

Annual Report

2009





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Letter from the Secretary General

Letter from the Secretary General

It is my great pleasure to present the Annual Report of the ASEAN-Korea Centre for the Fiscal Year 2009, covering the period from March 2009 to February 2010. ASEAN-Korea relations have deepened and broadened over the years, and now the ASEAN-Korea partnership is poised to be elevated to a strategic partnership. In particular, the year 2009 was a highly meaningful year for ASEAN and Korea with several significant milestones such as the 20th anniversary of ASEAN-Korea dialogue relations, the holding of the ASEAN-Korea Commemorative Summit, and the completion of the ASEAN-Korea FTA, not to mention the establishment of the ASEAN-Korea Centre in March 2009 which added further impetus to the growing momentum in ASEAN-Korea relations.

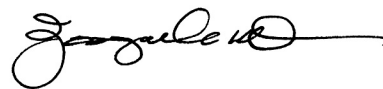
ASEAN-Korea Centre is an intergovernmental organization established to promote economic and socio-cultural cooperation between ASEAN and Korea. The inauguration of the Centre essentially highlights the shared recognition of the growing importance of ASEAN-Korea relations, and the need to institutionalize it. Mandated to increase trade volume, accelerate investment flow, invigorate tourism, and enrich cultural exchanges between ASEAN and Korea, the Centre carried out an array of programs in FY 2009, focusing on activities essential to fulfilling its objectives. A total of 21 programs were successfully conducted in cooperation with the Member States. Also the long-term vision and goals of the Centre were drawn up and adopted at the 2nd Annual Council Meeting held in February 2010.

On trade and investment, the Centre undertook various trade and investment promotion programs to provide practical support to the business communities and facilitate business opportunities between ASEAN and Korea. Trade exhibitions such as the ASEAN Food and Beverage Exhibition and the Seoul Gift Show promoted ASEAN products and supported the entry of ASEAN companies into the Korean market. And investment seminars and missions encouraged Korean investment into ASEAN by providing potential Korean investors with practical information on the investment environment, policies, incentives, and opportunities in ASEAN Member States. Technical-cooperation and capacity-building programs for government officials and private sector representatives of ASEAN were carried out to support capacity development of ASEAN Member States. In addition, the Centre published and distributed a series of the latest trade-related information.

While ASEAN-Korea cooperation has made considerable progress on the economic front, the progress in socio-cultural cooperation seems to have been less visible. To promote cultural exchanges and increase mutual understanding, the Centre carried out a variety of activities such as the ASEAN Culture and Tourism Fair, the ASEAN-Korea Contemporary Photo and Media Art Exhibition, the School Tour program, and a talent contest for ASEAN nationals residing in Korea. In particular, the ASEAN Culture and Tourism Fair successfully held in downtown Seoul showcased the diverse cultures and rich tourism resources of ASEAN Member States, attracting around 40,000 visitors. In addition, as part of our tourism promotion efforts, we organized the ASEAN Tourism Human Resource Development (HRD) Program and public lecture series on backpacking in ASEAN, and published and distributed ASEAN Tourism Booklets.

Recognizing that genuine partnership cannot be built without awareness of each other and mutual understanding, we carried out a series of awareness-raising activities. Among them are activities targeting the young generation such as the ASEAN-Korea Multimedia Competition and the Workshop for Kids which boosted awareness of ASEAN among the young generations of ASEAN and Korea. Lecture series for the general public were organized on various topics such as society, cultures, and history of ASEAN Member States, and it provided a useful opportunity for the public to learn about ASEAN.

Despite challenges facing a newly established organization, the FY 2009 work programs have been successfully carried out, which would not have been possible without the support of our Member States. Let me take this opportunity, on behalf of my staff, to express my gratitude to the Member States, and in particular, the ASEAN Embassies in Seoul for their valuable support and contribution to the work of the Centre. Building on the momentum thus far built, we will further our efforts to develop effective programs and broaden our scope of activities to meet the needs of the Member States. Having taken the first step with a modest beginning, the Centre will strive to serve as an effective channel to further strengthen the ASEAN-Korea partnership.



Young Jai CHO
Secretary General

II

Overview

Introduction

1. In FY 2009, 21 work programs were undertaken under trade and investment, culture and tourism, and public relations and information service chapters. Embarking on its first year, the Centre focused on what were deemed as core activities for achieving its mandates. Communication networks were established with the governments and relevant authorities of the Member States, and efforts were made to identify and reflect the needs of the Member States in the work programs.

Trade and Investment



2. Under the trade and investment chapter, the Centre has carried out various activities including trade exhibitions and missions, investment seminars, investment missions, technical cooperation/capacity-building programs, and information services aimed at providing practical support to the business communities in ASEAN Member States and Korea.

3. As for trade promotion programs, starting with a special exhibition, ASEAN Prism, held in celebration of the Centre's inauguration, the ASEAN Food & Beverage Exhibition and the Seoul Gift Show 2009 were held to introduce and promote ASEAN products in the Korean market. Two companies from each ASEAN country were invited and had business meetings with potential Korean buyers. In total, approximately 1,500 business meetings were held during the exhibitions. In addition, as a follow-up to the Seoul Gift Show 2009, the Centre held the ASEAN Lifestyle and Design Exhibition to further promote design products from the 10 ASEAN Member States in the Korean market.

4. As a capacity-building program, the ASEAN-Korea Trade Promotion Workshop was conducted with representatives from the Trade Promotion Organizations (TPO) of ASEAN Member States and Working Group members on Trade. The workshop provided ASEAN TPOs with comprehensive information on the Korean market, and also allowed for networks to be established between the ASEAN TPOs and the Centre. The Industrial Familiarization Program (IFP) provided an opportunity for government officials and private business representatives of ASEAN Member States to identify the business trends in Korea, as well as Korean investors' interests and needs. In addition, the Centre organized the Industrial Design and Packaging Workshop to help improve the design and packaging capacity of ASEAN Member States. The Workshop consisted of briefings on the Korean government's policy on industrial and packaging design, visits to government agencies and leading design institutes and companies in Korea, and so on.

5. Investment promotion programs were undertaken to promote and help stimulate investment flows between ASEAN and Korea. Investment seminars were held in Korea on each of the 10 ASEAN Member States. The seminar included presentations by ASEAN investment-related officials and by Korean companies with experiences in ASEAN Member States. With around 90 participants on average each time, the seminars successfully drew the interests of Korean investors in investing in ASEAN and received positive responses from the ASEAN Member States. Also outbound Investment Missions were organized to the 10 ASEAN Member States grouped by industrial sector of interest. Conducted five times in all, the missions drew participants from SMEs (Small and Medium Enterprises), and large corporations in Korea as well as government officials and experts from the private sector. Thus, it provided a useful opportunity for potential Korean investors to visit ASEAN Member States and explore business and investment opportunities at first hand.

6. In addition, the Centre published and disseminated information materials such as the *Directory of Korean Companies for ASEAN Exporters*, *Import Procedures in Korea for ASEAN Products*, and the *Survey on the Korean Market for ASEAN Exports*. In all, the trade and investment work programs helped promote ASEAN products in the Korean market, provided business opportunities for companies from ASEAN Member States, facilitated cooperation between ASEAN TPOs and Investment Promotion Agencies (IPAs) and the Centre, and provided the business communities with up-to-date and practical information on trade and investment between ASEAN and Korea.

Culture and Tourism

7. Under the culture and tourism chapter, work programs such as the ASEAN Culture and Tourism Fair, ASEAN Tourism Human Resources Development Program, cultural exhibitions and other programs were organized to increase awareness of diverse cultures and rich tourism resources of ASEAN Member States in Korea and to promote mutual understanding between ASEAN and Korea.



8. The ASEAN Culture and Tourism Fair was successfully held on the theme of “Together in Culture - ASEAN and Korea” to showcase the diverse cultures and rich tourism resources of ASEAN Member States. Organized in downtown Seoul, the fair featured traditional performances by invited performers from ASEAN Member States, and national booths were set up where food tasting and handicraft demonstrations were conducted and tourism materials were distributed. With financial support from the Ministry of Foreign Affairs and Trade of Korea, 7-member delegations from ASEAN Member States were invited to the fair. In addition, to introduce rich tourism resources of ASEAN Member States the Centre published ASEAN Tourism Booklets and disseminated them at various events which the Centre organized. The booklets were published on each of the 10 ASEAN Member States in the Korean language along with the ASEAN tourism map. In addition, the Centre organized and sent a buying mission consisting of 7 Korean travel agencies to the ATF (ASEAN Tourism Forum)/ TRAVEX(Travel Expo) held in Brunei Darussalam in January 2010.

9. The ASEAN Tourism HRD Program was launched as a two-year project to support the human resources development of the tourism industries in ASEAN Member States. In FY 2009, the program was rolled out in the Greater Mekong Sub-region, i.e., Cambodia, Laos, Myanmar, Thailand and Vietnam. Each program was conducted for 3-5 days with around 50 participants, and included training sessions on the Korean tourism trends, culture, language and so on. Organized in close collaboration with the National Tourism Organizations (NTOs), the program received favorable responses from the Member States.

10. To promote cultural exchanges between ASEAN and Korea, the Centre held the ASEAN-Korea Contemporary Photo and Media Art Exhibition to introduce the diverse cultures of ASEAN Member States through photography and media art works. The exhibition was held in 9 galleries in Seoul, featuring works by 20 artists from ASEAN Member States and 10 artists from Korea. To raise awareness of ASEAN and its cultures among the young generation, the Centre also organized the ASEAN Awareness Program, a series of school tours in 10 elementary schools in Seoul in cooperation with the Embassies of ASEAN Member States in Korea. The program featured a presentation on ASEAN, traditional performances of ASEAN Member States and booth sessions with a quiz show. Also as part of culture and tourism promotion programs, Lecture Series on *Backpacking in ASEAN* was conducted to provide the public with information on backpack travel in ASEAN Member States. The Centre also organized “Bravo! ASEAN in Korea”, a talent contest for nationals of ASEAN Member States residing in Korea in cooperation with Arirang TV, which was aired around the world. In addition, celebrating the ASEAN-Korea Commemorative Summit, the Centre provided an opportunity for ASEAN residents in Korea to view a popular non-verbal stage performance, *Jump*, in cooperation with the Korean Culture and Information Service.

Public Relations and Information Service

11. Under the public relations and information chapter, the Centre carried out a variety of activities to boost public awareness of ASEAN, ASEAN-Korea relations, and the Centre’s activities. They include Lecture Series on ASEAN, ASEAN-Korea Multimedia Competition, the Workshop for Kids, publication of various materials on ASEAN and ASEAN-Korea relations, management of the Centre’s website, and other PR activities.



12. PR activities ensured that the Centre’s inauguration and its activities received a fair amount of media coverage both in print and broadcast media including Korea’s major newspapers such as *JoongAng Ilbo* and *Dong-A Ilbo*, English newspapers including

Korea Herald and *Korea Times*, and major broadcasting networks, i.e., *KBS*, *MBC*, and *Arirang TV*. Also a range of PR materials were published including the Centre's brochure, newsletter, *2009 ASEAN & Korea in Figures*, ASEAN Guide for Kids, and so on. In addition, the Centre maintains and updates its website, a useful online source for up-to-date information on ASEAN, ASEAN-Korea relations, and the Centre's activities including useful data on trade, investment and tourism trends between ASEAN and Korea. From the data currently available, it is estimated that there are around 10,000 visitors every month to the website. To make the website more user-friendly and efficient, the website underwent renovation. The renovation is expected to make user-navigability on the website more fluid, give the website increased visual impact, and further increase the number of visitors and utilization of the website.

13. The Centre installed an Information Corner in the ASEAN Hall, housing a collection of books, audio-visual materials and other various materials on ASEAN, ASEAN Member States, and ASEAN-Korea relations. Efforts will be made in FY 2010 to expand the collection and make the Information Corner more accessible to the public. The ASEAN-Korea Multimedia Competition was organized on the theme of *Cultural Diversity and Harmony* for university students in ASEAN Member States and Korea. The program sought to tap into the young talents to explore and depict the diverse aspects of the cultures of ASEAN and Korea, as well as cultural affinity existing within the diversity. Around 350 entries were submitted from ASEAN Member States and Korea, out of which 13 entries were awarded prizes. In conjunction with the competition, an exhibition was organized in a vibrant arts district in Seoul, displaying the winning entries. The Workshop for Kids organized in the ASEAN Hall provided an opportunity for children to learn about ASEAN through creative activities. Lecture Series on ASEAN was also held on the theme of *A New Look at ASEAN* targeting the general public. Consisting of 5 lectures, it was conducted on a weekly basis at the ASEAN Hall on diverse themes such as cultures, history, society and other aspects of ASEAN Member States, with around 370 participants in total.

14. In FY 2009, the inaugural year of the Centre, the Centre's activities were successfully carried out with the guidance and support of the Member States, in particular, the Embassies of ASEAN Member States in Korea. Building on the experiences and achievements made in FY 2009 and with continued support of the Member States, the Centre will continue to move ahead towards building a stronger ASEAN-Korea partnership in the coming years.

