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# ASEAN-KOREA CENTRE

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## ANNUAL REPORT FY2012

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# ASEAN-KOREA CENTRE AT A GLANCE

The ASEAN-Korea Centre was established as an intergovernmental organization consisting of ten ASEAN Member States and Korea in March 2009, the year which marked the 20th Anniversary of the Dialogue Partnership between ASEAN and Korea. The establishment of the Centre essentially reflects shared recognition of the growing importance of ASEAN-Korea relations and the need to institutionalize cooperation for a strong and enduring partnership. It was founded in accordance with the Memorandum of Understanding (MOU) signed by the Foreign Ministers of Korea and ten ASEAN Member States at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007.

The Centre is mandated to increase trade volume, accelerate investment flows, invigorate tourism, and enrich cultural exchanges between ASEAN Member States and Korea with emphasis on the promotion of mutual understanding through people-to-people exchanges. To fulfill these mandates, the Centre actively engages with governments, business communities, academia, and other relevant stakeholders in ASEAN and Korea. Its actions are guided by a set of values that include respect for diversity, mutual trust, and fellowship.

As an effective channel for enhancing ASEAN-Korea relations, the Centre's Vision is to be a key player in building a lasting and genuine partnership between ASEAN Member States and Korea, thereby helping to enhance regional integration and contribute to the ASEAN Community-building process.

**To learn more about the ASEAN-Korea Centre, you can visit**

 [www.aseankorea.org/english](http://www.aseankorea.org/english)

**You can also join us on our social networking sites**

 <http://blog.aseankorea.org>

 <http://www.facebook.com/ASEANROKcentre>

 <http://www.twitter.com/ASEANRokcentre>

 <http://www.youtube.com/user/ASEANROKcentre>

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Republic of Korea 100-750

*“The Centre’s steadfast commitment to carry out its mission will guide us towards sustainable development and regional integration not only in ASEAN, but also in the wider East Asia as a whole.”*



I am delighted to present the Annual Report for Fiscal Year 2012 of the ASEAN-Korea Centre, covering the period from March 2012 to February 2013. This report illustrates the Centre’s efforts towards ‘building a lasting and genuine partnership between ASEAN Member States and Korea, thereby enhancing regional integration and contributing to the ASEAN Community-building process,’ as stated in our Vision.

For more than two decades, interdependence between ASEAN and Korea has deepened and expanded resulting in mutually beneficial synergies in various sectors. ASEAN continued to hold its place as Korea’s second largest trading partner with a total trade volume of 131 billion USD, and as Korea’s largest destination for investment and the second largest for construction orders, recording 4.3 billion and 11 billion USD in 2012 respectively. Korea also secured its place as the fifth largest trading partner for ASEAN. Socio-cultural exchanges between ASEAN and Korea have been vigorous as well. In 2012, Korea received nearly 1.4 million visitors from ASEAN and the number of outbound Koreans to ASEAN countries was estimated at up to 4.5 million, bringing Korea closer to realizing an era of 10 million people-to-people exchanges in the near future. Furthermore, the demand for cultural exchanges has remained high in both regions. While *Hallyu* has undeniably played a leading role in facilitating people-to-people exchanges between ASEAN and Korea, Southeast Asian cultures have been gaining a growing foothold in Korea as well.

Among such rapid progress in ASEAN-Korea relations, FY2012 marked an important transition for the ASEAN-Korea Centre as it heralded its first year of the Consolidating Stage (2012-2014). To that end, the Centre implemented a wide range of activities geared up towards fulfilling its mandates, and succeeded in establishing 20 work programs as part of the Trade & Investment, Culture & Tourism, and Public Relations & Information Service Chapters. Furthermore, reflecting the acknowledgement by the ASEAN+3 leaders of the pivotal role of the ASEAN-Korea Centre, ASEAN-Japan Centre, and ASEAN-China Centre in promoting trade, investment, tourism, education and cultural exchanges between ASEAN+3 countries, the ASEAN-Korea Centre, for the first time in its history, initiated an informal meeting among the Secretary Generals of the three Centres on the sidelines of the ASEAN Tourism Forum in Vientiane, Lao PDR in February 2013. The meeting opened a new era of cooperation among the three Centres that will be conducive towards expanding and cementing the ASEAN+3 framework as the main beacon of connectivity in the region.

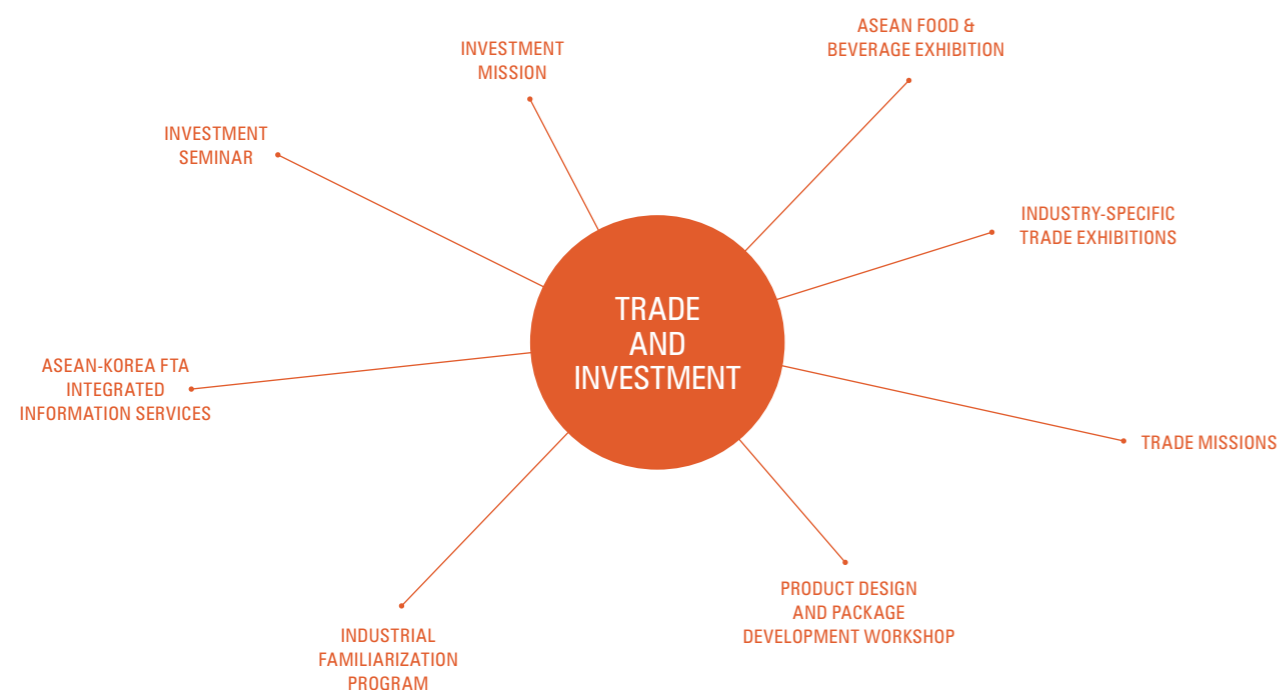
With unwavering support and cooperation from the Member States, stakeholders, and constituencies, the Centre has won great plaudit and has been able to chart its path as a main vehicle for driving the ASEAN-Korea partnership forward. Bearing in mind that this partnership will remain a force for peace, prosperity, and progress in our region, the Centre will continue paving the way for stronger partnership and spare no effort to prime Korea and ASEAN Member States for expanded opportunities that the realization of ASEAN Community in 2015 will bring to a myriad of sectors.

The Centre’s steadfast commitment to carry out its mission will guide us towards sustainable development and regional integration not only in ASEAN, but also in the wider East Asia as a whole.

A handwritten signature in black ink that reads "Chung Hae-moon". The signature is written in a cursive, flowing style.

Hae-Moon CHUNG  
SECRETARY GENERAL

During the first year of the Consolidating Stage (2012~2014), the ASEAN-Korea Centre continued to carry out a wide range of activities, to fulfill the Centre's mandates and enhance the quality and effectiveness of its work programs. A total of 20 work programs have been implemented under the Chapters of Trade and Investment, Culture and Tourism, and Public Relations and Information Service in FY2012.



## TRADE AND INVESTMENT

Under the Trade and Investment Chapter, the Centre undertook 8 work programs, comprised of 35 sub-programs: ASEAN Food & Beverage Exhibition, Industry-Specific Trade Exhibition, Product Design and Package Development Workshop, Trade Mission, Industrial Familiarization Program, ASEAN-Korea FTA Integrated Information Services, Investment Seminar, and Investment Mission.

### 1. ASEAN FOOD & BEVERAGE EXHIBITION

As for the ASEAN Food & Beverage Exhibition under the ASEAN Trade Promotion Section, the Centre participated in the Food Week 2012 in COEX, Seoul (6-9 November 2012) and set up the 'ASEAN Pavilion' to introduce food and beverage items of ASEAN to the Korean market. 30 companies (3 companies per country) from 10 ASEAN Member States and 9 TPOs (excluding Singapore) participated in the Exhibition. In total, 851 business meetings

were held between ASEAN companies and Korean buyers during the Exhibition, and the sales amount estimated by the exhibitors is expected to reach nearly USD 60 million in the next 3 years. The Centre also set up the 'ASEAN Kitchen' and conducted cooking demonstrations to effectively promote ASEAN food and beverage products.

Furthermore, mission programs for the Exhibition were organized to enable ASEAN exhibitors and representatives from TPOs to have a better understanding on the Korean market. The Centre arranged industrial visits to retail markets in Korea and offered a lecture on 'Import Procedures in Korea for ASEAN Products,' in order to give practical information to ASEAN exporters who wish to expand their businesses in Korea. The participants also had opportunities to visit major Korean distribution channels and wholesale markets.

### 2. INDUSTRY-SPECIFIC TRADE EXHIBITIONS

As for the Industry-Specific Trade Exhibitions, the Centre participated in 3 exhibitions, namely Korea International Furniture & Interior Fair 2012 (22-26 August), Seoul Gift Show 2012 (20-23 September), and Business to Consumer Exhibition & Sales (8-10 June), out of which each ASEAN Member State participated in 2 exhibitions based on their interests. These exhibitions were held to further promote products of ASEAN to the Korean market and support establishment of business links between ASEAN companies and potential Korean buyers.

A total of 40 companies from ASEAN Member States exhibited their products at the 'ASEAN Pavilion' during 3 Industry-Specific Trade Exhibitions in FY2012. A total of 824 business meetings were held during the exhibitions at the Korea International Furniture & Interior Fair 2012 and Seoul Gift Show 2012, expected to gain approximately USD 40 million within 3 years. The total sales amount on the occasion of the Business to Consumer Exhibition & Sales was KRW 25,554,800.

Furthermore, the Centre provided mission programs for each exhibition, including a lecture and market research, enabling the participants to gain a better understanding on the Korean market.

### 3. TRADE MISSIONS

The Centre continued to organize and dispatch Trade Missions to ASEAN Member States in FY2012 to provide ASEAN exporters with an opportunity to meet Korean buyers. Activities included visits to major exhibitions and industrial sites, and one-on-one business matching.

The Centre dispatched Missions to the Philippines (13-17 March) on the furniture, home interior, and handicrafts sectors; and received in-bound Mission from Singapore to Seoul on the game industry on 12 November. Missions to Cambodia on agriculture, furniture, home decoration, and food sectors were dispatched from 13-16 December, while Missions to Viet Nam and Malaysia on furniture, interior, and household products were held on 16-19 and 20-22 January 2013, respectively. Missions recorded a considerable total amount of business contracts, receiving favorable responses from both counterparts of the program; for example, the total amount of business based on the survey of Korean buyers to the Philippines was approximately USD 12 million.

### 4. PRODUCT DESIGN AND PACKAGE DEVELOPMENT WORKSHOP

Product Design and Package Development Workshop was also organized to help ASEAN manufacturers better understand the Korean market and to provide expertise on designing and packaging their products in an effective and marketable manner.

In FY2012, Workshops were held in Thailand on ready-to-eat & cook foods (2 May); in Brunei Darussalam on textile and home interior products (27-28 June); in Myanmar on lacquerware (1-2 August); in Indonesia on natural dyes (21 November); and in Lao PDR on coffee marketing (18 December).

Each session featured lectures delivered by Korean experts on product design trends in the Korean market, quality management, and key considerations when exporting ASEAN products to Korea and visits to local companies and factories to give on-site consulting to ASEAN manufacturers, and to provide new business opportunities for ASEAN exporters in the Korean market.

### 5. INDUSTRIAL FAMILIARIZATION PROGRAM

As part of the capacity-building programs, the Centre organized the Industrial Familiarization Program on 10-14 December 2012. Under the theme <ASEAN-Korea Partnership to Promote ICT Capacity-Building in the ASEAN Region>, the Centre invited 18 government officials and representatives of the ICT sector from 10 ASEAN Member States (2 from 8 Member States, 1 each from Indonesia and Malaysia). In this workshop, experts shared Korea's ICT development experience and policies with ASEAN Member States, formulated practical action plans, and provided the latest information on ICT trends in Korea, as well as the opportunity to establish networks among participating government officials and professionals. The Centre also arranged industrial visits to relevant ICT organizations.

### 6. ASEAN-KOREA FTA INTEGRATED INFORMATION SERVICES

To increase the utilization of the ASEAN-Korea Free Trade Agreement (AKFTA), the Centre has maintained the ASEAN-Korea FTA Integrated Information Services Website to provide the business communities in ASEAN and Korea with updated business information, such as the monthly trade statistics, the Directory of Korean Importers and ASEAN Exports and up-to-date tariff rates. In FY2012 the average number of visitors on a monthly basis was about 1,000 persons and the monthly pageview was around 6,000.

**7. INVESTMENT SEMINAR**

Investment Seminars were held in Seoul and provincial cities in Korea for 10 ASEAN Member States. With 100 participants on average, the Seminars featured presentations on investment climate and policies by ASEAN government officials and on successful business experiences by representatives of Korean companies in ASEAN countries. The Seminars not only provided the Korean business community with up-to-date information on the investment climate, policies, and opportunities in ASEAN, but also served as a venue for establishing business networks between potential Korean investors and ASEAN government officials.

**8. INVESTMENT MISSIONS**

Investment Missions were dispatched to 10 ASEAN Member States from March to November 2012. Grouped by identified sectors of interest, in consultation with the Investment Promotion Agencies of each Member State, potential Korean investors participated in the Mission to gain a first-hand experience of the investment climate and explore new business opportunities in ASEAN. The program also provided briefings by ASEAN IPAs and relevant Ministries on the latest investment policies, status and opportunities of promising sectors, and forthcoming foreign investment projects, as well as arranged visits to investment-related government agencies and local industrial sites.



**CULTURE AND TOURISM**

Under the Culture and Tourism Chapter, the Centre undertook 7 work programs, comprised of 15 sub-programs: ASEAN Culture and Tourism Fair, ASEAN Tourism Guide, ASEAN Tourism HRD Program, System Maintenance of Korean Language NTO Websites for CLMV Countries, Korean Language Training Course, ASEAN-Korea Multimedia Competition, and Cultural Program - Bravo! ASEAN in Korea.

**1. ASEAN CULTURE AND TOURISM FAIR**

To increase public awareness of ASEAN Member States in Korea, the ASEAN Culture and Tourism Fair was held in Yeosu and Seoul from 6 to 11 June 2012. The Special Performance was held at the International Exposition Yeosu Korea 2012 with more than 1,200 audiences, while the Reception & Opening Ceremony invited more than 300

guests from diplomatic corps, government and business community, and culture and tourism-related organizations at Theater Yong, National Museum of Korea.

The Main Performance (Fair), open to the general public, was held in D-Cube Park in Seoul. 10 ASEAN National Tourism, Organization Booths, the 'ASEAN Kitchen & ASEAN Café' introducing rich flavors of ASEAN countries, ASEAN-Korea Centre Promotion Booth, and ASEAN Tourism Promotion Sessions were set up to offer more than 70,000 visitors the chance to experience a variety of cultural programs and performances including diverse traditional dances, folk songs, and instrumental music.

Overall, a total of 77 ASEAN delegates consisting of performers and National Tourism Organization (NTO) representatives were invited by the Centre to participate in the Fair.

**2. ASEAN TOURISM GUIDE**

As part of the efforts to provide the Korean public with up-to-date information on ASEAN tourism resources, the Centre continued to disseminate the 2nd Edition of the ASEAN Tourism Guide to the Korean public. The Centre also released the updated version of the mobile application 'ASEAN Travel' on 30 August for iOS and Android platforms, introducing new features, such as the functions to selectively download resources on the user's country of choice and to view major tourist attractions via Google Map and satellite photos. The updated application was promoted at various events organized by the Centre and recorded 12,500 downloads as of November 2012.

**3. ASEAN TOURISM HRD PROGRAM**

The Centre continued to organize and refine the ASEAN Tourism HRD (Human Resources Development) Program to support the development of the tourism industries of ASEAN Member States. This year, the program was carried out in Malaysia, Indonesia, Brunei Darussalam, the Philippines, and Singapore. The Program comprised of lectures on Korean tourism trends, culture, and language to provide the participants with knowledge and communication skills useful in serving the needs of Korean tourists.

**4. KOREAN LANGUAGE NTO WEBSITES FOR CLMV COUNTRIES**

In order to continuously provide effective online promotional tools for CLMV countries (Cambodia, Lao PDR, Myanmar, Viet Nam), the Centre conducted system maintenance and updates of the contents of the Korean Language NTO Websites for CLMV Countries. The websites facilitated easy access to up-to-date information on tourism resources and trends of CLMV countries for the Korean public.

**5. KOREAN LANGUAGE TRAINING COURSE**

To enhance the Korean language proficiency of ASEAN tourism professionals, which would help them to provide services tailored to the needs of Korean tourists, the Centre implemented a new program titled Korean Language Training Course. The Centre developed the curricula and textbook contents translated into each Member State's language in consultation with Korean language professors, and communicated with ASEAN NTOs to make logistical arrangements for the program. Each Training Course gathered 30-35 participants and solidified introductory Korean language skills for tourism professionals in ASEAN. In FY2012, the program was conducted in Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam. The program will continue in FY2013 for the 5 remaining Member States (Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Singapore).

**6. ASEAN-KOREA MULTIMEDIA COMPETITION**

The Centre held the ASEAN-Korea Multimedia Competition on the theme of <SHOW YOURSELF: ASEAN Self-Portrait, Korean Self-Portrait> to provide a channel for cultural exchanges and development of mutual understanding between young communities of ASEAN and Korea. This year's exhibition featured photographic and video artworks that capture the different historic and cultural backgrounds of Korea and ASEAN; as well as snapshots of daily life, including food, clothing, and shelter; giving young artists the opportunity to express their self-portraits from fresh perspectives.

Out of a total of 2,722 entries submitted by 576 applicants, 66 photographs and 8 videos were selected from 11 winners and 11 Honorable Mentions. The selected artworks were exhibited at the Seoul Museum of History from 2 to 11 November. Furthermore, the winners from ASEAN Member States were invited to Korea from 31 October to 4 November, to participate in the Opening and Award Ceremony, as well as the cultural exchange program organized by the Centre.

In addition, the exhibition was invited to the Hanam Art Centre in Gyeonggi Province from December 1-29, thereby providing an opportunity for Koreans outside Seoul to enjoy the diversity of ASEAN Member States.

