A KEY CHANNEL FOR ENHANCING ASEAN–KOREA PARTNERSHIP

ASEAN–KOREA CENTRE
We attached great importance to the role of the ASEAN-Korea Centre in Seoul in promoting trade, investment, tourism and cultural exchanges between ASEAN and the ROK.

Chairman’s Statement of the 15th ASEAN-ROK Summit
Phnom Penh, Cambodia, 19 November 2012
ASEAN has become a predominant player in regional cooperation in Southeast Asia since its establishment in 1967. In the coming years, ASEAN will experience a profound transformation as it takes bold strides towards becoming one community, known as ASEAN Community, which is comprised of three pillars namely political-security, economic, and socio-cultural.

For over twenty years, ASEAN and Korea have embarked on a common journey towards shared prosperity. The partnership founded upon that journey has seen a remarkable development from what started as Sectoral Dialogue Partnership in 1989 to a Strategic Partnership in 2010. Building upon a shared set of values and mutual respect, ASEAN and Korea have continuously forged cooperation on East Asia’s regional and global issues.

In 2011, ASEAN has emerged as Korea’s second largest region for trade, investment and construction. Since the signing of ASEAN-Korea FTA which has entered into full force in 2009, the two-way trade volume has been on an upward-sloping path. As ASEAN Community 2015 signals the advent of a highly competitive economic bloc with a single market and production base with population of 600 million, ASEAN and Korea welcome the community with hopeful eyes, viewing it as opportunities that could facilitate connectivity among various areas including economy, trade, culture, tourism, and education.

While Hallyu thrives on the fertile and hospitable land of culture in Southeast Asia, the popularity of Southeast Asia’s culture and cuisine is also spreading fast in Korea. Furthermore, the people-to-people exchanges which average 5 million a year epitomizes a vibrant exchange between ASEAN and Korea. Through marriages, businesses, and education, peoples of ASEAN in Korea have already become our very own family, our neighbors, and our friends.

Against this backdrop of deepening partnership between ASEAN and Korea, ASEAN–Korea Centre was established in March 2009 as an inter-governmental organization. Entering its fourth year, the Centre steps into the next stage, the Consolidating Stage (2012–2014), at which the Centre seeks to maximize the impact and upgrade the quality of its work programs upon the foundation built during the Developing Stage (2009–2011). For the next three years and onwards, the efforts will be directed to devise creative and future-oriented programs which could be realized through fine-tuning of its work programs in line with the mandates stated in the Memorandum of Understanding on the establishment of the Centre.

Pursuant to its vision and goal, the Centre will implement a wide-range of programs that respond to the fast-changing regional landscapes in a prompt and an effective manner. To that end, the Centre will always bear in mind that the ASEAN–Korea partnership will remain a force for Peace, Prosperity, and Progress for our region, and will prepare for the kind of scope of cooperation that the realization of ASEAN Community 2015 will bring to ASEAN Member States and Korea. I am confident that the broad goals and objectives set out above will continue to guide us as we embark upon a new era to meet a set of renewed expectation of our stakeholders and constituencies.

CHUNG Hae Moon
Secretary General
ASEAN-KOREA CENTRE OVERVIEW

ESTABLISHMENT
The ASEAN-Korea Centre was established as an intergovernmental organization with ten ASEAN Member States and Korea as its members in March 2009, the year which marked the 20th anniversary of Dialogue Partnership between ASEAN and Korea. It was founded in accordance with the Memorandum of Understanding (MOU) signed by the Foreign Ministers of Korea and the 10 ASEAN Member States at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007. The MOU was ratified or accepted by all Member States of the Centre in November 2008.

MANDATES
The ASEAN-Korea Centre aims to increase trade volume, accelerate investment flow, invigorate tourism and enrich cultural exchanges between the ASEAN Member States and the ROK with emphasis on the promotion of mutual understanding through people-to-people exchanges.

MEMBERSHIP
The Members of the ASEAN-Korea Centre are: Brunei Darussalam; Kingdom of Cambodia; Republic of Indonesia; Republic of Korea; Lao People’s Democratic Republic; Malaysia; Republic of the Union of Myanmar; Republic of the Philippines; Republic of Singapore; Kingdom of Thailand; and Socialist Republic of Vietnam.