III

FY 2009 Work Programs

1. Trade and Investment
2. Culture and Tourism
3. Public Relations and Information Service



Chapter 1. Trade and Investment

Trade Exhibitions and Trade Missions
Technical Cooperation/Capacity Building
ASEAN Investment Promotion
Information and Intermediary Services

Trade Exhibitions and Trade Missions

The Centre organized various trade promotion programs in FY 2009 to promote ASEAN products in the Korean market and expand business opportunities between ASEAN companies and potential Korean buyers. Three trade exhibitions including a special exhibition and trade missions were organized. A special exhibition entitled *ASEAN Prism* was held at the ASEAN Hall to celebrate the inauguration of the Centre. As the first exhibition organized by the Centre, the *ASEAN Prism* featured world-class design products from ASEAN.

The ASEAN Food & Beverage Exhibition and the Seoul Gift Show 2009 were held to promote ASEAN food and beverage, and gift products respectively in the Korean market. A total of forty companies from ASEAN Member States participated and approximately 1,500 business meetings were held during the exhibitions. The trade mission programs in which the exhibitors from ASEAN Member States participated included lectures, factory visits, and visits to the retail market. In addition, as a follow-up to the Seoul Gift Show 2009, the ASEAN Lifestyle and Design Exhibition was held in February 2010 to further promote ASEAN design products in the Korean market.

ASEAN Food & Beverage Exhibition

A. Outline

- Date: 19 - 22 November 2009
- Venue: ASEAN Pavilion (Hall A), COEX, Seoul, Korea
- Objectives:
 - To promote ASEAN food & beverage products in the Korean market
 - To provide and expand business opportunities between ASEAN companies and Korean buyers
- Participants:
 - 20 companies from 10 ASEAN Member States (2 exhibitors per company)
 - Representatives from the Trade Promotion Organizations (TPO) of 9 ASEAN Member States
- Approved Budget: KRW 180,000,000

B. Main Activities

- Exhibition of ASEAN food & beverage products:
 - A total of 20 companies from ASEAN Member States selected by ASEAN TPOs participated in the exhibition. As seven ASEAN Member States requested experts to be sent to evaluate candidate companies, the Centre dispatched two experts to each of those countries before the exhibition.

- Business meetings with potential Korean buyers:
 - Through telemarketing and e-DM, potential buyers were invited to the exhibition and had business meetings with the exhibitors.
- Trade mission program:
 - The exhibitors participated in the trade mission program which consisted of factory visits to leading Korean beverage companies including Lotte Chilsung, a seminar on import procedures in Korea for ASEAN food & beverage products, and visits to the retail markets.
- ASEAN food & beverage demonstration:
 - The ASEAN Kitchen, where exhibit items were prominently displayed, was set up for buyers. Buyers from major Korean companies were invited to taste ASEAN food & beverage products made from the exhibit products.

C. Evaluation

- The exhibition helped establish business contacts between participating ASEAN companies and Korean buyers. In total, 667 business meetings were recorded for 20 ASEAN companies.
- An overwhelming majority of the exhibitors (94.7%) indicated satisfaction with the overall organization of the exhibition.
- The trade mission program organized in conjunction with the exhibition provided hands-on experience to the ASEAN exhibitors through visits to the retail markets and factory lines in Korea. The lecture, organized as part of the trade mission program, focused on import procedures in Korea for ASEAN food & beverage products, which was appreciated by the exhibitors.
- Through the exhibition, the public awareness of ASEAN food and beverage products has increased. Approximately 60,000 people including potential buyers visited the exhibition.

D. Follow-up

- A guidebook will be developed, which will provide ASEAN companies with information on the procedures of exporting ASEAN food & beverage products to the Korean market.
- The Centre will support the strengthening of communication networks established between potential buyers and ASEAN companies.



ASEAN Kitchen



ASEAN Pavilion



ASEAN exhibitors and interpreters

Special Exhibition (ASEAN Prism)

A. Outline

- Date: 13 March - 5 June 2009
- Venue: ASEAN Hall, Seoul, Korea
- Number of Exhibit Items: 120 from 10 ASEAN Member States
- Objectives:
 - To promote ASEAN design products in the Korean market
 - To increase public awareness of ASEAN products that reflect ASEAN cultures
- Approved Budget: Funded by the Government of the Republic of Korea

B. Main Activities

- Exhibition of ASEAN design and handcraft items:
 - The exhibition presented ASEAN design and handcraft items that skillfully combined tradition and modern design.
- Workshops and lectures:
 - Workshops and lectures were held on ASEAN design trends and arts for university students.



ASEAN Prism Exhibition

- Workshop for kids:
 - A workshop was held to raise awareness of ASEAN among elementary school students.
- Online marketing:
 - A blog was created to promote the exhibition online and ensure easy access by the public to the information on the exhibition (www.aseanlog.com).

C. Evaluation

- The exhibition was highly meaningful not only as it was held in celebration of the inauguration of the Centre, but also as it was the first exhibition of the Centre where products from 10 ASEAN Member States were showcased in one place.
- With many dignitaries in attendance at the opening of the exhibition such as H.E. Dr. Han Seung-soo, Prime Minister of Korea, H.E. Mr. Yu Myung-hwan, Minister of Foreign Affairs and Trade of Korea, H.E. Mr. Kasit Piromya, Minister of Foreign Affairs of the Kingdom of Thailand, H.E. Datuk Abdul Rahim Bakri, Deputy Minister of Foreign Affairs of Malaysia, H.E. Mr. Sayakane Sisouvong, Deputy Secretary-General of ASEAN, the exhibition successfully raised the visibility of ASEAN, attracting ample media coverage. The event was featured 29 times in various media including *JoongAng Ilbo*, *Korea Herald*, *Korea Times*, *DongA Ilbo*, *Monthly Art Design*, *Yonhap News*, *MBC* and *Arirang TV*.
- The exhibition attracted approximately 26,000 visitors on and off-line.
- At the invitation of the Seoul Metropolitan Government, the exhibit items from *ASEAN Prism* were displayed at the Seoul Design Olympiad 2009 (9-29 October 2009) where around 30,000 people visited.

D. Follow-up

- The exhibit items from *ASEAN Prism* were also displayed at the Seoul Gift Show 2009 and Seoul Design Olympiad 2009. In addition, they were exhibited at a follow-up exhibition, ASEAN Lifestyle and Design held in February 2010.



H.E. Dr. Han Seung-soo, Prime Minister of Korea
visiting *ASEAN Prism*



Workshop for University Students

Seoul Gift Show 2009

A. Outline

- Date: 10-13 September 2009
- Venue: ASEAN Pavilion, COEX, Seoul
- Objectives:
 - To promote ASEAN's latest gift items in the Korean market
 - To provide opportunities for business contacts between ASEAN companies and Korean importers and buyers
- Participants:
 - 20 companies from 10 ASEAN Member States (2 exhibitors per company)
- Approved Budget: KRW 370,000,000

B. Main Activities

- Exhibition of ASEAN gift products :
 - The exhibition effectively promoted gifts, handicraft items, home deco & fashion accessories, stationery, and souvenirs from ASEAN in the Korean market. As 8 ASEAN Member States requested experts to be sent to evaluate candidate companies, the Centre dispatched three experts to each of those countries before the exhibition.
- Business meetings with potential Korean buyers and importers:
 - Through telemarketing and e-DM, potential buyers were invited to the exhibition and had business meetings with the exhibitors.



ASEAN Pavilion Showcase Booth



ASEAN Gift Products

- Trade mission program:
 - The program included a lecture on doing business with Korean buyers and visits to the retail markets to better understand the Korean market trends and products.

C. Evaluation

- The exhibition helped establish networks between ASEAN companies and potential Korean buyers. 795 business meetings were recorded for 20 ASEAN companies.
- 73.5% of the exhibitors indicated that they were highly satisfied with the exhibition while the remaining 26.5% expressed a fair level of satisfaction.
- The exhibition raised public awareness of ASEAN gift products. Around 19,000 people including potential buyers visited the exhibition.

D. Follow-up

- As a follow-up exhibition of the Seoul Gift Show 2009, the ASEAN Lifestyle and Design Exhibition was organized in February 2010 to further promote ASEAN design products.
- To help ASEAN companies better understand the Korean import market, the Centre will produce and distribute the *Survey on the Korean Market for ASEAN Exporters* to ASEAN Member States both online and offline.



ASEAN Exhibitors

ASEAN Lifestyle and Design Exhibition (Follow-up Exhibition to the Seoul Gift Show)

A. Outline

- Date: 8 February - 7 March 2010
- Venue: COEX, Seoul, Korea
- Objectives:
 - To further promote ASEAN gift and lifestyle products in the Korean market
 - To increase public awareness of ASEAN products in Korea

B. Main Activities

- Exhibition of ASEAN lifestyle products:
 - The exhibition presented 300 ASEAN lifestyle products from ASEAN Member States including exhibit items from the Seoul Gift Show.
 - Brochures on the participating companies were distributed to potential Korean buyers.
- Business Day:
 - The Business Day was organized at COEX on 24 February 2010 to provide business meeting opportunities between potential Korean buyers and related officials from ASEAN Embassies in Korea. 40 Korean buyers and 8 members of the Working Group on Trade were in attendance.



ASEAN Lifestyle and Design Exhibition Hall at COEX

C. Evaluation

- The exhibition successfully promoted a selection of ASEAN gift and lifestyle items to the Korean public as well as the Korean business community.
- On the Business Day, potential Korean buyers were given opportunities to have business meetings and establish contacts with commercial attaches from ASEAN Embassies in Seoul.
- Around 25,000 people visited the exhibition, and the event was covered in various media such as *Korea Herald* and *Segye Ilbo*, *Korea Interior Broadcasting*, and *Korea Industrial Technology Foundation for Cross-Media and Culture*.

D. Follow-up

- The Centre followed up with business inquiries made by the potential buyers during the exhibition.
- Efforts will be made to further increase the public awareness of ASEAN products in Korea by participating in exhibitions organized in other major cities in Korea.



Business Day

Technical Cooperation/ Capacity Building

As part of technical cooperation and capacity-building programs, the Centre organized the ASEAN-Korea Trade Promotion Workshop and the Industrial Familiarization Program (IFP). The ASEAN-Korea Trade Promotion Workshop provided ASEAN TPOs with comprehensive information on the Korean market, and also facilitated cooperation between the ASEAN TPOs and the Centre. The Industrial Familiarization Program (IFP) provided an opportunity for ASEAN government officials and private sector representatives to identify the industrial trends in Korea, as well as Korean investors' interests and needs.

In addition, the Centre organized the Industrial Design and Packaging Workshop to help improve the design and packaging capacity of ASEAN Member States. The workshop provided 30 participants from ASEAN Member States with first-hand experience on the current Korean industrial design and packaging technology and trends as well as the design promotion policies of Korea.

ASEAN-Korea Trade Promotion Workshop

A. Outline

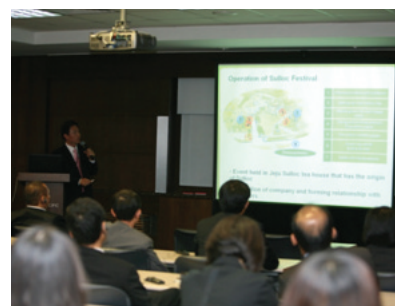
- Date: 30 June - 3 July 2009
- Venue: Seoul Garden Hotel, Seoul, Korea
- Objectives:
 - To provide participants with practical information on the Korean market including the ASEAN-Korea FTA (AKFTA)
 - To coordinate the work process and procedures between TPOs and the Centre to effectively implement trade promotion programs
- Participants:
 - 21 representatives from ASEAN TPOs and members of the Working Group on Trade
- Approved Budget: KRW 38,000,000



**Welcoming Remarks
by Secretary General of the Centre**



**Industrial Visit to Samsung
Electronics Promotion Center**



Industrial Visit to Amore Pacific

B. Main Activities

- Lectures were held on ASEAN-Korea FTA business models and market environment for ASEAN products based on trade statistics and analysis.
- Industrial visits were conducted to Samsung Electronics Promotion Center, Lotte Mart, and Amore Pacific Cosmetics.
- Discussions were held on the work procedures for implementing trade promotion programs for FY 2009.

C. Evaluation

- The workshop provided participants with hands-on information on the current Korean market through lectures and industrial visits. In particular, the workshop included a lecture on the ASEAN-Korea FTA to help the participants understand ways to expand business into the Korean market. The participants expressed high satisfaction with the program as can be seen in the table below.

Assessment by Participants on Lectures

Ratings	Excellent	Very Satisfactory	Satisfactory	Fair	Total
%	36.8%	42.1%	15.8%	5.3%	100%

Assessment by Participants on Industrial Visits

Ratings	Excellent	Very Satisfactory	Satisfactory	Fair	Total
%	31.6%	52.6%	15.8%	-	100%

- The working relationship among the participants developed during the 3-day workshop is expected to enhance cooperation between the Centre and ASEAN TPOs.

