



Annual Report

2010



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I

Letter from the Secretary General

I am pleased to present the Annual Report of the ASEAN-Korea Centre for Fiscal Year 2010, covering the period from March 2010 to February 2011. The report illustrates the Centre's continued efforts to enhance economic and socio-cultural cooperation between ASEAN Member States and Korea.

In 2010, ASEAN-Korea relations entered into a new phase with the elevation of the relations to a strategic partnership at the 13th ASEAN-Republic of Korea Summit held in October 2010 in Ha Noi, Viet Nam. It reflects a shared recognition by ASEAN and Korea of the growing importance of the relations and the need to enhance and broaden cooperation substantially. ASEAN-Korea cooperation has indeed moved into higher gear with ever-increasing interactions in all areas. In particular, on the economic front, ASEAN has emerged as Korea's

second largest trading partner with the bilateral trade volume amounting to around USD 97 billion in 2010, and one of Korea's top investment destinations with foreign direct investment reaching USD 7,060 million in 2010. In the socio-cultural field, people-to-people exchanges now average 4 million a year and cultural interactions have also been increasing at all levels although there is still more to be done in this area.

Into its second year since its establishment in 2009, the ASEAN-Korea Centre undertook a wide array of activities geared towards fulfilling its mandates. Still a young organization, the Centre continued to focus on its core activities building on the achievements attained in its first year. Efforts were made to better attune the programs to the needs of the Member States and improve the effectiveness. At the same time, the Centre continued

to build and expand networks and partnerships with relevant organizations in ASEAN and Korea. In FY2010, a total of 20 programs were undertaken which included over 60 sub-programs organized in both ASEAN and Korea. In addition to the programs implemented in FY2009, the Centre launched a couple of new initiatives such as the *ASEAN-Korea FTA Integrated Information Services* and the *ASEAN Tour Program Development Contest* in order to better meet the needs of the Member States.

Under the trade and investment chapter, the Centre carried out various activities to further enhance trade and investment ties between ASEAN and Korea. As part of trade promotion efforts, around 80 companies from ASEAN were invited to participate in two major trade exhibitions and a follow-up business matching program held in Korea, i.e., *Seoul Gift Show*, *ASEAN Food & Beverage Exhibition* and *Exploring the Café Industry from ASEAN* during which over 2,000 business meetings were conducted, resulting in the sales amount of over USD 54 million expected in the next three years as estimated by the exhibitors. Three capacity-building workshops for government officials and private sector representatives were conducted based on the needs of the Member States with a focus on the recently completed ASEAN-Korea Free Trade Agreement (AKFTA), Small and Medium Enterprises

(SMEs) development, and Quality Management. Investment seminars for each of 10 ASEAN Member States were held in Korea providing the Korean business community with the latest information on the investment climate and opportunities in ASEAN countries, and investment missions comprising prospective Korean investors were dispatched to ASEAN countries. In addition, to help increase the utilization of the AKFTA, the Centre developed *ASEAN-Korea FTA Integrated Information Online Service*, a website which offers up-to-date information and data relating to the AKFTA such as tariff rates and rules of origin in English.

Under the culture and tourism chapter, the Centre organized a series of activities aimed at promoting ASEAN tourism and increasing cultural exchanges between ASEAN and Korea. In particular, the *ASEAN Culture and Tourism Fair*, a 4-day large scale event held not only in Seoul but also in two provincial cities, namely, Bucheon and Booyeo, featured cultural performances by delegations from 10 ASEAN states and introduced rich tourism resources of ASEAN with national tourism booths, attracting around 45,000 people. Other cultural programs include the *ASEAN-Korea Contemporary Photo Exhibition*, and *Bravo ASEAN! in Korea*, a song and dance contest for ASEAN nationals residing in Korea, which helped enhance public understanding of ASEAN cultures and cultural exchanges

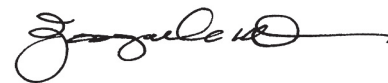
between ASEAN and Korea. To support the capacity-building of the tourism industries in ASEAN, *ASEAN Tourism Human Resources Development (HRD) Program* was organized in cooperation with National Tourism Organizations (NTOs) of the ASEAN Members.

Also programs such as *ASEAN Tour Program Development Contest* and the publication of *ASEAN Tourism Guide* helped further promote ASEAN tourism among the Korean public.

Under the information and data chapter, the Centre continued its efforts to raise awareness of ASEAN and ASEAN-Korea cooperation through public lectures, seminars, youth exchanges, and publication & dissemination of various information materials. As for public lectures, over 2,000 people attended a total of 29 sessions organized on a wide range of topics such as history, society, and cultures of ASEAN countries. Programs such as the *ASEAN-Korea Multimedia Competition* targeting talented university students and young artists of ASEAN and Korea and the *School Tour* for Korean elementary school children helped boost awareness of ASEAN among the young generations. Aiming to serve as a clearinghouse for ASEAN-related information and data in Korea, the Centre maintains the Information Corner which houses a collection of various printed and audio-visual materials on ASEAN and ASEAN-Korea relations at the ASEAN Hall, and also published and disseminated

various information materials including the annual ASEAN-Korea statistical booklet. Various PR activities carried out on and off-line also helped raise the visibility of the Centre's activities both in Korea and ASEAN.

This annual report details out the activities undertaken by the Centre during FY 2010, highlighting the achievements as well as challenges as it charted its way forward, mindful of the priorities set for the developing stage (2009-2011) as in the Vision Paper adopted at the 2nd Annual Council Meeting. Despite the challenges for an organization still in its nascent stage, the Centre's FY2010 activities were successfully undertaken with the continued support and cooperation of the Member States. On behalf of my staff, I wish to extend my sincere appreciation to the Member Governments and all our partners in ASEAN and Korea for their valuable support and contribution. With deepening ASEAN-Korea relations, the Centre will renew its commitment to its mission and continue on its journey to serve as an effective channel for enhancing the ASEAN-Korea partnership in coming years.



Young Jai CHO
Secretary General

III

The ASEAN-Korea Centre at a Glance

The ASEAN-Korea Centre was established in March 2009 as an intergovernmental organization mandated to promote economic and socio-cultural cooperation between ASEAN Member States and Korea in accordance with the Memorandum of Understanding (MOU) on Establishing the ASEAN-Korea Centre signed in November 2007 in Singapore on the occasion of the 13th ASEAN-Korea Summit.

As its name suggests, the ASEAN-Korea Centre groups 11 member countries of the Republic of Korea and the 10 ASEAN Member States, namely, Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Viet Nam.

As an intergovernmental organization, the Centre is uniquely positioned to

provide an institutional avenue whereby ASEAN and Korea can jointly set the agenda for further enhancing cooperation in the areas of trade & investment, culture & tourism, and other activities aimed at increasing mutual understanding between ASEAN and Korea, and supporting ASEAN integration efforts. Based on the principles of sharing, respect for diversity, mutual trust, and fellowship, the Centre is run by its member governments. All major decisions are made on a consensus basis by the Council which consists of representatives of the Centre members who meet annually in Seoul, Korea where the Secretariat is located.

To fulfill its mandates, the Centre actively engages with the governments, business communities, academia, and other relevant stakeholders in ASEAN Member States and Korea. In line with the needs and policies of the

Centre members, the Centre facilitates cooperation in its areas of work strengthening ASEAN-Korea economic and socio-cultural ties at various levels, and boosts mutual understanding between ASEAN and Korea. It also aims to serve as a clearinghouse for dissemination of economic and socio-cultural information and data on

ASEAN and Korea, producing various publications and information materials on ASEAN and ASEAN-Korea relations.

Towards a lasting and genuine ASEAN-Korea partnership, and a peaceful and prosperous region, the Centre will continue its endeavors in coming years.

To learn more:

Website: www.aseankorea.org/english



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



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

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

III

FY2010 in Review

Introduction

1. The Centre continued to undertake the core activities geared towards fulfilling its mandates in FY2010 under trade & investment, culture & tourism, and public relations and information service chapters. In keeping with the needs of the Member States, the following priorities were reflected throughout the Centre's FY2010 activities: help enhance trade and investment links and promote tourism between ASEAN and Korea; support capacity-building of ASEAN Member States in trade, investment and tourism sectors; and further scale up cultural programs and activities aimed at boosting mutual understanding between the peoples of ASEAN and Korea. Building on its experiences in its first year, efforts continued to be made to lay a sound foundation for the Centre's work and improve the effectiveness of the programs.