**7. CULTURAL PROGRAM - BRAVO! ASEAN IN KOREA**

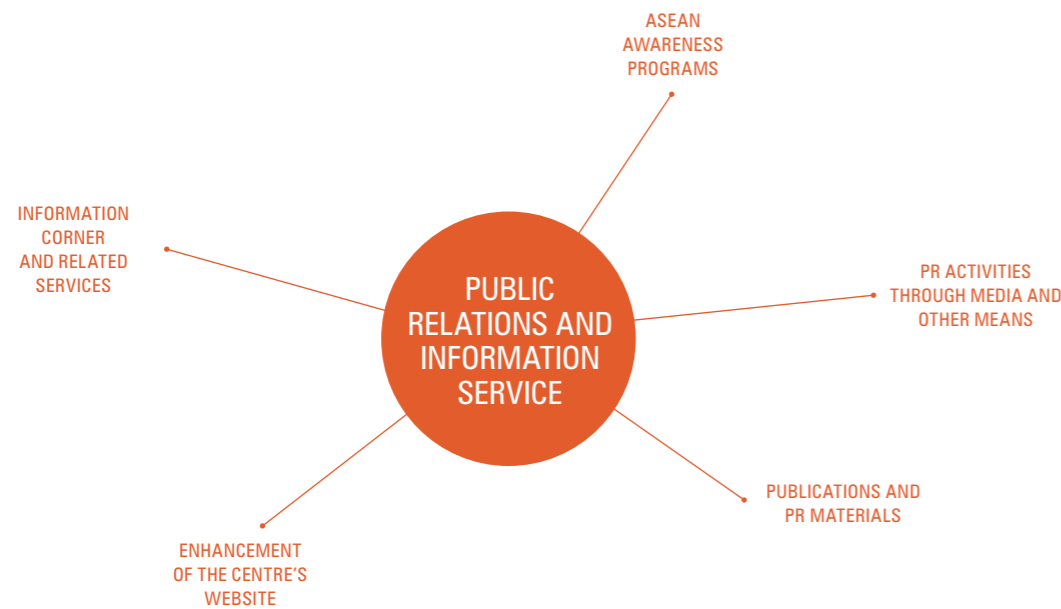
Under the Cultural Program, the Centre organized the 4th Bravo! ASEAN in Korea, a talent contest for ASEAN nationals residing in Korea, on 27 October at the AX-Korea in Seoul to foster intercultural understanding and fellowship between the peoples of ASEAN and Korea.

51 teams (138 persons) applied for the Preliminary Round, which was a 16% increase compared to last year. As the number of participants increased, performances were upgraded and diversified.

Among the contestants, 10 teams were selected to perform at the Main Competition. This year, the teams collaborated in the production of a music video, which successfully represented the primary objective of the

program: to promote the values of friendship and facilitate exchange between the ASEAN and Korean people. Around 1,100 audiences also expressed high enthusiasm for the performances and video by participants.

The contest was broadcast globally in 188 countries, including Korea, through the *Arirang TV Network* on 8 and 9 of November.



## PUBLIC RELATIONS AND INFORMATION SERVICE

Under the Public Relations and Information Service Chapter, 5 work programs comprised of 20 sub-programs were implemented: ASEAN Awareness Programs, PR Activities through Media and Other Means, Publications and PR Materials, Enhancement of the Centre's Website, and Information Corner & Related Service.

### 1. ASEAN AWARENESS PROGRAMS

In FY2012, ASEAN awareness-raising activities, such as the *Lecture Series* on ASEAN, *ASEAN Brownbag Seminar*, *School Tour Program*, and *Youth Visit Program* provided opportunities for the Korean public to enhance their understanding on ASEAN, ASEAN Member States, and ASEAN-Korea relations.

To better respond to the increased number of people-to-people exchanges and growing interest in ASEAN, the

*Exhibition of Traditional Musical Instruments of ASEAN* was newly implemented with financial support from the Royal Thai Embassy; and the *ASEAN Language Course Program* was introduced in cooperation with Sogang University Institute for East Asian Studies.

1.1 As part of the ASEAN Awareness Program, the Centre organized the *Lecture Series* at the ASEAN Hall. 8 sessions were held with around 600 attendees (approx. 70 per session) on the theme of <Riddles of ASEAN Culture>.

In addition to the *Lecture Series*, the *ASEAN Brownbag Seminar* was held during lunch time (12:00~13:00) at the ASEAN Hall. The *Seminars* consisted of presentations by representatives from tourism offices and ASEAN Embassies to Korea, providing basic statistics and tourism information of each respective country, and attracted over 700 attendees.

1.2 The Centre, in cooperation with ASEAN Embassies, continued to organize the *School Tour Program*, at 14 educational institutions ranging from elementary schools to universities in Seoul and provincial cities, to boost awareness of ASEAN and ASEAN-Korea relations among the younger generation. Each session consisted of a presentation on ASEAN, cultural activities organized by a guest country, as well as other fun activities, such as 'Rasa Saying, Eh' (sing-along activity), 'ASEAN Quiz' (trivia activity), 'Fun with Elephants' (drawing activity), and 'Coconut Shell Walk' (physical activity), among others. Over 2,700 students participated in the program in FY2012, a considerable increase from 1,800 in FY2011.

The *ASEAN-Korea Youth Drawing Contest & Exhibition*, targeting elementary and middle school students, was held on the theme of <ASEAN and Korea, We are Friends>. The Contest received more than 600 entries of which 100 entries were selected for the exhibition.

1.3 As for the *Youth Visit Program*, the Centre received group visits year-round upon request, to raise awareness of ASEAN-Korea relations and enhance visibility of the Centre's role as an international organization among the youngsters. In FY2012, students from 4 high schools and 6 universities from ASEAN (Indonesia, Malaysia, and Thailand) and Korea visited the Centre and were given presentations on the Centre and its activities.

1.4 The *ASEAN Language Course Program* was newly organized in FY2012 for Indonesian, Thai, and Vietnamese languages, at the ASEAN Hall and Sogang University, in cooperation with the Sogang University Institute for East Asian Studies. 2 semesters were held throughout the year – the Spring Semester from 12 March to 4 June (12 weeks), and the Fall Semester from 12 September to 7 December (12 weeks) – open to the general public.

1.5 In FY2012, the Centre, with the contribution of USD 9,416.19 from the Royal Thai Government and other contributions from the Embassies of ASEAN Member States, acquired a total of 25 traditional musical instruments of ASEAN to be showcased at the exhibition in FY2013. The contribution from the Royal Thai Government was also used to produce an interactive e-book on ASEAN traditional musical instruments to show a deep-rooted cultural affinity of ASEAN Member States.

### 2. PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

In FY2012, the Centre further expanded its PR activities through mass media, SNS, and blogs to raise the public profile of ASEAN, ASEAN-Korea relations and the Centre's activities. In terms of media coverage, the Centre's activities were covered 926 times by ASEAN and Korean media (54 international coverages), thereby contributing to enhancing the visibility of the Centre and ASEAN-Korea relations.

1. As part of PR Activities, the Centre participated in the *Seoul Friendship Fair*, one of the largest fairs organized by the Seoul Metropolitan Government, for 2 consecutive years; and the *Global Gathering*, an annual cultural festival held in Busan, at which the Centre installed PR booths to raise awareness of ASEAN. The booths featured activities, such as ASEAN games, face painting of country flags, and display of traditional clothes of ASEAN.

2. The Centre also managed *Naver* and *Wordpress* blogs, as well as social media accounts on *Twitter*, *Facebook*, and *YouTube* to enhance the Centre's online PR activities and to disseminate the latest information on ASEAN in a timely manner. 2 groups of blog reporters and correspondents from ASEAN and Korea were recruited, each for 6 month terms. The selected reporters and correspondents were requested to upload 2 articles every month.

The visibility of the Centre's official blogs was enhanced substantially due to exposure on search engines and metablogs. This led to attracting more visitors to the Centre's official website, blogs, and SNS pages. Since the opening in FY2011, the official blogs of the Centre on *Naver* and *Wordpress* attracted many online visitors. On average, the *Naver* blog recorded over 10,000 pageviews, while the *Wordpress* blog recorded 13,000 pageviews every month.

### 3. PUBLICATIONS AND PR MATERIALS

In FY2012, the Centre played an active role in collecting and disseminating useful information and data on ASEAN and ASEAN-Korea relations. As part of the efforts, the Centre produced various publications and PR materials introducing ASEAN, ASEAN-Korea relations, and the Centre's activities, for diverse target groups ranging from youngsters to businessmen. These materials were distributed to visitors at the Centre, participants of the Centre's activities, and to relevant organizations and individuals based in 10 ASEAN Member States and Korea. The Centre's publications and PR materials include the updated editions of the Centre's brochure, *ASEAN and Korea: We are Friends*, *Exploring ASEAN with AK*, 2012 ASEAN & Korea in Figures, monthly e-newsletter, as well as the introductory video of the Centre.

#### 4. ENHANCEMENT OF THE CENTRE'S WEBSITE & INFORMATION CORNER AND RELATED SERVICES

The Centre's Website provided comprehensive information on ASEAN, ASEAN-Korea relations, as well as up-to-date information on the Centre's activities. Also on the Website, the Centre provided links to the Centre's Online Library, ASEAN Cyber Gallery, ASEAN-Korea FTA Integrated Information Services, NTO websites of CLMV Countries, and to the SNS pages and official blogs of the Centre. In FY2012, the Centre developed user-friendly tools and design for easier navigation and enhanced visibility. With such efforts, the monthly page view of the Centre's website reached 120,000 on average in FY2012.

The Information Corner acquired an expanded collection of publications and audio-visual materials on ASEAN Member States and ASEAN-Korea relations, many of which were contributed by organizations including ASEAN Secretariat, ASEAN Embassies, and ASEAN tourism offices based in Korea. The Centre also published a monthly Information Corner bulletin introducing new additions and recommended readings, etc., which was sent as part of the E-newsletter to over 6,000 recipients.

In FY2012, the ASEAN Hall received a wide range of visitors including representatives from the ASEAN University Network, ASEAN librarians, Thai Parliamentary Exchange Program, and Public Management Executive Program, etc. To this date, the ASEAN Hall served as a venue for more than 100 events in which approximately 4,700 visitors attended.

#### OUTREACH ACTIVITIES

##### 1. THE CENTRE'S EXTERNAL CONTRIBUTION

The Secretary General gave wider publicity to diverse audiences by lecturing and/or presenting at various forums and academic circles; and participating in international conferences to better spotlight the presence of the Centre, further promote awareness of ASEAN and ASEAN-Korea relations, and expand the horizon of cooperation not only for ASEAN-Korea, but also for ASEAN+3 and beyond.

##### 2. CONCLUSION OF MEMORANDA OF UNDERSTANDING

To build cooperation networks in the field of trade, investment, culture, and tourism the Centre has concluded Memoranda of Understanding (MOU) with the following stakeholders in FY2012: Gyeongsangnam-do (Provincial Government), Busan Chamber of Commerce and Industry (BCCI), Gwangju Chamber of Commerce and Industry (GCCCI), International Contractors Association of Korea (ICAK), Korea Tourism Organization (KTO), 2018 Pyeongchang Winter Olympics Committee, Daejeon Chamber of Commerce and Industry (DCCI), Korea Chamber of Commerce and Industry (KCCI), Ministry of Gender Equality and Family (MOGEF), and the Korea Foundation (KF).

So far, the MOU concluded with Busan, Gwangju, and Daejeon Chambers of Commerce and Industry have contributed to a successful implementation of the Investment Seminars in Busan with Cambodia, in Daejeon with Malaysia, as well as Gwangju with Thailand. The 'Global Tourism Consultation' in Lao PDR, in collaboration with the Korea Tourism Organization, is also in the planning process.

##### 3. INFORMAL MEETING OF THE SECRETARY GENERALS OF ASEAN-KOREA CENTRE, ASEAN-JAPAN CENTRE, AND ASEAN-CHINA CENTRE

An informal meeting of the Secretary Generals of ASEAN-Korea Centre, ASEAN-Japan Centre, and ASEAN-China Centre was held at the initiative of the Secretary General of ASEAN-Korea Centre, on the sidelines of the 12th ASEAN Tourism Forum held on 20 Jan 2013 in Vientiane. At the meeting, the Secretary Generals discussed ways on how the Centres may cooperate to advance the ASEAN+3 cooperation, as well as the possibility of a follow-up meeting in FY2013 to concretize feasible areas of cooperation among the Centres in the near future.

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# CHAPTER 1

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Economic cooperation between ASEAN and Korea has gained significant achievement over the years. ASEAN continued to strengthen its position as the 2<sup>nd</sup> largest trading partner of Korea in 2012. To help keep this momentum, the Centre undertook various programs that would facilitate trade activities between ASEAN Member States and Korea.

In FY2012, the Centre continued to provide opportunities for ASEAN Member States to promote their products to the Korean market, in collaboration with Trade Promotion Organizations (TPOs) and Working Group Members on trade from each Member State. Efforts include the ASEAN Food & Beverage Exhibition; and Industry Specific Trade Exhibitions, such as the B2C Exhibition, ASEAN Furniture & Interior Fair 2012, and Seoul Gift Show 2012.



## ASEAN FOOD AND BEVERAGE EXHIBITION

In view of the favorable response to ASEAN food and beverage products in the Korean market, the Centre continued to participate in the Food Week 2012 in Seoul and set up the 'ASEAN Pavilion' to promote ASEAN products.

DATE	6-9 Nov 2012
VENUE	COEX, Seoul
PARTICIPANTS	30 ASEAN companies (3 companies from each ASEAN Member State) 9 Trade Promotion Organizations (excluding Singapore)
APPROVED BUDGET	KRW 230,000,000

## MAIN ACTIVITIES

A total of 30 companies from ASEAN Member States selected by ASEAN TPOs, exhibited a wide selection of ASEAN food and beverage items, including dried fruit, sauce, coffee & tea, frozen food, and seafood at the 'ASEAN Pavilion.' In line with the Exhibition, cooking demonstrations were held at the 'ASEAN Kitchen,' to provide opportunities for ASEAN companies to promote their products more effectively. Korean buyers, including conglomerates in the food industry, were invited through telemarketing and e-DM (direct mail) and were able to see, smell, and taste menus cooked with ASEAN ingredients, which helped stimulate their senses and interests.



As part of the Exhibition, on-the-spot business meetings were organized between ASEAN exhibitors and Korean buyers. The Centre provided interpretation services for each booth at the 'ASEAN Pavilion,' in an effort facilitate communication between exhibitors and buyers.

The Centre also offered trade mission programs to the ASEAN exhibitors and representatives from TPOs, which consisted of industrial visits to retail and wholesale markets, and major distribution channels in Korea, as well as a lecture on 'Import Procedures in Korea for ASEAN Products,' in order to provide them with practical information on expanding their business in Korea.

## OUTCOME AND IMPACT

In terms of the total expected sales amount within three years after the exhibition, approximately USD 60 million was estimated by the exhibitors. Furthermore, a total of 851 business meetings were held during the exhibition period. According to the records from COEX, 92,845 people visited Food Week 2012, which was held for four days.

The Exhibition served as a valuable opportunity for ASEAN exhibitors to promote their products to Korean buyers. 100% of the exhibitors were satisfied with the program, and among them, 86.5% indicated that they found the overall program to be excellent.

Furthermore, public awareness on ASEAN food and beverage products increased, as the Exhibition drew widespread media coverage; a total of 22 articles in twelve major media sources of Korea covered the event.



## INDUSTRY-SPECIFIC TRADE EXHIBITION

Given the increasing interest in *Industry-Specific Trade Exhibitions* of Korean buyers and importers, the Centre invited ASEAN companies to participate in the *Korea International Furniture & Interior Fair 2012*, *Seoul Gift Show 2012*, and *Business to Consumer Exhibition & Sales* to promote their products in the Korean market. These *Exhibitions* provided ASEAN companies with opportunities to develop business contacts with Korean buyers and to broaden their insights on the Korean market, so as to help Member States maximize their comparative advantages and further expand business opportunities. Each ASEAN Member State selected and participated in two out of the three Exhibitions proposed by the Centre.

	Business to Consumer Exhibition & Sales	ASEAN Furniture & Interior Exhibition	ASEAN Gift & Lifestyle Products Exhibition
DATE	8-10 June	22-26 August	20-23 September
VENUE	Shinsegae Dept. Store, Myeong-dong	KINTEX, KOFURN 2012	COEX, Seoul Gift Show 2012
PARTICIPANTS	Cambodia, Lao PDR, Myanmar, Thailand (8 companies)	Brunei, Indonesia, Malaysia, Philippines, Singapore and Viet Nam (12 companies)	All Member States (20 companies)
APPROVED BUDGET	KRW 375,000,000		

## MAIN ACTIVITIES

A total of 40 companies from ASEAN Member States exhibited their products at the 'ASEAN Pavilion,' in the course of three *Industry-Specific Trade Exhibitions*. Each *Exhibition* showcased a wide selection of products, providing opportunities for participating companies to establish networks with potential buyers in Korea. During the *Exhibitions*, the Centre also provided the exhibitors with trade mission programs, consisting of a lecture and market research for better understanding of the Korean market.

In terms of inviting potential buyers to the *Exhibitions*, the Centre utilized e-DM (direct mail) and telemarketing to gather participants from Korea's major companies, enabling arranged business meetings between ASEAN exhibitors and Korean buyers. The Centre also provided interpretation services in each booth to facilitate communication.

The *B2C Exhibition & Sales* was a new approach taken in FY2012, in which ASEAN exhibitors were given the opportunity to introduce and sell their premium goods to customers directly at the site. Furthermore, two Korean experts in related sectors were dispatched to participating ASEAN Member States to evaluate candidates and to provide consultation for potential exhibitors on selecting exhibition items. This ensured the quality of items that would attract Korean customers and satisfy their varying tastes.

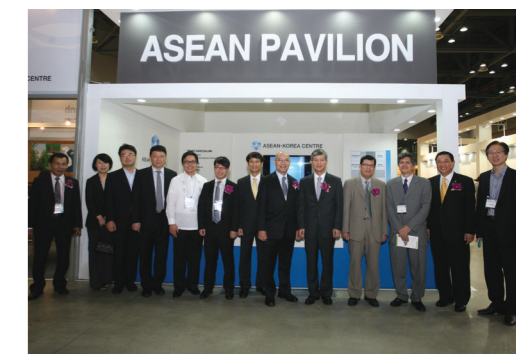


## OUTCOME AND IMPACT

As for the *Business to Consumer Exhibition & Sales*, about 1,200 pieces of exquisite ASEAN products were displayed for sale. The total sales amount reached KRW 25,554,800.

During the *ASEAN Furniture and Interior Exhibition* and *ASEAN Gift & Lifestyle Products Exhibition*, a total of 824 business meetings were held between ASEAN exhibitors and Korean buyers. According to the results of the evaluation survey, exhibitors who participated in the two *Exhibitions* combined, estimated the total expected sales amount to be USD 40 million within the next three years.

The Centre's extensive PR activities resulted in widespread media coverage and maximized publicity of both the *Exhibitions* and the Centre. A total of 118 articles in 50 major Korean and ASEAN newspapers and magazines covered the Centre's *Industry-Specific Trade Exhibitions*.



## TRADE MISSION

*Trade Missions* consisting of Korean buyers were dispatched to ASEAN Member States, offering them an opportunity to meet ASEAN manufacturers and exporters in countries of their interest. During the *Missions*, delegation members visited major exhibitions and were introduced to a variety of ASEAN products that are importable to Korea. One-on-one business meetings between ASEAN manufacturers and Korean buyers were provided at the said exhibitions, in order to foster better understanding of both markets among the participants.

Regarding the in-bound *Trade Mission*, the mission members from the Singapore game industry were invited to Korea, in order to develop business contacts with Korean counterparts.

	Manila FAME, Philippines	Singapore (In-bound)	Cambodia Exhibition, Cambodia	Malaysia	Viet Nam
DATE	13-17 Mar	12 Nov	13-16 Dec	20-22 Jan	16-19 Jan
VENUE	Manila and Cebu, Philippines	Seoul, Korea	Phnom Penh, Cambodia	Kuala Lumpur, Malaysia	Hanoi, Viet Nam
SECTOR	Furniture, home interior, handicrafts	Game industry	Agriculture, furniture, home decoration, food	Furniture, interior and household products	Furniture, interior and household products
PARTICIPANTS	25 persons	33 persons	22 persons	Korean Delegation: 7 persons Seminar Participants: 130 persons	Korean Delegation: 67 persons Seminar Participants: 131 persons
APPROVED BUDGET	KRW 375,000,000				

\* In case of *Missions* to Malaysia and Viet Nam, the Centre dispatched buyers from one of Korea's major hypermarkets and organized seminars on its purchasing procedure and trends.

