

MESSE MÜNCHEN
INTERNATIONAL



2nd International Technology & Infrastructure Exhibition

with special focus on :

Information Technology; Communications & Electronics;
Transport/Logistics & Railway Technology and
Healthcare/Medical Technology & Pharmaceuticals

31 October – 3 November 2006

Kimilsungia & Kimjongilia Exhibition Hall

www.pyongyang-itie.com

Pyongyang ITIE

2nd International Technology & Infrastructure Exhibition

Pyongyang ITIE: Your Timely Partner Event To Participate in North Korea's Business Growth Potential!

More than ever before, the D.P.R. Korea is trying to join the world markets. The peace process and exchanges on the Korean Peninsula are progressing with increasing vigor, while the journey towards openness and reform continues. Overcoming problems of the past decade, this highly industrialized country is once again aiming to take a center stage.

Global players are beginning to seriously eye the investment opportunities, business and trade that will flow in the coming years.

The first of its kind in the Democratic People's Republic of Korea, our international platform "Pyongyang International Technology and Infrastructure Exhibition" (Pyongyang ITIE), in 2002, was concluded on a high note of optimism and expectations. The event, with 12,000 trade visitors and 70 companies from 10 countries (including two National Pavilions from Germany and Italy) saw the unprecedented cultivation of business connections on an impressive level, as they entered the newly opened "doorway" into the Democratic People's Republic of Korea. Past exhibitors have prompted to follow-up on the business goodwill already built while new interest is also growing, especially from companies in South Korea, for Pyongyang ITIE to serve as the critical doorway again.

In this regard, we are pleased to invite you to participate in the next Pyongyang ITIE 2006, organized jointly by Messe München International (MMI) and Korea International Exhibition Corporation (KIEC). The event is part of MMI's global network of infrastructure and technology trade fairs, for new and emerging markets. It aims to establish an international forum for the D.P.R. Korea and the World to meet, discuss and ink long term ventures and business deals.

Be among the early movers to gear up for the business prospects in Asia's next growth market. Join Pyongyang ITIE 2006 for your foothold in a country on the way to partake in Northeast Asia's prosperity. Here is your timely opportunity to get familiarized with the economic setting and overall business atmosphere, and to establish contacts with buyers and partners for future business expansion in the Democratic People's Republic of Korea.

Make it a point to really understand this largely untapped market place! Make that decision to participate today.

EVENT STRUCTURE

DATE/VENUE: 31 Oct – 3 Nov 2006 / Kimilsungia & Kimjongilia Exhibition Hall

ORGANIZER: MMI - Munich International Trade Fairs Pte. Ltd.

CO-ORGANIZER: KIEC - Korea International Exhibition Corporation, DPRK

INTERNATIONAL MARKETING SUPPORT: PCM - Pacific Consumer Marketing Ltd.

SUPPORTING ORGANISATION: Ministry of Foreign Trade, D.P.R. Korea
Committee for the Promotion of Foreign Trade
Ministry of Communication
Ministry of Coal Mining and Energy
Ministry of Inland and Sea Transportation
Bureau of Customs of the D.P.R. Korea
Ministry of Construction and Building Material
Bureau of Immigration



EXHIBITS PROFILE:

Infrastructure & Technology

- Construction Materials & Equipment
- Mining Equipment & Technology
- Energy and Environment
- Transport and Logistics
- Communications & IT Technology
- Agriculture & Farming Equipment & Technology
- Financial Institution
- Manufacturing & Machinery
(incl. Textile, Food & Beverage, Printing & Packing,
Chemical & Pharmaceutical Equipment & Technology,
and Light Industries)



Information Technology, Communications & Electronics

- Telecommunications Equipment/Products
- Broadcasting
- Office Automation, Office Technology
- Information Systems, Data Processing
- Multimedia
- Networking
- Satellite Reception & Satellite Communication Installations
- Computer Hard/Soft-ware
(incl. components & assemblies)
- Audio & Visual Equipment/Products
- Electronic Accessories
- Personal Electronics/Multi-product
- Home Appliances
- Multimedia/Electronic Gaming
- Office Automation & Equipment
- Security Products
- Services & Other Equipment/Products



Healthcare/Medical Technology & Pharmaceuticals

- Accident & Emergency Equipment
- Building Technology & Services
- Catering & Kitchen Equipment
- Communication & Information Technology
- Dental Equipment & Supplies
- Diagnostics
- Disinfection & Disposal Systems
- Electromedical Equipment
- Hospital Furniture & Equipment
- Laboratory & Clinical Equipment
- Laundry & Dry Cleaning Equipment
- Medical Consumables
- Ophthalmic Supplies
- Rehabilitation Equipment/Orthopaedic Supplies
- Pharmaceutical Supplies
- Sports Medicine