Trade and Investment

2. Under the trade and investment chapter, the Centre carried out 7 work programs, namely, *ASEAN Food & Beverage Exhibition, Seoul Gift Show 2010, ASEAN-Korea Trade Promotion Workshop, Industrial Familiarization Program (IFP), Investment Seminars, Investment Missions, and ASEAN-Korea FTA Integrated Information Services.*

3. Trade promotion activities included two trade exhibitions organized in the food & beverage and gift sectors and a follow-up business matching program targeting the café industry. Around 30 companies from ASEAN participated in the *ASEAN Food & Beverage Exhibition* and *Seoul Gift Show 2010* respectively. The Centre set up the ASEAN Kitchen at the ASEAN Food & Beverage Exhibition and the ASEAN Pavilion at the Seoul Gift Show 2010, which introduced and further promoted ASEAN products in the Korean market. During the exhibitions, around 1,750 business meetings were held, and in particular, the sales amount expected in the next three years from the *ASEAN Food and Beverage Exhibition* was estimated to be USD 50 million. In conjunction with the exhibitions, trade mission programs were organized for the participating ASEAN companies, which included lectures and field trips to help them better understand the Korean market. As a follow-up to the *ASEAN Food and Beverage Exhibition*, the Centre organized a business matching program titled *Exploring the Café Industry from ASEAN*. Inviting two companies from each ASEAN country, the program promoted café industry products from ASEAN in the Korean market. During the program, around 349 business meetings were held, and the sales amount expected in the next three years was estimated by the exhibitors to be approximately USD 4 million.

4. Three capacity-building workshops were organized to help enhance the capacities of both public and private sectors in ASEAN. The *ASEAN-Korea Trade Promotion Workshop* was organized on the theme of Promoting the Utilization of ASEAN-Korea Free Trade Agreement (AKFTA) with participation of over 20 representatives of Trade Promotion Organizations (TPOs) of 10 ASEAN Member States and members of the Working Group on Trade and Investment. Aiming to help maximize the utilization of AKFTA which was completed in 2009, the Workshop included lectures on the current implementation status of AKFTA and Korea's customs procedure, and field trips to leading Korean companies. Under the *Industrial*

Familiarization Program (IFP), two workshops were organized, namely, *Quality Management Workshop and SME (Small and Medium Enterprises) Workshop*. The *Quality Management Workshop* provided an opportunity for 29 ASEAN government officials and business representatives to improve their understanding and knowledge in quality management innovations. The *SME Workshop* was organized on the theme of Capacity-Building of Small & Medium Businesses in ASEAN, recognizing the important role that SME plays in ASEAN economies and reflecting the request from ASEAN Member States. Inviting three participants from each ASEAN country, the Workshop consisted of lectures, field trips, and business meetings, providing an opportunity for ASEAN



participants to gain an understanding of Korea's policies to support SME development, best practices and business knowhow.

5. A series of investment promotion programs were undertaken to further stimulate investment flows between ASEAN and Korea. *Investment Seminars* were held in Korea on each of the 10 ASEAN Member States, with the exception of a joint seminar of Indonesia and Singapore. With an average of 107 participants each time, the seminars included presentations on investment policies by high-ranking officials from ASEAN and the sharing of business experience by representatives of Korean companies doing business in ASEAN. It not only provided an opportunity for the Korean business community to better understand the investment climate and opportunities in ASEAN Member States, but also served as a platform for potential Korean investors to establish contacts with ASEAN government officials, especially in emerging investment destinations. *Investment Missions* were dispatched to 10 ASEAN Member States, grouped by sector of interest. Around 15-20 potential Korean investors participated in each Mission, and they were provided an opportunity to have a first-hand view of the investment environment and explore business opportunities in ASEAN Member States. In particular, efforts were made to link the investment seminars and the missions to maximize synergies.

6. To help increase the utilization of the AKFTA following the completion of the Agreement in 2009, the Centre developed a website, *ASEAN-Korea FTA Integrated Online Information Services*. The website makes practical and up-to-date information related to the AKFTA such as import duties and rules of origin readily accessible to the business communities in ASEAN and Korea.

Culture and Tourism

7. Under the Culture and Tourism Chapter, six work programs were implemented, i.e., *ASEAN Culture and Tourism Fair*, *Publication of ASEAN Tourism Guide*, *ASEAN Tour Program Development Contest*, *ASEAN Tourism HRD Program*, *ASEAN-Korea Cultural Exhibition*, and *Cultural Program*.

8. The *ASEAN Culture and Tourism Fair* was organized to further boost awareness and understanding of the diverse cultures and tourism resources of ASEAN Member States. Particularly, in addition to cultural performances by over 70 delegates from ASEAN, national tourism promotion booths and the ASEAN Pavilion, a special exhibition on ASEAN handicraft items, were set up at the Fair venue. The cultural performances were also held in two provincial cities apart from Seoul, namely, Bucheon and Booyeo, and

approximately 44,450 people visited the Fair. The Centre also participated in the *Korea World Travel Fair (KOTFA)*, one of the major international travel fairs in Korea, and set up an ASEAN booth promoting tourism to ASEAN Member States. In addition, the Centre published the *ASEAN Tourism Guide* to provide the Korean public with useful travel information on ASEAN Member States. In total, 12,000 copies were printed and distributed to government agencies, public libraries, etc. as well as at various events the Centre organized including the *ASEAN Culture and Tourism Fair* and *Bravo! ASEAN in Korea*. In particular, the Centre organized an online event at the Centre's website through which around 1,500 copies were distributed. The *ASEAN Tour Program Development Contest* was organized as a new program for FY2010 to explore and identify new tour programs to support sustainable tourism development and raise public interest in ASEAN tourism. Over 170 tour programs were submitted, and the winners won a trip to ASEAN on the winning program



covering Laos, Malaysia, Myanmar, and Thailand. The *JoongAng Daily*, one of the major news media organizations in Korea, carried a three-page feature article on the aforementioned winners' tour.

9. To support the development of the tourism industries of ASEAN Member States, and promote ASEAN tourism, the *ASEAN Tourism HRD Program* was carried out in 5 ASEAN Member States in FY2010, namely, Brunei, Indonesia, Malaysia, the Philippines, and Singapore. The Program included a series of lectures on Korean tourism trends, Korean culture and language. Covering all the ten ASEAN Member States over the past two years, the Centre could build networks with all National Tourism Organizations (NTOs) of ASEAN Member States, and identify the needs of the Member States. The Centre will continue this program and further improve the contents, given the positive response and needs of the Member States.

10. The Centre held the *ASEAN-Korea Cultural Exhibition* entitled *Emerging Wave* in Seoul, and Busan. Featuring artworks by 27 ASEAN and Korean artists, the Exhibition provided an opportunity to introduce the contemporary visual arts of ASEAN to the Korean public and promote exchanges between Korean and ASEAN artists. Around

4,000 people visited the Exhibition. And an online gallery was also set up at the Centre's website, blog, and at Naver, one of Korea's most prominent internet portal sites. Under the *Cultural Program*, the Centre organized *Bravo! ASEAN in Korea*, a song and dance contest for ASEAN people residing in Korea at Konkuk University in cooperation with the Arirang TV. Of 45 teams that entered the preliminary round of the Contest, 12 teams were selected to compete at the main event. The Contest was broadcast through the Arirang TV network not only in Korea, but also around the world. The Contest helped enhance cultural exchanges and mutual understanding between the Korean public and ASEAN people residing in Korea.

Public Relations and Information Service

11. Under the Public Relations and Information Service Chapter, seven work programs were carried out, i.e., *Lecture Series on ASEAN*, *School Tour Program*, *ASEAN-Korea Multimedia Competition*, *PR Activities through Media and Other Means*, *Publication and PR Materials*, *Maintenance and Upgrading of the Centre's Website*, and *Maintenance of the ASEAN Hall and Related Service*.

12. The Centre organized four *Lecture Series on ASEAN and a special lecture in FY2010*. The lecture series were titled *A Voyage to ASEAN: Ten Paradises*, *A Journey to Historic Cities of ASEAN: Splendid Cultural Heritage*, *ASEAN Ambassadors' Lecture*, *ASEAN Economic Community and ASEAN-Korea Cooperation*, and a Special Lecture was given by H.E. Fidel V. Ramos, the Former President of the Philippines on *ASEAN's Role in a Changing Regional and International Landscape*. In total, 29 sessions were organized, each attended by around 70 people on average of diverse backgrounds including students, teachers, journalists, government officials, business people, etc. The *School Tour Program* was organized in cooperation with ASEAN Embassies in Korea at 10 elementary schools in Korea to provide an opportunity for the younger generation to learn and appreciate diverse aspects of ASEAN and its Member States. Each tour session consisted of activities such as a



presentation on ASEAN, cultural performances by a designated guest country, and national booth session with arts and crafts activities. The *ASEAN-Korea Multimedia Competition* was also organized on the theme of ASEAN-Korea Cities: Urban Culture and Green Life for undergraduate and graduate students, and young artists in ASEAN and Korea. Organized in two categories, namely, digital media arts and photography, around 600 entries were submitted. An exhibition was held displaying the winning artworks in Seoul, and in conjunction with the Exhibition, a multimedia workshop was held in Seoul with invited winners from ASEAN Member States which provided an opportunity for interactions among the youths of ASEAN and Korea. The Centre organized the *ASEAN-Korea Children's Drawing Contest* to boost multi-cultural awareness among elementary school students in Korea and foster a sense of friendship with their ASEAN neighbors. Organized on the theme of My Friend, ASEAN, over 160 entries were submitted, and the winning artworks were exhibited at the ASEAN Hall and also online at the Centre's website. To raise the visibility of the Centre's activities, various online and offline PR activities were carried out through a wide range of PR tools. During the period from March 2010 through February 2011, the Centre's activities were covered in the Korean media 774 times in FY2010, and 77 times in the ASEAN media.

