



Exploring new business opportunities

European trade & investment mission to North-Korea

(11 - 18 September 2010)

Rotterdam, 29 June 2010

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.



It established several free trade zones to attract foreign investors and there are several sectors, including renewable energy, textile, shipbuilding, agro business, fishing, 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. In particular companies with production facilities in China, where the wages are rising fast, are currently investigating alternative options in North-Korea.



Photo: work on the Ryugyong Hotel

Do you want to explore new business opportunities for your company? From 11 to 18 September 2010, GPI Consultancy will organize again 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, other trade missions will take place in 2011.

Our previous economic missions to Pyongyang were informative and successful. The participants found the program, with tailor made business meetings and company visits, interesting and well-varied. In addition, there were many opportunities for informal meetings. A report of such a mission can be found at: www.gpic.nl/NK-report2009.pdf

During our upcoming trip in September, the annual Autumn International Trade Fair in Pyongyang will be held. A visit to this interesting trade fair will be included; participation with a booth is also possible.

Business mission September 2010: short overview

Members of our business delegation will be able to discuss trade opportunities in several areas, including light industry (e.g. textiles, garments, ceramics), agribusiness, fishing, mining, energy

and Information Technology / Business Process Outsourcing. We will also receive information about investment opportunities in a number of sectors, and several projects will be offered.

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 11 September

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

Sunday 12 September

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

Monday 13 September

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" takes place. The event, with several speakers, will address various aspects of doing business in DPRK.



Photo: one of the new planes of Air Koryo

Tuesday 14 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 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 15 – Friday 17 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.



Photo: a friendly and informative business meeting

A visit to the 6th Pyongyang Autumn International Trade Fair is included. This fair takes place from 13 – 16 September 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, a visit to an art gallery and the spectacular Arirang Massgame.

Saturday 18 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.

Some examples of company visits



Visit to a greenhouse



Visit to a software company



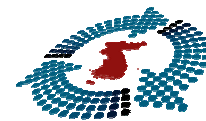
Visits to garments factories



6th Autumn International Trade Fair 2010

The Autumn International Trade Fair takes place in Pyongyang from 13 to 16 September 2010. European companies can use this fair to come in contact with both potential buyers and suppliers in North-Korea.

Previous International Trade Fairs 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).



European Business Association
유럽 기업협회 조선평양
Pyongyang, DPRK

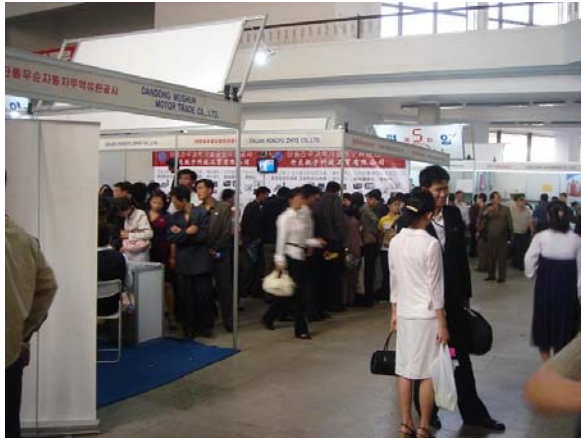
In 2010, the European Business Association (EBA) in Pyongyang and the Korea International Exhibition Corporation (KIEC) will co-organise a special collective booth to host European businesses. European companies interested in taking advantage of this opportunity are invited to visit the EBA website www.eba-pyongyang.org 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.

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 communicated
- 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. It is also possible to use a dedicated company booth; we can be contacted for further details.



Impression of the Autumn Trade Fair (September 2009)



Booth of a company from Sweden



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



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 to 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, matchmaking services, 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).
- 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. Upon request, we will send a registration form.
- 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 or postpone the mission in case of an insufficient number of registrations, unexpected events or calamities.

Travel agency:

www.vnc.nl



DE ESSENTIE VAN HET OOSTEN

GPI Consultancy



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