Industrial Familiarization Program (IFP)

A. Outline

- Date: 6-9 October 2009
- Venue: Seoul, Gyeonggi Province, Ulsan
- Objectives:
 - To provide an opportunity for ASEAN government officials and private business representatives to experience the business environment of Korea
 - To provide up-to-date information on Korea's latest industrial trends, investment policies and regulations, as well as the needs of Korean investors
- Participants:
 - 39 investment-related government officials and private sector representatives from 10 ASEAN Member States
- Approved Budget: KRW 154,300,000

B. Main Activities

Activity	Institutions and Companies
1. Briefing on Korean Investment Policy <ul style="list-style-type: none"> • Korea's overseas investment policy • Investment promotion activities of Korea • Policy on Free Economic Zones 	Ministry of Knowledge Economy (MKE) Korea Trade-Investment Promotion Agency (KOTRA) Incheon Free Economic Zone Authority (IFEZ)
2. Briefing on Green Growth Policy of Korea <ul style="list-style-type: none"> • Green growth policy and energy, environment, water, sustainability • Renewable energy and smart grid 	Presidential Committee on Green Growth LS Industrial System Co., Ltd.
3. Briefing on High-Tech and Field Trip <ul style="list-style-type: none"> • High-tech product development • City life and style of the future 	Samsung Electronics (Samsung D'light) Tomorrow City (Exhibition Hall in Incheon City)
4. Field Trip to Industrial Sites (Ulsan) <ul style="list-style-type: none"> • Automobile industry • Shipbuilding industry • Refinery & chemical industry 	Hyundai Motors Hyundai Heavy Industries SK Energy
5. Field Trip to Industrial Parks (Gyeonggi) <ul style="list-style-type: none"> • Policies on fostering Small & Medium-Sized Enterprises (SMEs) and managing industrial parks • Auto parts industry 	Korea Industrial Complex Corporation Namyang Ind. Co., Ltd.
6. Field Trip and Briefing on Agricultural Auction System Korea Agro-Fisheries Trade Corporation	Korea Agro-Fisheries Trade Corporation



Visit to LS Industrial System Co., Ltd.



Visit to Hyundai Heavy Industries

C. Evaluation

- The program provided an opportunity for the participants to experience the business environment and investment policies of Korea through briefings and field visits.
- The participants responded that the briefings on Korean investment policy and Korean green growth policy and field trips to industrial sites and industrial parks were helpful as it gave an opportunity for them to understand Korea's investment policies and gain practical information on relevant industries. As the table below indicates, more than 90% of the participants were satisfied with the program.

Satisfaction Level

Ratings (Participants)	Excellent	Satisfactory	Fair	Poor	Total
%	50%	40.25%	9.75%	-	100%

D. Follow-up

- Following the IFP, the Industrial Design and Packaging Workshop, was organized to improve the industrial design and packaging capacity of ASEAN Member States in February 2010.
- Efforts will be made to better reflect the needs and priorities of each ASEAN country in organizing future IFPs.



IFP Participants

Industrial Design and Packaging Workshop

A. Outline

- Date: 22-27 February 2010
- Venue: Seoul, Korea
- Objectives:
 - To strengthen design capability of ASEAN Member States through sharing expertise and best practices of Korea's design industry
 - To provide up-to-date information on the design technology, trends and design policy of Korea
- Participants:
 - 30 government officials and design experts from ASEAN Member States (3 participants from each country)
- Budget: included in the approved budget for 1.2.2. Industrial Familiarization Program(IFP) (KRW 154,300,000)

B. Main Activities

- Briefings on Korea's design promotion policies and presentations on the strategies of leading Korean companies
- Visits to Korea's leading design companies
- Meetings with industrial design experts and policy makers in Korea

	Activities	Institutions & Companies
Briefing on Design Policy	<ul style="list-style-type: none"> • Korean Design Policy • Korean Design Policy and Strategies by Period • Strategies and Future of Korean Design • Design Policy of Seoul 	Ministry of Knowledge Economy Korea Institute of Design Promotion Association of Design Policy Seoul Metropolitan Government
Industrial Visits & Case study	<ul style="list-style-type: none"> • Case Study on Package Design Management • Case Study on Public and Environmental Design • Case Study on Design Strategy and Management of LG Electronics • Case Study on Design Strategy and Management of Samsung Electronics • Design Tour in Seoul 	Aekyung Design Center Hansem Fursys LG Electronics Samsung Electronics Seoul Foundation Arts and Culture



Opening Remarks at the Orientation



Lecture on Korean Design Promotion Policy

C. Evaluation

- The workshop provided the participants with first-hand experience on the current industrial design and packaging technology and trends as well as design promotion policies of Korea.
- The workshop also laid the foundation for future cooperation between ASEAN and Korea to strengthen the design capability of ASEAN Member States.
- As the table indicates, 64.5% of participants rated the program to be excellent.

Assessment by Participants

Ratings	Excellent	Satisfactory	Fair	Poor	Total
%	64.5	35.5	-	-	100

D. Follow-up

- Based on the established networks among government officials and design experts from ASEAN and Korea, efforts will be made to continually share up-to-date design techniques and promotion policies with the workshop participants.



Visit to Aekyung Design Center

ASEAN Investment Promotion

To boost investment by potential Korean investors in ASEAN, investment seminars were held in Korea on each of the 10 ASEAN Member States. The seminars included presentations by ASEAN investment-related officials on the local investment environment and opportunities and also by Korean companies with experience in investing in the concerned ASEAN country. It provided an opportunity for potential Korean investors to learn about the current investment environment, policies and opportunities of ASEAN Member States.

As part of investment promotion efforts, the Centre dispatched outbound investment missions. Five investment missions were conducted to 10 ASEAN Member States grouped by sector of interest. The program provided a useful opportunity for potential Korean investors to explore business and investment opportunities in ASEAN Member States at first hand.

Investment Seminar

A. Outline

- Date: June 2009 - February 2010
- Venue: Seoul and Busan
- Objectives:
 - To provide an opportunity for each of the 10 ASEAN Member States to update the Korean business community on the current investment environment, policies, incentives and promising sectors
 - To assist ASEAN government officials and Korean businesspeople to establish contacts with each other
 - To publish and disseminate investment promotion materials
- Partner Organizations:
 - ASEAN Investment Promotion Agencies and relevant ministries
 - ASEAN Embassies in Seoul
 - Korea Trade-Investment Promotion Agency (KOTRA)
 - Small and Medium Business Corporation (SBC)
 - Federation of Korean Industries (FKI)
 - Korea Chamber of Commerce and Industry (KCCI)
- Approved Budget: KRW 263,400,000

B. Main Activities

- Presentations were made by ASEAN officials regarding investment opportunities, business environment, investment incentives and promising projects in ASEAN Member States.
- Success stories and experiences were presented by Korean companies doing business in ASEAN countries.
- Q&A sessions followed after the presentations.
- Business meetings were arranged between ASEAN officials and potential investors.

Country	Date/Venue	Program	Speakers	Participants (audience)
Brunei Darussalam	<ul style="list-style-type: none"> • Date: 10 Dec. 2009 • Venue: Plaza Hotel, Seoul 	<ul style="list-style-type: none"> • Congratulatory Remarks • Keynote Speech • Presentation- “Investment Opportunities in Brunei Darussalam” • Presentation- “Cooperative Programs between Brunei and Korea” • Business Meetings 	<p>H.E. Dato Haji Harun Ismail, Ambassador of Brunei Darussalam</p> <p>Mr. Vincent CHEONG Chief Executive Officer, Brunei Economic Development Board (BEDB)</p> <p>Mr. Vincent CHEONG Chief Executive Officer, BEDB</p> <p>Mr. Bo Young KIM, Korea Gas Corporation (KOGAS)</p>	90
Cambodia	<ul style="list-style-type: none"> • Date: 19 Oct. 2009 • Venue: Plaza Hotel, Seoul 	<ul style="list-style-type: none"> • Keynote Speech • Presentation- “Business Climate and Investment Opportunities in Cambodia” • Presentation- “Understanding Investment in Cambodia and Case Study” 	<p>Mr. UN Buntha Deputy Director General, Ministry of Commerce, Cambodia</p> <p>Ms. NUON Phanith Deputy Chief, Ministry of Commerce, Cambodia</p> <p>Mr. Jong Chul HONG, Executive Director, KTC Cable</p>	90

Country	Date/Venue	Program	Speakers	Participants (audience)
Indonesia	<ul style="list-style-type: none"> • Date: 3 Jun. 2009 • Venue: Lotte Hotel, Seoul 	<ul style="list-style-type: none"> • Congratulatory Remarks • Video Presentation • Keynote Speech • Presentation- “Investment Opportunities in Indonesia” 	<p>H.E. Nicholas T. Dammen, Ambassador of Indonesia</p> <p>Investment Coordinating Board (BKPM)</p> <p>Mr. Darmawan Djajusman, Deputy Chairman, BKPM</p> <p>Mr. Sang-jin KIM, CEO, Korindo Group</p>	115
Lao PDR	<ul style="list-style-type: none"> • Date: 4 Nov. 2009 • Venue: Lotte Hotel, Seoul 	<ul style="list-style-type: none"> • Congratulatory Remarks • Keynote Speech • Presentation- “FDI Policy of Lao PDR” • Presentation- “Let’s Go Together” 	<p>H.E. Soukthavone KEOLA, Ambassador of Lao PDR</p> <p>Mr. Houmpheng SOURALAY, Director General, Ministry of Planning and Investment, Lao PDR</p> <p>Ms. Souphaphone SAIGNALEUTH, Ministry of Planning and Investment, Lao PDR</p> <p>Mr. Sang Yong SUNG, Chief Financial Officer, Kolao Group</p>	90
Malaysia	<ul style="list-style-type: none"> • Date: 14 Oct. 2009 • Venue: Lotte Hotel, Seoul 	<ul style="list-style-type: none"> • Keynote Speech • Presentation- “Investment Opportunities in Malaysia’s Services Sector” • Presentation- “The Growth Opportunity” • Business Meetings 	<p>Mr. Phang Ah TONG, Senior Director, Malaysian Industrial Development Authority (MIDA)</p> <p>Ms. Azian Mohd. YUSOF, Director of Business and Other Business, MIDA</p> <p>Mr. Kyu June HWANG, Executive Director, CIC Global</p>	90

Country	Date/Venue	Program	Speakers	Participants (audience)
Myanmar	<ul style="list-style-type: none"> • Date: 29 Sep. 2009 • Venue: Plaza Hotel, Seoul 	<ul style="list-style-type: none"> • Congratulatory Remarks • Keynote Speech • Presentation- “Myanmar Investment Regime” • Presentation- “Myanmar Investment Environment” 	<p>H.E. Myo LWIN, Ambassador of the Union of Myanmar</p> <p>Mr. U Khin SOE, Director General, Directorate of Investment and Company Administration (DICA), Myanmar</p> <p>Ms. Mya THUZA, Director, DICA, Myanmar</p> <p>Mr. Chang Kyu KIM, Managing Director, Myanmar POSCO</p>	90
Philippines	<ul style="list-style-type: none"> • Date: 22 Sep. 2009 • Venue: Lotte Hotel, Seoul 	<ul style="list-style-type: none"> • Congratulatory Remarks • Keynote Speech • Presentation- “Philippine Investment Opportunities for Korea” • Presentation 1- “Current Korea-Philippine Business Collaboration” • Presentation 2- “EWP in the Philippines” 	<p>H.E. Luis T. CRUZ, Ambassador of the Republic of the Philippines in Korea</p> <p>Honorable Elmer C. HERNANDEZ, Undersecretary, Department of Trade and Industry (DTI), Philippines</p> <p>Ms. Lucita P. REYES, Executive Director, Board of Investments (BOI), Philippines</p> <p>Mr. Jae Jung JANG, Chairman, Uni Group</p> <p>Mr. Sang Rok KIM, General Manager, Korea East West Power Corporation</p>	90
Singapore	<ul style="list-style-type: none"> • Date: 23 Nov. 2009 • Venue: Lotte Hotel, Seoul 	<ul style="list-style-type: none"> • Keynote Speech • Presentation- “Singapore’s Industry” • Presentation- “Singapore’s Tax System” • Presentation- “Singapore Experience” 	<p>Dr. BEH Swan Gin, Managing Director, Singapore Economic Development Board (EDB)</p> <p>Mr. PEH Yi Han, Centre Director Korea, Singapore EDB</p> <p>Mr. Kyung Tae KO, Partner, Ernst & Young Korea</p> <p>Mr. Byoung Uk MIN, Senior Manager, LG Electronics Asia</p>	80

Country	Date/Venue	Program	Speakers	Participants (audience)
Thailand	<ul style="list-style-type: none"> Date: 10 Feb. 2010 Venue: Lotte Hotel, Busan 	<ul style="list-style-type: none"> Keynote Speech Presentation- "Investment Opportunities in Thailand" Presentation- "Sustainable Industrial Settlement in Thailand" Presentation- "Experience of Doing Business in Thailand" 	<p>Dr. Atchaka Sibunruang, Secretary General, Thailand Board of Investment (BOI)</p> <p>Dr. Atchaka Sibunruang, Secretary General, Thailand BOI</p> <p>Mrs. Prapiwan Muthitacharoen, Deputy Governor of Industrial Estate Authority of Thailand (IEAT)</p> <p>Mr. Jong Guk AHN, President of Korea-Thai Chamber of Commerce</p>	90
Vietnam	<ul style="list-style-type: none"> Date: 23 Nov. 2009 Venue: Plaza Hotel, Seoul 	<ul style="list-style-type: none"> Congratulatory Remarks Keynote Speech Presentation- "Investment in Vietnam" Presentation- "Investment in Industrial Sectors of Vietnam" Presentation- "Bac Ninh Province" Presentation- "Phu Tho Province" Presentation- "Samsung Electronics in Vietnam" Business Meetings 	<p>H.E. Pham Tien VAN, Ambassador of the Socialist Republic of Vietnam</p> <p>Mr. Ta Hoang Linh, Deputy Director-General, VIETRADE</p> <p>Madam Nguyen Bich VAN Ministry of Planning and Investment (MPI), Vietnam</p> <p>Mr. Bui Quang CHUYEN Ministry of Industry and Trade (MOIT), Vietnam</p> <p>Dr. Tran Van TUY, Chairman of Bac Ninh Province, Vietnam</p> <p>Mr. Nguyen Quang THAO, Vice-Chairman of Phu Tho Province</p> <p>Mr. Soon Don LEE, Samsung Electronics</p>	120

C. Evaluation

- Each seminar brought together an average of 92 Korean entrepreneurs and investors interested in doing business across various sectors in each of the 10 ASEAN Member States.
- Moreover, the seminar served as a platform for networking between the ASEAN officials and business people and the Korean business community, especially for the lesser known investment destinations.
- The business meetings arranged between ASEAN delegates and Korean business people, following the seminars on Brunei, Malaysia, and Vietnam, were especially useful in laying the groundwork for future investment.
- Following the recommendations by the Working Group on Investment, the investment seminar on Thailand was organized outside Seoul, in Busan. The seminar was successful, and drew much interest from the local business community.
- Officials not only from the central government, but from the provincial governments along with a 70-member business mission participated in the seminar on Vietnam. During the seminar, more than 100 business meetings were held. In addition, a Vietnamese corporation signed an agreement on investment in terms of supporting industries with 4 Korean enterprises, and a Vietnamese real estate company fulfilled negotiations with 3 Korean partners.