## MAIN ACTIVITIES

The Centre arranged visits to major exhibitions and local companies for the Korean mission members. The visits helped Korean buyers explore business opportunities in ASEAN and expand networks with ASEAN manufacturers, while offering their counterparts the chance to introduce their company and products, and seek entrance into the Korean market.

## OUTCOME AND IMPACT

Visits to major exhibitions in ASEAN Member States provided a platform for one-on-one business meetings between ASEAN exhibitors and Korean mission members, resulting in an estimated total buying amount of USD 62 million within three years after the Mission.

Market research and industrial visits provided the Korean mission members with first-hand experience to business environments and latest market trends of respective ASEAN Member States, as well as the platform to establish business networks with ASEAN companies. A total of 28 Korean and ASEAN newspapers covered the Missions.



The Centre also carried out various programs supporting Technical Cooperation and Capacity Building, complementary to a wide array of activities related to economic cooperation between ASEAN and Korea.

In FY2012, the Centre organized a capacity building workshop under the *Industrial Familiarization Program (IFP)* with participating government officials involved in the ICT sector from ASEAN countries. Moreover, the Centre put together the *Product Design and Package Development Workshop*, which provided an opportunity for ASEAN manufacturers to enhance expertise in product design and package development.



## INDUSTRIAL FAMILIARIZATION PROGRAM

The Centre organized the *Industrial Familiarization Program* under the theme <ASEAN-Korea Partnership to Promote ICT Capacity-Building in the ASEAN Region> to share Korea's ICT development experiences and policies with ASEAN Member States. The *Program* provided the latest information on ICT trends in Korea, as well as the venue for government officials in the ICT sector to establish networks with relevant professionals in Korea.

DATE	10-14 December 2012
VENUE	ASEAN Hall and other relevant organizations
PARTICIPANTS	2 officials from each Member State — One government official involved in the ICT sector and the other official from investment promotion agency (18 participants)
APPROVED BUDGET	KRW 55,000,000

## MAIN ACTIVITIES

The Program included lectures on Korea's ICT development experience, policies, trends, and issues; sessions aimed towards formulating practical actions plans for ASEAN Member States; and industrial visits to relevant organizations.

DATE	DETAILS
11 DEC.	Lecture 1: From Digital Divide to Digital Opportunity: One Way to ASEAN (Dr. Sungnam Choi, Principal Manager, NIA) Organization Visit 1: The National Science & Technology Commission Organization Visit 2: NuriDream Square
12 DEC.	Lecture 2: Policy on Science Technology Innovation in Korea (Mr. Jangsaeng Kim, Head of KSP Consultation Unit 2, KDI) Lecture 3: Innovation & Performance of Knowledge Sharing Program (KSP) in Korea (Mr. Moonjoong Tcha, Executive Director, Center for International Development, KDI) Organization Visit 3: Korea Institute of Science and Technology (KIST) Organization Visit 4: Small and Medium Business Corporation (SBC)
13 DEC.	Lecture 4: Policies on IT and ICT Infrastructure in Korea (Mr. Sangwon Ko, Executive Director of the Division of International Cooperation Research, KISDI) Organization Visit 5: SK Experience Hall T.um

## OUTCOME AND IMPACT

The Program served as a vehicle for ASEAN government officials to benchmark Korea's ICT development experiences and policies, receiving 4.4 out of 5 points on the evaluation survey that was taken with 18 participants. The training was said to give new perspective and information for the participants, as well as the chance to be acquainted with colleagues and experts who work in similar fields.



## PRODUCT DESIGN AND PACKAGE DEVELOPMENT WORKSHOP

The Centre organized the *Product Design and Package Development Workshop* designed to help ASEAN manufacturers better understand the Korean market to provide expertise on designing and developing packages for their products in an effective and marketable manner.

	Thailand	Brunei Darussalam	Myanmar	Indonesia	Lao PDR
DATE	2 May	28 June	2 August	21 November	18 December
VENUE	Bangkok, Thailand	Bandar Seri Begawan, Brunei Darussalam	Bagan, Myanmar	Yogyakarta, Indonesia	Pakse, Lao PDR
SECTOR	Ready to Eat & Cook Foods	Textile	Lacquerware	Natural Dye	Coffee
PARTICIPANTS	63	40	85	83	65
APPROVED BUDGET	KRW 110,000,000				

## MAIN ACTIVITIES

Korean experts delivered practical lectures on product design trends in the Korean market, quality management, and key considerations to be made when exporting to Korea.

Through on-site consultations and company visits, the experts dispatched from Korea gave ASEAN manufacturers and exporters their views on the Korean market, to help ASEAN companies facilitate access to the Korean market.

## OUTCOME AND IMPACT

An average of 67 persons, mainly from relevant SMEs participated in the *Workshops*, and acquired knowledge on effective product design and current design trends in Korea, as well as entrance into the Korean market.



Given the increase of investment activities between ASEAN and Korea, the Centre carried out various investment promotion activities, such as *Investment Seminar* and *Investment Mission* to further stimulate investment flows from Korea to the ASEAN region. *Investment Seminar* continued to be an effective platform for the Korean business community to gain up-to-date information on investment climate and opportunities in ASEAN. In addition, potential Korean investors were dispatched to ASEAN Member States as *Investment Mission*, based on sectors of their interests. These Missions provided a chance for potential Korean investors to explore business opportunities and learn about the status and prospects of particular sectors in ASEAN.



## INVESTMENT SEMINAR

Building on positive responses from the Korean business community, the Centre held *Investment Seminars* to provide updates on the current investment policies, incentives, and promising sectors, as well as to help build business networks between ASEAN and Korean investors.

<b>DATE</b>	March 2012– February 2013
<b>VENUE</b>	Seoul / Busan / Daejeon / Gwangju
<b>PARTICIPANTS</b>	<b>Presenters</b>   High-ranking government officials from ASEAN, representatives of Korean companies based in ASEAN <b>Attendees</b>   Korean business people
<b>APPROVED BUDGET</b>	KRW 245,000,000

## MAIN ACTIVITIES

Government officials from ASEAN Member States gave presentations on investment climate and opportunities in promising sectors of ASEAN. Representatives of Korean companies shared successful business experiences of Korea in concerned ASEAN countries. The *Seminar* also conducted business meetings between ASEAN delegates and Korean representatives, to help them establish business contacts, address investment-related concerns when entering each ASEAN market, and discuss specific business opportunities that make ASEAN an attractive investment destination. Furthermore, investment promotion materials for each ASEAN country were distributed to Korean participants.

## PROGRAM SUMMARY

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Brunei Darussalam	29 Jan. 2013 Plaza Hotel, Seoul	Keynote Speech	<b>Ms. Hajah Hasnah binti Ibrahim</b> Deputy Permanent Secretary Ministry of Industry and Primary Resources (MIPR)
		63 Participants (audience) & 7 Business Meetings	<b>Mr. Sabri bin Haji Md Taha</b> Head of Halal Industry and Innovation Centre Ministry of Industry and Primary Resources (MIPR)
		Presentation 1 Investment Environment and Opportunities in Brunei Darussalam	<b>Mr. Abdul Halidi Mohd Salleh</b> Acting Director of Fisheries Ministry of Industry and Primary Resources (MIPR)
		Presentation 2 Investment Opportunities in Fisheries Industry in Brunei Darussalam	<b>Mr. Sung Ho Park</b> President Jindo Sdn. Bhd.
		Business Meeting	4 Booths · 3 from MIPR · 1 from Jindo Sbn. Bhd.
Cambodia	6 Sept. 2012 Lotte Hotel, Busan	Keynote Speech	<b>Mr. Chea Vuthy</b> Deputy Secretary General Cambodian Investment Board, Council for the Development of Cambodia
		103 Participants (audience) & 29 Business Meetings	<b>Mr. Suon Sophal</b> Deputy Director Director Department of Public Relations and Investment Promotion Council for the Development of Cambodia
		Presentation 1 Investment Environment and Opportunities in Cambodia	<b>Mr. Srey Vuthy</b> Deputy Director Department of Planning and Statistics Ministry of Agriculture, Forestry and Fisheries
		Presentation 2 Agricultural Development and Investment in Cambodia	

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS	COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
(continued) Cambodia	6 Sept. 2012 Lotte Hotel, Busan	<b>Presentation 3</b> Business Experiences of Korean Company in Cambodia	<b>Mr. Byung Kun BACK</b> President BNA (CAM) Corp.	(continued) Lao PDR	20 Jun. 2012 Plaza Hotel, Seoul	<b>Presentation 4</b> Business Experiences of Korean Company in Lao PDR	<b>Mr. Ho Won CHOI</b> President Kolao Group
	103 Participants (audience) & 29 Business Meetings	<b>Business Meeting</b>	<b>4 Booths</b> · 2 from Cambodian Investment Board · 1 from Ministry of Agriculture, Forestry and Fisheries · 1 from BNA (CAM) Corp.		116 Participants (audience) & 13 Business Meetings	<b>Business Meeting</b>	<b>4 Booths</b> · 1 from MPI · 1 from Secretariat Lao National Committee for Special Economic Zone · 1 from Savan Pacifica Dev. Co., Ltd. · 1 from Kolao Group
Indonesia	12 Oct. 2012 Millennium Seoul Hilton, Seoul	<b>Keynote Speech:</b> Investment Environment and Opportunities in Indonesia	<b>Dr. Indra Darmawan</b> Director of Sectoral Promotion Indonesia Investment Coordinating Board (BKPM)	Malaysia	7 Nov. 2012 Rivera Hotel, Daejeon	<b>Keynote Speech:</b> Investment Environment and Opportunities in Malaysia	<b>Mr. Datuk Phang Ah Tong</b> Deputy Chief Executive Officer Malaysian Investment Development Authority (MIDA)
	102 Participants (audience) & 20 Business Meetings	<b>Presentation 1</b> Policies and Opportunities of the Industrial Sector in Indonesia	<b>Mr. Williem Petrus Riwu</b> Head of Industrial Model Development Ministry of Industry		70 Participants (audience) & 16 Business Meetings	<b>Presentation 1</b> Investment Opportunities in the Electrical and Electronics Industry in Malaysia	<b>Mr. Md Sohaimi Mohd Sharif</b> Sr. Deputy Director Electronics Industry Division, Malaysian Investment Development Authority (MIDA)
		<b>Presentation 2</b> Master Plan for Acceleration and Expansion of Economic Development in Indonesia (MP3EI)	<b>Mr. Randy Rizang Wrihatnolo</b> Head of Monitoring Evaluation and Reporting of MP3EI Division Coordinating Ministry for Economic Affairs			<b>Presentation 2</b> Success Story on Investing in Malaysia (Meeting between golden natural resources and advanced technology)	<b>Mr. Mckin Lee, B. Jin</b> President & Managing Director Green Ocean Corporation Berhad
		<b>Presentation 3</b> Business Experiences of Korean Company in Indonesia	<b>Mr. Young SON</b> President Director PT Cheil Jedang Indonesia			<b>Presentation 3</b> Overseas Investment-Related Financial Support	<b>Mr. Se Min KIM</b> Senior Loan Officer Korea Eximbank
		<b>Business Meeting</b>	<b>4 Booths</b> · 1 from BKPM · 1 from Ministry of Industry · 1 from Coordinating Ministry for Economic Affairs · 1 from PT Cheil Jedang Indonesia			<b>Business Meeting</b>	<b>4 Booths</b> · 2 from MIDA · 1 from Green Ocean Corporation Berhad · 1 from Korea Eximbank
Lao PDR	20 Jun. 2012 Plaza Hotel, Seoul	<b>Keynote Speech</b>	<b>Mr. Somchith INTHAMITH</b> Deputy Minister Ministry of Planning and Investment	Myanmar	16 Jan. 2013 Plaza Hotel, Seoul	<b>Keynote Speech</b>	<b>Mr. Set Aung</b> Deputy Minister Ministry of National Planning Economic Development
	116 Participants (audience) & 13 Business Meetings	<b>Presentation 1</b> Investment Promotion Strategy: Transportation, Manufacturing, Hydropower, and Tourism	<b>Mr. Manothong VONGSAY</b> Deputy Director General Investment Promotion Department Ministry of Planning and Investment		135 Participants (audience) & 23 Business Meetings	<b>Presentation 1</b> Doing Business in Myanmar	<b>Mr. Aung Naing Oo</b> Director General Directorate of Investment & Company, Administration of Myanmar
		<b>Presentation 2</b> Investment Opportunities in Special/Specific Economy Zones in Lao PDR, and Phoukhyo Specific Economic Zone	<b>Dr. Kheungkham KEONUCHAN</b> Deputy Director General Secretariat Lao National Committee for Special Economic Zone			<b>Presentation 2</b> FDI Policy in Myanmar	<b>Mr. Myo Min</b> Director Directorate of Investment & Company, Administration of Myanmar
		<b>Presentation 3</b> Savan-SENO Special Economic "SITE C"	<b>Mr. Ong Chin Chai</b> Executive Director Savan Pacifica Development Co., Ltd.			<b>Presentation 3</b> FDI Legal Precautions in Myanmar	<b>Mr. Cheol Jeong</b> Partner Jipyong Jisung Law Firm
						<b>Business Meeting</b>	<b>3 Booths</b> · 1 from Ministry of National Planning and Economic Development · 2 from Directorate of Investment & Company, Administration of Myanmar

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Philippines  (continued) Philippines	16 May 2012 Plaza Hotel, Seoul  118 Participants (audience) & 25 Business Meetings	Keynote Speech	Mr. Cristino L. Panlilio Undersecretary Department of Trade and Industry(DTI) of the Philippines
		Presentation 1 Addressing Mega Manila's Water Security	Mr. Ramon B. Alikpala Chairman Metropolitan Waterworks and Sewerage System(MWSS)
		Presentation 2 Philippine PPP Program	Ms. Sherry Ann N. Austria Director PPP Center
		Presentation 3 Laguna de Bay Region/ Philippines Investment Environment and Opportunities	Ms. Dolora N. Nepomuceno Assistant General Manager Laguna Lake Development Authority
		Presentation 4 Korean Company's Business Experience in the Philippines	Mr. Bong Joo Choi General Manager Overseas Project Management Department KEPCO
		Business Meeting	4 Booths · 1 from MWSS · 1 from PPP Center · 1 from Laguna Lake Development Authority · 1 from KEPCO
Singapore	14 Nov. 2012 Lotte Hotel, Seoul  20 Participants (audience)	Keynote Speech	Mr. Lim Swee Nian Assistant Managing Director Singapore Economic Development Board
		Presentation 1 Introduction to Singapore and Consumer-Related Businesses	Mr. Lionel Lim Centre Director (Korea) Singapore Economic Development Board
		Presentation 2 Lapalette Launching in Singapore	Ms. Jinny Bae Team Manager Beauce Merchandising Co., Ltd.
Thailand	28 Nov. 2012 Ramada Plaza Hotel, Gwangju  72 Participants (audience) & 14 Business Meetings	Keynote Speech and Presentation 1 Business Environment and Investment Policies in Thailand	Ms. Hirunya Suchinai Deputy Secretary General Thailand Board of Investment (BOI)
		Presentation 2 How to Do Business & Set Up a Company in Thailand	Mr. Worawit Sing-In Senior Trade Officer Department of Business Development Ministry of Commerce
		Presentation 3 Experience of Doing Business in Thailand	Mr. Man Jae LEE President Korean-Thai Chamber of Commerce
		Business Meeting	3 Booths · 1 from BOI · 1 from Ministry of Commerce · 1 from Korean-Thai Chamber of Commerce

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Viet Nam	27 Jun. 2012 Lotte Hotel, Seoul  152 Participants (audience) & 30 Business Meetings	Keynote Speech	Mr. Do Thang Hai Director General Viet Nam Trade Promotion Agency Ministry of Industry and Trade
		Presentation 1 Overview of Energy Sector in Viet Nam and Partnership Investment Opportunities	Mr. Nguyen Thai Son Director General Planning and Service Planning Department General Department of Energy Ministry of Industry and Trade
		Presentation 2 Investment in Viet Nam	Mr. Nguyen Ba Cuong Deputy Director Foreign Investment Agency Ministry of Planning and Investment
		Presentation 3 Investment Environment of Binh Phuoc Province	Mr. Nguyen Thanh Binh Deputy Director Planning and Investment Department Binh Phuoc Province
		Business Meeting	4 Booths · 2 from Ministry of Industry and Trade · 1 from Ministry of Planning and Investment · 1 from Binh Phuoc Province

## OUTCOME AND IMPACT

An average of 100 potential Korean investors interested in doing business with ASEAN Member States participated in each Seminar.

An average of 20 business meetings were conducted between ASEAN officials and entrepreneurs after the presentations, through which potential Korean investors received consultation on sectors that they are interested in and identified business opportunities in each ASEAN country.

The Seminars served as a platform to promote ASEAN Member States as promising investment destinations, as well as to help establish business networks between the ASEAN delegation and the Korean business community.



## INVESTMENT MISSION

In response to the growing interests of the Korean business community in investing in ASEAN, the Centre dispatched *Investment Mission* to each ASEAN Member State for potential Korean investors to acquire first-hand information on current investment climate and opportunities and build networks with government officials and business representatives in ASEAN. Specific industrial and priority sectors were identified in coordination with ASEAN Investment Promotion Agencies (IPAs) to become more geared towards the needs of each Member State.

<b>DATE</b>	March 2012 – February 2013
<b>VENUE</b>	All ASEAN Member States
<b>PARTICIPANTS</b>	Korean businessmen, business association officials, and related experts
<b>APPROVED BUDGET</b>	KRW 185,000,000

### MAIN ACTIVITIES

Each *Investment Mission* included briefings by representatives from ASEAN IPAs and relevant Ministries on latest investment environment, policies, and opportunities of promising sectors; and industrial visits to relevant government agencies and local industrial sites of interest. Furthermore, one-on-one business meetings were held between potential Korean investors and ASEAN government officials and business representatives, to seek partners for investment and discuss business opportunities in specific areas.

### PROGRAM SUMMARY

VENUE & PARTICIPANTS	SECTOR	DATE	ACTIVITIES
Phnom Penh, Cambodia (21 Participants)	Garment/Sewing & Agriculture Industry	25-31 Mar. 2012	<b>Opening Remarks</b> by Sok Chenda Sophea, Minister of the Council for the Development of Cambodia (CDC)
			<b>Seminar</b> · <b>Presentation 1.</b> "Investment Environment in Cambodia" by H.E Mr. Chea Vuthy, Deputy Secretary General, Cambodia Investment Board · <b>Presentation 2.</b> "Investment Climate, Policies, and Opportunities in the Sectors of Garment/Sewing, Agri-food, Energy & etc." by H.E. Mr. Sok Sopheak, Director General, Ministry of Commerce · <b>Presentation 3.</b> "Status and Prospects of the Sectors of Agri-food, Energy & etc." by Mr. Chay Sakun, Deputy Director Of Planning and Statistics, Ministry of Agriculture, Forestry, and Fishery · <b>Presentation 4.</b> "Status and Prospects of the Sectors of Garment/ Sewing" by Mr. Van Sou Ieng, Chairman, Garment Manufacturers Association in Cambodia (GMAC)
			<b>Business Consultations</b> with 25 representatives from Cambodian companies
			<b>Industrial Visits</b> <b>Garment/Sewing Sector</b> Kie and Kie World Co., Ltd. / The Willbes & Co., Ltd.

