organizations.
- All European 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 will make their own reservations and will pay the costs involved directly to the airline and to the hotel (or use a travel agency).
- Participants will arrange before the trip a visa for China (a double entry visa in case the trip will be continued in China) and insurances (e.g. travel; cancellation). Also medical vaccination – if required.
- For business representatives, the participation fee for the North Korea part is 1750 Euro per person (excl. VAT, if applicable) and will be invoiced by GPI Consultancy. This fee includes organizational costs, visa for North Korea, matchmaking services, company visits, guides and translators and transportation within Pyongyang. Additional participants from the same company receive 20% discount. This fee does not include the air ticket from Beijing to Pyongyang v.v. (around 500 Euro), meals (inexpensive) and the hotel in Pyongyang (around 80 Euro per night).
- The processing of the visa-applications by North Korea can take one month. In case of interest: please contact us as soon as possible, and we will send you a registration form.
- After the visit to North Korea, an extension of the stay in China is possible.
- The organizers have the right to cancel or postpone the mission in case of an insufficient number of registrations, unexpected events (e.g. political developments or the closure of the Korean border due to Ebola) or calamities.

For information

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One of the hotels we are using in Pyongyang





Pyongyang street scene



If time is available: horse riding is an option



Meeting in a Pyongyang restaurant, or at a coffee shop