D. Follow-up

- Efforts will continue to be made to bring in Korean business people who developed an interest in investing in ASEAN Member States through the investment seminar to participate in investment missions to maximize the synergetic impact.
- The interests and possible queries of potential Korean investors may be forwarded to the ASEAN IPAs in advance to make the seminar more productive.



Seminar Participants



Business Meetings

Investment Mission

A. Outline

- Dates: November 2009 - January 2010 (five times)
- Objectives:
 - To provide an opportunity for potential Korean investors to visit ASEAN Member States and explore business opportunities in promising business sectors
 - To further promote Korean investment into ASEAN by providing first-hand information on the investment climate and opportunities
- Participants: around 20 Korean businessmen, government officials, business association officials and related experts per mission
- Approved Budget: KRW 132,840,000

B. Main Activities

Country	Sector	Date	Activities	Participants
Cambodia (Phnom Penh)	Agriculture & Bio-energy	11.15-11.17 2009	Meetings with Government Agencies <ul style="list-style-type: none"> • Ministry of Industry, Mining & Energy • Cambodian Investment Board • Ministry of Agriculture Forestry & Fisheries Visit to MH Bio-Energy Group Visit to Phnom Penh Chamber of Commerce Working Luncheon (Business Meeting)	22
Laos (Vientiane)	Agriculture & Bio-energy	11.17-11.19 2009	Meetings with Government Agencies <ul style="list-style-type: none"> • Ministry of Planning and Investment • Ministry of Agriculture • Department of Industry & Commerce Visit to KOLAO Group Visit to Industrial Park KM21 Working Luncheon (Business Meeting)	22

Country	Sector	Date	Activities	Participants
Myanmar (Yangon)	Agriculture & Bio-energy	11.19- 11.21 2009	<p>Agriculture Investment Seminar (Participants)</p> <ul style="list-style-type: none"> • UMFCCI • Kaung Kyaw Say Company <p>Agriculture Experts' Seminar (Participants)</p> <ul style="list-style-type: none"> • Korean Business Operating in Myanmar • Agriculture & Rural Development Consultants <p>Visit to Local Rice Farm</p> <p>Visits to Institutions</p> <ul style="list-style-type: none"> • Myanmar Industrial Crops Enterprise • Vegetable & Fruit Research Development Centre <p>Working Luncheon (Business Meeting)</p>	22
Thailand (Bangkok)	IT Services & Automobile Parts	11.30- 12.2 2009	<p>Meeting with Thailand Board of Investments</p> <p>Visits to Local Companies</p> <ul style="list-style-type: none"> • True Internet Data Center Co., Ltd. • Kras Automotive • Halla Climate Control Co. <p>Visits to Institutions</p> <ul style="list-style-type: none"> • Hemaraj Land and Development • Bangkok Metro Authority • National Electronics and Computer Technology Center • CAT <p>Working Luncheon (Business Meeting)</p>	15
Malaysia (Kuala Lumpur)	IT Services & Automobile Parts	12.2-12.5 2009	<p>Meeting with Malaysian Industrial Development Authority</p> <p>Visits to Local Companies</p> <ul style="list-style-type: none"> • Henikwon Corporation Sdn. Bhd. • Belton • PricewaterhouseCoopers • DRB-HICOM <p>Visits to Institutions</p> <ul style="list-style-type: none"> • Malaysian Administrative Modernization and Management Planning Unit (MAMPU) • Selangor Science Park 2 Industrial Complex <p>Working Luncheon (Business Meeting)</p>	15
Vietnam (Hanoi/ Hochiminh City)	Construction & Construction Materials	1.10-1.13 2010	<p>Vietnam Korea Investment Seminar(Participants)</p> <ul style="list-style-type: none"> • Ministry of Industry & Trade • Ministry of Planning & Investment • Ministry of Construction • Ministry of Transportation • VCCI • Association of Construction • Local Governments <p>Luncheon with MPI Hochiminh officials</p> <p>Visits to Local Companies</p> <ul style="list-style-type: none"> • Keangnam Enterprise • VINACONEX • POSCO • North Saigon City Development Corporation <p>Visit to Korean Construction Association of Hanoi</p> <p>Working Luncheon (Business Meeting)</p>	22

Country	Sector	Date	Activities	Participants
Philippines (Manila/ Subic Bay)	Construction & Construction Materials	1.13-1.15 2010	Meetings with Government Agencies <ul style="list-style-type: none"> • Board of Investment • Construction Industry Authority of the Philippines • Philippine Contractors Accreditation Board Visits to Local Companies <ul style="list-style-type: none"> • Hanjin Heavy Industries • Heung-A Property Visit to Subic Bay Metropolitan Working Luncheon (Business Meeting)	13
Singapore (Singapore)	IT Services	1.18- 1.20 2010	Meetings with Government Agencies <ul style="list-style-type: none"> • Economic Development Board • Infocomm Development Authority Visits to Local Companies <ul style="list-style-type: none"> • Web Professional House • MOH Holdings Pte. Ltd. Visits to Institutions <ul style="list-style-type: none"> • Singapore Infocomm Technology Federation • KOTRA Singapore Working Luncheon (Business Meeting)	20
Indonesia (Jakarta)	IT Services	1.20- 1.22 2010	Meetings with Government Agencies <ul style="list-style-type: none"> • Indonesian Investment Coordinating Board • Ministry of Communication and Information Technology Visits to Local Companies <ul style="list-style-type: none"> • Boleh Net. • PT. Telkom • Excelcominco • Jatis Group Visit to Batam Industrial Development Authority Working Luncheon (Business Meeting)	20
Brunei (Bandar Seri Begawan)	Food and Beverage, Cosmetics, Broadcasting, Agriculture, Business Consulting	1.25-1.28 2010	Meetings with Government Agencies <ul style="list-style-type: none"> • Brunei Economic Development Board • Ministry of Finance • Ministry of Education • Department of Agriculture and Agri-Food Visits to Local Companies <ul style="list-style-type: none"> • BMC Food industries Sdn Bhd • Semaun Marine Resources • McBrumby Beverage Sdn. Bhd • Empire Hotel Spa Broadcasting <ul style="list-style-type: none"> • Radio Television Brunei Education <ul style="list-style-type: none"> • University of Brunei Darussalam Agriculture <ul style="list-style-type: none"> • Asia Enterprise • Wan Sing Trading Co. Working Luncheon (Business Meeting)	11

C. Evaluation

- The participants were highly satisfied with the program, as it provided them with an opportunity to visit the potential investment destinations and explore business opportunities at first hand.
- Business meetings arranged for local businesspeople and mission participants were especially appreciated by the participants, as it allowed them to acquire useful information, as well as to establish business networks, which could lead to actual investment in the future.

D. Follow-up

- Efforts will be made to reflect the needs of each ASEAN country in the investment mission programs.
- Ways will be sought to link the investment seminar to the investment mission to maximize the synergetic impact.



**Construction Site Visit
(Vietnam Mission)**



**Visit to Council for the
Development of Cambodia
(Cambodia Mission)**

Information and Intermediary Services

The Centre published and disseminated various materials to provide the business communities with up-to-date and practical information on trade and investment between ASEAN and Korea. The publications include the *Directory of Korean Companies for ASEAN Exporters*, *Import Procedures in Korea for ASEAN Products*, and the *Survey on the Korean Market for ASEAN Exports*.

A. List of Materials

(1) Directory of Korean Companies for ASEAN Exporters

- Contents: a list of over 1,300 Korean import companies
- No. of Copies/Language: 1,000/English
- Distribution: relevant authorities in ASEAN Member States
 - * In addition, the directory search service is made available on the Centre's website (<http://directory.aseankorea.org>).
- Approved Budget: KRW 30,000,000

(2) Import Procedures in Korea for ASEAN Products

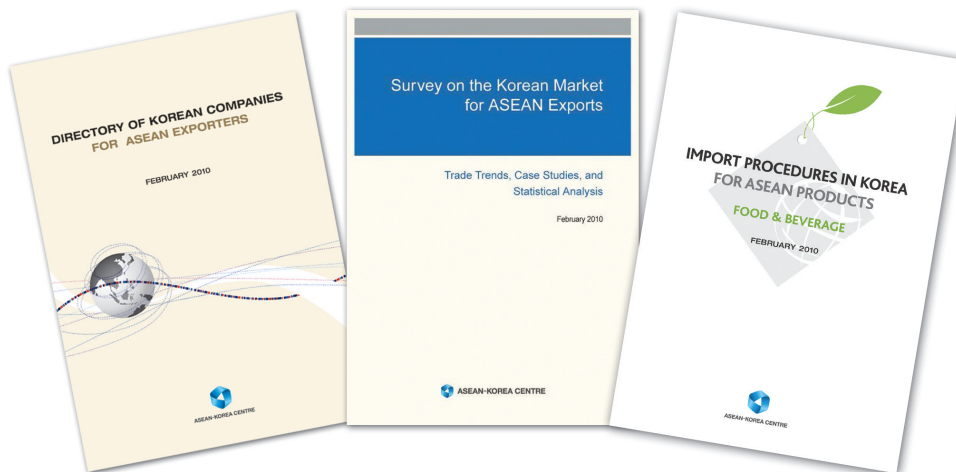
- Contents: import rules and regulations in Korea and overall flow chart of import procedures
- No. of Copies/Language: 1,000/English
- Distribution: relevant authorities in ASEAN Member States
 - * In addition, the import procedures are also made available on the Centre's website (www.aseankorea.org).
- Approved Budget: KRW 50,000,000

(3) Survey on the Korean Market for ASEAN Exports

- Contents: information on in-depth and practical analysis of Korean import market as well as case studies on promising import products.
- No. of Copies/Language: 1,000/English
- Distribution: relevant authorities in ASEAN Member States
 - * In addition, the survey is made available on the Centre's website.
- Approved Budget: Funded by the Korean Government

B. Evaluation

- The published materials serve as a useful source of information for ASEAN companies in finding business opportunities in Korea and establishing business networks with Korean buyers.
- The directory service assists ASEAN companies and ASEAN TPOs in identifying their business partners in Korea.
- The publication on the import procedures in Korea for ASEAN products will be helpful for the ASEAN food and beverage companies to better understand the import procedures for their products. It provides information on key factors to consider when entering the Korean market. It is expected to alleviate the difficulties ASEAN exporters may face due to procedural complexities associated with entering the Korean market.
- Based on statistical analysis of the Korean import market, the *Survey on the Korean Market for ASEAN Exporters* identifies potential export items for the Korean market. It also contains information on the trade structure of Korea, Korean buyers, and major exhibitions on related items.



Published Materials



Chapter 2. Culture and Tourism

ASEAN Tourism Promotion

Technical Cooperation/Capacity Building

Cultural Exchange

ASEAN Tourism Promotion

The Centre organized a series of tourism promotion activities including ASEAN Culture and Tourism Fair, Lecture Series, and Buying Mission to ASEAN Tourism Forum, and also published the ASEAN Tourism Booklets.

The ASEAN Culture and Tourism Fair provided the Korean public with an opportunity to learn about the diverse cultures and rich tourism resources of ASEAN Member States. The Fair featured traditional performances of ASEAN Member States, and national booths were set up where food tasting and handicraft demonstrations were conducted and ASEAN tourism booklets were distributed. The Centre also organized lecture series on the theme of backpacking in ASEAN and published materials on tourism resources in ASEAN. In addition, the Centre dispatched a buying mission consisting of 7 Korean travel agencies to the ATF (ASEAN Tourism Forum)/ TRAVEX(Travel Expo) held in Brunei Darussalam in January 2010.