VENUE & PARTICIPANTS	SECTOR	DATE	ACTIVITIES
(continued) Phnom Penh, Cambodia (21 Participants)	Garment/Sewing & Agriculture Industry	25~31 Mar. 2012	<b>Agri-food Sector</b> Ly Ly Company / Angkor Coffee Co., Ltd. / Korea Project on International Agriculture (KOPIA)
Yangon, Myanmar (28 Participants)	Garment/Sewing & Agriculture Industry	25~31 Mar. 2012	<b>Remarks</b> by Mr. Aye Ko, Director General, Directorate of Investment and Company Administration (DICA), Ministry of National Planning and Economic Development  <b>Seminar</b> · <b>Presentation 1.</b> "Investment Environment in Myanmar" by Ms. Mya Thuza, Adviser, Directorate of Investment and Company Administration (DICA), NPED · <b>Presentation 2.</b> "Garment Industry Development in Myanmar & Private Sector's Perspective" by Mr. Myint Soe, Chairman, Myanmar Garment Manufacturers Association · <b>Presentation 3.</b> "Implementation Activities of Agricultural Development" by Mr. Aye Tun, Director of Department of Agricultural Land Use Division, Ministry of Agriculture & Irrigation  <b>Business Consultations</b> with 19 representatives from 8 related government organizations and 9 companies  <b>Industrial Visits</b> <b>Garment/Sewing Sector</b> Myanmar Textile Industries / Ministry of Industry of Myanmar <b>Agri-food Sector</b> Department of Fisheries / Ministry of Livestock and Fisheries <b>Energy Sector</b> Myanmar KKS
Ho Chi Minh, Viet Nam (19 Participants)	Construction, Infra Development & Manufacturing	22-28 Apr. 2012	<b>Remarks</b> by Mr. Ta Hoang Linh, Deputy Director General of VIETRADE  <b>Seminar</b> · <b>Presentation 1.</b> "Business Opportunities in Import and Export to Vietnam" by Ms. Phan Thi Thanh Minh, Director General, Head of Representative of Ministry of Industry and Trade in Ho Chi Min City · <b>Presentation 2.</b> "Investment Environment and Policies in Vietnam" by Ms. Le Huong Giang, Deputy Director of Investment Promotion Center of South Vietnam, Ministry of Planning and Investment · <b>Presentation 3.</b> "National Projects for Infrastructure Development" by Mr. Le Duc Trung, Director of Ministry of Transport (MOT)  <b>Business Consultations</b> with 29 representatives from 13 related government organizations and 16 companies  <b>Industrial Visits</b> <b>Construction and Infra Development Sector</b> Service of Transportation / Binh Duong New City / Dai Nam Van Hien Theme Park <b>Manufacturing sector</b> BECAMEX IDC Corp. / Binh Duong Province / Panko / Food-processing and machinery manufacturing companies



VENUE & PARTICIPANTS	SECTOR	DATE	ACTIVITIES	VENUE & PARTICIPANTS	SECTOR	DATE	ACTIVITIES
Vientiane, Lao PDR (16 Participants)	Construction, Infra Development & Manufacturing	22-28 Apr. 2012	<p><b>Welcoming Remarks by Dr. Kikeo CHANTHABOURY, Permanent Secretary of Ministry of Planning and Investment (MPI)</b></p> <p><b>Seminar</b></p> <ul style="list-style-type: none"> <li>· <b>Presentation 1.</b> "FDI Policy of Laos" by Mr. Outakeo KEODOUANGSING, Director of Investment Promotion Department, Ministry of Planning and Investment</li> <li>· <b>Presentation 2.</b> "LAO PDR: Long Term Transport Development Plan" by Mr. Math Sounmala, Director General of Planning and Cooperation Department, Ministry of Public Works &amp; Transport</li> <li>· <b>Presentation 3.</b> "Industrial Processing: Policy and Promoted Strategy for 2011-2015" by Mr. Vang PHOMMASACK, Director of Department of Industry, Ministry of Industry and Commerce</li> </ul> <p><b>Business Consultations</b></p> <p>With 18 representatives from 4 related government organizations and 10 companies</p> <p><b>Industrial Visits</b></p> <p><b>Construction &amp; Infra Development Sector</b> Ministry of Public Works &amp; Transport / Heunghwa Industry</p> <p><b>Manufacturing Sector</b> Manignom Auto Group / Lao Vita Development</p>	(continued) Brunei Darussalam (8 Participants)	IT, Food Processing, Tourism, Construction	9-14 Sept. 2012	<ul style="list-style-type: none"> <li>· <b>Presentation 2.</b> "Overview of AITI &amp; ICT Landscape in Brunei" by Julianah Hj Ahmad, Assistant Chief Executive of ICT Industry Development Group of Authority for Info-communications Technology Industry(AITI)</li> <li>· <b>Presentation 3.</b> by Brunei ICT Companies: <ul style="list-style-type: none"> <li>i. "Takaful Management System" by Emettra Applied Technologies</li> <li>ii. "ERP System (Finance Package)" by MARS Enterprise</li> </ul> </li> </ul> <p><b>Business Consultations</b></p> <p>with 40 representatives from 4 related government organizations and 11 companies</p> <p><b>Industrial Visits</b></p> <p><b>Food and Agriculture Sector</b> Brunei Agriculture Research Centre, MPIR</p> <p><b>IT Sector</b> e-Government Innovation Centre (University of Brunei) / AiTi &amp; iCentre</p> <p><b>Tourism Sector</b> Empire Hotel</p> <p><b>Other</b> Lanlevel (Korean Company in Brunei) / International Convention Centre (Health Exhibition) / Individual visits to related companies</p>
Kuala Lumpur, Malaysia (9 Participants)	Information & Technology (IT)	9-14 Sept. 2012	<p><b>Welcoming Remarks by Mr. Phang Ah Tong, Deputy CEO, Malaysian Investment Development Authority (MIDA)</b></p> <p><b>Seminar</b></p> <ul style="list-style-type: none"> <li>· <b>Presentation 1.</b> "General Investment Environment of Malaysia" by Mr. Yong Ho CHON, Director Korea Desk, Malaysian Investment Development Authority (MIDA)</li> <li>· <b>Presentation 2.</b> "Seminar on Business Opportunities on Business Opportunities in Malaysia" by Ms. Nor Akhmar Shah Minan, Acting Senior Director, Broadband Management, Malaysian Communications and Multimedia Commission (MCMC)</li> <li>· <b>Presentation 3.</b> "Malaysian ICT Industry 2012" by Mr. Ong Kian Yew, Senior Manager, Association of the Computer and Multimedia Industry of Malaysia (PIKOM)</li> </ul> <p><b>Business Consultations</b></p> <p>with 8 representatives from 6 related government organizations and 2 companies</p> <p><b>Industrial Visits</b></p> <p>Kawan Food Manufacturing / Cyberview / Association of the Computer and Multimedia Industry of Malaysia (PIKOM)</p>	Philippines (12 Participants)	Construction Machinery & Manufacturing	14-20 Oct. 2012	<p><b>Welcoming Remarks by Ms. Hirunya Suchinai, Senior Executive Investment Advisor, Thailand Board of Investment (BOI)</b></p> <p><b>Seminar</b></p> <ul style="list-style-type: none"> <li>· <b>Presentation 1.</b> "Investment Opportunities in Thailand" by Ms. Bussarakum Sriratana, Director, Services and Consulting Division, Investment Service Center, Thailand Board of Investment (BOI)</li> <li>· <b>Presentation 2.</b> "Company Registration" by Ms. Suporn Adulyaritthikul, Trade Officer, Professional Level, Bureau of Business Registration, Ministry of Commerce (MOC)</li> <li>· <b>Presentation 3.</b> "Foreign Business Operation" by Ms. Pavana Hopisut, Trade Officer, Senior Professional by Bureau of Foreign Business Administration, Ministry of Commerce (MOC)</li> </ul> <p><b>Business Consultations</b></p> <p>with 25 representatives from 2 related government organizations and 15 companies</p> <p><b>Industrial Visits</b></p> <p>Subic Bay Freeport Zone / Clark Freeport Zone</p>
Brunei Darussalam (8 Participants)	IT, Food Processing, Tourism, Construction	9-14 Sept. 2012	<p><b>Welcoming Remarks by Sheikh Rashid Sheikh Salam, Assistant Chief Executive Officer/Head of Local Enterprise Development of Brunei Economic Development Board(BEDB)</b></p> <p><b>Seminar</b></p> <ul style="list-style-type: none"> <li>· <b>Presentation 1.</b> "Business Opportunities in Brunei Darussalam" by Jodie LIM, Manager of Foreign Direct Investment Division of BEDB</li> </ul>	Bangkok, Thailand (19 Participants)	Construction Machinery & Manufacturing	14-20 Oct. 2012	<p><b>Welcoming Remarks by Ms. Hirunya Suchinai, Senior Executive Investment Advisor, Thailand Board of Investment (BOI)</b></p> <ul style="list-style-type: none"> <li>· <b>Presentation 1.</b> "Investment Opportunities in Thailand" by Ms. Bussarakum Sriratana, Director, Services and Consulting Division, Investment Service Center, Thailand Board of Investment (BOI)</li> <li>· <b>Presentation 2.</b> "Company Registration" by Ms. Suporn Adulyaritthikul, Trade Officer, Professional Level, Bureau of Business Registration, Ministry of Commerce (MOC)</li> </ul>

VENUE & PARTICIPANTS	SECTOR	DATE	ACTIVITIES
(continued) Bangkok, Thailand (19 Participants)	Construction Machinery & Manufacturing	14-20 Oct. 2012	<ul style="list-style-type: none"> <li>· <b>Presentation 3.</b> "Foreign Business Operation" Ms. Pavana Hopisut, Trade Officer, Senior Professional by Bureau of Foreign Business Administration, Ministry of Commerce (MOC)</li> <li>Congratulatory Remarks by Mr. Ko Kwang Sup, Vice CEO, Korea Construction Equipment Manufacturers Association</li> </ul> <p><b>Business Consultations</b> With 5 representatives from 2 related government organizations and 3 companies</p> <p><b>Industrial Visits</b> <b>Construction Machinery Sector</b> Bangkok Auction / JSSR / Kemrex (Sutee Group Co., Ltd.) / Universal Tractor <b>Manufacturing Sector</b> Laem Chabang Industrial Estate / Asia Precision Public Co., Ltd.</p>
Singapore (16 Participants)	LED, Home Appliance and Machinery	18-24 Nov. 2012	<p><b>Welcoming remarks by Mr. Fabian Tan, Senior Officer of Korea Desk, EDB</b></p> <ul style="list-style-type: none"> <li>· <b>Presentation 1.</b> "Singapore, the EDB and the General Business Environment" by Mr. Fabian Tan, Senior Officer of Korea Desk, EDB</li> <li>· <b>Presentation 2.</b> "Key Sectors of the Singapore Economy, including Electronics, Consumer Businesses and Infocomms &amp; Media" by Mr. Fabian Tan, Senior Officer of Korea Desk, EDB</li> </ul> <p><b>Business Consultations</b> with 23 representatives from 2 related government organizations and 9 companies</p> <p><b>Industrial Visits</b> Sim Lim Square</p>
Jakarta, Indonesia (30 Participants)	LED, Home Appliance and Machinery	18-24 Nov. 2012	<p><b>Welcoming Remarks by Dr. Ir. Himawan H. Djojokusum, Deputy Chairman of Investment Promotion, BKPM</b></p> <ul style="list-style-type: none"> <li>· <b>Presentation 1.</b> "General Investment Climate and Opportunities in Indonesia" by Mr. Mochamad Iqbal, Official of Directorate of Investment Deregulation, BKPM</li> <li>· <b>Presentation 2.</b> "Home Appliances and Machinery Industry in Indonesia" by Mr. Antonius Fernando, Official of Directorate of Machinery and Agriculture Equipment Industry, Ministry of Industry</li> <li>· <b>Presentation 3.</b> "LED Industry in Indonesia" by Mr. Aris Gunawan, Official of Directorate of Electronics and Telecommunication Industry, Ministry of Industry</li> </ul> <p><b>Business Consultations</b> with 12 representatives from 2 related government organizations and 7 companies</p> <p><b>Industrial Visit</b> Jababeka Industrial Complex</p>

## OUTCOME AND IMPACT

The Mission provided opportunities for potential Korean investors to explore investment opportunities in promising business sectors. 178 potential investors pursuing entrance into the ASEAN market benefited from the program. During the Mission, Korean business people had business meetings with ASEAN government officials and business people, which would ultimately facilitate entrance into the ASEAN market.

## INFORMATION AND INTERMEDIARY SERVICES

The Centre has continuously updated the ASEAN-Korea FTA (AKFTA) Integrated Information Services to help maximize the utilization of the AKFTA, which entered into full force in 2009, making practical information and data accessible for business communities.

## SYSTEM MAINTENANCE OF ASEAN-KOREA FTA INTEGRATED INFORMATION SERVICE

APPROVED BUDGET      KRW 10,000,000

### MAIN ACTIVITIES

The Centre updated contents and other relevant information, such as up-to-date information of import duties, rules of origin, and other information related to the AKFTA, which are beneficial for business communities in ASEAN and Korea.

### OUTCOME AND IMPACT

In FY2012, the AKFTA *Integrated Information Services* received around 1,000 visitors and 6,000 pageviews on a monthly basis. The website served as a practical guide for business communities in ASEAN Member States and Korea on how to effectively utilize the AKFTA to maximize benefits in trading their businesses.

# CHAPTER 2

## CULTURE AND TOURISM

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In FY2012, the Centre continued to carry out ASEAN tourism promotional programs to raise awareness of the rich culture of ASEAN and to effectively provide diverse tourism information for the Korean public, facilitating travel to ASEAN countries for Korean tourists. Reflecting the requests from Member States, the Centre participated in the *International Exposition Yeosu Korea 2012*, attended by more than 100 countries, during the *ASEAN Culture & Tourism Fair*. Furthermore, the Centre updated and promoted the ASEAN Tourism Guide and its mobile application version, “ASEAN Travel.”



## ASEAN CULTURE AND TOURISM FAIR

As one of the Centre’s flagship programs, the 4<sup>th</sup> annual *ASEAN Culture & Tourism Fair* was held in June 2012 to continue raising awareness and intercultural understanding on diverse cultures of ASEAN among the Korean public. The Centre further enhanced visibility and impact of the *Fair* with more diversified contents and activities, featuring cultural performances, tourism attractions, and cuisines of ten ASEAN Member States.

<b>DATE</b>	5-11 June 2012
<b>VENUE</b>	Yeosu Special Performance (6 June) — Expo Hall, Yeosu EXPO 2012, Yeosu Opening Ceremony & Main Event (8-10 June) — D-Cube Park, D-Cube City, Seoul
<b>PARTICIPANTS</b>	A total of 77 delegates from ten ASEAN Member States (including 12 NTO representatives)
<b>APPROVED BUDGET</b>	KRW 400,000,000

## MAIN ACTIVITIES

To increase public awareness of ASEAN Member States in Korea, the *ASEAN Culture and Tourism Fair* was held in Yeosu and Seoul. The Special Performance was held at the *International Exposition Yeosu Korea 2012*, while the Reception & Opening Ceremony and the Main Performance (*Fair*) was held in Seoul.

### YEOSU SPECIAL PERFORMANCE (6 June, 14:00~16:00 / Yeosu)

In conjunction with the *International Exposition Yeosu Korea 2012*, the Yeosu Special Performance of the ten ASEAN Member States was held at the Expo Hall, in front of more than 1,200 audiences.



### RECEPTION & OPENING CEREMONY (8 June, 18:30~21:30 / Seoul)

More than 300 guests from diplomatic corps, government and business community, as well as from culture and tourism-related organizations attended the Opening Ceremony to enjoy highlight performances of ten ASEAN Member States. The Ceremony was held at Theater Yong, National Museum of Korea.

### ASEAN CULTURE & TOURISM FAIR 2012 (9-10 June, 12:00~18:30 / Seoul)

The Main Event was held at D-cube Park, D-cube City, attracting more than 70,000 visitors. The *Fair* featured cultural performances, such as traditional dances, folk songs, and instrumental music by invited ASEAN troupes at the center stage. At the *Fair*, National Tourism Organization (NTO) booths of ten ASEAN countries distributed tourism information materials and hosted promotional activities, such as handicraft demonstrations, henna tattoos, and marionette shows. Furthermore, the ‘ASEAN Kitchen & ASEAN Café’ offered diverse eateries, including authentic cuisine and coffee of ASEAN countries. The ASEAN-Korea Centre Booth disseminated various publications and information on ASEAN and ASEAN-Korea relations, as well as organized cultural activities for children, such as ASEAN flag face-painting and ASEAN traditional costume play.

## OUTCOME AND IMPACT

The *Fair* offered visitors the chance to experience a variety of cultural programs and performances including diverse traditional dances, folk songs, and instrumental music showcased by more than 70 member cultural troupes from ten ASEAN Member States. Moreover, the *Fair* further strengthened the network and partnership between ASEAN National Tourism Organizations (NTOs) and the ASEAN-Korea Centre, and also broadened PR activities and received extensive media coverage, including *The Korea Times*, *The Korea Herald*, and *Lonely Planet Magazine*.

In this year’s *Fair*, in conjunction with the *International Exposition Yeosu Korea 2012*, which hosted the participation from 104 countries and international organizations from all over the world, ASEAN Member States were able to introduce culture and tourism resources, not only to Korea, but also to the participating countries of the *Expo*.

During the *Fair*, the Centre held a briefing session with NTO representatives where the outcome of the *Fair* was discussed: NTO representatives expressed that they were satisfied with the overall program and appreciated the Centre’s continuing endeavors in promoting ASEAN culture and tourism.



## ASEAN TOURISM GUIDE

The *ASEAN Tourism Guide*, first published in 2010, continued to serve as an effective tool to promote major tourist destinations in each of the ten ASEAN Member States and disseminate up-to-date information, including detailed maps and photos of must-see attractions, food, and lodging, to the Korean public. The *Guide* has been distributed through various events of the Centre all year round. In FY2012, the Centre developed a management system for the existing mobile application of the *ASEAN Tourism Guide* titled the 'ASEAN Travel,' which is free for downloads on both iOS and Android users in Korea who are interested in visiting ASEAN countries

<b>LANGUAGE</b>	Korean
<b>FEATURES</b>	Main tourist attractions, food, festivals, lodging, visa info, etc.
<b>APPROVED BUDGET</b>	KRW 60,000,000

### MAIN ACTIVITIES

After a preparatory assessment of the existing mobile application 'ASEAN Travel,' the Centre developed a new management system, in order to organize and update contents of the application in an effective and timely manner. The Centre also introduced new features, such as the function to selectively download information on the user's country of choice; and updated contents, including detailed maps and photos. The updated version of the application was released on 30 August 2012, then promoted at various events organized by the Centre. In FY2013, the application will be updated in accordance with the 3rd edition published at the end of FY2012.

Furthermore, the Centre updated the contents of the *Guide* based on the feedback from ASEAN NTOs and Embassies of Member States, then printed 12,000 copies of the new edition at the end of FY2012. The updated *Guide* will be distributed through various channels throughout FY2013.



### OUTCOME AND IMPACT

Since its latest update on 30 August 2012, the application recorded 7,684 downloads in FY2012, contributing to 31,455 total downloads since its launch in May 2011. The application also generated 19,888 visits and 255,215 pageviews in FY2012.

By updating the application with the latest information and enhancing the user interface, the new version provided an even greater user experience for a larger number of Koreans planning to travel to the ASEAN region.

As for the *Guide* book, 4,541 copies have been distributed through various channels in FY2012.



## TECHNICAL COOPERATION / CAPACITY BUILDING

In 2012, the exchange of visitors between ASEAN and Korea exceeded 5.4 million, among which over 4 million Korean tourists traveled to ASEAN countries. In this regard, technical cooperation and capacity building programs organized by the Centre have been great opportunities for ASEAN tourism professionals to better understand the Korean tourism market and trends, and to develop Korean language proficiency.

The *ASEAN Tourism Human Resources Development (HRD) Program* was carried out in five ASEAN Member States, namely Brunei Darussalam, Indonesia, Malaysia, Philippines and Singapore. The Centre also managed and updated the *Korean Language NTO Website for CLMV Countries*, which provided easy access to tourism resources of Cambodia, Lao PDR, Myanmar, and Viet Nam for the Korean public. Furthermore, the *Korean Language Training Course* was conducted in five ASEAN Member States: Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam.



### ASEAN TOURISM HRD PROGRAM

In an effort to enhance intercultural awareness and practical knowledge of Korea among ASEAN tourism professionals, so as to help them provide quality services tailored to the needs of Korean tourists; strengthen the capacity of tourism human resources; and support the development of tourism industries in Member States, the Centre continued to organize the *ASEAN Tourism Human Resources Development Program*, in collaboration with the ASEAN National Tourism Organizations (NTOs). As one of the Center's primary capacity-building programs, the Centre has completed two rounds of the two-year program from 2009 to 2012, offering important opportunities to further accelerate the development of tourism sectors in each ASEAN country.