THE CENTRE’S VISION

To be a key player in building a lasting & genuine partnership between ASEAN & Korea

INCREASE TRADE VOLUME
ENRICH CULTURAL EXCHANGES
ACCELERATE INVESTMENT FLOWS
INVIGORATE TOURISM
COUNCIL
Supreme decision-making organ of the Centre composed of Directors who are appointed by each of the 10 ASEAN Member States and Korea

EXECUTIVE BOARD
Supervising and advisory body of the Secretariat which consists of 11 representatives who are appointed by each of the Member States

SECRETARIAT
Consists of Secretary General and four units: Development Planning and General Affairs Unit, Trade and Investment Unit, Culture and Tourism Unit, and Information and Data Unit

SECRETARY GENERAL

CHIEF EXECUTIVE OF THE CENTRE

DEVELOPMENT PLANNING AND GENERAL AFFAIRS UNIT
- Devises the annual work program
- Evaluates the outcome of work program
- Operates the general budget of the Centre

TRADE AND INVESTMENT UNIT
- Introduces business opportunities for ASEAN Member Countries in ROK
- Assists and advise the ROK and ASEAN enterprises involved in ASEAN-ROK trade
- Holds appropriate events on trade fairs and investment relations
- Conducts research and studies on trade and investment

CULTURE AND TOURISM UNIT
- Holds cultural events promoting mutual understanding
- Provides within the ROK information regarding ASEAN tourism resources
- Holds appropriate events promoting tourism between the ASEAN Member Countries and the ROK
- Conducts research and studies on cultural exchange and tourism

INFORMATION AND DATA UNIT
- Publishes publications and PR materials
- Maintains a website for the Centre
- Provides information on ASEAN
- Takes charge of other activities to increase public awareness of the Centre
ASEAN-KOREA CENTRE MEMBERS

MYANMAR
- Land Area: 653,520km²
- Population: 62.4 million
- Major Language: Myanmar
- Capital City: Nay Pyi Taw
- Currency: Kyat
- GDP (Billion US$): 51.9

LAO PDR
- Land Area: 23,800km²
- Population: 6.6 million
- Major Language: Lao
- Capital City: Vientiane
- Currency: Kip
- GDP (Billion US$): 7.9

THAILAND
- Land Area: 510,890km²
- Population: 64.1 million
- Major Language: Thai
- Capital City: Bangkok
- Currency: Baht
- GDP (Billion US$): 345.6

CAMBODIA
- Land Area: 176,520km²
- Population: 15 million
- Major Language: Khmer
- Capital City: Phnom Penh
- Currency: Riel
- GDP (Billion US$): 12.9

INDONESIA
- Land Area: 1,811,570km²
- Population: 241.3 million
- Major Language: Bahasa Indonesia
- Capital City: Jakarta
- Currency: Rp (Rupiah)
- GDP (Billion US$): 845.7
<table>
<thead>
<tr>
<th>Country</th>
<th>Land Area</th>
<th>Population</th>
<th>Major Language</th>
<th>Capital City</th>
<th>Currency</th>
<th>GDP(Billion US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>97,100 km²</td>
<td>49 million</td>
<td>Korean</td>
<td>Seoul</td>
<td>Won</td>
<td>1,116.3</td>
</tr>
<tr>
<td>Vietnam</td>
<td>310,070 km²</td>
<td>89.3 million</td>
<td>Vietnamese</td>
<td>Hanoi</td>
<td>Dong</td>
<td>122.7</td>
</tr>
<tr>
<td>Philippines</td>
<td>298,170 km²</td>
<td>96 million</td>
<td>Filipino (based on Tagalog), English</td>
<td>Manila</td>
<td>Peso</td>
<td>213.1</td>
</tr>
<tr>
<td>Brunei</td>
<td>5,270 km²</td>
<td>0.43 million</td>
<td>Malay</td>
<td>Bandar Seri Begawan</td>
<td>Br$</td>
<td>15.5</td>
</tr>
<tr>
<td>Malaysia</td>
<td>328,550 km²</td>
<td>28.7 million</td>
<td>Bahasa Malaysia</td>
<td>Kuala Lumpur</td>
<td>RM(Ringgit Malaysia)</td>
<td>279</td>
</tr>
<tr>
<td>Singapore</td>
<td>700 km²</td>
<td>5.3 million</td>
<td>English, Mandarin, Malay</td>
<td>Singapore</td>
<td>Singapore$</td>
<td>259.8</td>
</tr>
</tbody>
</table>
FY2012 ACTIVITIES
TRADE AND INVESTMENT