ASEAN Culture and Tourism Fair

A. Outline

- Dates: 23-27 September 2009
- Venues: Seoul, Gyeongju and Yongin
 - Gala Dinner: Lotte Hotel, Seoul (25 Sep)
 - Performances: Gyeongju World Culture Expo Park, Gyeongju (23 Sep)
Jukjeon Outdoor Concert Hall, Yongin (24 Sep)
Yongsan Plaza and Yongsan I'Park Mall Event Park, Seoul (26-27 Sep)
- Objectives:
 - To raise awareness of ASEAN culture & tourism resources among the Korean public and thereby promote tourism to ASEAN Member States
 - To promote intercultural understanding between ASEAN and Korea
- Theme: Together in Culture - ASEAN and Korea
- Participants
 - ASEAN delegations: 70 from 10 ASEAN Member States including performers and representatives from the National Tourism Organizations (NTO) of ASEAN Member States (7 from each country)
 - Estimated visitors: 40,000
- Approved Budget: KRW 230,600,000



Performance during the Fair



Visitors Playing Angklung at the Indonesian Booth

B. Main Activities

- Traditional Performances by ASEAN Delegations:
 - Invited performers from the 10 ASEAN Member States performed traditional dances. The performances were staged in Seoul, Gyeongju and Yongin.
- National Booths:
 - National booths of 10 ASEAN Member States were set up at the venue where ASEAN food tasting and handicraft demonstrations were conducted and ASEAN tourism booklets were distributed.
- ASEAN Pavilion:
 - A special exhibition on ASEAN handicraft was installed, introducing world-class products from Southeast Asia that combine rich cultural heritage with contemporary design
- Taste of ASEAN:
 - A special booth was set up where the visitors could taste ASEAN teas and drinks.
- Partner Organizations:
 - Ministry of Foreign Affairs and Trade, Republic of Korea
 - Ministry of Culture, Sports and Tourism, Republic of Korea
 - National Tourism Organizations from 10 ASEAN Member States
 - ASEAN Embassies in Korea
 - I'Park Mall

C. Evaluation

- The Fair could be considered as highly successful, particularly because this was the first fair held in Korea that brought together all 10 ASEAN Member States and showcased their diverse cultures and rich tourism resources to the Korean public.
- Held in the Yongsan Plaza, an outdoor area located in downtown Seoul which is frequented by many people, the fair attracted a large number of visitors. Around 40,000 people visited the Fair.
- Additional programs such as ASEAN tea/drink tasting and ASEAN handicraft exhibition provided visitors with an opportunity to experience different aspects of ASEAN cultures.
- The co-hosting of the event with the Ministry of Foreign Affairs and Trade of Korea allowed for more performers to be invited from ASEAN Member States (from 50 to 70) to the fair.
- The event drew much attention and received extensive media coverage. It was featured 78 times in various media such as the *Korea Times*, *Korea Herald*, *Joongang Ilbo*, *Seoul Ilbo*, *MBC*, *Arirang TV*, *HBC*, and *MBN*.

D. Follow-up

- Efforts will be made to diversify the interactive activities at the national booths to promote the cultures and tourism resources of ASEAN Member States more effectively.
- Given the favorable response to the performances held in provincial cities, such opportunities will be further expanded in the future.

Publication of ASEAN Tourism Booklets

A. Outline

- Objectives:
 - To collect and distribute up-to-date information on ASEAN tourism resources
 - To attract more tourists to ASEAN Member States
- Kind/Language: 10 booklets on each of the 10 ASEAN Member States and 1 ASEAN map/Korean language
- Number of Copies: 27,500
- Distribution: distributed at various events organized by the Centre including the ASEAN Culture and Tourism Fair, and the Centre's Information Corner
- Approved Budget: KRW 50,000,000

B. Main Contents

- Each booklet contains the introduction to the country, main tourist attractions, maps, history, culture, customs, festivals, and practical information such as the local climate, currency exchange rate, shopping tips, emergency contacts and etc.

C. Evaluation

- The booklets not only provided tourism-related information, but it also included general information on the ASEAN Member States and their cultures, thereby providing readers with a comprehensive introductory guide to the ASEAN Member States.

D. Follow-up

- In FY 2010, the ASEAN Tourism Booklets will be further expanded to cover additional information and various themes. It will also be developed into an E-book to increase its accessibility online.



Lecture Series: Backpacking in ASEAN



Lecture at the ASEAN Hall



Poster of the Lecture Series

A. Outline

- Dates: 9 June - 7 July 2009 (five lectures on a weekly basis)
- Venue: ASEAN Hall
- Objective:
 - To promote the ASEAN region as a backpacking destination to the Korean public
 - To provide information on backpacking in ASEAN from historical, cultural, and anthropological perspectives
- Participants: 250 (on average 50 participants per lecture)
- Approved Budget: KRW 11,598,740

B. Main Activities

- Lecture 1: Backpacking in ASEAN - Understanding Southeast Asian Region from an Individual Traveler's Point of View
 - Date: 9 June 2009
 - Number of Attendees: around 50
 - Lecturer: Mr. Kim Shin-chul, Manager of Southeast Asian team, N-tour Co.

- Lecture 2: Comparative Cultural Tour in ASEAN Region - Korean View of Southeast Asia
 - Date: 16 June 2009
 - Number of Attendees: around 50
 - Lecturer: Mr. Hong Seok-jun, Professor, Department of Cultural Anthropology, Mokpo University

- Lecture 3: Making Fair Travel in Southeast Asia
 - Date: 23 June 2009
 - Number of Attendees: around 50
 - Lecturer: Mrs. Im Young Shin, Imagine Peace Korea

- Lecture 4: Cultural Heritages in Southeast Asia and Its Historical Origin
 - Date: 30 June 2009
 - Number of Attendees: around 50
 - Lecturer: Mr. Jang Sik Park, Professor of Southeast Asia Studies, Pusan University of Foreign Studies

- Lecture 5: Get Set, Go! - How to Prepare for Backpacking in ASEAN
 - Date: 7 July 2009
 - Number of Attendees: around 50
 - Lecturer: Mr. Jung-eun Park, Director of Traveler's Webzine

C. Evaluation

- Held right before the summer holidays began, the Lecture Series effectively promoted the ASEAN region as a travel destination to the Korean public, in particular, among the young generation.
- As the lectures provided not only practical information on backpacking, but also historical and cultural aspects of Southeast Asian nations, it helped deepen the understanding of the ASEAN region and appreciation of its cultures among the public

Buying Mission to ASEAN Tourism Forum

A. Outline

- Date: 21-28 January 2010
- Venue: Bandar Seri Begawan, Brunei Darussalam
- Objectives:
 - To facilitate business networks between Korean travel agencies and ASEAN tourism stakeholders
 - To promote ASEAN tourism, especially, development of local tourism industries in ASEAN
- Participants: 7 Korean travel agencies

B. Main Activities

- A presentation was made on the Centre's activities by H.E. Amb. Young Jai CHO, Secretary General of the Centre, at the ASEAN Tourism Ministers' Meeting.
- Members of the buying mission composed of representatives of major Korean travel agencies had business meetings with their counterparts from the ASEAN tourism sector at the Travel Expo (TRAVEX) which was held in conjunction with the ASEAN Tourism Forum.

C. Evaluation

- With the Centre's active promotion of the event among the key stakeholders in the Korean tourism industry, 7 agencies, a record-breaking number from Korea, joined the TRAVEX as buyers.
- The Korean buyers had an opportunity to have business meetings with their ASEAN counterparts, thereby further expanding business networks for future collaboration.



Secretary General's Presentation at the ASEAN Tourism Forum



Business Meeting at TRAVEX

Technical Cooperation/ Capacity Building

The Centre launched the ASEAN Tourism HRD Program as a two-year project to support the tourism industry in ASEAN Member States. In FY 2009, the program was carried out in the Greater Mekong Sub-region, i.e., Cambodia, Laos, Myanmar, Thailand and Vietnam. With around 50 participants each time, the program included training sessions on topics relevant to the tourism professionals in ASEAN and received favorable responses from the Member States.

ASEAN Tourism HRD Program

A. Outline

- Dates/Venues: May 2009 - Jan. 2010 (Cambodia, Laos, Myanmar, Thailand and Vietnam)
 - Cambodia: 1-3 Dec. 2009
 - Laos: 25-27 May 2009
 - Myanmar: 27-31 July 2009
 - Thailand: 12-13 Jan. 2010
 - Vietnam: 29 June - 2 July 2009



Lecture during the HRD program

- Objectives:
 - To support the human resources development of ASEAN tourism industries by further upgrading communication skills and intercultural awareness among tourism professionals
 - To identify newly emerging tourism trends and share best practices and ideas to expand tourism between ASEAN and Korea
- Approved Budget: KRW 121,250,000

B. Main Activities

- HRD programs were organized in coordination with the NTOs concerned. The program was designed based on the comments and suggestions by the concerned NTOs.
- Lectures were conducted on the Korean tourism trend, culture, language and manners, etc., with four 1 and 1/2 hour sessions per day
 - Lectures on the Korean tourism trend provided in-depth observations on the current issues and trends of Korean outbound tourism as well as future prospects. The lectures also provided information on the needs of Korean tourists.
 - Lectures on the Korean culture offered an overview of Korea including its history, culture, lifestyle as well as the Korean etiquette and manners in order to facilitate the participants' understanding of Korean tourists.
 - Korean language lectures provided the participants with practical training to better communicate with the Korean tourists.

C. Evaluation

- The average number of participants was kept at around 50 in order to facilitate active interactions between lecturers and participants. The participants were highly satisfied with the program which expanded their knowledge on how to accommodate the Korean tourists better and further promote ASEAN tourism to potential Korean tourists. They requested specialized and longer-term trainings particularly on the Korean language. The need for tour guides with a good command of the Korean language was high among the priorities of the NTOs in most of the countries. The survey results among the participants are as below.

Country	No. of Participants	Overall Evaluation					Average
		Not satisfactory (1)	(2)	(3)	(4)	Absolutely satisfactory (5)	
Laos	39	0%	0%	12.1%	15.2%	72.7%	4.6/5.0
Vietnam	45	0%	3.3%	10.0%	63.3%	23.3%	4.1/5.0
Myanmar	41	0%	7.3%	7.3%	14.6%	70.7%	4.5/5.0
Cambodia	50	0%	7.0%	20.0%	42.5%	30.0%	4.0/5.0
Thailand	59	0%	0%	20.5%	56.8%	22.7%	4.0/5.0

- In order to reduce the cost and to maximize the effectiveness at the same time, some lecturers were also recruited locally in some countries, particularly Korean language instructors. Local language instructors were able to provide basic Korean language training in local languages, thereby further improving the effectiveness of training.

D. Follow-up

- In FY2010, the HRD Program will continue in Brunei, Indonesia, Malaysia, the Philippines and Singapore. Lessons learned from the program in the FY2009 will be taken into consideration so that the program will better meet the practical needs of tourism professionals. The training, for example, will provide more hands-on training on Korean business manners and etiquette.

Cultural Exchanges

To promote cultural exchanges and increase awareness of the diverse cultures of ASEAN Member States among the Korean public, a series of cultural programs were undertaken such as an art exhibition, a school tour program, a talent contest for ASEAN nationals residing in Korea, etc.

The ASEAN-Korea Contemporary Photo and Media Art Exhibition was the first exhibition that brought artists from the 10 ASEAN Member States and Korea together, and it effectively showcased the contemporary art of ASEAN Member States through photography and media arts. A series of school tours organized in 10 elementary schools in Seoul provided a useful opportunity for school children to learn about ASEAN Member States through booth sessions and interactive activities such as food tasting, quiz shows, and traditional performances of ASEAN Member States. The Centre also organized Bravo! ASEAN in Korea, a talent contest for ASEAN nationals in Korea, in cooperation with Arirang TV, which was aired around the world. In addition, celebrating the ASEAN-Korea Commemorative Summit, the Centre organized for ASEAN residents in Korea the screening of a non-verbal stage performance, *Jump*, in cooperation with the Korean Culture and Information Service.

ASEAN-Korea Contemporary Photo and Media Art Exhibition

A. Outline

- Period: 20 May - 6 June 2009
- Venues: 9 museums and galleries in Seoul, Korea (Coreana Museum of art, Gallery Sun Contemporary, Gallery Jinsun, Gallery Hanbyukwon, Gallery Doll, Gallery Sang, Gallery Jungmiso, Kimhyunjoo Gallery, Lee C Gallery)
- Objectives:
 - To provide an opportunity for the general public to appreciate the contemporary art of ASEAN Member States
 - To introduce the diverse and vibrant cultures of ASEAN
 - To provide a venue for interactions between ASEAN art and cultural circles with their counterparts in Korea

- Title: Magnetic Power
- Participating artists: 30 (20 from ASEAN Member States and 10 from Korea)
- Approved Budget: KRW 80,800,000

B. Main Activities

- Among the 20 ASEAN artists participating in the exhibition, 9 artists visited Korea between 18 and 21 May to install their artworks and attend the opening ceremony. Press meetings were organized in which ASEAN and Korean artists introduced their works to the Korean media
- On the evening of 20 May, the opening reception was held at the Coreana museum of Art. More than 250 participants including 5 ASEAN Ambassadors in Korea (Brunei, Indonesia, Lao PDR, Philippines, and Singapore), and the director of the Korean Overseas Information Services joined the occasion.
- Partner organizations
 - Ministry of Foreign Affairs and Trade, Republic of Korea
 - Ministry of Culture, Sports and Tourism, Republic of Korea
 - Korea Foundation
 - Jongno-gu Office, Seoul Metropolitan City
 - ASEAN Embassies in Seoul
- Various materials were printed and distributed to publicize the exhibition such as catalogues (2,000 copies), leaflets (10,000 copies), posters (500 copies), placards (30 copies), and banners (60 copies).