13. Various publications and PR materials were produced, namely, the updated version of the Centre's brochure, Main Activities, quarterly newsletter, the *ASEAN Guide for Youth* targeting junior and high school students, and the annual statistical booklet, *2010 ASEAN-Korea in Figures*. Also the Centre's Website is regularly updated with information on the Centre's activities and useful data on trade, investment and tourism between ASEAN and Korea. The average monthly page view reached 100,000, increased from 80,000 views in FY2009. In addition, the Centre maintains the Information Corner at the ASEAN Hall which houses a collection of books, publications, and audio & visual materials on ASEAN and ASEAN-Korea relations. Also various activities such as Kids Workshop were organized at the ASEAN Hall as part of the efforts to boost public understanding of ASEAN in Korea. The ASEAN Hall was visited by around 3,500 visitors from March 2010 to February 2011.

Extra-Budgetary Program

14. In addition to the Centre's work programs, the Centre organized the *Exchange Visit of Korean and ASEAN Officials*, an ASEAN-Korea cooperation project financed by the ROK-ASEAN Future Oriented Cooperation Fund. The

Exchange Visit aimed to provide an opportunity for government officials of ASEAN and Korea to share experiences and expertise in a selected field for future collaboration and increase mutual understanding. Organized on the theme of *Green Growth: Developing New and Renewable Energy Resources* in 2010, the Exchange Visit consisted of briefings on policies and initiatives relating to green growth, and visits to government agencies and companies in the related field. The Korean Officials' Visit to ASEAN was organized in Malaysia and Thailand with participation of 11 Korean government officials from various organizations including, among others, the President's Office, Presidential Committee on Green Growth, Ministry of Foreign Affairs and Trade, and Ministry of Knowledge

Economy. The ASEAN Officials' Visit to Korea was organized with participation of around 23 officials from related ministries and government agencies of ASEAN Member States and officials from the ASEAN Secretariat and the ASEAN Centre for Energy.

Conclusion

15. In FY2010, the Centre's second year since its inauguration, efforts were focused on consolidating the groundwork so that the Centre can effectively serve as a key institutional channel for enhancing the ASEAN-Korea partnership. With the continued support of the Member States, the Centre will further its endeavors to fulfill its mandates in the coming years.

IV

FY 2010 Work Programs

- Chapter 1. Trade and Investment
- Chapter 2. Culture and Tourism
- Chapter 3. Public Relations and Information Service
- Chapter 4. Extrabudgetary Program

Trade Exhibitions and Trade Missions

Trade between ASEAN and Korea has remained quite robust despite the recent global economic downturn, reaching USD 97 billion in 2010, much higher than pre-crisis levels, and now ASEAN has emerged as Korea's second largest trading partner. To support the current momentum and help achieve the target of increasing the bilateral trade volume to USD 150 billion by 2015, the Centre undertook various activities aimed at facilitating trade between ASEAN Member States and Korea in cooperation with the Trade Promotion Organizations (TPOs) of ASEAN Member States. Following the success in FY2009, the Centre continued to provide support for ASEAN companies to participate in the *ASEAN Food & Beverage Exhibition* and *Seoul Gift Show 2010* to promote ASEAN products in the Korean market, and organize trade mission programs for participating companies from ASEAN in conjunction with the trade exhibitions to help ASEAN exporters better understand the Korean market.

In addition to the trade exhibitions and missions, given the growing interest of the Korean business community in ASEAN beverages, the Centre organized as a follow-up to the *ASEAN Food & Beverage Exhibition*, a business-matching program called *Exploring*

Café Industry from ASEAN. Around 80 companies from ASEAN benefited from the Centre's trade programs in FY2010.

ASEAN Food & Beverage Exhibition

The Centre invited ASEAN companies to participate in the *ASEAN Food & Beverage Exhibition* to promote ASEAN food and beverage products in the Korean market and further expand business opportunities between ASEAN companies and Korean buyers.

A. Outline

- Date: 18-21 November 2010
- Venue: ASEAN Pavilion, COEX, Seoul, Korea



ASEAN Booth at the Exhibition



Chapter 1. Trade and Investment

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

- Participants:
 - 29 companies from 10 ASEAN Member States (3 companies per country, 2 companies from Brunei Darussalam)
 - 10 representatives of ASEAN TPOs
- Approved Budget: KRW 275,000,000

B. Main Activities

A total of 29 companies from ASEAN Member States selected by ASEAN TPOs participated in the exhibition. Upon Myanmar and Cambodia's request, the Centre dispatched an expert, and provided consulting on the product mix in order to help participating companies better understand the Korean market. A wide selection of ASEAN food and beverage items were promoted including confectionery, dried fruit, frozen food and frozen seafood.

The Centre invited potential buyers to the exhibition through e-DM (direct mail) and telemarketing. For better communication between ASEAN exhibitors and Korean buyers, the Centre provided interpretation service for each of the 29 booths.

The Centre set up the ASEAN Kitchen where cooking demonstrations and food & beverage samplings were conducted for invited buyers from major Korean companies. ASEAN exhibitors and TPO representatives participated in the trade mission the Centre organized to help participants better understand the Korean market. The mission program consisted of lectures on import procedures and trends in Korea for ASEAN food & beverage products and visits to a leading Korean food company, Daesang Corporation, and the retail market.

C. Evaluation

Outcome & Impact

- The Exhibition served as a valuable opportunity for ASEAN exhibitors to promote their products to Korean buyers who are looking for alternative sourcing places. In particular, ASEAN cooking demonstration and tasting sessions conducted at the ASEAN Kitchen helped stimulate the interest of Korean buyers and general consumers in ASEAN products.
- The Centre achieved a 35% increase in the number of business meetings conducted compared to FY 2009; 1,020 meetings were recorded for 29 ASEAN companies as compared to 667 meetings for 20 ASEAN companies in FY 2009. The amount of sales expected in the next 3 years was estimated by the exhibitors to be approximately USD 50 million.
- The products of the participating companies were covered in 7 articles of major daily newspapers including Chosun Ilbo and Munhwa Ilbo. Also, a video clip of the ASEAN cooking demonstration and tasting sessions was posted at the website of Segye Ilbo. The wide media coverage of the Exhibition helped increase public awareness of ASEAN food and beverage products.
- The trade mission program provided an opportunity for the

ASEAN exhibitors to increase their understanding of the Korean market. Lectures on import procedures and market trends for ASEAN food & beverage items were especially appreciated by the exhibitors. 82.8% of the exhibitors indicated that they found the overall program highly helpful.

Areas for Improvement

- Follow-up measures are to be taken to monitor the amount of business deals materialized and accommodate business inquiries made by potential Korean buyers.
- Efforts will be made to increase business meetings and thus improve the impact of the program.

Exploring Café Industry from ASEAN

(Follow-up Program to the ASEAN Food & Beverage Exhibition)

As a follow-up to the *ASEAN Food & Beverage Exhibition*, the Centre organized *Exploring Café Industry from ASEAN*, a business matching program, to further promote ASEAN beverage products in the Korean market and provide business opportunities between ASEAN companies and Korean buyers.



ASEAN Exhibitors



ASEAN Kitchen



ASEAN Café Products On Display

A. Outline

- Date: 15-19 February 2011
- Venue: Seoul, Korea
- Participants:
 - 20 companies from 10 ASEAN Member States (2 companies per country)

which aimed to introduce the beverage industry of each ASEAN member state. The seminar served as a venue to raise awareness of competitive ASEAN beverage products and helped ASEAN participants promote their products to Korean buyers.

The trade mission program was also organized to provide ASEAN mission members with an opportunity to explore and better understand the Korean market.

B. Main Activities

A total of 20 beverage companies from ASEAN Member States selected by ASEAN TPOs presented their beverage products including coffee, tea, mineral water, fruit juice, vitamin drink, etc. to Korean buyers.

Potential Korean buyers were invited to seminars on ASEAN beverage industry

C. Evaluation

Outcome & Impact

- The program provided a rare opportunity for the Korean buyers and consumers to learn about ASEAN café-related products including coffee and tea that have

great potential in the Korean market.

- The Centre supported business matching by inviting relevant Korean buyers through various channels and networks. A total of 349 business meetings were held between ASEAN companies and Korean buyers. The amount of sales expected in the next 3 years was put at approximately USD 4 million as estimated by the participating ASEAN companies.
- As for the results of the evaluation survey, 95% of the ASEAN companies indicated that the seminar was a good opportunity to promote their café-related industry and products to the Korean business community. And 90% of the participants indicated that they were satisfied with the trade mission program.
- The program was covered 7 times in the news media including JoongAng Daily and The Korea Herald, Maeil Business Newspaper and Hankook Business Newspaper.

Areas for Improvement

- The Centre will seek to attract more Korean buyers by publicizing the program especially among related organizations and business associations.

Seoul Gift Show 2010

The Centre participated in the *Seoul Gift Show* to promote gift products from ASEAN Member States in the Korean market and provide opportunities for ASEAN companies to establish business contacts with potential Korean buyers.