**ASEAN FOOD & BEVERAGE EXHIBITION**
Promotes and raises public awareness on food and beverage products of ASEAN Member States

**ASEAN INDUSTRY-SPECIFIC EXHIBITION**
FURNITURE · GIFT · B2C EXHIBITION
Promotes and raises public awareness on quality consumer goods of ASEAN Member States

**ASEAN TRADE MISSION**
Provides opportunities for Korean companies to participate in exhibitions organized by ASEAN Member States and to hold business meetings at local companies

**INDUSTRY TRAINING PROGRAM**
Organizes seminars to help ASEAN Member States build capacity for product development
Provides training programs for ASEAN government officials and entrepreneurs

**ASEAN INVESTMENT SEMINAR**
Provides information to Korean companies on business environments and investment attraction policies of ten ASEAN Member States

**INVESTMENT MISSION**
Dispatches mission members from Korean companies to facilitate understanding of investment environments and business opportunities in ASEAN Member States

**ASEAN-KOREA FTA INTEGRATED INFORMATION SYSTEM**
Enhances trade relations between ASEAN and Korea and increase utilization of the ASEAN-KOREA FTA through the FTA integrated information service
FY2012 ACTIVITIES
CULTURE AND TOURISM

ASEAN CULTURE AND TOURISM FAIR
Provides a unique opportunity to enjoy traditional performances, experience cultural programs, and obtain tourist information for each of the 10 ASEAN countries

ENHANCEMENT OF MOBILE APPLICATION FOR ASEAN TOURISM GUIDE
Features the latest ASEAN tourist information

ASEAN TOURISM HUMAN RESOURCES DEVELOPMENT PROGRAM
Consists of lectures on Korean culture, tourism, and basic language, this capacity-building program for ASEAN tourist industry professionals aims to increase tourism growth in ASEAN

NTO WEBSITES IN KOREAN LANGUAGE FOR CLMV COUNTRIES
NTO (National Tourism Organization) websites for CLMV (Cambodia, Lao PDR, Myanmar, Viet Nam) countries were translated into Korean, with ongoing content updates

ASEAN KOREAN LANGUAGE TRAINING COURSE
Provides Korean language training to ASEAN tourism professionals in order to enhance their capacity to deliver tailored services to Korean tourists and boost tourism in ASEAN

CULTURAL PROGRAM: ASEAN-KOREA MULTIMEDIA COMPETITION
Exhibits multimedia art by young artists from ASEAN and Korea, creating a channel for cultural interaction and mutual understanding between ASEAN and Korea

CULTURAL PROGRAM: BRAVO! ASEAN IN KOREA
Brings together ASEAN residents in Korea to showcase music, dance, and instrumental performances, thereby deepening mutual understanding of ASEAN and Korean cultures

EXCHANGE VISIT OF ASEAN AND KOREAN MEDIA PEOPLE
Invited a delegation of ASEAN journalists to Korea under the theme of ‘Globalization of the Korean Wave’, they are provided a visit to related organizations
FY2012 ACTIVITIES
INFORMATION AND DATA

PR ACTIVITIES FOR ASEAN AWARENESS
SCHOOL TOUR / LECTURE SERIES / YOUTH VISIT PROGRAM
Organizes ASEAN Awareness Programs promoting a higher level of understanding of ASEAN among the Korean public, children, and youth

PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS
Conducts PR activities through media and Social Networking Service
Manages Centre’s Korean·English blog / Facebook / Twitter / Youtube

PUBLICATIONS AND PR MATERIALS
Produces and disseminates a wide range of publications such as Brochure, Statistical Booklet, Guide book for Youth/Kids, and ASEAN Introductory Video

MAINTENANCE AND UPGRADING OF THE CENTRE’S WEBSITE
Maintains and manages the Centre’s website to provide up-to-date information on ASEAN and the Centre’s activities