<b>DATE &amp; VENUE</b>	Malaysia (Langkawi)   10-12 April Indonesia (Makassar)   29-31 August Brunei Darussalam (Bandar Seri Begawan)   3-4 September Philippines (Boracay Island)   26-27 November Singapore (Singapore)   23 November
<b>PARTICIPANTS</b>	Around 45 ASEAN tourism professionals and students majoring in Hotel Management per country
<b>APPROVED BUDGET</b>	KRW 150,000,000

### MAIN ACTIVITIES

The Program, in FY2012, continued to serve the remaining five countries—Malaysia, Indonesia, Brunei Darussalam, Philippines, and Singapore—receiving the baton from Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam, who participated in the Program in FY2011.

Each country was offered a two to three day program consisting of lectures providing in-depth analysis on tourism trends and prospects of the Korea's tourism market and a general overview of the Korean history, culture, and lifestyles that will facilitate understanding on the characteristics of Korean tourists. The Program also consisted of practical language training courses on the Korean alphabet and useful expressions that can be used by tourism professionals to provide better services for tourists from Korea.

Upon completing the program, certificates were presented to the participants.



### OUTCOME AND IMPACT

The results of the survey that was taken upon completion of each Program, participants showed high satisfaction with the overall program, and found it relevant to and helpful for their jobs.

The HRD Program was held not only in capital cities, but also in destinations with potential as future tourist attractions, thereby increasing the visibility of local tourism resources and networks to a wider range of participants. Serving as a venue for participants to gain first-hand knowledge and skills that will enhance the competitiveness in their profession, the Program strengthened the basic knowledge of invited tourism professionals, so as to help them better communicate with Korean tourists and attract more visitors.



## KOREAN LANGUAGE NTO WEBSITES FOR CLMV COUNTRIES

The Centre continued to manage National Tourism Organizations (NTOs) Websites for Cambodia, Lao PDR, Myanmar, and Viet Nam (CLMV) in Korean, in order to provide easy access to the latest tourism information on CLMV countries for Korean tourists and an effective online promotional tool for CLMV NTOs. The contents of the Websites have been updated as necessary. The Centre plans to transfer the operational ownership to the respective countries in FY2013, with training and consultation necessary to maintain the Websites.

<b>DATE &amp; VENUE</b>	Year-round
<b>APPROVED BUDGET</b>	KRW 60,000,000

### MAIN ACTIVITIES

The Centre reviewed, translated, and uploaded tourism information of CLMV countries to the established Korean Language Websites, in close cooperation with CLMV NTOs. In addition, a series of promotional activities for the websites were carried out through the Centre's main programs and various online channels, in order to raise awareness of the rich tourism resources of CLMV countries among the Korean public. The Centre also kept in close contact with the NTOs of CLMV countries to prepare the handover of maintenance tasks to each NTO in FY2013.

### OUTCOME AND IMPACT

By providing the latest tourist information of CLMV countries through the Websites, the Centre added another dimension to further promoting ASEAN tourism among the Korean public. The number of visitors to the Websites continuously increased, reaching out to more than 42,000 internet users who viewed the Websites in FY2012.

The Websites continued to draw attention from both public and private organizations in Korea. The contents were publicized in magazines, namely 'Sky News' (for Korean Air) and 'Busan Story' (for Busan City), which further contributed to the dissemination of ASEAN tourism information among the Korean public. Furthermore, the Centre's handover of operational ownership to the NTOs is expected to enhance the accessibility of Korean tourists to the latest tourism information on CLMV countries by allowing respective countries to directly upload timely information and photos.



## KOREAN LANGUAGE TRAINING COURSE

The *Korean Language Training Course* was newly implemented in FY2012 to enhance the Korean language proficiency of ASEAN tourism professionals from both public and private sectors, so as to help them provide tourism services tailored to the needs of Korean tourists. Participants in the *Course* included professionals in the tourism sector, including tour guides, travel agents, hoteliers, as well as related government officials in Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam. Courses for the remaining five Member States will be conducted in FY2013.

<b>DATE &amp; VENUE</b>	Cambodia (Siem Reap)   23 April - 26 June 2012 Lao PDR (Vientiane)   16 July - 10 August 2012 Myanmar (Yangon)   6 August - 10 October 2012 Thailand (Bangkok)   12 November - 28 December 2012 Viet Nam (Hanoi)   25 April - 29 June 2012
<b>PARTICIPANTS</b>	30-35 tourism professionals and related government officials
<b>APPROVED BUDGET</b>	KRW 150,000,000

### MAIN ACTIVITIES

To draft a comprehensive and effective curriculum, the Centre consulted with experts of the Korean language, developed textbook contents, and translated into each local language. The Centre also communicated with ASEAN NTOs to make logistical arrangements for the program, and hold opening and closing ceremonies.

Upon completing the program, certificates were presented to the participants.

### OUTCOME AND IMPACT

The *Korean Language Training Course* solidified introductory Korean language skills for around 200 ASEAN tourism professionals, helping them to offer tailored-services to Korean tourists. The program received high satisfaction ratings (of more than 90%) from all of the five ASEAN countries, and most of the students answered that they would recommend the *Course* to their colleagues.



The Centre's cultural exchange programs have gained much popularity in FY2011 among the ASEAN community. In light of the success, the Centre continued to organize cultural exchange programs to further strengthen mutual understanding and promote friendship among people of ASEAN and Korea. In FY2012, the *ASEAN-Korea Multimedia Competition* and *Bravo! ASEAN in Korea* were held to provide opportunities for the people of ASEAN and Korea to explore their creative talents in multimedia and performing arts, further boosting mutual understanding amongst each other.



## ASEAN-KOREA MULTIMEDIA COMPETITION

Recognizing the need to foster mutual understanding among the young generations of ASEAN and Korea, the Centre continued to organize the *ASEAN-Korea Multimedia Competition*, targeting talented university students and young artists. Conducted every other year alternately with the *ASEAN-Korea Cultural Exhibition*, the *Competition* titled 'Show Yourself' gathered artworks that capture creative ideas of ASEAN and Korean youths and reflected the diversity of both cultures. The *Competition* presented winning artworks at the Seoul Museum of History in Korea and held a workshop with the winners as participants, developing a cultural platform for young communities of ASEAN and Korea to share mutual understanding.

<b>DATE &amp; VENUE</b>	Submission   9 July - 24 September Exhibition 1   2 - 11 November / Seoul Museum of History (Seoul) Exhibition 2   1 - 29 December / Hanam Art Centre (Gyeonggi Province) Workshop   31 October - 4 November
<b>PARTICIPANTS</b>	University students and young artists in ASEAN and Korea
<b>APPROVED BUDGET</b>	KRW 113,000,000

## MAIN ACTIVITIES

The Centre organized the *Competition* by receiving submissions and carefully selecting winning entries as the first step to conducting the program. A total of 2,722 entries by 576 applicants from ASEAN Member States and Korea were submitted to the *Competition*, among which eleven winners and eleven honorable mentions were exhibited at the Seoul Museum of History and the Hanam Art Centre at Gyeonggi Province, Korea. The winning artworks were also displayed on the on-line exhibition at the Centre's cyber gallery ([www.asean.org/program/cyber/exhibition.jsp](http://www.asean.org/program/cyber/exhibition.jsp)).

The eleven winners from ASEAN were prized with a trip to Korea, for them to attend the awards and opening ceremonies, as well as the workshop organized by the Centre. The workshop entailed lectures by curators and visits to artists' havens, such as the Heyri Art Village, KT&G Sangsang Madang, and Nam June Paik Art Center, offering them a glimpse of the current trends of multimedia and contemporary art in Korea.

## OUTCOME AND IMPACT

This year's *Multimedia Competition*, received the largest number of artworks (a total of 2,722), making it the most competitive competition since 2009. With further effort to contact the visual arts and photograph-related departments at major Korean universities, the exhibition was meaningful in actively promoting the *Competition* itself, consolidating the network between major universities of ASEAN Member States and Korea, as well as raising the profile of the Centre. Also, the workshop for eleven winners served as a venue to exchange views on contemporary art in Korea and ASEAN countries, thereby further strengthening mutual understanding and enhancing competitiveness in their future professions.

Exhibiting the artworks not only in Seoul, but also in Hanam City and through the Centre's cyber gallery, attracted not only audiences from the capital city, but also from Gyeonggi Province, as well as anyone who has access to the internet. The exhibition in Hanam Art Center, in particular, was significant in that it was the first *Competition* to be held outside of Seoul, which was highly effective in raising public awareness on the diverse cultures, traditions, and arts of ASEAN Member States to local provinces. In total, 2,704 people visited the exhibition at Seoul Museum of History; 9,220 people visited the exhibition at Hanam Art Center; while the cyber gallery recorded 787 pageviews as of 4 January 2013.

## CULTURAL PROGRAM: BRAVO! ASEAN IN KOREA

In FY2012, the Centre continued to organize the cultural program titled *Bravo! ASEAN in Korea*, a talent contest including song and dance performances for ASEAN residents in Korea, featuring traditional and contemporary performances of ASEAN countries, as well as Korean pop music and dance. The contest provided an opportunity to cultivate fellowship and cultural exchanges between the peoples of ASEAN and Korea.



<b>DATE &amp; VENUE</b>	Preliminary Round   23 September 2012, Creven Academy (Jung-gu, Seoul) Main Competition   27 October 2012, AX-Korea (Gwangjin-gu, Seoul)
<b>PARTICIPANTS</b>	ASEAN nationals residing in Korea — Total 51 teams (138 persons) auditioned for the Preliminary Round — 10 selected teams performed at the Main Competition
<b>APPROVED BUDGET</b>	KRW 210,000,000

## MAIN ACTIVITIES

Out of 51 teams that auditioned for the Preliminary Round, a total of ten teams from ten ASEAN Member States were selected, via thorough evaluation by cultural experts, to compete at the Main Competition.

The participants showcased traditional contemporary performances of ASEAN countries, as well as Korean pop music and dance. The Main Competition also featured performances by ASEAN artists and a Korean pop band, *Boysfriend*.

The *Competition* was covered by major media including *Yonhap News*, *The Seoul Daily*, *ASEAN Today*, etc., and was also globally broadcast in 188 countries through three channels operated by Arirang TV and available as VOD service at the Arirang TV homepage ([www.arirang.co.kr](http://www.arirang.co.kr)).

## EVALUATION

Serving as a venue for cultural exchanges, the *Bravo! ASEAN in Korea 2012* provided an opportunity for ASEAN residents in Korea to cultivate friendship among themselves, as well as with Koreans.

In this year's *Competition* 51 teams applied for the Preliminary Round, which was a 16% increase compared to last year. As the number of participants increased, the quality of performance was upgraded and diversified, attracting more than 1,100 audiences including ASEAN diplomatic corps, students, foreign residents, media personnel, and representatives from cultural organizations.

Special performances, such as sand animation and Korean interpretative dance, enhanced cultural exchanges between ASEAN and Korea by conveying the message of harmony among the people. As competitors from ten ASEAN Member States collaborated in producing a parody video of 'Gangnam Style' by PSY, which took the world by storm in FY2012, the participants were given the chance to share their cultural diversities and establish a close relationship. The music video attracted high interest from the audience, and has been used as a model example that proves the genuine sense of partnership between the peoples of ASEAN and Korea.





# CHAPTER 3

## PUBLIC RELATIONS AND INFORMATION SERVICE

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As Korea transforms into a multicultural society, programs to raise awareness of ASEAN are in high demand among the general public. In FY2012, activities to raise ASEAN awareness, such as *Lecture Series on ASEAN*, *ASEAN Brownbag Seminar*, *School Tour Program*, and *Youth Visit Program* provided opportunities for a wide range of audiences in Korea to enhance their understanding on ASEAN, ASEAN Member States, and ASEAN-Korea relations. Furthermore, to foster a sense of togetherness and enhance people-to-people exchanges between the peoples of ASEAN and Korea, the *ASEAN Language Course Program* and the *Exhibition of Traditional Musical Instruments of ASEAN* were newly implemented in FY2012, in cooperation with Sogang University Institute for East Asian Studies and Royal Thai Government, respectively.

**APPROVED BUDGET** KRW 108,000,000  
Contribution from Royal Thai Government (USD 9,416.19)



## LECTURE SERIES ON ASEAN

The Centre organized *Lecture Series* on diverse topics related to the ASEAN region, under the title 'Riddles of ASEAN Culture,' in cooperation with the Korean Institute of Southeast Asian Studies. The *Lectures* consisted of presentations by distinguished scholars with information materials regarding the particular topic, followed by a Q&A session for the participants.

**DATE** 27 September – 15 November, 2012  
**VENUE** ASEAN Hall  
**PARTICIPANTS** 600 attendees (approximately 70 per session/8 sessions in total)

## TITLE OF SERIES: RIDDLES OF ASEAN CULTURE

DATE	Lecturer	Topic
9/27	Prof. Eunhui EOM Asian Center, Seoul National University	Muscovado Story: From the Poor Man's Sugar to the Fair Trade Commodity
10/4	Prof. Heejung KANG Sogang Institute for East Asian Studies, Sogang University	Who built Angkor Wat, a UNESCO World Heritage?
10/11	Prof. Ina KIM Institute for Southeast Asian Studies, Busan University of Foreign Studies	Why do members of the same family in Myanmar have different last names?
10/18	Prof. Hongkoo KIM Thai Department, Busan University of Foreign Studies	What makes the Thai people optimistic and tolerant?
10/25	Prof. Horim CHOI Sogang Institute for East Asian Studies, Sogang University	Transnational Marriage Migration of Vietnamese Women to Korea
11/1	Prof. Seokjoon HONG Department of Cultural Anthropology, Mokpo National University	Socio-cultural Background of Malay Women's Fashion
11/8	Prof. Eje KIM Social Studies Department, Gyeongin National University of Education	Where to locate Durians in Singapore?
11/15	Prof. Yunmee CHO Social Sciences Research Center, Duksung Women's University	Where have all the Indonesians gone when their neighbor passed away?

## OUTCOME AND IMPACT

The *Lectures*, which were held after office hours, attracted a wide range of audiences, including government officials, distinguished scholars, as well as the general public who are interested in ASEAN. According to the survey, 92% of the participants found the lecture useful and satisfactory.

Furthermore, the Centre's official Weblog featured articles by the blog reporters about each session, in addition to other PR channels, which significantly raised the visibility of the program among the public.



## ASEAN BROWNBAG SEMINAR

The ASEAN *Brownbag Seminar*, where experts from either ASEAN Embassies or tourism offices in Korea provided presentations and shared views on ASEAN, was held during lunch time (12:00-13:00) to raise the visibility of the Centre as well as to offer information on tourist attractions in ASEAN.



DATE	26 June – 13 November, 2012
VENUE	ASEAN Hall
PARTICIPANTS	700 attendees (approximately 70 per session/10 sessions in total)

### TITLE OF SERIES - ASEAN INSIGHT: POPULAR AND NEW TOURISTIC SITES

DATE	Lecturer	Topic
6/26	Ms. HAN Song Yi Marketing Officer, Tourism Authority of Thailand Seoul Office	Tourism in Thailand
7/3	Mr. Jay JOO Marketing Manager, Malaysia Tourism Promotion Board	Tourism in Malaysia
7/10	Mr. Yusdiman Saman Second Secretary, Embassy of Brunei	Tourism in Brunei
7/17	Mr. Nuradi Noeri Counsellor, Embassy of Indonesia	Tourism in Indonesia
7/24	Mr. Nguyen Manh Dong Minister Counsellor, Embassy of Vietnam	Tourism in Viet Nam
10/16	Mr. Somlith Khantivong Minister Counselor, Embassy of Laos	Tourism in Lao PDR
10/23	Ms. Maricon Basco-Ebron Tourism Director, Philippines Department of Tourism	Tourism in the Philippines
10/30	Mr. Hau Khan Sum Counsellor, Embassy of Myanmar	Tourism in Myanmar
11/6	Mr. BOEY Khing How Area Director, Singapore Tourism Board	Tourism in Singapore
11/13	Mr. Yiv Sokhom Commercial Counselor, Embassy of Cambodia	Tourism in Cambodia

### OUTCOME AND IMPACT

The ASEAN *Brownbag Seminar* served as a friendly platform for the public to learn about tourist attractions of ten ASEAN Member States. The presentations delivered by representatives from Embassies and Tourism offices of ASEAN countries were perceived as a new experience to the participants.

According to the survey conducted by the Centre, over 88% of the participants found the *Seminar* informative and useful.



## ASEAN-KOREA YOUTH DRAWING CONTEST & EXHIBITION

The Centre organized the ASEAN-Korea Youth Drawing Contest & Exhibition under the theme <ASEAN and Korea, We are Friends>. The Contest, in its 3<sup>rd</sup> year, continued to foster cultural sensitivity and was designed to help youngsters familiarize themselves with ASEAN and its Member States by referring to various publications for kids produced by the Centre. In FY2012, the Contest was open to elementary and middle school students.



DATE	Submission   10 December 2012 - 23 January 2013 Announcement of Winners   28 January 2013 Awards Ceremony   19 February 2013 Exhibition   19 February - 29 March 2013
VENUE	ASEAN Hall
PARTICIPANTS	Elementary and middle school students
THEME	ASEAN and Korea, We are Friends

### OUTCOME AND IMPACT

The Contest received over 620 entries from elementary and middle school students. The Awards Ceremony, which was held in the presence of Ambassadors and representatives from ASEAN Member States, served as a platform for the students and their families to meet with the ASEAN community in Seoul.

The Exhibition of winning entries will also be held at Goyang Jooyeop Children's Library from 5 April to 18 May 2013, as well as the Goyang City Book Fair on 5 May 2013. Both occasions are expected to serve as good opportunities to raise the visibility of the Centre and ASEAN in the provincial cities.



## YOUTH VISIT PROGRAM

To raise awareness of ASEAN-Korea relations and enhance visibility of the Centre's role as an international organization among youngsters, the Centre has received group visits from both ASEAN Member States and Korea.

DATE	Year-round
VENUE	ASEAN Hall
PARTICIPATING SCHOOLS	<ul style="list-style-type: none"> <li>High Schools   Shindo High School (Korea), Geumok Girl's High School (Korea), Choogang High School (Korea), Ewha Foreign Language High School (Korea)</li> <li>Universities   Prince of Songkla University (Thailand), Thammasat University (Thailand), Mara University (Malaysia), Namseoul University (Korea), Sookmyung Women's University (Korea), Daejeon University (Korea)</li> </ul>

### MAIN ACTIVITIES

The Centre delivered a presentation on ASEAN and ASEAN-Korea relations, as well as the role and activities of the Centre, conducted the 'ASEAN Quiz,' and held a Q&A session.

### OUTCOME AND IMPACT

The students were enthusiastic in learning about ASEAN and ASEAN-Korea relations. The program was viewed as an effective way to increase awareness of ASEAN among teenagers in Korea.



## SCHOOL TOUR PROGRAM

As part of its outreach programs, the Centre organized the *School Tour Program* at 14 academic institutions, ranging from elementary schools to universities in Seoul and provincial cities in Korea, to raise awareness of ASEAN and its Member States. The *Program* included a combination of activities, such as cultural performances, arts and crafts, physical activities, and quiz sessions. The Centre worked closely with ASEAN Embassies in Seoul to present an interesting program for young students.

DATE	3 July – 23 November, 2012
VENUE	Elementary/Middle/High Schools & Universities in Korea
PARTICIPANTS	2,700 students

### MAIN ACTIVITIES

The *School Tour Program* featured of a presentation on ASEAN, cultural activities organized by designated guest country, as well as other fun activities, such as 'Rasa Saying, Eh' (sing-along activity), 'ASEAN Quiz' (trivia activity), 'Fun with Elephants' (drawing activity), and 'Coconut Shell Walk' (physical activity), among others. Each session featured an ASEAN Member State as the guest country and activities prepared in cooperation with respective Embassies.

To better cater to the needs of students in provincial cities of Korea, the *Program* was extended to cities such as Daejeon, Daegu, and Busan.