A. Outline

- Date: 9-12 September 2010
- Venue: ASEAN Pavilion, COEX, Seoul
- Participants: 30 companies from 10 ASEAN member states (3 from each member state)
- Approved Budget: KRW 275,000,000



ASEAN Exhibitors



Seminar on Café Industry in ASEAN



ASEAN Pavilion



Business Meetings

B. Main Activities

As 7 ASEAN Member States (Brunei, Cambodia, Indonesia, Laos, Myanmar, Thailand and Vietnam) requested experts to evaluate candidate companies, the Centre dispatched experts and organized a lecture by experts on the product design trends in Korea to help ASEAN companies better understand the Korean market. The Centre provided a “Design Handbook for ASEAN Exhibitors” to support participating companies in preparing and developing exhibit products for the Korean market.

The Centre set up the ASEAN Pavilion to display and promote a wide range of ASEAN gift items including home decorations, silk accessories, wooden toys, and leather goods. Brochures on the participating companies were distributed at the venue.

Through telemarketing and e-DM (direct mail), potential buyers were invited to the exhibition and had business meetings with the exhibitors. The Centre provided interpretation services for each of the 30 booths to facilitate communication between ASEAN exhibitors and Korean buyers. As with the *ASEAN Food & Beverage Exhibition*, a trade mission program was organized for ASEAN exhibitors, which included lectures on ASEAN-Korea FTA and e-Trade in Korea and visits to the retail market.

C. Evaluation

Outcome & Impact

- The exhibition helped further expand business opportunities for ASEAN companies in the Korean market: 721 business meetings were recorded for the 30 ASEAN companies.

- The “Design Handbook for ASEAN Exhibitors” provided useful information to participating companies on Korean design trends and helped them better prepare exhibit products for the Korean market.
- The participating ASEAN companies’ gift products were covered in 17 articles of major newspapers including Chosun Ilbo, Joongang Ilbo and Dong-A Ilbo. Also it was broadcasted 23 times on TV and radio, and was featured in 33 articles

- of relevant magazines such as Buyers Guide, Monthly Display, etc. A total of 15,000 people including potential buyers visited the exhibition.
- 93.3% of the ASEAN exhibitors indicated that they were satisfied with the overall program.

Areas for Improvement

- To help ASEAN companies better prepare their products for the Korean market, combining the exhibition with the Centre’s capacity building program could be considered.

Technical Cooperation/Capacity Building

The Centre provides support to facilitate technical cooperation and capacity building of the Member States on the trade and investment front. To that end, in FY2010, *ASEAN-Korea Trade Promotion Workshop* and *Industrial Familiarization Program (IFP)* were organized.

The ASEAN-Korea Trade Promotion Workshop brought together representatives from Trade Promotion Organizations (TPOs) of ASEAN Member States and provided a venue for constructive discussions on ways to increase utilization of ASEAN-Korea FTA (AKFTA). Under the *Industrial Familiarization Program (IFP)*, the Centre organized two capacity-building workshops based on the needs of the Member States, namely, *Quality Management Workshop and SME (Small and Medium Enterprises) Workshop* with participation of government officials and private sector representatives from ASEAN.

ASEAN-Korea Trade Promotion Workshop

The Centre conducted the *ASEAN-Korea Trade Promotion Workshop* to provide ASEAN TPOs with practical information on ASEAN-Korea FTA (AKFTA) and discuss effective means to increase its utilization.

A. Outline

- Date: 25-28 May 2010
- Venue: Seoul, Korea
- Participants: 20 representatives from ASEAN Trade Promotion Organizations (TPO); ASEAN-Korea Centre Working Group on Trade
- Approved Budget: KRW 40,000,000

B. Main Activities

The workshop, focusing on the theme of the AKFTA which was completed in 2009, included a series of lectures on the current implementation status of AKFTA and Korea's customs procedures for an efficient utilization of AKFTA.

Representatives from ASEAN TPOs presented their experience and views



Participants during the Opening Ceremony

on ways to increase the utilization of AKFTA. They also reviewed the Centre's FY2009 trade promotion programs, and the Centre introduced FY2010 trade promotion programs.

Industrial visits were conducted to Foodmerce Inc. (Pulmuone) Logistics Center and the Face Shop. At Foodmerce Inc. (Pulmuone) Logistics Center, the participants were briefed on the utilization of AKFTA and toured the facilities, and at Face Shop, the participants were given a briefing on the success story.

C. Evaluation

Outcome & Impact

- The workshop helped ASEAN TPOs better understand the benefits of AKFTA as indicated by the results of the evaluation survey. As can be seen in the survey results below, most of the participants found the program satisfactory.

Rating	Excellent	Satisfactory	Fair	Total
%	73.7	26.3	-	100



Presentations by ASEAN TPOs



Industrial Visit to the Logistics Centre of Pulmuone

Areas for Improvement

- Efforts will be made to reflect the feedback and suggestions from TPOs in the Centre’s future trade promotion programs.

Industrial Familiarization Program (IFP)

The *Industrial Familiarization Program (IFP)* aimed to provide ASEAN government officials and private business representatives with up-to-date information on the latest business trends in Korea. Based on the needs of the Member States, in FY2010, the IFP focused on quality management and SME (Small and Medium Enterprises) development. A total of 2 workshops were conducted, namely, Quality Management Workshop and SME Workshop. The total approved budget was KRW 140,000,000.

1) Quality Management Workshop

The *Quality Management Workshop* was organized to strengthen the competitiveness of public and private sectors in ASEAN countries by providing an opportunity for ASEAN government officials and private sector representatives to learn about quality management know-hows in Korean industries.

A. Outline

- Date: 28 June – 3 July 2010
- Venue: Seoul, Korea
- Participants: 29 ASEAN government officials and business representatives (3 participants from each country, 2 participants from Singapore)

B. Main Activities

The 6-day workshop provided lectures on Korean government’s policy to support corporate quality management, and quality management strategies in both public and private sectors (manufacturing & service industries). The participants also visited Korea’s leading companies in quality management, namely, Korea Western Power Co., Ltd., CJ CheilJedang Corporation, and Samsung Medical Center.

C. Evaluation

Outcome & Impact

- The workshop provided an opportunity for the participants to acquire first-hand understanding of quality management innovations of public and private sectors

(manufacturing & service industries) in Korea.

- As the table below indicates, the majority of the participants were highly satisfied with the program.

Rating (Participants)	Excellent	Satisfactory	Fair	Poor	Total
%	46.6	53.4	-		100

2) Small and Medium Enterprises(SME) Workshop

The Centre organized the *Small and Medium Enterprises(SME) Workshop* to help strengthen the capacity and competitiveness of SMEs in ASEAN Member States. The workshop provided 29 ASEAN government officials and SME representatives with an opportunity to familiarize themselves with the Korean SME business environment as well as business know-how of leading Korean SMEs.

Workshop Participants



Industrial Visit to Korea Western Power Co. Ltd.

A. Outline

- Date: 24-28 January 2011
- Venue: Seoul, Korea
- Participants: 29 ASEAN government officials and business representatives (1 government official and 2 SME representatives from each country, 2 participants from Vietnam)

B. Main Activities

During the workshop, lectures were organized on Economic Development and SMEs of the Korean Economy, Entrepreneurship and Small Giant of

Korea, Korean Government's policy to support SMEs, and Facilitating SME Cooperation between ASEAN and Korea. Also 4 Korean SMEs gave presentations on their business experience in ASEAN countries. Field visits were undertaken to Hanyoung Nux Co., Ltd. and Woojin Serex Co., Ltd. At Hanyoung Nux Co., Ltd., a company which specializes in manufacturing equipment for industrial automation, the participants were briefed on the company's management innovation cases in R&D, manufacturing, purchasing and training process. At Woojin Serex Co., Ltd., one of the leading manufacturers of



Lecture on Facilitating SME Cooperation between ASEAN and Korea



Business Meeting

plastic injection molding machines, the participants were given an introduction to the company and toured the factory and the sample room.

- 58.6% of the participants indicated that the workshop was excellent, and 41.4% of the participants rated the workshop as satisfactory.

During the workshop, the Centre also arranged a total of 52 business meetings between ASEAN participants and Korean SMEs.

Rating (Participants)	Excellent	Satisfactory	Fair	Poor	Total
%	58.6	41.4	-		100

C. Evaluation

Outcome & Impact

- The workshop helped build the capacities of government officials and business representatives from ASEAN in SME policies and business know-how.

Areas for Improvement

- In order to better serve the needs of the Member States, the Centre will reflect the participants' feedbacks and suggestions in the future Industrial Familiarization Programs.



Industrial Visit to Hanyoung Nux Co.,Ltd.

ASEAN Investment Promotion

ASEAN has been attracting increasing inflows of Foreign Direct Investment (FDI) despite the recent global economic slowdown: ASEAN's share of total global FDI increased to 3.6% in 2009 from 2.8% in 2008. ASEAN is among Korea's top investment destinations despite a decline in 2008 in total flows of FDI from Korea to ASEAN. As the global economy turns around, higher FDI inflows from Korea to ASEAN are expected in the coming years.

In FY2010, the Centre carried out a series of activities, namely, investment seminars and missions to help increase investment flows from Korea to ASEAN. Investment seminars provided the Korean business community with up-to-date information on the investment climate and opportunities in ASEAN. Investment missions composed of prospective Korean investors to ASEAN were dispatched based on sectors of interest and provided a first-hand opportunity to explore business opportunities. Efforts were made to increase the impact of the programs building on the linkages of the seminars and missions.