Transport/Logistics & Railway Technology

- In-house Transport & Materials Flow
- Freight Systems & Services
- Logistics, Telematics (ITS), E-commerce
- Public Transport Systems & Services



VISITORS TARGET GROUP: Officials, Company Decision-makers, Engineers & Scientists, Business Developers and Financial Institutions

PARTICIPATION COST: EUR 460/sqm (Shell Scheme Package – min. 12sqm)
EUR 390/sqm (Raw Space Only – min. 36sqm)

CONTACT: **MMI - Munich International Trade Fairs Pte. Ltd.**
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E-mail: kiec@silibank.com

PCM- Pacific Consumer Marketing Ltd.
E-mail: pcmfairs@hotmail.com

Participating Companies at Pyongyang ITIE 2002 :

Association of Bavarian Chambers of Industry and Commerce ; Association of the German Trade Fair Industr ; Austrian Embassy (Beijing) ; Bavarian Bureau for International Business Relations Ltd (Bayern International) ; Bavarian State Ministry for Economic Affairs, Transport and Technology ; German Federal Ministry of Economics & Technology ; Italian Trade Commission - Government Agency (ICE) ; Korean Committee for the Promotion of External Economic Corp ; Korean Ministry of Land and Environment Protection ; Korean Ministry of Metal & Machine Industry ; Korean Ministry of Railway ; ABB Ltd ; Abbriata Giovanni S.r.l. ; Alfred Kärcher GmbH ; Alldos Dosiertechnik GmbH ; Arneg S.p.A ; Arven S.r.l. ; B.Braun Medical Industries ; Bavelloni Z S.p.A ; Biomedue S.p.A. ; CEAM (Consorzio Alto Milanese) ; CNH Italia S.p.A ; Coverco S.p.A ; Cubotex S.r.l. ; European Union Chamber of Commerce in Korea ; FAG Kugelfischer Georg Schäfer AG ; Fantini S.r.l. ; FBDA - Foreign Business Development Associates ; Groz-Beckert KG ; Hilti Corporation ; HORN Glass Industries ; IMAG - International Exhibition and Fair Service Ltd ; IMR S.p.A ; Iveco S.p.A. ; JVK Filtration Systems ; Korea General Machinery Trading Corp. ; Korea Hungsong Group ; Korea Jonlam Trading Co. ; Korea Kumbyol Company ; Korea Kumgang Engine Joint/Venture Co. ; Korea Magnesia Clinker Industry Group ; Korea Ryonbong General Corp. ; Koryo Natural Graphite Trd. Corp. ; KSB AG ; Lafer S.r.l. ; Landell Mills Ltd ; LASCO Umformtechnik GmbH ; Longinotti Meccanica S.r.l ; Macpi S.p.A. ; Manuli Rubber Industries S.p.A ; Maschinenfabrik Reinhausen GmbH ; MCS Dyeing & Finishing Machinery ; NETZSCH - Gerätebau GmbH ; Obem S.p.A. ; Officine Di Annone S.r.l ; ONDEO ; Paracelsus – Kliniken ; Paul Wurth S.A. ; Peace Motors Corporation ; Renzacci S.p.A ; Robert Bosch GmbH ; Rohde & Liesenfeld ; Sacmi Imola ; Sandvik AB ; Scania CV AB ; Siemens AG ; Simec S.p.A. ; Sisma S.p.A ; Specht - Teso Ten Elsen GmbH & Co. KG ; Spirax Sarco Ltd ; STS Tech-Service ; Valente S.p.A ; Weckerle GmbH

FAX REPLY

**Yes, we are Interested to participate in
Pyongyang ITIE 2006**

Our possible space requirement could be _____ sqm.

Please send us the application form or have a representative to call as soon as possible.

Cost of Participation

Raw Space Only at EUR 390 / sqm (min. 36 sqm)

Shell Scheme Package incl. Stand Space at EUR 460 / sqm (min. 12 sqm)

** Shell Scheme Package consists of Carpet, Wall Paneling, Fascia with Company Name,
Table, Chairs, Power Socket, Lighting and Waste Paper Basket * subject to change*

My Company Info :

Name : _____ Designation : _____
Company : _____
Address : _____
Country : _____
Tel : _____ Fax : _____
Email : _____ Web : _____
Product &
Business Nature : _____
Market Interest
in D.P.R. Korea : _____

We are a Manufacturer Distributor Government Agency/Association
 Importer Service Provider Others : _____

We are a subsidiary or branch of the following foreign company :

Company : _____ Country : _____

For companies incorporated in South Korea, please indicate if you are :

- a 100% South Korean Owned Company
- 100% Foreign Invested Enterprise
- a Joint Venture with a South Korean Owned Equity of :
 - under 50% 50% over 50%