MAINTENANCE OF THE INFORMATION CORNER
Maintains the Information Corner to provide its collection of books, periodicals, and multimedia materials on ASEAN and ASEAN-Korea relation to the visitors

UNDERSTANDING OF ASEAN TRADITIONAL MUSIC
Holds exhibition of ASEAN traditional musical instruments (special project run by contribution from the Royal Thai Embassy)
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Language</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brochure*</td>
<td>KOREAN·ENGLISH</td>
<td>Introduction of the Centre and its activities</td>
</tr>
<tr>
<td>2</td>
<td>E-Newsletter*</td>
<td>KOREAN·ENGLISH</td>
<td>Monthly news with up-to-date information on the Centre’s activities delivered via email</td>
</tr>
<tr>
<td>3</td>
<td>ASEAN Tourism Guide*</td>
<td>KOREAN (2011)</td>
<td>Introduction of the country, main tourist attractions, maps, history, culture, customs, festivals, and practical information on 10 ASEAN Member States</td>
</tr>
<tr>
<td>5</td>
<td>Directory of Korean Companies for ASEAN Exporters</td>
<td>ENGLISH (2010)</td>
<td>A directory providing up-to-date information on Korean companies importing from ASEAN countries (1,300 companies)</td>
</tr>
<tr>
<td>6</td>
<td>Import Procedures in Korea for ASEAN Products*</td>
<td>ENGLISH (2010)</td>
<td>A guide presenting import rules and regulations in Korea and overall flow chart of import procedures</td>
</tr>
<tr>
<td>7</td>
<td>ASEAN Guide for Youth “ASEAN and Korea, We are Friends”**</td>
<td>KOREAN</td>
<td>Introductory information on ASEAN designed for junior and high school students in Korea</td>
</tr>
<tr>
<td>8</td>
<td>Know Your ASEAN</td>
<td>KOREAN (2011)</td>
<td>Korean language version of Know Your ASEAN 2nd edition published by ISEAS (Institute of Southeast Asian Studies, Singapore)</td>
</tr>
<tr>
<td>9</td>
<td>Statistical Booklet: “ASEAN &amp; Korea in Figures”*</td>
<td>KOREAN·ENGLISH</td>
<td>Annual compilation of statistics on ASEAN Member States and Korea providing comprehensive data on trade, investment, socio-cultural and tourism sectors</td>
</tr>
<tr>
<td>10</td>
<td>Korea’s Changing Roles in Southeast Asia</td>
<td>English (2010)</td>
<td>Publication co-published with ISEAS (Institute of Southeast Asian Studies) based in Singapore</td>
</tr>
</tbody>
</table>

Materials marked with (*) are available on the Centre’s website.
ASEAN-KOREA RELATIONS CHRONOLOGY

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1989</td>
<td>ASEAN-ROK Sectoral Partnership</td>
</tr>
<tr>
<td>1991</td>
<td>Full Dialogue Partnership</td>
</tr>
<tr>
<td>1997</td>
<td>First ASEAN+3 Summit, First ASEAN-ROK Summit</td>
</tr>
<tr>
<td>2004</td>
<td>NOVEMBER, VIENITIANE, LAO PDR Signing of Joint Declaration on Comprehensive Cooperation Partnership / Signing of Treaty of Amity and Cooperation in Southeast Asia (TAC)</td>
</tr>
<tr>
<td>2005</td>
<td>DECEMBER, KUALA LUMPUR, MALAYSIA Adoption of ASEAN-ROK Plan of Action / Signing of ASEAN-Korea Framework Agreement on Comprehensive Economic Cooperation</td>
</tr>
</tbody>
</table>

ASEAN-KOREA RELATIONS OVERVIEW

ASEAN AND KOREA, PARTNERSHIP FOR REAL-FRIENDSHIP FOR GOOD

Since the establishment of Sectoral Dialogue Partnership in 1989, the relations between ASEAN and Korea have witnessed a substantial growth. In 1991, ASEAN and Korea became full dialogue partners and in 1993, the partnership has entered into full force. Recognizing the growing importance of relations, the ASEAN-Korea relations have elevated to a strategic partnership at the 13th ASEAN-Republic of Korea Summit held in 2010 in Hanoi, Viet Nam. Since then, the relations between the two have seen a tremendous expansion in depth and breadth in the fields of political, economic, and cultural under the slogan of “Partnership for Real, Friendship for Good.”