Investment Seminar

The Centre held investment seminars on each of the 10 ASEAN member states in order to update the Korean business community on investment policies, incentives, and promising sectors. During the seminars, business meetings were conducted between government officials and private sector representatives from ASEAN and participants from the Korean business community.

A. Outline

- Date: May 2010 – January 2011
- Venue: Seoul & Daegu, Korea



Presentation on Investment Opportunities

- Participants:
 - Presenters: ASEAN government officials & representatives of Korean companies based in ASEAN countries
 - Audience: Korean business community
- Approved Budget: KRW 270,000,000

B. Main Activities

Each seminar featured presentations by government officials from ASEAN on investment opportunities, business environment, investment incentives and promising projects in ASEAN Member States. Also, successful business experiences were presented by Korean companies doing business in ASEAN. Around 300 business meetings were held between ASEAN officials/entrepreneurs and potential Korean investors. Investment promotion materials on each of the 10 ASEAN Member States were distributed to the participants.



Business Meeting

C. Evaluation

Outcome & Impact

- The seminars effectively promoted ASEAN Member States as promising investment destinations and also provided an opportunity for ASEAN officials and businessmen and the Korean business community to establish business networks.
- An average of 107 potential Korean investors interested in doing business in ASEAN member states participated in each seminar.
- Business meetings arranged after presentations allowed potential Korean investors to consult with ASEAN officials and entrepreneurs on sectors that they were interested in and contributed to laying the groundwork for actual investment in the future.

Areas for Improvement

- The Centre will follow up with business inquiries made by potential Korean investors in coordination with ASEAN Investment Promotion Agencies.



Q&A Session

Country	Date/Venue	Program	Speakers	Participants (audience)	Business meeting
Brunei Darussalam	Date: 19 Oct. 2010 Venue: Lotte Hotel, Seoul	Keynote Speech	H.E. Dato Harun Ismail, Ambassador of Brunei Darussalam	62	14
		Video Presentation	Brunei Economic Development Board (BEDB)		
		Presentation – Business Opportunities in Brunei Darussalam	Capt. Sheikh Rashid Salam, Head of Marketing and Investment Promotion, BEDB		
		Presentation by Korean Company	Mr. Dong Hwan Oh, Director of Strategic Business Division, STX Corp.		
		Business Meeting	3 Booths - 2 BEDB & 1 STX Corp.		
Cambodia	Date: 11 June 2010 Venue: Millennium Seoul Hilton Hotel	Keynote Speech	H.E. Chea Vuthy, Deputy Secretary General, Cambodia Special Economic Zones Board (CSEZB)	80	12
		Presentation – Investment Environment and Opportunity in Cambodia	Mr. Suon Sopha, Deputy Director, Public Relations and Investment Promotion Department, Cambodian Investment Board (CIB)		
		Presentation by Korean Company	Mr. Jo Young Dae, Manager, Camko Motor Co., Ltd.		
		Business Meeting	4 Booths - Cambodia Special Economic Zones Board (CSEZB) - Cambodian Investment Board (CIB) - Ministry of Foreign Affairs - Camko Motor Co.		

Country	Date/Venue	Program	Speakers	Participants (audience)	Business meeting
Indonesia-Singapore Joint Investment Seminar on the Free Trade Zones of Batam, Bintan & Karimun	Date: 28 Sept. 2010 Venue: Lotte Hotel Seoul	Keynote Speech 1	H.E. Gita Wirjawan, Chairman, Indonesia BKPM	110	30
		Keynote Speech 2	Dr. Beh Swan Gin Managing Director, Singapore EDB		
		Keynote Speech 3	H.E. Muhammad Sani Governor, Riau Islands Province, Indonesia		
		Presentation (1) – Synergies between Singapore and BBK	Mr. Chiu Wen Tung Director of International Policy, Singapore EDB		
		Presentation (2) – Doing business in BBK: Success Story of PT Tri Karya Alam	Mr. David Bak President Commissioner, PT Tri Karya Alam		
		Presentation (3) – Experience of Sembcorp Industrial Parks in Indonesia	Mr. Ronald Lee Mui Snag Chief Marketing Officer, Sembcorp Parks Management Pte. Ltd.		
		Business Meeting	8 Booths - 2 BKPM - Riau Islands Province & Bintan - Batam - Karimun - 2 EDB - Sembcorp Parks Management		
Lao PDR	Date: 27 May 2010 Venue: Lotte Hotel Seoul	Keynote Speech	Mr. Houmpheng Souralay, Director General, Division of Investment Promotion, MPI	90	12
		Presentation – Investment Opportunities in Lao PDR, the Land-linked Country	Mr. Phouvong Phaophongsavath, Division of Investment Promotion, MPI		
		Presentation by Korean Company	Mr. Sangbum Yun, Managing Director, Sejong Rubber Plantation		
		Business Meeting	4 Booths - 3 MPI & 1 Sejong Rubber Plantation		

Country	Date/Venue	Program	Speakers	Participants (audience)	Business meeting
Malaysia	Date: 21 July 2010 Venue: Lotte Hotel Seoul	Keynote Speech and Presentation	Hon. Dato' Sri Mustapa bin Mohamed Minister of International Trade & Industry of Malaysia	240	150
		Video Presentation – Malaysia: Your Profit Centre in Asia			
		Presentation by Korean Company	Dato' Sang Bai Lee, President of KOCHAM Malaysia, President of Samsung Malaysia		
		Business Meeting	24 Booths - 2 MIDA - MATRADE - Kuantan Port Authority - 2 JSIC - Iskandar Investment Berhad - STIDC - 2 Johor Corporation - MPI - IRDA - ECERDEC - Invest Perak - NCIA - Bintulu Development Authority - Malaysian Biotechnology Corporation SDN BHD - Senai Hi-Tech Park SDN BHD - NCL Solutions SDN BHD - Bolton Optical SDN BHD - Elit Purnama SDN BHD - Advance Autotek Industries SDN BHD - Uem Land Holdings Berhad - Maza Automotive Manufacturing SDN BHD		

Country	Date/Venue	Program	Speakers	Participants (audience)	Business meeting
Myanmar	Date: 7 Dec. 2010 Venue: Lotte Hotel Seoul	Keynote Speech	Mr. Tun Tun Naing Director General, Directorate of Investment and Company Administration, Ministry of National Planning and Economic Development	123	12
		Presentation on Business Environment in Myanmar	Ms. Khin Lay Tin Deputy Director, Directorate of Investment and Company Administration		
		Presentation on Korean Company's Business Experience in Myanmar	Mr. Sung Hwan Kim Director, Shinsung Tongsang Int'l Co., Ltd.		
		Business Meeting	3 Booths - 2 MNPED - Shinsung Tongsang Int'l Co., Ltd.		
Philippines	Date: 26 Oct. 2010 Venue: Millennium Seoul Hilton Hotel	Keynote Speech	Hon. Cristino L. Panlilio Undersecretary of the Department of Trade & Industry, Managing Head of Board of Investments	100	16
		Presentation – Investment Climate & Opportunities in the Philippines	Assistant Secretary Felicita Agoncillo-Reyes Department of Industry & Investments		
		Presentation by Korean Company	Mr. Chang Eun-Gap President of Korean Chamber of Commerce in the Philippines		
		Business Meeting	3 Booths - 2 BOI - Korean Chamber of Commerce Philippines		

Country	Date/Venue	Program	Speakers	Participants (audience)	Business meeting
Thailand	Date: 17 Nov. 2010 Venue: Novotel Hotel, Daegu	Keynote Speech and Presentation on Thailand Business Environment and Investment Policies	Mrs. Hirunya Suchinai, Senior Executive Investment Advisor, Thailand Board of Investments	60	9
		Korean Company's Business Experience in Thailand	Mr. Lee Jang Kwon, Managing Director DAE-A Electronics, Thailand		
		Business Meeting	4 Booths - 3 BOI - DAE-A Electronics, Thailand		
Vietnam	Date: 8 June 2010 Venue: Lotte Hotel Seoul	Introduction Remarks	Mr. Ta Hoang Linh, Deputy Director-General, VIETRADE	95	30
		Presentation – Overview of Vietnamese Economy and Investment 2009-2010	Mr. Nguyen Quoc Hung, Deputy Director General, International Relations, Government's Office		
		Presentation – Investment Environment and Policy in Vietnam	Mrs. Nguyen Thi Bich Van, MPI		
		Presentation – Potentials and Opportunities in Thua Thien Hue Province	Mr. Le Dinh Khanh, Deputy Director, Department of Planning and Investment of Thua Thien-Hue Province		
		Presentation - Potentials and Opportunities in Quang Ngai Province and Introduction of Dung Quat Economic Zone and Pho Phong Industrial Zone	Mrs. Nguyen Thi Kim Hoa, Quang Ngai province's People Committee		
		Presentation – Experiences and success story of GM-Daewoo in Vietnam	Mr. Kim Jung In, General Director of GM Daewoo Vidamco		

Country	Date/Venue	Program	Speakers	Participants (audience)	Business meeting
Vietnam	Date: 8 June 2010 Venue: Lotte Hotel Seoul	Business Meeting	19 Booths - MPI - Thua Thien Hue Province - Quang Ngai Province - Sai Gon – Da Nang Investment Corporation - Chan May – Lang Co Economic Zone - Dung Quat Industrial Zone - Vietnam National General Export-Import JSC No. 1 - Long Hau Corporation - Sai Gon – Hue Investment Corporation - Tan Tao Group - Dong Nam Import Export Corporation - Dinh Vu Industrial Zone Joint Stock Company - Industrial Zone Infrastructure Investment and Development Company Limited - Hue Textile-Garment Joint-Stock Company - Hoang Gia Vietnam JSC - Vietnam Investment Promoting Technics & Construction JSC - Trung Quy Investment JSC-Hue - Ace Vina Company - Saigon Investment Trading JSC	95	30

Investment Mission

The Centre dispatched investment missions to ASEAN Member States in order to provide an opportunity for potential Korean investors to explore investment opportunities in promising business sectors by providing first-hand information on the investment climate and opportunities.