Opening Ceremony



Guided Tour of the Exhibition

C. Evaluation

- Selected as one of the official events to be held on the occasion of the ASEAN-Korea Commemorative Summit, the exhibition helped raise the profile of ASEAN and successfully introduced the ASEAN cultures.
- The exhibition served as a rare opportunity for the Korean public to appreciate the ASEAN contemporary art. More than 40,000 visitors had the chance to appreciate a variety of ASEAN arts and cultures.
- The exhibition was featured more than 30 times in major daily newspapers, arts magazines, and television broadcasts such as *KBS*, *SBS*, and *Arirang TV*. The Centre also created a blog and opened an online gallery on Naver, one of the major internet portal sites in Korea during the exhibition period.

D. Follow-up

- Efforts will be made to increase the publicity of the event, and hold the exhibition outside of Seoul as well in FY 2010.

ASEAN Awareness Program (School Tour)

A. Outline

- Dates: 5 September - 7 November 2009 (10 times)
- Venues: 10 elementary schools in Seoul, Korea
- Objectives:
 - To boost public awareness of ASEAN and its cultures among the young generations in Korea
- Participants:
 - Students: 1,386 (around 130 students per school)
 - Volunteers: 92 (66 Korean volunteers and 26 ASEAN volunteers)
- Approved Budget: KRW 35,000,000

B. Main Activities

- Each school tour consisted of the following activities:
 - Presentation on ASEAN: A slideshow presentation was given introducing ASEAN and each ASEAN country through Korean volunteers wearing traditional costumes of ASEAN Member States.
 - Cultural performance: A cultural performance of the main guest country was shown.
 - Booth sessions: Ten booths for each of the 10 ASEAN Member States were set up where the quiz shows and food tasting were conducted.
 - Awards ceremony: Awards were given to the winners of the quiz show.
- For each school tour, a main guest country was designated. In addition to the presentation on ASEAN as a whole, the main guest country prepared special cultural events such as traditional dance performances, and the Ambassador of the main guest country gave congratulatory remarks.
- In an effort to create an interactive program that is appealing to elementary school students, university students both from ASEAN Member States and Korea were recruited as volunteers to organize the booth sessions.

- School Tour Schedule

No.	Date	Name of School	District (Seoul)	Main Guest Country	No. of Students
1	5 Sep.(Sat)	Chungduck elementary school	Sungbukgu	Philippines	174 (6 th grade)
2	8 Sep.(Tue)	Jamhyeon elementary school	Songpagu	Singapore	100 (5 th grade)
3	15 Sep.(Tue)	Shindong elementary school	Seochogu	Cambodia	120 (6 th grade)
4	16 Sep.(Wed)	Hankdong elementary school	Gangnamgu	Laos	150 (5 th grade)
5	6 Oct.(Wed)	Itaewon elementary school	Yongsangu	Myanmar	200 (5 th ,6 th grade)
6	7 Oct.(Wed)	Namsung elementary school	Dongjakgu	Indonesia	135 (4 th grade)
7	23 Oct.(Fri)	Ewha Women's University elementary school	Seodaemungu	Vietnam	120 (4 th grade)
8	29 Oct.(Thu)	Doknipmoon elementary school	Jongrogu	Brunei	120 (6 th grade)
9	31 Oct.(Sat)	Bongrae elementary school	Junggu	Thailand	120 (5 th grade)
10	7 Nov.(Sat)	Daemyeong elementary school	Gangdonggu	Malaysia	70 (Boy & Girl Scout)

C. Evaluation

- In all, over 1,300 elementary school students participated, and the program was very well received by the schools since it provided a rare opportunity for school children to learn about ASEAN. The ASEAN Embassies also appreciated the program as it facilitated the people-to-people contact and promoted the ASEAN profile among young Koreans.

D. Follow-up

- Based on the lessons learned and following the suggestions by the Member States, the ASEAN Awareness Program will be further expanded in FY2010 to include schools outside Seoul.



Presentation on ASEAN



Quiz Show

Cultural Program

In FY2009, two activities were organized under the Cultural Program, namely Bravo! ASEAN in Korea and *Jump* performance. Bravo! ASEAN in Korea was a talent contest among the ASEAN residents in Korea organized in cooperation with the *Arirang TV*. The Centre provided an opportunity for ASEAN nationals in Korea to view the *Jump* Performance, a non-verbal stage performance of Korea in cooperation with the Korean Overseas Information Services.

Bravo! ASEAN in Korea

A. Outline

- Date: 20 December 2009
- Venue: MELON-AX, Gwangjin-gu, Seoul
- Objectives:
 - To facilitate cultural exchanges between the Korean public and ASEAN residents
 - To promote the understanding of ASEAN Member States among the Korean public
- Participants:
 - Performers: 12 teams (34 persons from 10 ASEAN Member States)
 - Audience: 700 (estimate)
- Approved Budget: KRW 117,000,000



Banner of the Bravo! ASEAN in Korea



Awards Ceremony

B. Main Activities

- The preliminary competition was held with 24 teams from 10 ASEAN Member States on 6 December 2009 and was followed by the main event with the finalists (12 teams) held on 20 December 2009 in cooperation with the *Arirang TV*. The main event was broadcast through the *Arirang TV*, an international broadcast network.
- The media coverage the event received is as follows.

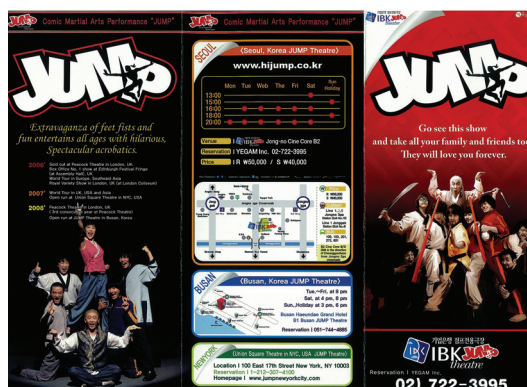
Media	Name of Media	Date	Number of Coverage
Newspaper	E-Jungang News	11 Dec 2009	1
	News Wire	11 Dec 2009	1
	Daehan News	11 Dec 2009	1
	Yonhap News	12 Dec 2009	1
	Segye Ilbo	13 Dec 2009	1
	Economy Today	15 Dec 2009	1
	Chosun Ilbo	21 Dec 2009	1
	The Korea Herald	28 Dec 2009	1
	Lao Korea Times	21 Dec 2009	1
	Total		
TV	Arirang TV (Arirang News, Arirang Today)	6 Dec 2009	1
		23 Dec 2009	1
	Broadcasting of event (through Arirang TV)	1 - 3 Jan 2010	4
		15 Feb 2010	
Total			6

C. Evaluation

- The event brought traditional and contemporary cultures of ASEAN Member States and Korea together, and served as an effective venue for cultural exchanges. 34 finalists competed in the event, and around 700 people joined the main event as the audience.
- The program offered a chance for ASEAN nationals residing in Korea to get together, share friendship among themselves and with Koreans and show their talents, thereby boosting their morale.

- Organized in cooperation with the *Arirang TV*, the program maximized its impact in promoting ASEAN among the Korean public and around the world. The main event held on 20 December 2009 was aired world-wide four times during the New Year holidays (1- 3 January and 15 February 2010) through the *Arirang TV* network.

Jump Performance



Brochure of Jump Performance

A. Outline

- Date: 23 May 2009
- Venue: IBK JUMP Theater, Seoul
- Objective:
 - To provide ASEAN residents in Korea with an opportunity to enjoy the Korean culture
 - To celebrate the ASEAN-Korea Commemorative Summit
- Co-organizer: Korean Overseas Information Service
- Participants: 400 (300 ASEAN residents in Korea, 100 Koreans from related organizations)

B. Main Activities

- *Jump* is a non-verbal stage performance and mixes various martial arts and acrobatics such as Tae kwon do and Tae kyun. Since 2005, *Jump* has been performed around the world and is widely popular in Korea.

C. Evaluation

- The program was organized in partnership with the Korean Overseas Information Service as part of the events to celebrate the ASEAN-Korea Commemorative Summit held on the occasion of the 20th anniversary of the ASEAN-Korea Dialogue Partnership.
- The event brought together ASEAN nationals residing in Korea, including diplomats, expatriates and ASEAN spouses married to Koreans, etc., with representatives of Korean agencies and organizations working closely with ASEAN Member States.
- The program provided a unique opportunity for ASEAN residents in Korea to enjoy and further broaden their understanding on the Korean culture.



Chapter 3. Public Relations and Information Service

PR & IT Activities of the Centre

Information Service and PR Program for the Exhibition Hall

PR & IT Activities of the Centre

PR activities through both print and broadcast media ensured ample media coverage on various programs the Centre organized. Also a variety of PR materials were published including the Centre's brochure, newsletter, the ASEAN-Korea statistical yearbook, ASEAN Guide for Kids, and so on. In addition, the Centre's website, a useful online source for up-to-date information and data, was built, and the renovation was undertaken in early 2010 to make the website more user-friendly and efficient.

PR Activities through Media

A. Outline

- Dates: year-round
- Objectives
 - To raise the public profile of ASEAN and the Centre's activities in Korea and around the ASEAN region
 - To promote the understanding of ASEAN Member States among the general public
- Budget: included in the approved budget for 3.1. PR & IT Activities of the Centre (KRW 235,700,000)¹

1

The budget under the Public Relations and Information Service chapter was approved in two sections only (not broken down to the program level) at the inaugural Council Meeting in March 2009, therefore, the budget is indicated as above.

B. Main Activities

- Media coverage by activity

	Title/Period	Print	Broadcasts	Online & News Agency	Total
1	Centre' s Inauguration/March	23	8	80	111
2	<i>ASEAN Prism</i> Exhibition/March-May	10	4	15	29
3	<i>Magnetic Power</i> Exhibition/May-June	21	4	7	32
4	Multimedia Competition/May-Oct.	7	1	50	58
5	ASEAN Lecture series/June & Oct. (2 series)	5		6	11
6	ASEAN Culture & Tourism Fair/ September	22	4	52	78
7	Bravo ASEAN in Korea/December	5	2	7	14
8	ASEAN Awareness Program & others	12		3	15
9	Trade & Investment (exhibition, seminar, mission, etc)	21		6	27
10	ASEAN-Korea Centre (other activities, interviews with the Secretary General, etc.)	28	4	8	40

March 2009 - February 2010, Media Coverage Total : 415

- Notable media coverage

	Name	Type	Title	Date	Circulation
1	Joongang Ilbo	Newspaper	ASEAN-Korea Centre Launches to Boost Ties Between ASEAN Countries and Korea	13 March 2009	3,000,000
2	KBS	Broadcasting	ASEAN-Korea Centre Launches Today	13 March 2009	Nationwide
3	Yonhap News	News Agency	<i>ASEAN Prism</i> Exhibition, Tradition Became Design	20 March 2009	
4	MBC	Broadcasting	<i>ASEAN Prism</i> , This week's Exhibition to Visit	31 March 2009	Nationwide
5	Joongang Ilbo	Newspaper	<i>Magnetic Power</i> Exhibition: Click! Viewing ASEAN from ASEAN Perspectives	21 May 2009	3,000,000
6	SBS	Broadcasting	This Week's Cultural Spot: <i>Magnetic Power</i> , ASEAN Contemporary Media Art Exhibition	22 May 2009	Nationwide
7	Korea Times	Newspaper	<i>Magnetic Power</i> Brings ASEAN, Korean Artists Closer	23 May 2009	300,000
8	Dong-A Ilbo	Newspaper	ASEAN Contemporary Photography Exhibition: No Wonder It Seems Familiar!	26 May 2009	3,000,000
9	Korea Herald	Newspaper	ASEAN, Korea Partners in Boosting Tourism (10 ASEAN Paradises)	1 June 2009	300,000
10	Korea Times	Newspaper	Photos Shed Different Light on Southeast Asia	1 June 2009	300,000
11	Munwha Ilbo	Newspaper	Gathering Traditional Culture from 10 ASEAN Countries	23 Sept. 2009	1,000,000
12	Arirang-TV	Broadcasting	First ASEAN Culture & Tourism Fair Takes Place in Seoul	26 Sept. 2009	Worldwide