ASEAN, KOREA’S SECOND LARGEST PARTNER FOR TRADE AND INVESTMENT

ASEAN has emerged as Korea’s key partner for trade, investment, and construction. Trade volume between the two has increased by 15 folds from 8.2 billion USD in 1989 to 125 billion USD in 2011 (Export 72 billion USD, Import 53 billion USD). The trade with ASEAN which accounts for 12% of the Korea’s total trade (1,080 billion USD) outnumbers EU, Japan, and the US, subsequently making ASEAN as Korea’s second largest trading partner after China. Further, ASEAN is Korea’s second largest destination for investment (4.6 billion USD in 2011) and for construction (12.7 billion USD in 2011). Gaining further momentum through ASEAN-Korea FTA which came into full force in 2009, ASEAN and Korea have seen a notable increase not only in trade volume, but also in investment, service and in many other fronts. As part of economic cooperation between ASEAN and Korea, Korea has initiated a comprehensive consultation program called the Knowledge Sharing Program (KSP) which aims to assist Vietnam, Indonesia, and other developing countries in key policy areas.
PEOPLE-TO-PEOPLE EXCHANGE, ENHANCED MUTUAL UNDERSTANDING

Socio-cultural exchanges between ASEAN and Korea have been vigorous as well. In fact, people-to-people exchanges between the two average 5 million (2011) a year. Out of 12.4 million outbound tourists, 3.8 million people which accounts for 30% of total tourists have chosen ASEAN countries as their destination, making ASEAN as the second most popular destination after China (4.08 million people) while Korea receives nearly 1.2 million people from ASEAN countries. Further, the demand for cultural exchange has remained high in both regions. While Hallyu undeniably has played a lead role in facilitating people-to-people exchange between ASEAN and Korea, Southeast Asian cultures have been gaining a huge popularity in Korea as well.

ASEAN, A KEY MEMBER OF KOREA’S MULTICULTURAL SOCIETY

At present, around 150,000 people who make up 65% of 230,000 foreign workers in Korea (E-9 visa holders) are ASEAN nationals; and 37% (or 53,000 marriages) of spouses out of some 145,000 international marriages came from Southeast Asia; and if we add 7,000 Southeast Asian students who are studying in Korea, the total population of ASEAN people reach around 23% (or 230,000 people) of a total of 980,000 registered-foreigners in Korea. As the number suggests, the people from ASEAN countries have become an important part in our daily lives. They are our colleagues, neighbors, and family members. And, as active constituencies of Korean society, they contribute to bringing about a mature multicultural society and cultivating economic developments.

PARTNER FOR BUILDING AN EAST ASIA COMMUNITY AND ACHIEVING CO-PROSPERITY

On the international stage, Korea is working closely with ASEAN to establish the regional integration and sustainable prosperity in East Asia through fulfilling its due role in the ASEAN-initiated regional forums like ASEAN+3, East Asia Summit (EAS), and ASEAN Regional Forum (ARF). With hopeful eyes, the launch of 2015 ASEAN Economic Community is viewed as expansion of opportunities for ASEAN-Korea relations in the fields of economy, socio-culture, tourism, and a myriad of sectors.
EMBASSIES & OFFICES OF ASEAN MEMBER STATES IN KOREA

**BRUNEI DARUSSALAM**

Embassy of Brunei Darussalam  
#39-1, Cheongun-dong, Jongno-gu, Seoul 110-030  
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Brunei Tourism related  
12th fl. Dongwha Bldg., Seosomun-dong, Jung-gu, Seoul 100-110  
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**KINGDOM OF CAMBODIA**

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653-110, Hannam-dong, Yongsan-gu, Seoul 140-887  
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**REPUBLIC OF INDONESIA**

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Indonesia Trade Promotion Center  
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Indonesia Tourism  
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BUSAN | 3rd Floor, Busan Indonesia Center  
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**LAO PEOPLE’S DEMOCRATIC REPUBLIC**