A. Outline

- Date: June 2010 – January 2011 (5 times)
- Venue: 10 ASEAN member states
- Participants: Around 20 Korean businessmen, business association officials and related experts per mission
- Approved Budget: KRW 170,000,000

B. Main Activities

Particular industrial sectors were identified in coordination with Investment Promotion Agencies (IPAs) of the Member States for each mission which was dispatched to 2-3 Member States at a time. The mission program included briefings on the investment climate and policy by officials of ASEAN IPAs and industrial visits to relevant government agencies and local companies. Business meetings were also arranged between potential Korean investors on the mission and their ASEAN counterparts.

Country	Sector	Date	Activities	Participants
Cambodia (Phnom Penh)	IT Service & Garment Industry	13-15 June 2010	<ul style="list-style-type: none"> - Visit to Council for the Development of Cambodia (CDC) - Visit to DFDL Mekong - Visit to AZ Group - Business Luncheon IT Services Group <ul style="list-style-type: none"> - Visit to Ministry of Posts and Telecommunications (MPTC) - Visit to National Information Communications Technology Development Authority (NiDA) - Visit to Telkom Cambodia - Visit to Axiata Company - Visit to M Fone Factory Garment Group <ul style="list-style-type: none"> - Visit to Garment Manufacturers Association in Cambodia (GMAC) - Visit to PCCS Garment LTD - Visit to Yakjin Cambodia - Visit to Nexdia Group Limited - Visit to SL Garment Processing 	18



News Coverage on Investment Missions

Country	Sector	Date	Activities	Participants
Myanmar (Yangon)	IT Service & Garment Industry	17-19 June 2010	<p>IT Services Group</p> <ul style="list-style-type: none"> - Visit to Myanmar Posts and Telegraphs - Visit to domestic and overseas communications offices of Ministry of Communications Posts and Telegraphs (MCPT) - Visit to Myanmar Information & Communication Technology Park <p>Garment Industry</p> <ul style="list-style-type: none"> - Visit to Ministry of Commerce - Visit to Yes GMT - Visit to Opal - Visit to S.M.K. - Visit to Myanstar Garment Co., Ltd. - Visit to Yangon Pan-Pacific Int'l Co., Ltd. - Visit to MT Trading Co., Ltd. <p>- Visit to the Embassy of the Republic of Korea in Myanmar</p> <p>- Business Luncheon</p>	18
Laos (Vientiane)	Agro-processing and Distribution & Agricultural Machinery	5-7 September 2010	<p>Policy Briefing</p> <ul style="list-style-type: none"> - Presentation 1: "FDI Policy of Lao PDR" <p>Investment Promotion Department, Ministry of Planning and Investment (MPI)</p> <ul style="list-style-type: none"> - Presentation 2: "Investment Opportunities for Agriculture and Forestry Sector in Lao PDR" <p>Planning Department, Ministry of Agriculture and Forestry</p> <ul style="list-style-type: none"> - Presentation 3: "Policies towards business operation, importation and distribution of agricultural products, agricultural equipment and machinery" <p>Import-export Department, Ministry of Industry and Commerce</p>	25

Country	Sector	Date	Activities	Participants
			<p>Business Luncheon</p> <p>Group business consultations with 20 Lao entrepreneurs, 2 Lao Chamber of Commerce</p> <p>Site Visits</p> <ul style="list-style-type: none"> - Vanseng Agricultural Shop - Tractor Kubota Vientiane - KOLAO Group: head office, Jatropa Farm in Natae, automobile showroom & service center 	
Vietnam (Hanoi & Ho Chi Minh City)	Agro-processing and Distribution & Agricultural Machinery	7 -10 September 2010	<p>Seminar on Investment and Trade between Korea and Vietnam</p> <ul style="list-style-type: none"> - Presentation 1 by MPI - Presentations 2 by Ministry of Agriculture and Rural Development <p>Business Matching</p> <ul style="list-style-type: none"> - More than 210 business meetings with 74 Vietnamese Enterprises (Hanoi, Hochiminh City) <p>Site Visits</p> <ul style="list-style-type: none"> - Maize Research Institute and maize plantation - Vietnam Engine and Agricultural Machinery Corporation (VEAM) - Hapro-Hanoi Trade Company agricultural machinery: - Southern Vietnam Engine and Agricultural Machinery Company Limited agro-processing & distribution - Saigon Co-op Distribution <p>Presentation by Hochiminh City Department of Planning and Investment (DPI)</p>	25

Country	Sector	Date	Activities	Participants
Indonesia (Jakarta, Batam)	Ship Design and Parts & Construction Machinery	3-7 October 2010	<p>Business Forum on Investment Opportunities in the field of Ship Building Industry and Construction Machinery</p> <ul style="list-style-type: none"> - Remarks by BKPM - Presentation by Directorate Maritime Industry and Technical Service, Ministry of Industry - Presentation by Association of Indonesian Shipping and Offshore Infrastructure - Directorate Machine Industry, Ministry of Industry - Association of Heavy Equipment Association <p>Business Luncheon</p> <p>One-on-One Business Meeting</p> <p>Industrial Visit & Business Meeting</p> <p>Ship Design and Parts</p> <ul style="list-style-type: none"> - Daya Radar Utama - Kodja Bahari - PT. Tri Kary Alam in tg. Uncang - PT. McDermott Indonesia - PT Marcopolo <p>Construction Machinery</p> <ul style="list-style-type: none"> - Dong Il Metal Indonesia - PT. Hexindo Adiperkasa Tbk. <p>Presentation on Investment Opportunities in Batam</p>	20
Singapore	Ship Design and Parts & Construction Machinery	7-8 October 2010	<p>Visit to Economic Development Board</p> <p>Business Meeting between Singapore and Korean companies</p> <p>Business Luncheon</p> <p>Industrial visit & business meeting</p> <ul style="list-style-type: none"> - Visit to Rolls-Royce International Limited - Visit to Berg Propulsion International PTE. LTD. 	18

Country	Sector	Date	Activities	Participants
Malaysia	Smart Grid & LED	28 November - 1 December 2010	<p>Seminar on 'Smart Grid & LED Sectors' in Malaysia</p> <ul style="list-style-type: none"> - Welcoming remarks by MIDA - Presentation on Smart Grid & LED industry in Malaysia by MIDA - Presentation by Energy Commission - Presentation by Korea Electro-technology Research Institute - Presentation by Society of LED and Solid State Lighting <p>Business Luncheon</p> <p>Individual Business Meeting</p> <p>Site Visits</p> <ul style="list-style-type: none"> - Visit to TNB (Tenaga Nasional Berhad) - Visit to KOCHAM Malaysia - Visit to Tropical Chase <p>Industrial Visit & Business Meeting</p> <p>Smart Grid:</p> <ul style="list-style-type: none"> - Visit to Tamco Switchgear (Malaysia) Sdn. Bhd <p>LED Company:</p> <ul style="list-style-type: none"> - Visit to Bloxwich (Malaysia) Sdn. Bhd. - Visit Supreme LED Sdn. Bhd. 	16
Brunei	Smart Grid & LED	1-3 December 2010	<p>Briefing</p> <ul style="list-style-type: none"> - Presentation on Smart Grid Technology by Korea Electro-technology Research Institute - Presentation on LED by Society of LED and Solid State Lighting <p>Briefing on Business Opportunities in Brunei by Stakeholder Relations, BEDB</p> <p>Business Luncheon</p> <p>Site Visits</p> <ul style="list-style-type: none"> - Visit to Department of Electrical Services (DES) - Visit to Berakas Power Company (BPC) 	16