No.	Date	City	Name of School	Grade / Number of Students	Guest Country
1	6/5	Changwon	Changwon University	100	ASEAN
2	7/3	Seoul	Jeung San Elem. School	6th/243	Laos
3	7/11	Seoul	Chung Ang High School	1-3rd/360	ASEAN
4	7/12	Daejeon	Pam Am Elem. School	5th/133	Indonesia
5	7/12	Daejeon	Daejeon University	70	ASEAN
6	7/13	Goyang	Seong Sin Elem. School	4th/178	Malaysia
7	7/16	Seoul	Nan Hyang Elem. School	5th/177	Philippines
8	9/25	Seoul	Yong Ahm Elem. School	3-6th/221	Myanmar
9	10/11	Daegu	Seong Dong Elem. School	6th/404	Cambodia
10	10/25	Seoul	Kookmin University	250	ASEAN
11	10/31	Seoul	Young Dong High School	1-2nd/35	ASEAN
12	11/13	Goyang	Won Dang Elem. School	6th/240	Singapore / Viet Nam
13	11/20	Seoul	Bul Am Elem. School	5th/250	Thailand
14	11/23	Busan	Hyun Gok Elem. School	3-6th/180	Brunei

### OUTCOME AND IMPACT

In FY2012, the *Program* was held at 14 schools with a total of over 2,700 students, a considerable increase from 1,800 in FY2011.

Educational contents, compared to its previous years, were diversified and better-attuned to the level of participating students. In FY2012, the *Program* extended to high school and university students as an effort to widen the range of target audiences. The *Program* effectively underscored the importance of ASEAN-Korea relations in align with the main theme <ASEAN and Korea, We are Friends>, gaining positive responses from students and teachers. In particular, the visual and audio aids were effective in keeping the students interested throughout the entire session.



## ASEAN-KOREA YOUTH NETWORK

In FY2012, the Centre newly organized the ASEAN-Korea Youth Network, as an effort to respond to the growing demand for establishing networks between ASEAN and Korean students and to further enhance mutual understanding between the youths of two regions. The program also provided opportunities for young leaders of ASEAN and Korea to engage in valuable cultural and historical learning experiences.

Activity	Date	Venue	Participants
2nd Gathering of ASEAN-Korea Youth	31 July 2012	ASEAN Hall	40 university students of ASEAN and Korea
Visit to cultural and historical sites in Yeosu	3 Jan 2013	Yeosu County, Gyeonggi Province	75 university students of ASEAN and Korea
ASEAN-Korea Youth Online Photo Contest	14 Feb – 29 Mar 2013	Facebook Page	12 contestants 4,000 participated in the voting of the entries

### MAIN ACTIVITIES

The Centre arranged special lectures on culture and society of ASEAN Member States with a goal of deepening mutual understanding between ASEAN and Korean youths, and organized trips to historical sites in Yeosu (Birthplace of Empress Myeongseong, Royal Tomb of King Sejong, Silleuksa Temple), which provided opportunities for ASEAN students to explore Korea together with their Korean counterparts and gain a better understanding of Korea's cultural and historical roots. At the sites, the student participants engaged in cultural activities such as making kimchi, trying on hanbok, and baking ceramic pots.

Furthermore, the Centre created an online Facebook page to serve as a platform for social networking, information sharing among the ASEAN and Korean youths, and also to raise the visibility of the Centre and its youth programs. In FY2012, the Centre conducted the ASEAN-Korea Youth Online Photo Contest for ASEAN students in Korea to submit photographs, representing friendship between ASEAN and Korean youths. The winners were invited to an Award Ceremony held at the ASEAN Hall.

### OUTCOME AND IMPACT

The program in Yeosu, which was joined by 75 university students from ASEAN and Korea, was covered by ten major media sources. The media coverage also included a two-minute video coverage released by *Seoul Shinmun*. The ASEAN-Korea Youth Network was viewed as a solid platform for ASEAN and Korean youths, where they can interact, collaborate, and build friendship among each other. As an extension to the program, the Centre has launched a new Facebook page to encourage a lasting friendship and network. Over 800 people have joined the Centre's Facebook page (as of May 2013).



## ASEAN LANGUAGE COURSE PROGRAM

The ASEAN Language Course Program was newly organized in FY2012 for Indonesian, Thai, and Vietnamese languages, in cooperation with the Sogang University Institute for East Asian Studies.

DATE	Spring Semester   12 March - 4 June 2012 (12 weeks) Fall Semester   12 September - 7 December 2012 (12 weeks)
VENUE	ASEAN Hall, Sogang University
LANGUAGES	Indonesian, Thai, Vietnamese
PARTICIPANTS	General public (around 20 participants per class)

### OUTCOME AND IMPACT

The Program was newly organized in FY2012 to provide opportunities for the general public to familiarize themselves with languages of ASEAN countries, which gained much interest among the public and was covered extensively by the media.



## TRADITIONAL MUSICAL INSTRUMENTS OF ASEAN

In FY2012, the Centre, with the contribution of USD 9,416.19 from the Royal Thai Government and other contributions from the Embassies of ASEAN Member States, has acquired a total of 25 traditional musical instruments of ASEAN, which are being showcased at the ASEAN Hall. The exhibition aims to raise awareness of ASEAN cultural connectivity among Korea's general public, and to serve as an added feature to programs such as School Tours and Youth Visit Programs. The contribution from the Royal Thai Government was also used to produce an interactive e-book on the ASEAN traditional musical instruments to show a deep-rooted cultural affinity among ASEAN Member States.



DATE	On-going
VENUE	ASEAN Hall

### OUTCOME AND IMPACT

The collection of traditional musical instruments of ASEAN, which are being showcased at the ASEAN Hall, drew much attention from the visitors to the ASEAN Hall where various events are held.

## PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

In FY2012, the Centre further expanded its PR activities through SNS and blogs to raise the public profile of ASEAN, ASEAN-Korea relations and the Centre's activities. In terms of media coverage, the Centre's activities were covered 926 times by ASEAN and Korean media, which contributed to enhancing the visibility of the Centre and ASEAN-Korea relations.

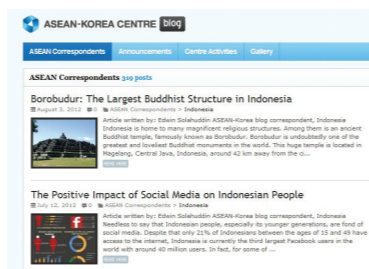
DATE	Year-round
APPROVED BUDGET	KRW 80,000,000

### MAIN ACTIVITIES

PR Activities consisted mainly of building relations with the media, managing social media and SNS sites and participating in external PR events. Timely dissemination of press releases and regular meetings with journalists to share views on upcoming events of the Centre contributed to networking with the media and obtaining wider coverage of the Centre's activities.

The Centre's official blogs on Naver (major portal site in Korea) and Wordpress and various social networking services accounts on Twitter, Facebook, and YouTube continued to serve as an effective tool for sharing information and enhancing the Centre's online PR. In addition, blog reporters and correspondents from ASEAN and Korea were selected to post their articles on the Centre's blogs.

Furthermore, the Centre continued to participate in the *Seoul Friendship Fair*, one of the largest fairs organized by the Seoul Metropolitan Government and in the *Global Gathering*, an annual cultural festival held in Busan where the Centre set up PR booths to raise awareness of ASEAN and ASEAN Member States among the general public.



## MEDIA COVERAGE BY MAJOR KOREAN MEDIA (JANUARY - DECEMBER 2012)

No.	Medium	Type	Title	Date
1	Newsis	Newspaper	ASEAN-Korea Children's Drawing Contest	19 Jan
2	Financial News	Newspaper	Investment Seminar on Singapore	21 Jan
3	Sports Seoul	Newspaper	ASEAN Tourism Promotion Workshop	2 Feb
4	The Korea Times	Newspaper	'Human Touch' Key for ASEAN-Korea's Future	25 Mar
5	The Korea Herald	Newspaper	ASEAN Pivotal in Korea's Global Presence	4 Apr
6	KBS	Broadcasting	Signing of MOU with the Busan Chamber of Commerce and Industry	24 May
7	Arirang News	Broadcasting	This Year's ASEAN Culture and Tourism Fair Features Diverse Cultural Events During Weekend	8 Jun
8	Dong-A Ilbo	Newspaper	The Exquisite Beauty of ASEAN	9 Jun
9	The Korea Economic Daily	Newspaper	Emerging ASEAN "MICE Industry"	17 Jun
10	JoongAng Sunday	Magazine	ASEAN Insight: Tourism Attractions	17 Jun
11	Seoul Shinmun	Newspaper	ASEAN Become One Through Dance and Music	27 Oct
12	Yonhap News	News Agency	Lecture Series "Riddles of ASEAN Culture"	4 Sep
13	JoongAng Daily	Newspaper	ASEAN Gifts & Lifestyle Products Exhibition	20 Sep
14	Yonhap News	Newspaper	ASEAN Food in One Table	06 Nov
15	Money Today	Newspaper	ASEAN-Korea Centre Signs MOU with Korea Chamber of Commerce and Industry	26 Dec

## MEDIA COVERAGE BY MAJOR ASEAN MEDIA (JANUARY - DECEMBER 2012)

No.	Medium	Type	Country	Title	Date
1	Viet Nam ngay nay	Broadcasting	Vietnam	Korea Trade and Investment Promotion 2012	24 Apr
2	MCOT	Newspaper	Thailand	ASEAN Training Launch for Korean Language	26 Apr
3	Bernama	Newspaper	Malaysia	ASEAN Culture and Tourism Fair in South Korea In June	21 May
4	Makassar Terkini	Newspaper	Indonesia	ASEAN Tourism HRD Program in Indonesia	30 Aug
5	Philippine Information Agency	Newspaper	Philippines	ASEAN Gift and Lifestyle Products Exhibition	12 Sep
6	Borneo Bulletin	Newspaper	Brunei	BEDB Hosts Business Seminar with Korean Counterparts	13 Sep
7	Viet Nam News	Newspaper	Vietnam	Regional Tourism Initiative Heats Up	15 Sep
8	Inquirer Business	Newspaper	Philippines	Citem Targets Korea for Homeware Exports	15 Sep
9	The Brunei Times	Newspaper	Brunei	Brunei Participants in ASEAN-Korean Media Exchange Programme	18 Sep
10	The Jakarta Post	Newspaper	Indonesia	RI Handicraft Makers to Tap Korean Market	25 Sep
11	Vientiane Times	Newspaper	Laos	Lao Products Go on Exhibit In Korea	25 Sep
12	AKP	Newspaper	Cambodia	The 2012 Exchange Visit of ASEAN and Korean Media People	10 Oct
13	Kompas	Newspaper	Indonesia	Kemendag Gali Potensi Produk Batik Warna Alam	19 Nov

## OUTCOME AND IMPACT

INDICATOR	2011	2012
MEDIA COVERAGE IN KOREA	682	872
MEDIA COVERAGE IN ASEAN*	39	54
<b>TOTAL</b>	<b>721</b>	<b>926</b>

\* Please note that there has been difficulty in collecting the data for ASEAN Member States especially the ones that are published in local languages.

The visibility of the Centre's official blogs was enhanced substantially with an increased exposure on search engines and metablogs. This led to attracting more visitors to the Centre's official website, blogs, and SNS pages. Since the opening in 2011, the official blogs of the Centre on Naver and Wordpress have attracted many online visitors. On average, the Naver blog recorded over 10,000 pageviews, while the Wordpress blog recorded 13,000 pageviews every month.



Seoul Shinmun (Korea)



The Brunei Times (Brunei)



The Korea Herald (Korea)



Tribun Timur (Indonesia)

## INFORMATION SERVICE

Recognizing the importance of collecting and disseminating key information on ASEAN, the Centre strived to keep its readers informed on myriads of topics on ASEAN through its expanded collection of publications, PR materials, and websites. In FY2012, the Centre produced various materials including 2012 ASEAN & Korea in Figures, the Centre's e-newsletter, Annual Report FY2011, and introductory video of the ASEAN-Korea Centre.

To serve as a useful online channel, the Centre's Official Website featured user-friendly tools and up-to-date contents on the Centre's activities and ASEAN. As a result, the monthly pageview of the Website reached 120,000 on average in FY2012.

Furthermore, the ASEAN Hall, a multi-purpose facility housing the Information Corner, was positioned as an open venue for the general public to learn about ASEAN.

## PUBLICATIONS AND PR MATERIALS

In FY2012, the Centre produced various publications and PR materials introducing ASEAN, ASEAN-Korea relations, and the Centre's activities for diverse targets ranging from youngsters to businessmen. These materials were distributed to visitors to the Centre, participants of the Centre's activities, and relevant organizations and individuals in ten ASEAN Member States and Korea.



DATE	Year-round
APPROVED BUDGET	KRW 95,927,516

## LIST OF PR MATERIALS AND PUBLICATIONS

Title - Language(s)	No. of Copies	Frequency	Contents
Brochure · English, Korean	5,000	Annually	Introduction of the Centre and its activities
E-newsletter · English, Korean	6,000 recipients	Monthly	Past and upcoming events of the Centre (including the Information Corner Bulletin) delivered to subscribers via e-mail
2012 ASEAN & Korea in Figures · English, Korean	3,000	Annually	Key statistical data on ASEAN countries and Korea covering trade, investment, and tourism
Guide for Youth (updated) ASEAN and Korea, We are Friends · Korean	2,000 (updated)	Annually	Introductory information on ASEAN for junior high and high school students in Korea
Guide for Youth (updated) Exploring ASEAN with AK · Korean	3,000 (updated)	Annually	Illustrated book for children introducing ASEAN Member States
Introductory Video of ASEAN-Korea Centre · English	-	-	Introduction of the Centre

## OUTCOME AND IMPACT

The Centre's brochure and the monthly e-newsletters were effective tools in raising the visibility of the Centre and its activities. Over 5,000 copies of the brochure were distributed to relevant organizations and individuals both in ASEAN Member States and Korea, and to the public at events organized by the Centre. To keep its readers updated with the latest news of the Centre, monthly e-newsletter was sent out to over 6,000 recipients as well.

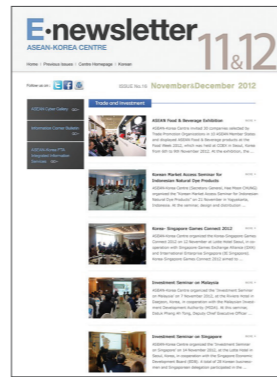
The annual statistical booklet 2012 ASEAN & Korea in Figures was the only publication in Korea focusing on the statistical data of ASEAN Member States and ASEAN-Korea relations. Since its initial distribution, the Centre has continuously received requests for extra copies by relevant organizations in ASEAN and Korea. For its readers, the booklet was made available at the Centre's website in e-book format.



A guide for youth titled *ASEAN and Korea, We are Friends* and an illustrated book for children titled *Exploring ASEAN with AK* containing information on ASEAN, ASEAN Member States, and ASEAN-Korea relations, were reprinted in FY2012 upon requests from schools and relevant institutions. These publications will continue to be utilized as effective learning materials.

## ENHANCEMENT OF THE CENTRE'S WEBSITE

The Centre's Official Website provided its visitors with comprehensive information on ASEAN, ASEAN-Korea relations, as well as updates on the Centre's activities. In FY2012, the Centre had developed user-friendly tools and design for easier navigation and enhanced visibility.



DATE	Year-round
APPROVED BUDGET	KRW 80,000,000

## MAIN ACTIVITIES

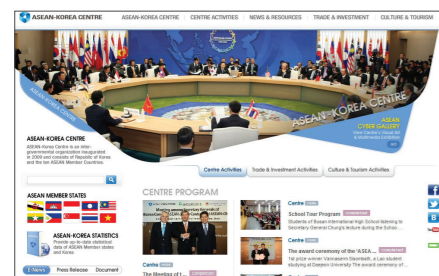
The Centre compiled useful data, uploaded contents, and posted updated information on the Website. The Website was also utilized to launch various on-line events to further promote the Centre's work programs, and to provide links to the NTO Websites of CLMV Countries, ASEAN-Korea FTA Integrated Information Services, ASEAN Cyber Gallery, ASEAN Online Library, as well as the links to other relevant organizations to help enhance their visibility.

In FY2012, the Centre also exchanged website links with ASEAN-China Centre and ASEAN-Japan Centre as means to extend its efforts in promoting not only ASEAN-Korea relations, but also ASEAN+3 cooperation and beyond.

## OUTCOME AND IMPACT

The Centre's Website continued to provide visitors with information on the Centre's activities and ASEAN-Korea relations, including statistical data on trade, investment, culture, and tourism. In FY2012, the monthly pageview reached 120,000 on average.

To upgrade the user environment and improve many of its functions, the Centre's Website will be revamped in FY2013.



## INFORMATION CORNER & RELATED SERVICES

The Information Corner houses a collection of publications, periodicals, and audio-visual materials on ASEAN, its Member States and ASEAN-Korea relations. On a regular basis, the Centre introduced new additions to the Corner as an effort to respond to the growing interest in ASEAN among the general public. In FY2012, the Centre has received a substantially increased number of visitors to its Information Corner at the ASEAN Hall.

The Centre also utilized the ASEAN Hall as the venue for events such as Lecture Series, Youth Visit Program, and ASEAN Language Course Program; and various exhibitions, including the Exhibition of Traditional Musical Instruments of ASEAN to use the multi-purpose facility at its full capacity.

DATE	Year-round
APPROVED BUDGET	KRW 54,000,000

## MAIN ACTIVITIES

The Centre acquired materials from relevant organizations in ASEAN and Korea, providing valuable information to its visitors. The Centre also operated its online library management system and digitalized contents system.

Various events of the Centre, including exhibitions, and lectures, among others, were held at the ASEAN Hall.

## OUTCOME AND IMPACT

The Information Corner expanded its collection of books, periodicals, multimedia materials, etc. Many of these materials were contributed by organizations including ASEAN Secretariat, ASEAN Embassies, National Library Board Singapore, and tourism offices based in Korea.

The Centre released the monthly Information Corner Bulletin introducing new additions and recommended readings to over 6,000 recipients.

In FY2012, the ASEAN Hall was visited by over 4,700 visitors from a wide range of organizations, and served as a venue for more than 100 ASEAN-related events.





# ADMINISTRATION AND FINANCE

## THE COUNCIL

The 5<sup>th</sup> Annual Council Meeting was held on 22-23 February 2013 at Lotte Hotel Seoul attended by Council Directors and Executive Board Members of the ASEAN-Korea Centre from the ten ASEAN Member States and Korea. The meeting was chaired by Mr. Rozaimée Abdullah, Acting Head of Trade Promotion of the Ministry of Foreign Affairs and Trade of Brunei Darussalam.

At the meeting, the Council Directors reviewed the Centre's activities for FY2012 and subsequently approved the Draft Work Programs and Budget for FY2013. The Council Directors also expressed their deep appreciation to the Centre for successful implementation of FY2012 programs and to the Korean government for continuous support for the Centre's activities. Moreover, the Council Directors also congratulated the Secretary General and staff members of the Secretariat for successful conduct of the work programs during the last four years since the establishment of the Centre.

Furthermore, the Council Directors also expressed their appreciation for the increased budget for FY2013 and the expansion of activities to accommodate more participation from ASEAN Member States and Korea. At the meeting, the Council Directors reiterated the importance of motivating business communities of both ASEAN and Korea to utilize and take advantage of the ASEAN-Korea Free Trade Agreement (AKFTA), and recommended a feasibility study, along with other activities, to explore and enjoy its possible benefits.



## WORKING GROUPS

The Working Groups on Trade & Investment and Culture & Tourism gathered on separate occasions prior to the Executive Board Meeting to have an informal consultation on the Draft Annual Work Program and Budget for FY2013.

A continuation of core activities with slight changes to their title and manner of implementation, as well as introductions to new programs under the Technical Cooperation/Capacity Building and the ASEAN Investment Promotion sections, were discussed by the Working Group on Trade and Investment during the meeting.