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Malaysian External Trade Development Corporation (MATRADE)  
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723-1, 724-1 Hannam-dong, Yongsan-gu, Seoul, 140-210  
T. +82-2-790-3814/5

**REPUBLIC OF THE PHILIPPINES**

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T. +82-2-796-7387-8

Philippine Department of Tourism, Korea  
Suite 801, Paiknam Building, Euljiro 1-ga,  
Jung-gu, Seoul, 100-191  
T. +82-2-598-2290

**REPUBLIC OF SINGAPORE**

Embassy of the Republic of Singapore  
28th Floor, Seoul Finance Center,  
84 Taepyeongno 1-ga Jung-gu, Seoul 100-101  
T. +82-2-774-2464/7

Singapore Tourism Board, Seoul Office  
9th fl. Kyobo Life Insurance Co. Bldg.,  
Jongno 1-ga, Jongno-gu, Seoul 110-121  
T. +82-2-734-5572

International Enterprise Singapore  
28th Fl. Seoul Finance Center B4, Taepyeongno 1-ga, Jung-gu , Seoul 100-101  
T. +82-2-736-1207

**KINGDOM OF THAILAND**

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653-7, Hannam-dong, Yongsan-gu, Seoul 140-210  
T. +82-2-790-2955

Tourism Authority of Thailand, Seoul Office  
#1205, Daeyungak Tower, 25-5  
Chungmu-1ga, Chung-gu, Seoul, 100-706  
T. +82-2-779-5417

Office of Trade Affairs  
301 Hwaseong B/D, 738-20, Hannam-2dong  
Yongsan-gu, Seoul, 140-210  
T. +82-2-795-2431

Thailand Board of Investment (BOI) Seoul Office  
#1804, 18th Floor, Daeyungak Tower 25-5,  
1-ga, Chungmu-ro, Chung-gu, Seoul, 140-893  
T. +82-2-319-9998

**SOCIALIST REPUBLIC OF VIETNAM**

Embassy of the Socialist Republic of Vietnam  
28-58 Samcheong-dong, Jongno-ku, Seoul, 110-230  
T. +82-2-739-2065

Trade office  
6th Floor, Golden Bridge Bldg., 222, Chungjeongno 3ga,  
Seodaemun-gu, Seoul, 120-837  
T. +82-2-364-3661/2
The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 in Bangkok, Thailand with the signing of the ASEAN Declaration (Bangkok Declaration). The ASEAN Declaration states that the aim of the organization is to accelerate economic growth, social progress and cultural development in the region and to promote regional peace and stability.

The total GDP of ASEAN is over US$ 2,154 billion (2011) and its total trade is approximately US$ 2,415 billion (2011). ASEAN is accelerating the establishment of the ASEAN Community including the ASEAN Economic Community (AEC) to transform ASEAN into a single market and production base by 2015.

The ratification of the ASEAN Charter in 2008 makes ASEAN a rules-based inter-governmental organization. Furthermore, ASEAN remains an active player at regional and international levels, playing a significant role in ASEAN+3, East Asian Summit (EAS) and ASEAN Regional Forum (ARF) which involve not only ASEAN countries, but also other countries such as Korea, the United States, China, Japan, Russia, EU, and others.

**STATISTICS ON ASEAN (2011)**

- **POPULATION**: 608.8 million
- **LAND AREA**: 4,326 thousand km$^2$
- **TOTAL GDP (US$ BILLIONS)**: 2,154
- **TOTAL TRADE**: 2,415 (US$ billions, Export: 1,233, Import: 1,182)

**ABOUT ASEAN**

ASEAN Hall / INFORMATION CORNER

ASEAN Hall of the Centre is a multi-purpose hall utilized for exhibitions, lectures, seminars, and various other events promoting inter-cultural understanding between ASEAN and Korea. Information Corner is a resource centre which houses a collection of books and multimedia materials on ASEAN.

**OPENING HOURS**: 9:30am - 5:30pm  
(closed on weekends and Korean national holidays)

**LOCATION**: ASEAN Hall, ASEAN-Korea Centre

Inquiries on ASEAN Hall Facility Rental and/or Group Visits  
**TEL**: 82.2.2287.1177  
**EMAIL**: info@aseankorea.org