Country	Sector	Date	Activities	Participants
Thailand	Agricultural Machinery & Construction Machinery	16-19 January 2011	<p>Briefing on Agricultural and Construction Machinery Sector in Thailand</p> <ul style="list-style-type: none"> - Presentation 1 by Deputy Secretary General of BOI - Presentation 2 by Director of Division 1, Investment Promotion Bureau 2, BOI - Presentation 3 by President of Korean-Thai Chamber of Commerce <p>Business Luncheon</p> <p>Individual Business Meeting</p> <p>Courtesy call on Deputy Minister of Commerce</p> <p>Courtesy call on Prime Minister</p> <p>Site visits</p> <p>Agricultural Machinery:</p> <ul style="list-style-type: none"> - Visit to Kasetphattana Chachoengsao - Visit to Halla Climate Control - Visit to Agricultural Machinery Markets <p>Construction Machinery:</p> <ul style="list-style-type: none"> - Visit to Metro Machinery - Visit to Construction Equipment and Parts Association of Thailand (CEPT) 	22
Philippines	Agricultural Machinery & Construction Machinery	19-22 January 2011	<p>Presentation on Investment Opportunities in the Philippines</p> <ul style="list-style-type: none"> - Presentation 1 by Assistant Secretary, BOI Investment Promotion Group - Presentation 2 by President of Philippine Agricultural Development and Commercial Corporation - Business Networking <p>Business Luncheon</p> <p>Courtesy call on Undersecretary of the Department of Trade & Industry, Managing Head of Board of Investments</p> <p>Briefing by President of Korean Chamber of Commerce Philippines</p> <p>Site visits</p> <p>Agricultural Machinery:</p> <ul style="list-style-type: none"> - Visit to show room of Kubota Agro-industrial Machinery - Visit to Agricultural Machinery Testing and Evaluation Centre (AMTEC) at UPLB <p>Construction Machinery:</p> <ul style="list-style-type: none"> - Visit to DM Consunji, Inc. (DMCI) - Visit to Asia Int'l Auctioneers, Inc - Visit to United Auctioneers, Inc 	22



Site Visit to the Agricultural Machinery Testing and Evaluation Centre (AMTEC) (Mission to the Philippines)

first-hand understanding of the investment climate and opportunities and establish networks with ASEAN companies.

- The investment missions received extensive media coverage: a reporter from Maeil Business Newspaper, one of Korea's prominent economic daily newspapers, joined four missions and wrote articles on the investment missions as part of a special feature series titled "One Asia" that Maeil Business Newspaper carried.

C. Evaluation

Outcome & Impact

- Around 200 potential Korean investors benefited from the program, helping them gain a

Areas for Improvement

- Follow-up measures would be undertaken to monitor how much investment would be actually materialized to ASEAN Member States.



Briefing on Investment Opportunities (Mission to Cambodia)

Information and Intermediary Services

ASEAN-Korea FTA Integrated Information Services

The Centre launched ASEAN-Korea FTA Integrated Information Services to help increase the utilization of ASEAN-Korea Free Trade Agreement (AKFTA) especially among the business community in ASEAN by providing practical information such as tariff rates and rules of origin. The website is also designed to provide other business-oriented information to ASEAN and Korean business communities.

A. Outline

- Contents: Tariff rates, rules of origin, trade statistics, a directory of Korean importers (including around 2,500 business concerns) which was published in FY2009, and other relevant business information
- Approved Budget: KRW 100,000,000

B. Main Activities

The website offers a much-needed integrated information service on

AKFTA ranging from tariff rates to rules of origin. Provided in English, it also features a function which makes it possible to run a simulation on relevant procedures and costs. In addition, trade statistics and other business-related information are also available such as the directory of Korean companies importing from ASEAN and trade exhibitions to be held in ASEAN and Korea.

C. Evaluation

Outcome & Impact

- The website is expected to serve as a practical guide for the business communities in ASEAN and Korea on how to benefit from AKFTA in their trading business.
- The website will contribute to further increasing the utilization of ASEAN-Korea FTA.

Areas for Improvement

- In FY2011, the Centre will continue to update and improve the ASEAN-Korea FTA Integrated Information Services based on the feedback from the business community.



Homepage of the AKFTA Integrated Information Service
(www.akfta.net)



Chapter 2. Culture and Tourism

ASEAN Tourism Promotion
 Technical Cooperation/Capacity Building
 Cultural Exchange

ASEAN Tourism Promotion

Tourism is one of the priority sectors for ASEAN as identified under the pillar of people-to-people connectivity in the *Master Plan on ASEAN Connectivity* adopted by ASEAN leaders at the 17th ASEAN Summit in 2010. ASEAN-Korea cooperation in the tourism sector indeed has been gathering momentum, and the leaders at the 13th ASEAN-Korea Summit pledged to “continue cooperation to help the ASEAN-Korea Centre serve as a focal point for the enhancement of tourism between ASEAN and Korea”. ASEAN is ranked among the top destinations for Korean tourists, and given the region’s geographic proximity and rich tourism resources, the region holds great potential which can be further tapped to increase tourist flows from Korea.

During FY2010, the Centre undertook a series of activities aimed at promoting ASEAN tourism among the Korean public. In addition to the *ASEAN Culture and Tourism Fair*, *Publication of ASEAN Tourism Guide* implemented in FY2009, a new program titled *ASEAN Tour Program Development Contest* was organized. Reflecting the requests from the Member States, the Centre also participated in the *Korea World Travel Fair (KOTFA)*, one of the largest travel fairs held in Korea, where the Centre

promoted ASEAN tourism. The tourism promotion activities provided the Korean public with better access to up-to-date information on tourism resources in ASEAN countries and introduced newly emerging ASEAN tourism trends.

ASEAN Culture and Tourism Fair

Following the first *ASEAN Culture and Tourism Fair* successfully held in September 2009, the Fair in FY2010 was organized to further raise public awareness of ASEAN culture and tourism resources, thereby promoting tourism to ASEAN countries.



ASEAN Performers at the Opening Ceremony

A. Outline

- Date: 12-17 October 2010
- Venue:
 - Out-of-Seoul Performance: Bucheon World Intangible Cultural Heritage Expo (12 Oct) 2010 Great Baekjae World Festival (13 Oct)
 - Opening Ceremony: National Centre for Korean Traditional Performing Arts (15 Oct)
 - Main Event: Yongsan Plaza and Yongsan I'Park Mall Event Park (16-17 Oct), Seoul
- Participants:
 - 71 performers and National Tourism Organization (NTO) representatives from ASEAN Member States
 - Approximately 44,500 visitors
- Approved Budget: KRW 300,000,000

B. Main Activities

The *ASEAN Culture and Tourism Fair* was held at Yongsan Plaza adjacent to the Yongsan Station and in two provincial cities, Bucheon and Buyeo. The Fair was kicked off with an opening ceremony which took place at the National Center for Korean Traditional Performing Arts in Seoul on the theme of "Together in Culture: ASEAN and Korea." The Ceremony included cultural performances by ASEAN delegations showcasing the rich and diverse cultural heritages of ASEAN. The main event, held at the Yongsan Plaza, featured traditional performances of the 10 ASEAN Countries. National tourism booths of 10 ASEAN Countries were set up at the venue where visitors could receive information on tourism resources of each ASEAN country, taste ASEAN food, and experience ASEAN culture.

In addition, two special booths were also put up, namely, ASEAN Pavilion which displayed ASEAN handicraft products which combine rich cultural heritage with contemporary design, and Taste of ASEAN Booths which presented visitors with an opportunity to taste teas and drinks from ASEAN countries.

C. Evaluation

Outcome and Impact

- Held at the Yongsan Plaza in Seoul that houses a mega shopping and entertainment complex as well as a railway station, the Fair effectively attracted a large number of visitors. In total, more than 44,500 people visited the Fair.
- Cultural performances were organized in two provincial cities as well in conjunction with major local festivals, thereby providing the opportunity for Koreans living outside Seoul to enjoy diverse ASEAN cultures and maximizing the publicity of the event.
- At the ASEAN Pavilion and Taste of ASEAN booths, various activities were organized so that visitors were able to experience different aspects of ASEAN culture.
- Survey results revealed a high level of satisfaction of ASEAN delegation members regarding the Fair arrangements and its outcome.
- The Fair received ample media

coverage before and during the event in a wide range of media outlets such as TV (Arirang TV, etc.), newspapers (Hankook Kyungjae, etc.), news agencies (Yonhap News and Newsis) and on the Internet.

Areas for Improvement

- Suggestions were made that the Fair should be organized at a single venue since rehearsals and performances in different cities put much strain on performers.
- An indoor venue could be considered since outdoor performances are susceptible to weather conditions.
- Promoting two-way tourism could be considered by inviting Korea National Tourism Organization (KNTO) to set up a Korea booth at the Fair.

Publication of ASEAN Tourism Guide

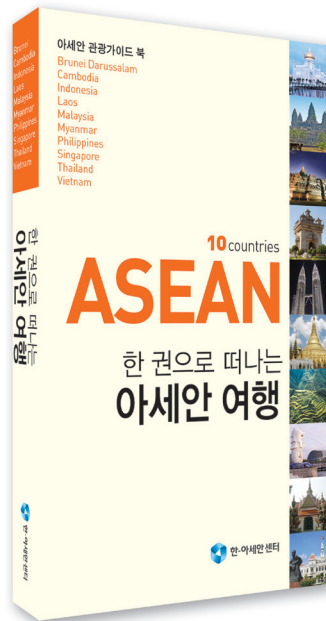
While ASEAN countries are among the most favored destinations for Korean travelers, there is a lack of up-to-date information on tourism resources and culture of ASEAN countries. In order to address this information gap, the Centre published ASEAN Tourism Booklets in FY2009, introducing various tourist attractions in ASEAN. Based on the feedback received on the ASEAN Tourism Booklets, the *ASEAN Tourism Guide* was published



Cultural Performances during the Main Event



Visitors Participating in National Booth Activities



2010 Edition of the ASEAN Tourism Guide

in FY2010, making detailed information of ASEAN's various tourism resources available in one book.