	Name	Type	Title	Date	Circulation
13	Yonhap News	News Agency	Opening of A New Look at ASEAN Lecture Series at ASEAN-Korea Centre	23 Oct. 2009	-
14	Korea Times	Newspaper	ASEAN-Korea Centre Helps Strengthen Bilateral Ties (Secretary General's Interview)	5 Jan. 2010	300,000
15	The Nation (Thailand)	Newspaper	Tour Staff get Korea-Specific Training by the ASEAN-Korea Centre	15 Jan. 2010	-
16	Borneo Bulletin (Brunei)	Newspaper	ASEAN-Korea Centre Wraps Up Korean Investment Mission to Brunei	29 Jan. 2010	-



Media Coverage

C. Evaluation

- The Centre's inauguration ceremony attracted major media attention with the presence of H.E. Dr. Han Seung-soo, Prime Minister of the Republic of Korea, H.E. Mr. Yu Myung-hwan, Minister of Foreign Affairs and Trade of Korea, and H.E. Mr. Kasit Piromya, Minister of the Kingdom of Thailand. With over 50 Korean and foreign journalists in attendance, the inaugural ceremony and TV interviews conducted with the Secretary General of the Centre were reported by more than 20 different major newspapers, 7 television broadcasts, including 3 major outlets (*KBS*, *MBC*, *SBS*) and by more than 80 online media. In addition, news on the inauguration was reproduced over 100 times by foreign online press.
- The ASEAN-Korea Commemorative Summit in June 2009 which contributed to increasing the public interest in ASEAN attracted extensive media coverage of the Centre and its activities through special editions and feature stories by major Korean media outlets. Those include *JoongAng Ilbo* and *Dong-A Ilbo* (with some 3 million in daily circulation), *Korea Herald*, *Korea Times*, and National News Agency, *Yonhap News*.
- Major activities of the Centre throughout FY 2009 were covered in articles or special editions in various media including print media, TV networks such as *KBS*, *MBC*, *SBS*, and *Arirang TV*. In addition, the activities held in ASEAN Member States, for example, ASEAN Tourism HRD Programs and Investment Missions, were reported by the local press in ASEAN Member States.
- The Centre maximized the projection of its activities through a wide range of PR tools not only through printed press or broadcasts, but also through online portals, blogs, and internet TV. In fact, exhibitions including *ASEAN Prism*, the ASEAN-Korea Contemporary Photography and Media Art Exhibition, and the exhibition in conjunction with the ASEAN-Korea Multimedia Competition were also shown through cyber galleries on blogs and on Naver, a major internet portal site in Korea. The number of visitors to the online exhibitions reached around 300,000 visitors.
- In all, the Centre's activities were covered in over 400 articles as feature stories or online bulletins in FY2009, which helped raise the public profile of ASEAN in Korean society and increase the visibility of the Centre.

D. Follow-up

- PR activities through media will target diverse audiences such as kids, students, entrepreneurs, and academics, using both online and offline means. Efforts will be made to target both Korean and ASEAN media, as well as the foreign press.

Production of PR materials

A. Outline

- Dates: year-round
- Objectives
 - To provide information on ASEAN, ASEAN-Korea relations, and the Centre’s activities
 - To disseminate up-to-date data on ASEAN-Korea trade, investment, and tourism.
- Budget: included in the approved budget for 3.1. PR & IT Activities of the Centre
(KRW 235,700,000)²

B. List of Publications

Title /Language	No. of Copies	Contents
Brochure and Leaflet /English and Korean	10,000	Introduction to the Centre and its activities
Newsletter/English and Korean	3,000	Quarterly publication with up-to-date information on the Centre’s activities
e-News/English and Korean	3,000	Latest news on the Centre’s activities delivered via email (June 2009-Jan. 2010, 30 issues)
Guide for Kids: “Exploring ASEAN with AK”/ Korean	5,000	Illustrated book for children on ASEAN Member States
Statistical Yearbook: “2009 ASEAN & Korea in Figures”/ English and Korean	3,000	Annual compilation of statistics on ASEAN Member States and Korea including data on trade, investment and tourism
Introduction video/ English, Korean, languages of ASEAN Member States	-	Comprehensive information on the Centre.
<i>Korea’s Changing Roles in Southeast Asia</i> / English	-	Publication co-published with ISEAS (Institute of Southeast Asian Studies) based in Singapore

2

The budget under the Public Relations and Information Service chapter was approved in two sections only (not broken down to the program level) at the inaugural Council Meeting in March 2009, therefore, the budget is indicated as above.

C. Evaluation

- The Centre's brochure (annual) and newsletters (quarterly) have been effective in raising awareness of the Centre and its activities. The newsletter was printed out in over 3,000 copies each time and distributed to relevant organizations and individuals both in ASEAN and Korea. The brochure and the newsletters were also distributed to the visitors to the Centre and at various events the Centre organized. The e-News was sent out as and when necessary delivering the latest news of the Centre to around 3,000 recipients each time.
- The annual statistical booklet, *2009 ASEAN & Korea in Figures*, was the first publication in Korea on the statistical data of ASEAN Member States and Korea. The Centre has received many requests for extra copies after its initial distribution (3,000 copies), and the booklet was made available on the Centre's website for wider accessibility.
- The Guide for Kids, *Exploring ASEAN with AK*, an illustrated book introducing various aspects of ASEAN Member States and ASEAN-Korea relations, received favorable responses from related organizations. Extra copies of the book were requested by ASEAN Embassies and children's libraries.
- The Centre's introduction video was screened at various events the Centre organized and also to the visitors to the Centre. The new edited version is subtitled in ASEAN languages including Myanmar, Malay, Thai, Indonesian, Vietnamese, Tagalog, Khmer, Lao, and Korean with English narration.

D. Follow-up

- Efforts will be made to maximize the utilization of the publications. For example, the Guide for Kids will be utilized for future programs of the Centre targeting children, such as the School Tour and the Workshop for Kids.
- The Centre will seek to diversify the target groups of publications based on the feedback from readers.



Published Materials

Enhancement of the Centre's Website

A. Outline

- Objectives
 - To improve the navigability of the Centre's website
 - To increase the number of visitors to the website
 - To increase the IT security of the website
- Budget: included in the approved budget for 3.1. PR & IT Activities of the Centre (KRW 235,700,000)³

B. Main Activities

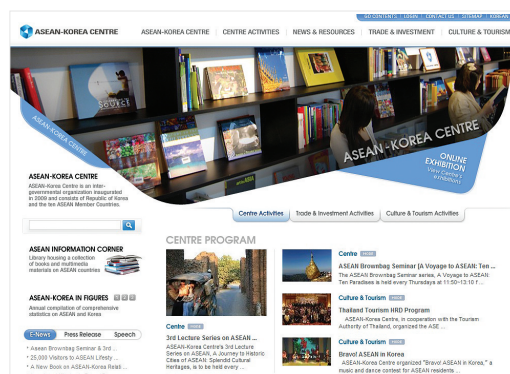
- The needs and areas for improvement were first identified through internal surveys, and subsequently through consultation with external reviewers. These included better navigability, better design for enhanced visibility, increased functions for easier management, and improved user experience by allowing more interactive methods.

C. Evaluation

- From the data currently available, the Centre estimates that there are over 80,000 monthly page views. The renovation of the website is expected to make user navigability on the website more fluid, create increased visual impact, and offer new channels of interaction for the visitors. The renovated website will also bring about more frequent revisits by users.

D. Follow-up

- The renovated website will facilitate better communications with visitors and thus greater feedback. Efforts will be made to better reflect the visitors' needs based on the feedback, and to continue to maintain the web site for better user satisfaction.



Centre's Homepage

3

The budget under the Public Relations and Information Service chapter was approved in two sections only (not broken down to the program level) at the inaugural Council Meeting in March 2009, therefore, the budget is indicated as above.

Information Service and PR Programs for the Exhibition Hall

The ASEAN Hall, the Centre's exhibition hall, is a multi-purpose space where various events can be held. The Centre installed an Information Corner in the ASEAN Hall with a collection of books, periodicals, and various audio-visual materials on ASEAN, ASEAN Member States, and ASEAN-Korea relations. Also several special events were conducted in the ASEAN Hall such as the Workshop for Kids and lecture series on ASEAN. The Workshop for Kids provided a useful opportunity for school children to learn about ASEAN through various interactive activities. And the Lecture Series on ASEAN entitled *A New Look at ASEAN* which consisted of five lectures covered various themes such as cultures, history, and society of ASEAN Member States with a total of 370 attendees.

The Centre also organized the ASEAN-Korea Multimedia Competition to encourage university students in ASEAN Member States and Korea to explore the diverse aspects of ASEAN and Korea through multimedia. Held on the theme of *Cultural Diversity and Harmony*, the competition received around 350 entries from ASEAN Member States and Korea, and an exhibition was held with the works of the winners and selected individuals in downtown Seoul.

Maintenance of Information Corner

A. Outline

- Objectives:
 - To provide up-to-date information on ASEAN Member States and ASEAN-Korea relations
 - To serve as a information center on ASEAN in Korea
- Budget: included in the approved budget for 3.2. Information Service and PR Programs for the Exhibition Hall (KRW 108,700,000)⁴

4

The budget under the Public Relations and Information Service chapter was approved in two sections only (not broken down to the program level) at the inaugural Council Meeting in March 2009, therefore, the budget is indicated as above.



Information Corner



Visitors to the ASEAN Hall

B. Main Activities

- Materials such as books, periodicals, multimedia materials on ASEAN, ASEAN Member States, and ASEAN-Korea relations were acquired throughout the year.
- The Information Corner was opened with a collection of acquired materials.

C. Evaluation

- A major achievement this year was the opening of the Information Corner in the ASEAN Hall. The Information Corner now holds a collection of books, periodicals, audio and video materials, and etc. Many of these materials were contributed by ASEAN Embassies in Korea and related organizations both in Korea and ASEAN Member States.
- Additionally, the Centre began to register and track books and materials using the online library management system linked to the Centre's website. This management system allows the librarian to register the items immediately to its location and enables the users to search the materials instantly.
- There were approximately 3,000 visitors to the ASEAN Hall for events such as the *ASEAN Prism* Exhibition, workshop for kids, and lecture series. In addition, the ASEAN Hall was visited by diverse groups ranging from students to experts, including the ASEAN-Korea Eminent Persons Group (EPG), Indonesian Parliamentary Delegation, Next Generation Leaders from ASEAN Member States, ASEAN exchange students from Daejeon University, and ASEAN media groups, among others.

D. Follow-up

- Efforts will be made to expand the collection of materials in the Information Corner and make it more accessible to the public in FY 2010.
- The Centre launched a new easy-to-use library webpage for the Information Corner on the Centre's website in early May 2010 (library.aseankorea.org).
- The Centre will seek to attract more visitors by conducting special programs and exhibitions in the ASEAN Hall.

ASEAN-Korea Multimedia Competition

A. Outline

- Dates: July - October 2009 (competition), 23 September- 10 October (exhibition)
- Venue: via Internet (competition), Seoul Art Space-Seogyo (exhibition)
- Objectives:
 - To raise awareness of diverse aspects of ASEAN and promote mutual understanding among young generations of ASEAN and Korea
 - To provide an opportunity for interactions between students of ASEAN and Korea by multimedia
- Target Group: University and graduate students from ASEAN and Korea
- Budget: included in the approved budget for 3.2. Information Service and PR Programs for the Exhibition Hall (KRW 108,700,000)⁵

B. Main Activities

- Competition:
 - The competition was organized targeting university and graduate students of ASEAN and Korea. Entries were invited from July to August 2009 in photography and video/multimedia categories.
- Awards ceremony:
 - The 1st and 2nd place winners in each of the categories were invited to attend the awards ceremony held on 23 September 2009 in Seoul, Korea.
- Exhibition:
 - The works of the winners and selected individuals were displayed at Seoul Art Space-Seogyo from 23 September to 10 October 2010.
- Tour program for winners:
 - Tour programs were conducted for the winners. The winners from ASEAN were taken through a tour program in Korea, while the winners from Korea were taken to ASEAN to tour various educational institutes.

5

The budget under the Public Relations and Information Service chapter was approved in two sections only (not broken down to the program level) at the inaugural Council Meeting in March 2009, therefore, the budget is indicated as above.



Winning Entries

C. Evaluation

- Over 350 entries were received from the 10 ASEAN Member States and Korea.
- The competition received wide coverage on the Internet. The results of search items related to the competition were as follows:
 - “Multimedia Competition” yielded 1st and 10th place results
 - “ASEAN - Korea” yielded 2nd overall link
 - “ASEAN - Korea Centre” yielded 4th, 5th, and 9th place links and both of the video links on the Google search engine.
- The competition and exhibition also helped form working relations with Korean National University of Arts, Seoul Foundation Arts and Culture, and Lasalle College of the Arts based in Singapore.
- The competition helped to establish future cooperative networks with universities in ASEAN and lay the foundation for future interactions between students from ASEAN and Korea.

D. Follow-up

- The experiences and networks established from this first year of the competition can be utilized as a basis to plan other student-related programs.

PR Program for the Exhibition Hall

Workshop for Kids

A. Outline

- Dates: 8, 12, 18, 22 May 2009
- Venue: ASEAN Hall
- Objectives
 - To introduce diverse cultural aspects of ASEAN to Korean children
 - To foster appreciation and understanding of ASEAN Member States among the young generation in Korea
- Participants: 160 elementary school students (40 per session)

B. Main Activities

- Audio-visual materials were utilized such as the Centre's introduction video and an animation film on ASEAN for an effective learning experience.
- Interactive activities were conducted including a game using the images of the flags of the 10 ASEAN Member States.
- Students were given a brief tour of the *ASEAN Prism* exhibition.
- An art class was conducted during which the children made jewelry boxes and art books inspired by the exhibits of *ASEAN Prism*, which helped children better understand traditional and modern cultures of ASEAN Member States.