On the other hand, the Working Group on Culture and Tourism thoroughly discussed newly proposed programs, namely the ASEAN-Korea Festival 2013 to be held in ASEAN Member States, and the *Multiculturalism Workshop* that recognizes ASEAN's contribution to Korean society's transition into multicultural society.

## SECRETARIAT

In FY2012, the Centre continued its efforts to enhance the effectiveness, impact, and visibility of its activities. Mindful of the developments in ASEAN-Korea relations, the Centre endeavored to fulfill the following key priorities: further invigorating ASEAN-Korea trade and investment activities; helping build capacities of ASEAN, including human resources development based on the needs of the ASEAN Member States; boosting intercultural awareness and mutual understanding between the peoples of ASEAN and Korea; promoting tourism; and supporting ASEAN integration efforts in line with the Master Plan on ASEAN Connectivity.

## EXECUTIVE BOARD

The Executive Board convened its final session for FY2012 on 25 January 2013. The Members of the Board deliberated and finalized the Draft Annual Work Program and Budget for FY2013, which was subsequently submitted to the Council. The Executive Board Members also discussed new programs for the upcoming fiscal year, the secondment of ASEAN officials to the Centre, Internal Financial Procedures, and administrative restructuring within the Secretariat. All matters discussed during the session were subsequently recommended to the Council for approval.



Moving on to the Consolidating Stage (2012-2014), the Centre began to scale up its efforts to solidify programs, as well as the organizational and financial base for the years to come. Based on the experiences over the past four years, priorities were given to developing and improving the Centre's work programs to maximize their impact and quality. With renewed commitment, the Centre continued its endeavors to serve as an effective channel for building a genuine and lasting ASEAN-Korea partnership.

As for the organization's senior staff members, two officials from ASEAN Member States were seconded to the Centre in FY2012. Ms. Manisakhone Thammavongxay from the Ministry of Tourism of Lao PDR was seconded as the Head of Culture and Tourism Unit, and Mr. Yusdiman Saman from the Ministry of Foreign Affairs and Trade of Brunei Darussalam was seconded as the Deputy Head of the Development Planning and General Affairs Unit.

Korean government officials were also seconded to the Secretariat. Ms. Bo Wha Han, from the Ministry of Culture, Sports and Tourism was seconded as the Deputy Head of Culture and Tourism Unit replacing Ms. Do Young Kim.

In the Trade and Investment Unit, Mr. Kyung-yun Yeom, was seconded by the Ministry of Strategy and Finance. He assumed the position of Deputy Head of Unit replacing Mr. Sung Ho Kong from the Ministry of Knowledge Economy.

For the Development Planning and General Affairs Unit, Mr. Jung Il Lee, of the Ministry of Foreign Affairs and Trade (MOFAT) was seconded as the Head of Unit.

## FINANCE

The Annual Budget for FY2012 was KRW 5 billion, which represents the contribution of the Korean government. The budget allocation was divided into activities and administration. The total amount of budget for activities was KRW 2.89 billion, which accounts for 56% of the total budget, while the total allocated budget for administration was KRW 2.2 billion, 44% of the budget.

## LIST OF COUNCIL DIRECTORS AND EXECUTIVE BOARD MEMBERS

### LIST OF COUNCIL DIRECTORS

COUNTRY	NAME	POSITION	ORGANIZATION
Brunei	Mr. Rozaimée Abdullah	Acting Head of Trade Promotion	Ministry of Foreign Affairs and Trade
Cambodia	H.E. CHAN Ky Sim	Ambassador	Royal Embassy of Cambodia
Indonesia	Mr. Gusmardi Bustami	Director General	Ministry of Trade
Korea	Mr. Hae-yun PARK	Director-General	Ministry of Foreign Affairs and Trade
Lao PDR	Dr. Khiane Phansourivong	Director-General	Ministry of Foreign Affairs
Malaysia	Mr. Raja Nurshirwan Zainal Abidin	Deputy Director-General	Ministry of Foreign Affairs
Myanmar	H.E. Nyunt Hlaing	Ambassador	Embassy of the Union of Myanmar
Philippines	H.E. Luis T. Cruz	Ambassador	Embassy of the Republic of the Philippines
Singapore	Ms. Kok Li Peng	Director-General	Ministry of Foreign Affairs
Thailand	H.E. Kittiphong na Ranong	Ambassador	Royal Thai Embassy
Viet Nam	Mr. Ta Hoang Linh	Deputy Director General	Ministry of Industry and Trade

### LIST OF EXECUTIVE BOARD MEMBERS

COUNTRY	NAME	POSITION	AFFILIATION
Brunei	Ms. Dk. Amalina Bakar	Second Secretary	Embassy of Brunei Darussalam
Cambodia	Mrs. Bophal OUNG	Counselor	Royal Embassy of Cambodia
Indonesia	Mrs. Dewi Gustina Tobing	Minister Counsellor	Embassy of the Republic of Indonesia
Korea	Mr. Sang-ryol LEE	Director	Ministry of Foreign Affairs and Trade
Lao PDR	Mr. Somlith KHANTIVONG	Minister Counsellor, Deputy Chief of Mission	Embassy of Lao PDR
Malaysia	Ms. Sulochana K. Indran	Counsellor	Embassy of Malaysia
Myanmar	Mr. Hau Khan Sum	Counsellor	Embassy of the Union of Myanmar
Philippines	Mr. Nicanor S. Bautista	Commercial Counsellor	Embassy of the Republic of the Philippines
Singapore	Mr. Alvin Koh	First Secretary	Embassy of Singapore
Thailand	Mrs. Phasana Puthikampol	Minister and Deputy Chief of Mission	Royal Thai Embassy
Viet Nam	Mr. Nguyen Manh Dong	Minister	Embassy of Viet Nam

## LIST OF PARTICIPANTS IN FY2012 WORK PROGRAMS

### ASEAN FOOD & BEVERAGE EXHIBITION

List of Exhibitors

COUNTRY	COMPANY NAME
Brunei Darussalam	Royal Brunei Catering Sdn. Bhd Sabli Food Industries (B) Sdn. Bhd Sahamada Corporation Sdn. Bhd
Cambodia	Best Life Product Co., Ltd Khmer Brewery Limited Kurata Pepper Co., Ltd
Indonesia	PT. Sinar Sosro PT. Nirmas Utama PT. Bumifood Industry
Lao PDR	Lao Agro Industry Co., Ltd Sinouk Café Lao Co., Ltd OK LAO Co., Ltd
Malaysia	Exclusive Mark (M) Sdn. Bhd Stancodex Sdn. Bhd Truchemic Technologies (M) Sdn. Bhd
Myanmar	Summe Co., Ltd Pan Min Thakhin Manufacturing Co., Ltd Cheen Cheen Co., Ltd
Philippines	Bote Central Inc. / Philippine Coffee Alliance Gourmet Farms Inc. Soyuz Foods International Inc.
Singapore	Amoy Canning Corporation (Singapore) Limited Ellaziq Pte., Ltd Ha Li Fa Pte., Ltd
Thailand	Golden Sea Frozen Foods Co., Ltd KF Foods Limited (Kingfisher Group) Sea-Wealth Frozen Food Co., Ltd
Viet Nam	G.O.C Food Processing Export Jsc. Vinamit Jsc. Vinacafe Bien Hoa Joint Stock Company

### INDUSTRY-SPECIFIC TRADE EXHIBITION

B2C EXHIBITION

List of Exhibitors

COUNTRY	COMPANY NAME
Cambodia	Artisans d'angkor Cambodian Sedge Mats Business Association (CSMA)
Lao PDR	LAO Sericulture Company Kanchana the Beauty of Lao Silk
Myanmar	Wah Lwin U Ba Nyein
Thailand	Doi Tung Development Project Saciit

KOREA INTERNATIONAL FURNITURE &amp; INTERIOR EXHIBITION 2012

List of Exhibitors

COUNTRY	COMPANY NAME
Brunei Darussalam	Batik Desamas Muhammad Mustaqim
Indonesia	Anjana Furniture CV. Property
Malaysia	Master Sofa Industry Philimas
Philippines	Masa Ecological Development Inc. Hacienda Crafts
Singapore	Eurosa Furniture Haleywood
Viet Nam	HAPRO Vietnam Truong Thanh Furniture

**SEOUL GIFT SHOW 2012**

List of Exhibitors

COUNTRY	COMPANY NAME
Brunei Darussalam	E MAS ANA BATIK COLLECTION Syarikat Rosmawey
Cambodia	Cambodian Craft Cooperation Khmer Artisanry
Indonesia	ONIE CRAFT PT. Kreasi Insan Mandiri Indonesia
Lao PDR	Phouvong Jewelry Siorn Handicraft
Malaysia	Brilliant Merchandising Sdn. Bhd. Roshfin Keramik Sdn. Bhd
Myanmar	Ever Stand Lacquerware Workshop Tun Handicraft
Philippines	Arden Classic, Inc. CSM Philippines Inc.
Singapore	Headwind Top Print(s) Pte., Ltd Yoonly Enterprise Pte., Ltd
Thailand	Goodjob Co., Ltd Thai Frame & Accessories Co., Ltd
Viet Nam	Gia Long Fine Arts Company Phong Chau Co., Ltd

**TRADE MISSION**

List of Participants

**CAMBODIA**

NAME	COMPANY
Gwangmin JUNG	Korea Fair Trade Association
Heekap KANG	Korea Fair Trade Association
Juhyeon HONG	Korea Fair Trade Association
Changsoon PARK	Korea Fair Trade Association
Hyojin JEON	Korea Fair Trade Association
Jiju OAK	Korea Fair Trade Association
Youngjin BAE	Coser
Samsik BAE	Coser
Suil HAN	Food Goguryo
Jiwoong PARK	Food Goguryo
Gwanghun YOON	Ilshin Napu
Jinwoun LIM	Yeondoo Coffee International
Jeonglib AN	EZEN 365 Pte., Ltd
Sungju RYU	Kumkang Carframe
Sanbong LEE	Kumkang Carframe
Youngpyo HONG	Arieco
Jaeho LEE	Jinwoo SMC
Jeongsu KWEON	ANK
Myungseo KOO	ANK
Kyunghun CHAE	Jeonbuk Techno Park
Hyungkwon KIM	Jeonbuk Techno Park
Sungap SONG	Irea Chemical Enterprise

**PHILIPPINES**

NAME	COMPANY
Seung Soo CHOI	BORNEO
Chae Hoon LIM	Hanssem
Hee Woong PARK	Jangin Furniture
Chun Gi BAK	CJ O Shopping
Seok Hyung HAHM	CJ O Shopping
Tae Woo PARK	CJ O Shopping
Woong Sang JU	Cheil Industries (Samsung)
Ju Hyun Yoo	Korea Joongang Daily
Ae Kyung SIN	JB
Min Su SEO	Design Seoul
Ji Hee KIM	Museum of Natural Dye Arts
Hwa Sun LEE	Hwa Sun
Chae Joon LIM	Taejo Handicrafts
Gi Chun LEE	CONA
Sun Gap SONG	IREA ENTERPRISE
Chun Yeol PARK	Dong Won
Gwang Ryeol KIM	Kalla
Mi Hye LEE	WI Design
Sook Kyung CHO	Seoil College
Sung Hwhan JUNG	Furniture Industry Federation
Seung Bok SIN	Korea Federation of Handicrafts Cooperatives
Jin Ho KIM	Korea Federation of Handicrafts Cooperatives

**SINGAPORE - INBOUND**

NAME	COMPANY
Serene TAY	Games Exchange Alliance
Dave DHEIVINDRA	Asiasoft Online Pte., Ltd
Lewis TAN	Cherry Credits Pte., Ltd
Darrel CHUA	Envee Media Pte., Ltd
Luke CUNICO	Friendster (SEA) Pte., Ltd
Ku Kay-Mok	Gobi Partners
Eldwin WONG Jason WONG	Infocomm Asia Holdings Pte., Ltd
Rivai ADIDHARMA	MOL Global Pte., Ltd
Kelvin LOW	Shanda Games International PL
Elvin LI GOH Siow Chuen	Zelrealm Interactive Pte., Ltd

**MALAYSIA**

NAME	COMPANY
Seung-hwan CHO	E-mart
Young-woo LEE Ja-young HEO	
Sang Khil BAK	Korea University

**VIET NAM**

NAME	COMPANY
Seung-hwan CHO	E-mart
Young-woo LEE Ja-young HEO	
Sang Jin PARK	L'APPARTEMENT

**PRODUCT DESIGN AND PACKAGE  
DEVELOPMENT WORKSHOP**

List of Participants

**BRUNEI**

NAME	COMPANY
Eung-Bok CHANG	MONO COLLECTION
Youngjin BAE	Coser
Eunsil Yi	Seoul National University of Technology

**INDONESIA**

NAME	COMPANY
Kyunga JUNG	ISAE
Sumi CHU	ISAE
Mi Seon HA	Idea Rainbow

**LAO PDR**

NAME	COMPANY
YEO Seonkoo	Yeondoo Coffee International
KWON Joobum	Bakanallae
JO Yeonsang	Coffee Mountain

**MYANMAR**

NAME	COMPANY
Young Jun KIM	Gookbo
Mi Hye LEE	Lio Gallery
Won Sup SONG	Ye-lim Atelier
Chuncheol JANG	Korea Traditional Folklore Craft Association

**THAILAND**

NAME	COMPANY
Deuk Joo KIM	DITO BRAND
Dong Young KIM	HK Customs Office
Kyoung Sok KIM	Pulmuone Foods

**ICT CAPACITY BUILDING WORKSHOP**

List of Participants

COUNTRY	NAME	AFFILIATION
Brunei	Dian Kurnia Astuti LEO	Brunei Economic Development Board, Foreign Direct Investment
	Farihah Haji Md Said	Authority for Info-Communications Technology Industry of Brunei Darussalam (AITI)
Cambodia	Unvoanra NUT	Council for the Development of Cambodia
	Puthisathbopeaneaky PECH	Ministry of Foreign Affairs and International Cooperation, Legal and Consular Affairs Department
Indonesia	Yonatan Kriswidiyanto Sitohang	Directorate General of National Export Development (DGNED)
Lao PDR	Phonpaseuth KEODOUANGDY	Ministry of Planning and Investment
	Korakan LUANGLATH	Ministry of Planning and Investment, Investment Promotion Department
Malaysia	Dolly Amy Harold	Ministry of Science, Technology and Innovation
Myanmar	Aung Thu Hein	Ministry of Communication, Posts and Telegraphs, Myanmar Posts and Telecommunications, Information and Technology Department
	Saw Myat Htun	Ministry of National Planning and Economic Development, Directorate of Investment and Company Administration
Philippines	Elsa De Jesus Bautista	National Computer Center
	Lucita P. REYES	Board of Investments
Singapore	Sabrina Mercy Anthony	Infocomm Development Authority of Singapore
	Limonium Sua Ning	Electronics (Industry Development Group), SPRING Singapore
Thailand	Tanavadee KHUVASANONT	Thailand Board of Investment
	Ployrawee KIRKPUNKUL	Ministry of Information and Communication Technology
Viet Nam	Huynh Huu Truc	VIETRADE
	Luong Duy Hung	Hoa Lan Trade Mark Development Joint Stock Company

**INVESTMENT MISSION**

**CAMBODIA AND MYANMAR**

COMPANY / ORGANIZATION	SECTOR
Nobland Kukdong Corp. Nurian International P&C Korea Apparel Industry Association Do Bit Co.	Garment and Sewing
Jung Jin Corp. Namyang Seafood Co., Ltd Vitamin House Inc. Gusto Coffee Co., Ltd Jinsung F.M Saongwon CY Global Inc. Korea Food Research Institute Best Join Corporation	Agri-Food and Food-Processing
Doarm Engineering Co., Ltd Kolyu Precision Co. Bu Kwang Co.	Manufacturing

**VIET NAM AND LAO PDR**

COMPANY / ORGANIZATION	SECTOR
Hwasung Industrial Co., Ltd Eunpar Construction Co., Ltd Doarm Engineering Co., Ltd Leisure Korea Junglim Architecture Vietnam Co., Ltd Korea Consultants International Co., Ltd International Construction Association of Korea	Construction
NSV. Co., Ltd Il Shin Napu Global Technical Enterprise Co., Ltd Tai Pyung Textile Co. Peace Auto Centre Bu Kwang Co. Power Rain	Manufacturing

## MALAYSIA AND BRUNEI DARUSSALAM

COMPANY / ORGANIZATION	SECTOR
Korea Information Technology Service Industry Association Innovation Management Technology Intergen Consulting Group Jung Pyung Mobile Computer Technology Rainbowyard	IT
Linknet Corp. GABO	Food
Shinil	Tourism
Export-Import Bank of Korea	Expert

## PHILIPPINES AND THAILAND

COMPANY / ORGANIZATION	SECTOR
KOCEMA Hyundai Heavy Industries Co., Ltd Doosan Infra Core YNG TECH Ilyang	Construction Machinery
Kolyu Precision Co. CY Global Inc. A-Sung Precision Industry Huksin	Manufacturing
Hebronstar Strategy Consultant Airport Tour Co., Ltd Innovation Management Technology	Others

## SINGAPORE AND THAILAND

COMPANY / ORGANIZATION	SECTOR
DK Industry Mega-Power Co., Ltd Kwang Jeon Products Co., Ltd Newpia Co., Ltd Dreamsys Co., Ltd Mu Deung Screen Co., Ltd Astro Co., Ltd O-Yang Product Co., Ltd LST Co., Ltd Hightech S Gaya Precision Industries Dongwoo Tech Co., Ltd Autoelex Co., Ltd Asia Industrial Co., Ltd Doosan Heavy Industries & Construction Co., Ltd Seyoung Metal Co., Ltd Yoorim Delivery Samwoo Valve Samho M-Tech Inc. Samil Industry Co., Ltd	Machinery, Home Appliances and LED
Korea International Trade Association Kwangju Chamber of Commerce and Industry Kwangju City Hall Export-Import Bank of Korea	Others

## ASEAN CULTURE AND TOURISM FAIR

## List of Delegation Members

COUNTRY	NATIONAL TOURISM ORGANIZATION(NTO) REPRESENTATIVES	PERFORMERS
Brunei Darussalam	Siti Huzzymah binti Awang Hj Abu Bakar, Ministry of Industry and Primary Resources	Irama Bahtera
Cambodia	Say Phalla & Som Bunnat, Ministry of Tourism	Khmer Artist Association
Indonesia	Tringsasi Agus Rini, Ministry of Tourism and Creative Economy	Ayodya Pala
Lao PDR	Chitpasong Soulideth, Ministry of Information, Culture, and Tourism	National Art Troupe
Malaysia	Sharma Daisey Sundram, Malaysia Tourism Promotion Board	Mal Dancer
Myanmar	Moe Zaw Htut, Ministry of Hotels & Tourism	Myanmar's Authenticity
Philippines	Maria Victoria Pabines Paz, Department of Tourism, the Philippines	Liceo Folkloric Dance Troupe
Singapore	Katherine Tan & Hui Koon LEE, Singapore Tourism Board	Little Red Dot
Thailand	Anchalee Vatjanarat, Tourism Authority of Thailand	Ploy Pailin Dance Troop
Viet Nam	Pham Ngoc Diep, Vietnam National Administration of Tourism	Ensemble Art Viet Au Co

## ASEAN TOURISM HRD PROGRAM

## MALAYSIA

## List of Exhibitors

NAME	POSITION/AFFILIATION
Kwon HUH	Director, Korea UNESCO Peace Center
Mi Hae CHO	Professor, Sejong University
Jee Yoen BHANG	Lecturer, MARA University of Technology in Malaysia

## INDONESIA

## List of Exhibitors

NAME	POSITION/AFFILIATION
Sung Wook CHO	Professor, Hallym University
Won Tae LEE	Research Fellow, Korea Culture & Tourism Institute
Jong Rye TANG	Vice President, Korean Cultural Centre in Indonesia

## BRUNEI DARUSSALAM

## List of Exhibitors

NAME	POSITION/AFFILIATION
Se Mann KIM	Director, Outbound Tourism Service Center
Eun Ju CHUNG	Researcher, Seoul National University
Ji Yeon BANG	Lecturer, MARA University of Technology in Malaysia

