



European Business Association
유럽 기업협회 조선평양
Pyongyang, DPRK

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EBA Information Bulletin

13th Pyongyang Spring International Trade Fair 17-20 May 2010

The European Business Association (EBA) in Pyongyang is providing this bulletin in order to outline special conditions for participation by European businesses in the upcoming international trade fair in Pyongyang.

EBA Pyongyang and Korea International Exhibition Corporation (KIEC) will co-organise a special collective booth to host European businesses – this will be the sixth time we have done this.

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 EBA booths which all were very successful. Please also click through to membership and consider becoming a member of EBA.

The collective EBA booth has proven to be a convenient and cost-effective way to introduce European companies to the North Korean market. The participation fee is 600 or 700 Euro.

AA. For companies who would not send their own representative to the trade fair the fee will include the following services:

1. Poster display (maximum size DIN A2), small samples (on shelf under the poster)
2. Distribution of flyers (maximum size DIN A4), namecards, gadgets, give-aways
3. 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).
4. Photos documenting the participation of your company in the fair.
5. If sample size requires a display cabinet the participation fee would be 700 Euro.

BB. If a representative will take part, the joint European booth is of course 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. EBA in cooperation with KIEC will handle your visa formalities. Please send a copy of your passport, a short CV and an introduction about your company, and indicate in which DPRK Embassy or Consulate you would like to pick up the visa (Beijing, Berlin, London, Hong Kong, etc.). Please note that applications by passport-holders of USA, Japan, and Republic of Korea cannot be handled.

Please fill the attached form and return it by mail to barbara.unterbeck@kcckp.net or by fax to 850-2-381 7355.

We are looking forward to hosting your company and supporting your first steps in this Asian market.

Nigel Cowie, President

Dr. Barbara Unterbeck, PR and Trade Fairs