Children Engaged in a Class



Art Class

C. Evaluation

- The workshop contributed to establishing heightened awareness of ASEAN and fostering multicultural understanding among the young students. In view of the multicultural trend in the Korean society in recent years, the workshop proved to be a useful opportunity for the children to acquire intercultural understanding.

D. Follow-up

- To increase the effectiveness of the workshop, more interactive activities in various formats will be tried out in the future.
- In FY2010, the workshops will be scheduled throughout the year, especially around the Children's Day and ASEAN Day.

Lecture Series: A New Look at ASEAN

A. Outline

- Dates: 28 October - 25 November 2009 (5 sessions)
- Venue: ASEAN Hall
- Objectives
 - To raise awareness and understanding of ASEAN Member States among the Korean public
- Participants: 371 in total (around 74 attendees per lecture)

B. Main Activities

- Lecture 1: Discover ASEAN - ASEAN's History, Land, Lifestyle, and People
 - Date: 28 October 2009
 - Number of Attendees: 79
 - Lecturer: Yoon-hwan SHIN, Director of Institute for East Asian Studies, Sogang University
- Lecture 2: Visual ASEAN - Comparison between Hollywood and Southeast Asian Films
 - Date: 4 November 2009
 - Number of Attendees: 70
 - Lecturer: Jin-sub KIM, Professor of Journalism and Advertising Department, Soongsil University



Lecture on ASEAN Food



Lecture on ASEAN History



Lecture on ASEAN Films

- Lecture 3: Fluid ASEAN- ASEAN's Contemporary Artists and their Works
 - Date: 11 November 2009
 - Number of Attendees: 65
 - Lecturer: So-yeon AHN, Commissioner of Korean Pavilion for the 2007 Venice Biennale

- Lecture 4: Creative ASEAN- Creativity and Originality of Southeast Asian Design
 - Date: 18 November 2009
 - Number of Attendees: 66
 - Lecturer: Byung-soo EUN, Director of 2009 Gwangju Design Biennale

- Lecture 5: Taste ASEAN- Southeast Asian Food
 - Date: 25 November 2009
 - Number of Attendees: 91
 - Lecturer: Hakhee KIM, Professor, Gyeongin National University of Education

C. Evaluation

- Each lecture received 70 to 80 attendees including students, researchers, journalists, artists, public officials, and business people. Over 90% of the audience indicated that they were satisfied with the subjects, contents, and quality of the lectures. According to the survey, many participants found the lecture series a useful and informative source to gain an overall understanding of Southeast Asian countries, and hoped the Centre would continue to hold various lecture series in the future. The lecture series served as a good opportunity to introduce not only ASEAN, but also the ASEAN-Korea Centre to the general public.
- In terms of PR activities, various means were mobilized such as newspapers, websites, blogs, and etc.

D. Follow-up

- In order to further improve the program, the Centre will seek to develop a wide pool of resource persons from both public and private sectors.
- In FY 2010, lunchtime brownbag seminars will be held and lecture programs for ASEAN nationals will also be organized to increase mutual understanding. In addition, handouts on lecture will be prepared in advance to help the audience better understand the lectures.
- Efforts will be made to prepare the online registration and automatic confirmation system to increase the efficiency in the preparation.

IV

Administrative and Financial Matters

1. Administrative Matters
2. Financial Matters

1. Administrative Matters

1) Council Meetings

The Inaugural Council Meeting was held on 13 March 2009 at the Press Centre Building in Seoul, Korea. Chaired by Mr. Vitavas Srivohok from Thailand, the meeting approved the Draft Annual Work Program and Budget for FY 2009, the Rules of Procedure of the Council, the Appointment of the Secretary General, Terms and Conditions of the Appointment of the Secretary General, the Plan of Operation, Internal Regulations including Financial Regulations and Staff Rules and Regulations, and the Centre's Logo. The Inaugural Ceremony followed by a reception hosted by H.E. Yu Myung-hwan, Minister of Foreign Affairs and Trade of the Republic of Korea was graced with the presence of many dignitaries including the Prime Minister of Korea, the Foreign Minister of Korea, the Foreign Minister of Thailand, the Deputy Minister of Foreign Affairs of Malaysia, and Deputy Secretary-General of the ASEAN Secretariat.

The 2nd Annual Council Meeting was held on 4-5 February 2010 at Hotel Lotte in Seoul, Korea. The meeting was chaired by Mr. Ta Hoang Linh, Council Director from Vietnam, and during the meeting, the highlights of FY 2009 activities were reported and reviewed, the Annual Work Program and Budget for FY 2010 was approved and the Vision Paper of the ASEAN-Korea Centre was adopted. Also discussed at the meeting was the secondment of ASEAN officials to the Centre. The meeting was followed by a reception hosted by H.E. Shin Kak Soo, 1st Vice Minister of Foreign Affairs and Trade of Korea.



Inaugural Meeting of the Council



Inaugural Ceremony

2) Executive Board Meetings

Four Executive Board meetings were held in FY 2009. The Board convened its first meeting on 26 Feb. and 9 Mar. 2009 in preparation for the Inaugural Council Meeting. The 2nd EB Meeting was held on 30 July 2009 for the handover of the chairmanship of the Board from Malaysia to Lao PDR. The 3rd and 4th EB meetings were held on 8 Dec. and 18 Dec. respectively in preparation for the 2nd Annual Meeting of the Council to deliberate on the Draft Annual Work Program and Budget for FY 2010, among others.



Executive Board Meeting

3) Working Group Meetings

Working Group meetings were held twice in FY 2009. The Working Group on Trade and Investment met on 11 December 2009 at the conference room of the Centre. Chaired by Mr. Le An Hai, Commercial Counselor, Embassy of the Social Republic of Vietnam, the meeting reviewed and discussed the Draft Annual Work Program for FY 2010. The Working Group on Culture and Tourism met on 16 December 2009 with Ms. Maricon B. Ebron as the Chair to discuss the Draft Annual Work Program and Budget for FY 2010.

4) Secretariat

As for personnel changes of senior staff, Mr. Byung-chul SONG, an official seconded from the Ministry of Knowledge Economy of the Republic of Korea, was appointed Deputy Head of Trade and Investment Unit on 14 July 2009, replacing Mr. Won-Cheol CHU. The term of Mr. Sam-Sig KIM, Deputy Head of Culture and Tourism Unit, who was seconded from the Ministry of Culture, Sports, and Tourism of Korea, was extended until 31 May 2011. And Mr. Jae-hyun CHO, an official seconded from the Ministry of Foreign Affairs and Trade of Korea, was appointed Head of Development Planning and General Affairs on 22 February 2010, replacing Mr. Dae-Jong YOO.

2. Financial Matters

The total amount of the budget for FY 2009 was KRW 4,050,000,000 (around USD 3,000,000), contributed by the Government of Korea. The expenditure for activities was KRW 2,205,590,000, and the expenditure for administration was KRW 1,844,410,000 with the ratio of 55:45. Apart from the contribution from the Member States, the extra-budgetary funds were received: the Ministry of Foreign Affairs and Trade of Korea provided KRW 20 million (around USD 18,000) for the Investment Missions; and the Korea Foundation offered a sum of KRW 10 million (around USD 7,883) for the ASEAN-Korea Contemporary Photo and Media Art Exhibition.

V

Vision Paper of the ASEAN-Korea Centre

1. Background
2. Vision Statement
3. Mission Statement
4. Goals
5. Implementation Priorities

1. Background

The ASEAN-Korea Centre was established as an international organization with ASEAN states and Korea as its members in March 2009, marking the 20th anniversary of Dialogue Partnership between ASEAN and Korea. The establishment of the Centre essentially reflects and highlights the shared recognition of the growing importance of the ASEAN-Korea cooperation and the need to institutionalize the cooperation for a stronger partnership. It was founded in accordance with the Memorandum of Understanding (MOU) signed by the Foreign Ministers of Korea and 10 ASEAN Member States at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007.

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

At the Inaugural Meeting of the Council of the ASEAN-Korea Centre held in March 2009, the Centre's Plan of Operation was submitted and adopted by the Council. The Plan of Operation approved by the Council noted that the long term Vision and Goals of the Centre should be developed in consultation with the Centre Members, and submitted to the Council for review and approval at a later date.

2. Vision Statement

“As the 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 and thereby help enhance regional integration and contribute to the ASEAN Community building process.”

3. Mission Statement

The Centre's mission is to serve as a key channel to further enhance trade, investment, tourism and cultural exchanges between ASEAN and Korea in ways that are mutually beneficial and complementary to strengthen economic and socio-cultural cooperation. The Centre's actions will be guided by a set of values that include sharing, respect for diversity, mutual trust and fellowship.

4. Goals

1. Main Goals

- i) Enhance ASEAN-Korea Partnership
 - Strengthen mutual cooperation between ASEAN and Korea by expanding economic and socio-cultural ties
 - Deepen interdependence, complementarities and mutual benefits in ASEAN-Korea cooperation
 - Factor in the results of existing ASEAN-Korea mechanisms and complement other ASEAN-Korea mechanisms through a range of activities, mindful of new and emerging areas of interest
 - Play a bridging role between the government and the private sector
- ii) Promote Mutual Understanding through Cultural Exchange and People-to-People Contact
 - Raise public awareness of ASEAN in Korea and vice-versa, and ASEAN- Korea relations, and promote inter-cultural awareness and understanding
 - Strengthen cultural linkages and tourism flows between ASEAN and Korea
 - Foster people-to-people interactions between ASEAN and Korea
- iii) Support ASEAN Integration Efforts
 - Provide support in narrowing the development gap in ASEAN
 - Ensure that the programs respond adequately to the needs of the region & to develop programs tailored to sub-regional needs

2. Sectoral Goals

- i) Operational Goals
 - Trade & Investment
 - Provide support for the business communities in ASEAN and Korea to boost trade and investment through various avenues such as exhibitions, seminars, exchange of trade and investment missions
 - Provide relevant information to increase business opportunities and interactions (e.g.) Make AKFTA more accessible to the business community
 - Culture & Tourism
 - Increase mutual understanding between ASEAN and Korea through various programs aimed at providing the public with opportunities to learn and appreciate the diverse cultures of ASEAN and cultural affinity between ASEAN and Korea
 - Facilitate and foster people-to-people exchanges between ASEAN and Korea at various levels
 - Promote tourism in ASEAN Member States by providing information on rich tourism resources of ASEAN Member States and technical support in ASEAN
 - Public Relations & Information Service
 - Boost awareness of ASEAN and ASEAN-Korea relations through various activities such as

lectures, seminars, workshops, and online and other PR activities

- Publish and disseminate information on ASEAN and ASEAN-Korea relations
- Raise the profile and visibility of the Centre as a testimony to the growing importance of the ASEAN-Korea partnership

- Program Development and Planning

- Ensure that the Centre's work programs are well-coordinated and the synergies among the work programs are maximized (e.g.) Combine programs to produce a synergetic effect and better utilize the resources of the Centre
- Develop various projects to enhance ASEAN-Korea cooperation

ii) Management Goals

- Strengthen coordinations with member governments and relevant organizations
- Increase efficiency and effectiveness of the Centre based on the principles of "Transparency", "Accountability" and "Efficiency"
- Build a workforce of competence, dedication and integrity
- Strengthen the organizational and financial base

5. Implementation Priorities

Implementation priorities will be actively reviewed by the Council, particularly at the consolidating stage, in order to respond to developments and challenges in the region, and it will be reflected accordingly in the Vision Paper.

i) Developing Stage

The first three years (2009-2011) will be a development phase for the Centre. As a newly established organization, efforts will be made to lay the foundation for the work of the Centre. To that end, the Centre will seek to develop effective programs through benchmarking and research for quality improvement and innovation, build up the organizational/financial base of the Centre, establish the networks in ASEAN Member States and Korea and raise the visibility of the Centre both in ASEAN and Korea.

ii) Consolidating Stage

During the consolidating stage (2012 - 2014), efforts will be directed to consolidate the programs and the organizational/financial base of the Centre.

Priority will be on further developing and improving on the programs to maximize the impact and upgrade the quality.

iii) Expanding Stage

From 2015 through 2019 will be a phase for expansion and advancement. The Centre, as a key player in ASEAN-Korea partnership, will strive to broaden the scope of activities of the Centre based on emerging areas of common interest and expand the organizational/ financial base of the Centre.

VISION STATEMENT

As the 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 and thereby help enhance regional integration and contribute to the ASEAN Community building process.



MISSION STATEMENT

The Centre's mission is to serve as a key channel to further enhance trade, investment, tourism and cultural exchanges between ASEAN and Korea in ways that are mutually beneficial and complementary to strengthen economic and socio-cultural cooperation. The Centre's actions will be guided by a set of values that include sharing, respect for diversity, mutual trust, and fellowship.

Main Goals



Operational Goals



Management Goals

Short-Term Goals



Medium-Term Goals



Long-Term Goals