## SINGAPORE

## List of Exhibitors

NAME	POSITION/AFFILIATION
Sung Woock CHO	Professor, Hallym University
Sun JUNG	Research Fellow, National University of Singapore

## PHILIPPINES

## List of Exhibitors

NAME	POSITION/AFFILIATION
Se Mann KIM	Director, Outbound Tourism Service Center
Seong Un HWANG	Director, Korean Cultural Center in the Philippines
Myung Jun JUNG	Lecturer, Korean Cultural Center in the Philippines

**KOREAN LANGUAGE TRAINING COURSE**

List of Lecturers

COUNTRY	LECTURER	POSITION/AFFILIATION
Cambodia	Eun Jung YANG	Voluntary Lecturer of Korean Language in Cambodia (KOICA)
Lao PDR	Khambou THAVIXAY	Officer, Ministry of Information, Culture and Tourism, Lao PDR
Myanmar	Daw Sein Sein Aye	Associate Professor, Department of Korean, Yangon University of Foreign Language
Thailand	Chang Hee KIM	Lecturer of Korean Language, Bangkok University International College
Viet Nam	Seo Yeong BEEN	Voluntary Lecturer of Korean Language, Korean Cultural Center in Hanoi

**ASEAN-KOREA MULTIMEDIA COMPETITION**

List of Winners

COUNTRY	NAME	TITLE
Brunei Darussalam	Hassnal Adam Rassalhauge Sulaiman	Photography: <i>Nahlie, me</i>
Cambodia	Borin Chhun	Photography: <i>The Street</i>
Indonesia	Patricia Adele	Video: <i>JKT (#Jakarta in a Day)</i>
Korea	Seung Min JEONG	Video: <i>My Thoughts are More Anxious than I Thought</i>
Lao PDR	Kittisak Sommanivong	Photography: <i>The Morning Alms-Giving Tak Bard</i>
Malaysia	Jane Ching Ai Nee	Photography: <i>This is Me!</i>
Myanmar	Susan Zawwin	Photography: <i>Land of Pagoda</i>
Philippines	Victor Villanueva	Video: <i>SARANGHAE My Tutor</i>
Singapore	Allysa Sing Zhi Bing	Video: <i>Crane Wife</i>
Thailand	Nakrob Moolmanas	Photography: <i>Bangkok Idols</i>
Viet Nam	Ngoc Vo Thi Nhu	Video: <i>Rice</i>

## ASEAN-Korea Centre

Financial Statement  
February 28, 2013



**ASEAN-Korea Centre**  
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**February 28, 2013 and February 29, 2012**

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**Report of Independent Auditors**

To the Council of  
ASEAN-Korea Centre

We have audited the accompanying statement of financial position of ASEAN-Korea Centre (the "Centre") as of February 28, 2013, and the related statement of income, changes in fund balance and cash flows for the year then ended, expressed in Korean won. These financial statements are the responsibility of the Centre's management. Our responsibility is to express an opinion on these financial statements based on our audits. The financial statements of the Centre as of and for the year ended February 29, 2012, presented herein for comparative purposes, were audited by Deloitte Anjin LLC whose report dated April 27, 2012, expressed an unqualified opinion on those statements.

We conducted our audit in accordance with auditing standards generally accepted in the Republic of Korea. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements as of and for the year ended February 28, 2013, referred to above present fairly, in all material respects, the financial position of ASEAN-Korea Centre as of February 28, 2013, and its financial performance and cash flows for the year then ended in accordance with the Accounting Standards for Non-Public Entities in the Republic of Korea.

*Samil PricewaterhouseCoopers, LS Yongsan Tower, 191, Hangangno 2-ga, Yongsan-gu, Seoul 140-702, Korea (140-600), www.samil.com*

Samil PricewaterhouseCoopers is the Korean network firm of PricewaterhouseCoopers International Limited (PwCIL). "PricewaterhouseCoopers" and "PwC" refer to the network of member firms of PwCIL. Each member firm is a separate legal entity and does not act as an agent of PwCIL or any other member firm.

Accounting principles and auditing standards and their application in practice vary among countries. The accompanying financial statements are not intended to present the financial position, financial performance and cash flows in conformity with accounting principles and practices generally accepted in other countries and jurisdictions other than the Republic of Korea. In addition, the procedures and practices used in the Republic of Korea to audit such financial statements may differ from those generally accepted and applied in other countries. Accordingly, this report and the accompanying financial statements are for use by those who are informed about the Korean Accounting Standards for Non-Public Entities or auditing standards and their application in practice.

Seoul, Korea  
April 26, 2013

This report is effective as of April 26, 2013, the audit report date. Certain subsequent events or circumstances, which may occur between the audit report date and the time of reading this report, could have a material impact on the accompanying financial statements and notes thereto. Accordingly, the readers of the audit report should understand that there is a possibility that the above audit report may have to be revised to reflect the impact of such subsequent events or circumstances, if any.

**ASEAN-Korea Centre**  
**Statements of Financial Position**  
**February 28, 2013 and February 29, 2012**

	Notes	Korean won		Translation into U.S. dollars (Note 2)	
		2012	2011	2012	2011
<b>Assets</b>					
Current assets					
Cash and cash equivalents	W	673,803,313 W	434,011,531 \$	620,788 \$	399,863
Other accounts receivable		-	-	-	-
Accrued income		2,850,664	3,106,048	2,627	2,862
Prepaid expenses		1,126,954	1,880,611	1,038	1,733
Total current assets		677,780,931	438,998,190	624,453	404,458
Property and equipment, net	3	W 61,959,403 W	51,307,723 \$	57,084 \$	47,271
Intangible assets, net	4	128,647,680	122,062,864	118,526	112,459
Others		275,853,600	275,853,600	254,149	254,149
Total other assets		466,460,683	449,224,187	429,759	413,879
Total assets		W 1,144,241,614 W	888,222,377 \$	1,054,212 \$	818,336
<b>Liabilities and Fund Balance</b>					
Current liabilities					
Other accounts payable	W	142,078,682 W	104,588,124 \$	130,900 \$	96,359
Accrued expenses		36,783,707	19,421,896	33,889	17,894
Withholdings		13,507,800	13,324,150	12,445	12,276
Total current liabilities		192,370,189	137,334,170	177,234	126,529
Total liabilities		192,370,189	137,334,170	177,234	126,529
Fund Balance					
Fund balance	7	951,871,425	750,888,207	876,978	691,808
Total fund balance		951,871,425	750,888,207	876,978	691,808
Total liabilities and fund balance		W 1,144,241,614 W	888,222,377 \$	1,054,212 \$	818,336

The accompanying notes are an integral part of these financial statements.

**ASEAN-Korea Centre  
Statements of Income  
February 28, 2013 and February 29, 2012**

	Notes	Korean won		Translation into U.S. dollars (Note 2)	
		2012	2011	2012	2011
<b>Revenue</b>					
Contributions from member states	5	₩ 5,142,841,825	₩ 5,035,296,198	\$ 4,738,200	\$ 4,639,116
Donation	6	5,000,000,000	5,000,000,000	4,606,597	4,606,597
Funds from exchange visit of ASEAN and Korean officials		10,796,099	-	9,947	-
Other income:		81,598,415	-	75,178	-
Interest income		50,447,311	35,296,198	46,478	32,519
Miscellaneous income		-	89,541	-	82
<b>Expenses</b>					
<b>Projects:</b>		2,690,258,629	2,891,585,632	2,478,587	2,664,074
Trade and investment		1,193,589,909	1,315,071,204	1,099,677	1,211,601
Culture and tourism		1,136,963,261	1,179,999,303	1,047,506	1,087,156
Public relations and information service		359,705,459	396,515,125	331,404	365,317
<b>Administration</b>	8	2,251,599,978	2,232,778,645	2,074,443	2,057,102
<b>Revenue over expenses</b>	9	₩ 200,983,218	₩ (89,068,079)	\$ 185,170	\$ (82,060)

The accompanying notes are an integral part of these financial statements.

**ASEAN-Korea Centre  
Statements of Fund Balance  
February 28, 2013 and February 29, 2012**

	Notes	Korean won	Translation into U.S. dollars (Note 2)
<b>Balance as of March 1, 2011</b>		₩ 839,956,286	\$ 773,868
Deficit of revenue over expenses	9	(89,068,079)	(82,060)
<b>Balance as of February 29, 2012</b>	7	750,888,207	691,808
<b>Balance as of March 1, 2012</b>		750,888,207	691,808
Revenue over expenses	9	200,983,218	185,170
<b>Balance as of February 28, 2013</b>		₩ 951,871,425	\$ 876,978

The accompanying notes are an integral part of these financial statements.

**ASEAN-Korea Centre  
Statements of Cash Flows  
February 28, 2013 and February 29, 2012**

	Notes	Korean won		Translation into U.S. dollars (Note 2)	
		2012	2011	2012	2011
<b>Cash flows from operating activities</b>					
Revenue over expenses	W	200,983,218	W(89,068,079)	\$ 185,170	\$ (82,060)
Adjustments to reconcile net income to net cash provided by operating activities					
Depreciation	3	37,034,392	159,105,775	34,121	146,587
Amortization	4	60,356,814	56,109,436	55,608	51,695
		97,391,206	215,215,211	89,728	198,282
Changes in operating assets and liabilities					
Decrease in other receivables		-	20,600,590	-	18,980
Decrease in accrued income		255,384	284,117	235	262
Decrease in prepaid expenses		753,657	47,182	694	43
Increase (decrease) in other payables		37,490,558	(108,023,912)	34,541	(99,525)
Increase in accrued expenses		17,361,811	10,408,666	15,996	9,590
Increase in withholdings		183,650	3,321,310	169	3,060
		56,045,060	(73,362,047)	51,635	(67,590)
Net cash provided by operating activities		354,419,484	52,785,085	326,534	48,632
<b>Cash flows from investing activities</b>					
Acquisition of property and equipment	3	(47,686,072)	(20,298,000)	(43,934)	(18,701)
Acquisition of intangible assets	4	(66,941,630)	(24,576,000)	(61,675)	(22,642)
Net cash used in investing activities	W	(114,627,702)	W(44,874,000)	\$ (105,609)	\$ (41,343)
<b>Cash flows from financing activities</b>					
Net cash provided by financing activities	W	-	W-	\$ -	\$ -
Net increase in cash and cash equivalents	9	239,791,782	7,911,085	220,925	7,289
<b>Cash and cash equivalents</b>					
Beginning of year		434,011,531	426,100,446	399,863	392,575
End of year	W	673,803,313	W434,011,531	\$ 620,788	\$ 399,863

The accompanying notes are an integral part of these financial statements.

**ASEAN-Korea Centre  
Notes to Financial Statements  
February 28, 2013 and February 29, 2012**
**1. General information**

The Memorandum of Understanding (MOU) on Establishing the ASEAN-Korea Centre (the "Centre") was signed by the Foreign Ministers of the Republic of Korea ("Korea") and the ten ASEAN Member States at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007. This paved the way for establishing the Centre in March 2009. The Members of the Centre consist of the ten ASEAN Member States and Korea. The establishment of the Centre highlights the growing partnership between ASEAN and Korea, which is expected to gain added importance in the coming years.

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

**2. Significant Accounting Policies**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

**2.1. Basis of presentation**

The Company maintains its accounting records in Korean won and prepares statutory financial statements in the Korean language (Hangul) in accordance with the Korean Accounting Standards for Non-Public Entities ("KAS-NPEs"). Certain accounting principles applied by the Company that conform with financial accounting standards and accounting principles in the Republic of Korea may not conform with generally accepted accounting principles in other countries. Accordingly, these financial statements are intended for use by those who are informed about Korean accounting principles and practices. The accompanying financial statements have been condensed, restructured and translated into English from the Korean language financial statements.

Certain information attached to the Korean language financial statements, but not required for a fair presentation of the Company's financial position, financial performance or cash flows, is not presented in the accompanying financial statements.

The Company's financial statements for the annual period beginning on January 1, 2011, have been prepared in accordance with KAS-NPEs, which apply to those companies which are subject to the Act on External Audit of Stock Companies but do not prepare their financial statements in accordance with International Financial Reporting Standards as adopted by the Republic of Korea ("Korean IFRS").

The financial statements are stated in Korean won, the currency of the country in which the Centre operates. The translations of Korean won amounts into U.S. dollar amounts are included solely for the convenience of readers and have been made at the rate of W 1085.40 to USD 1.00, the approximate rate of exchange as of February 28, 2013. Such translations should not be construed as representations that the Korean won amounts could be converted into U.S. dollars at that or any other rate.

**ASEAN-Korea Centre  
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**2.2. Cash and cash equivalents**

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash without significant transaction costs which are subject to an insignificant risk of changes in value.

**2.3. Property and equipment**

Property and equipment are stated at cost, which includes acquisition cost, production cost and other costs required to prepare the asset for its intended use.

Property and equipment are stated acquisition cost, net of accumulated depreciation calculated based on the following depreciation method and estimated useful lives:

	Estimated Useful Lives	Depreciation Method
Vehicle	5 years	Straight-line method
Supplies	3 years	Straight-line method

Expenditures incurred after the acquisition or completion of assets are capitalized only when it is probable that future economic benefits associated with the item will flow to the Company, which includes the enhancement of the value of the related assets over their recently appraised value or extension of the useful life of the related assets, and the fair value for the related cost can be reliably measured. All other routine maintenance and repairs are charged to expense as incurred.

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**2.4. Intangible Assets**

Intangible assets are stated at cost, which includes acquisition cost, production cost and other costs required to prepare the asset for its intended use. Intangible assets are stated net of accumulated amortization calculated based on the following depreciation method and estimated useful lives:

	Estimated Useful Lives	Depreciation Method
Software	3 ~ 5 years	Straight-line method

**2.5. Employee Benefits**

(a) Provision for severance benefits

The Company has a defined contribution pension plan with the related contribution to the pension plan recorded as severance benefit expense.

**2.6. Income Tax**

Since the Centre does not have any tax obligations against income belonging to the Centre, there is no income tax expense to be recognized.

**2.7. Revenue recognition**

Revenue is measured as the fair value of the consideration received or receivable, and represents amounts receivable for the sale of goods, stated net of value-added tax, sales discounts and sales returns. The Company recognizes revenue when the amount of revenue can be reliably measured, and it is probable that future economic benefits will flow into the Company.

Revenue from the sale of goods is recognized when the significant risks and rewards of ownership of goods are transferred to the customer.

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**3. Property and equipment**

Changes in property and equipment for the years ended February 28, 2013 and February 29, 2012 are as follows:

2012	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Vehicles	Supplies	Total	
<b>At March 1, 2012</b>	₩ 21,470	₩ 29,838	₩ 51,308	\$ 47,271
Acquisition	-	47,686	47,686	43,934
Depreciation	(10,735)	(26,299)	(37,034)	(34,121)
<b>At February 28, 2013</b>	₩ 10,735	₩ 51,225	₩ 61,960	\$ 57,084
Acquisition cost	₩ 53,675	₩ 501,688	₩ 555,363	\$ 511,667
Accumulated depreciation	(42,940)	(450,463)	(493,403)	(454,582)

2011	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Vehicles	Supplies	Total	
<b>At March 1, 2011</b>	₩ 32,205	₩ 157,910	₩ 190,115	\$ 175,157
Acquisition	-	20,298	20,298	18,701
Depreciation	(10,735)	(148,370)	(159,105)	(146,587)
<b>At February 29, 2012</b>	₩ 21,470	₩ 29,838	₩ 51,308	\$ 47,270
Acquisition cost	₩ 53,675	₩ 454,002	₩ 507,677	\$ 467,733
Accumulated depreciation	(32,205)	(424,165)	(456,370)	(420,463)

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**4. Intangible Assets**

Details of intangible assets as of February 28, 2013 and February 29, 2012 are as follows:

	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Other Intangible asset			
	Software		Total	
<b>At March 1, 2012</b>	₩ 103,707	₩ 18,356	₩ 122,063	\$ 112,459
Acquisitions	66,942	-	66,942	61,675
Amortization	(51,179)	(9,178)	(60,357)	(55,608)
<b>At February 28, 2013</b>	₩ 119,470	₩ 9,178	₩ 128,648	\$ 118,526
Acquisition cost	₩ 286,193	₩ 45,890	₩ 332,083	\$ 305,954
Accumulated amortization	(166,723)	(36,712)	(203,435)	(187,428)

	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Other Intangible asset			
	Software		Total	
<b>At March 1, 2011</b>	₩ 126,062	₩ 27,534	₩ 153,596	\$ 141,511
Acquisitions	24,576	-	24,576	22,642
Amortization	(46,931)	(9,178)	(56,109)	(51,694)
<b>At February 29, 2012</b>	₩ 103,707	₩ 18,356	₩ 122,063	\$ 112,459
Acquisition cost	₩ 219,251	₩ 45,890	₩ 265,141	\$ 244,280
Accumulated amortization	(115,544)	(27,534)	(143,078)	(131,821)

**5. Contribution Income**

For the years ended February 28, 2013 and February 29, 2012, the Centre received a contribution from the Government of the Republic of Korea.

Article 10 of the Centre's MOU stipulates that the expenses borne by ASEAN Member States shall be wages, insurance fees, and other expenses necessary to hire staffs who are nationals of ASEAN Member States. In accordance, the Governments of Thailand, Lao PDR and Brunei Darussalam have each contributed to the Centre by seconding an official to the Secretariat. All expenses necessary for dispatch are borne by the Governments of Thailand, Lao PDR and Brunei Darussalam, respectively.

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**6. Donation**

The details of donation for the year ended February 28, 2013 are as follows:

		In thousands of Korean won	Translation into U.S. dollars	Description
Royal Thai Embassy, Seoul	₩	10,796	\$ 9,947	A grant for "Sight and Sound of ASEAN"
Total	₩	10,796	\$ 9,947	

**7. Fund Balance**

Since the Centre was established based on the MOU, there is no capital stock. The details of fund balance as of February 28, 2013 and February 29, 2012, consist of the following:

2012	In thousands of Korean won	Translation into U.S. dollars (Note 2)	Description
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 466,461	\$ 429,760	Not only the net book value of property and equipment and intangible assets, but also the fund balance will be reduced by depreciation
Contingency fund	182,736	168,358	
Unappropriated	302,675	278,860	
Total	₩ 951,872	\$ 876,978	

2011	In thousands of Korean won	Translation into U.S. dollars (Note 2)	Description
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 449,224	\$ 413,879	Not only the net book value of property and equipment and intangible assets, but also the fund balance will be reduced by depreciation
Contingency fund	118,928	109,571	
Unappropriated	182,736	168,358	
Total	₩ 750,888	\$ 691,808	

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**8. Administrative expenses**

Administrative expenses for the years ended February 28, 2013 and February 29, 2012 consist of the following:

	In thousands of Korean won		Translation into U.S. dollars (Note 2)	
	2012	2011	2012	2011
Salaries	₩ 1,251,891	₩ 1,106,185	\$ 1,153,391	\$ 1,019,149
Severance benefits	96,909	71,160	89,285	65,561
Welfare	69,653	71,246	64,173	65,640
Depreciation	37,034	159,105	34,121	146,587
Amortization	60,357	56,109	55,608	51,694
Rent	484,276	484,276	446,173	446,173
Office operation	251,479	284,697	231,693	262,296
<b>Administrative expenses</b>	₩ 2,251,599	₩ 2,232,779	\$ 2,074,444	\$ 2,057,101

**9. Statement of Cash Flows**

The cash and cash equivalents in the statements of cash flows are the same as the cash and cash equivalents in the statements of financial position.

There is no significant transaction not affecting cash flows for the years ended February 28, 2013 and February 29, 2012.

The Centre's statements of income for the years ended February 28, 2013 and February 29, 2012, indicate a net income of ₩ 200,983 thousand (\$185,170) and net loss of ₩89,069 thousand (\$82,060), respectively, with adoption of the accrual basis of accounting. However, the Centre's cash and cash equivalents increased by ₩239,791 thousand and ₩7,911 thousand, respectively, considering adjustments to reconcile deficit of revenue over expenses to net cash provided by activities, including depreciation, changes in assets and liabilities resulting from operations, and cash flows from investing activities.







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