A. Outline

- Language: Korean
- No. of Copies: 12,000
- Distribution: The Guide was distributed to relevant organizations in Korea and at various events organized by the Centre
- Approved Budget: KRW 77,000,000

B. Main Activities

In cooperation with the ASEAN NTOs, the Guide was prepared in Korean introducing tourism resources of the 10 ASEAN Member States.

The ASEAN Tourism Guide was widely distributed during the events the Centre organized. Over 5,000 copies were provided to visitors during the *ASEAN Culture and Tourism Fair*, and some 1,000 copies at the *Bravo! ASEAN in Korea* program. The Centre also organized several online events through which over 1,500 copies were distributed to those who requested the Guide.

In an effort to disseminate information to a wider audience and to make the

Guide more accessible and useful, the Centre is currently developing the mobile application of the Guide which will be available for download on smart phones (for both iPhones and Android phones), and it will be in service from May 2011 onwards.

C. Evaluation

Outcome and Impact

- The Guidebook offered potential Korean tourists with comprehensive, practical and useful information to plan their trips to ASEAN countries, thereby helping to further increase tourist flows to ASEAN.
- The Guide was well received and acquired highly favorable feedback from relevant organizations and readers.

Areas for Improvement

- For the second edition, updated information including new pictures and upgraded maps could be included.

ASEAN Tour Program Development Contest

As the outbound flow of Korean tourists increases, there is a growing demand for new tourism activities including cultural tourism, adventure tourism, eco-tourism, etc. To tap new and creative ideas, the Centre organized a new program titled ASEAN Tour Program Development Contest. The Contest aimed to explore new tour programs that could eventually be developed into marketable tourism routes for ASEAN countries, thus contributing to sustainable tourism development.

A. Outline

- Date: - Contest: 1 September - 10 October 2010



The Winners at the Awards Ceremony

- Awards Ceremony: 4 November 2010
- ASEAN Tour of contest winners: 28 November - 6 December 2010
- Participants: Over 170 applicants applied to the Contest. Also more than 255,000 people visited the contest website and 20,000 joined the online quiz.
- Approved Budget: KRW 100,000,000



The 3-page Feature Article on the ASEAN Tour (JoongAng Daily Newspaper)

B. Main Activities

In order to develop new marketable tour programs and generate greater public interest in ASEAN tourism, the Centre organized the ASEAN Tour Program Development Contest between September and October 2010. The Contest was supported by JoongAng Daily, one of the major daily newspapers in Korea, which helped boost the publicity of the Contest among the Korean public.

A contest website was developed in order to promote the Contest which also functioned as the main communication channel with contestants. Online quizzes were also organized to further raise public interest and participation.

A selection committee was formed comprising tourism experts and academics to select the winners. The awards ceremony was held on 4 November 2010 at the ASEAN Hall. On top of prizes, an ASEAN tour to 4 countries (Laos, Malaysia, Myanmar, and Thailand) was organized for the Contest winners based on the winning tour program from 28 November to 6 December 2010.

C. Evaluation

Outcome and Impact

- The Contest was highly successful in generating interest in ASEAN tourism: More than 255,000 people visited the contest website, and over 20,000 people joined the online quizzes. Over 170 tour programs were submitted to the Contest.
- The Contest was successful in raising the profile of ASEAN with extensive media coverage in various newspapers including JoongAng Daily, AM7, Focus, etc., as well as many internet news and portal websites. In particular, JoongAng Daily carried a 3-page special article on the Contest and the ASEAN tour.

Areas for Improvement

- The possibility of holding the Contest during the first half of the year could be considered so that the Contest has greater impact on people considering overseas travel during the summer holidays.
- The Contest could allow small groups to apply instead of limiting the competition to individuals.
- The Contest could consider introducing two categories, namely, mainland Southeast Asia and maritime Southeast Asia.

Korea World Travel Fair (KOTFA)

As part of the Centre's continued efforts to promote ASEAN tourism, the Centre participated in the *Korea World Travel Fair* held in Seoul from 3 to 6 June 2010, and set up the ASEAN booth at the Fair. The Centre provided tourism information on 10 ASEAN Member States at the ASEAN booth.

A. Outline

- Date: 3-6 June 2010
- Venue: COEX Exhibition Hall C, Seoul, Korea
- Visitors: Approximately 94,000 visitors to the KOTFA

B. Main Activities

The Centre set up an ASEAN booth at the *Korea World Travel Fair*, one of the largest tourism fairs in Korea held in June in Seoul. At the ASEAN booth, the *ASEAN Tourism Guide* and other Centre publications as well as tourism promotion materials on 10 ASEAN Member States were distributed to the visitors. ASEAN Member States also provided support by sending their NTO representatives or performers to the ASEAN Booth and managing the booth together with the Centre staff. The ASEAN booth promoted ASEAN as a tour destination on behalf of 10 ASEAN Member Countries.



ASEAN Representatives at the Centre's Booth

C. Evaluation

Outcome and Impact

- Information on ASEAN tourism was disseminated to the visitors to the Fair, thereby raising the profile of ASEAN as a whole.

Areas for Improvement

- Depending on the resources available, joining other major Tourism Fairs, particularly those held in provincial cities, could be considered.



Visitors Receiving Information at the Centre's Booth at the 23rd KOTFA

Technical Cooperation / Capacity Building

Under the Technical Cooperation/ Capacity Building section, ASEAN Tourism Human Resources Development (HRD) Program was implemented during the FY2010.

As a two-year project, the ASEAN Tourism HRD Program was carried out in five ASEAN Member States in the Greater Mekong Sub-Region (GMS) in FY2009, and in Brunei, Indonesia, Malaysia, the Philippines and Singapore in FY2010, thus completing the first two-year cycle.

ASEAN Tourism Human Resources Development (HRD) Program

To support human resources development in the ASEAN tourism industries, the ASEAN Tourism HRD Program was organized in collaboration with the ASEAN National Tourism Organizations (NTOs). The program included training sessions aimed at acquiring practical knowledge and understanding on Korean tourism trends, Korean culture and language to provide tailored service to Korean tourists.

A. Outline

- Dates/Venues: May 2010 – February 2011 (5 times)
 - Brunei Darussalam (Bandar Seri Begawan, 24-26 May 2010)
 - Indonesia (Jakarta, 14-16 July 2010)
 - Malaysia (Kuala Lumpur, 15- 17 June 2010)
 - Philippines (Cebu, 26-28 October 2010)
 - Singapore (22-23 February 2011)
- Participants: around 50 tourism professionals per program
- Partner Organizations: National Tourism Organizations of the countries concerned
- Approved Budget: KRW 125,000,000

B. Main Activities

During FY2010, the HRD programs



Lecture on Tourism Trends

were organized in five ASEAN Member States. Each country was offered a program of 2-3 days consisting of a series of lectures on Korean tourism, culture and language. While lecturers were dispatched from Korea, some lecturers, particularly for Korean language classes, were also identified locally in order to maximize the effectiveness of the training.

The lectures on Korean tourism provided in-depth observations on the current issues and trends of Korean outbound tourism as well as on future

prospects. The Korean Culture sessions offered an overview of Korea including its history, culture, lifestyle, as well as Korean etiquette and manners in order to enhance the participants' understanding of Korean tourists. The Korean language lectures allowed participants to learn the Korean alphabets and basic Korean expressions that can be used in their professions. Special lectures were also organized in each country inviting representatives from Korean Embassies or local experts on Korean culture or tourism.

C. Evaluation

Outcome and Impact

- Results of the survey on training participants showed that participants were highly satisfied with the program and found it relevant to their jobs.
- Participants were able to broaden their understanding of Korea and Koreans that would help them better accommodate Korean tourists visiting ASEAN countries.
- The Program also served as an opportunity for an active exchange of ideas among tourism professionals interested in Korean tourism.

Areas for Improvement

- Based on the identified needs for further capacity building activities, the Centre could develop regional tourism workshops or additional HRD Programs including Korean language classes.
- The possibility of offering Korean language classes targeting tour guides could be explored in the long term, given the requests from the training participants for specialized and longer language training.



Participants at the Opening Ceremony



Korean Language Lecture

Cultural Exchange

To further increase cultural exchanges and boost intercultural understanding between ASEAN and Korea, the Centre organizes various cultural programs. In FY2010, two programs, namely, *ASEAN-Korea Cultural Exhibition* and *Bravo! ASEAN in Korea* were implemented. Emphasis was placed on providing the Korean public with opportunities to appreciate vast and diverse cultures of ASEAN countries and thereby fostering understanding and friendship among the peoples of ASEAN and Korea.

ASEAN-Korea Cultural Exhibition

Following the 1st ASEAN-Korea Contemporary Photo and Media Art



Participating Artists from ASEAN & Korea

Exhibition titled “Magnetic Power” successfully held in FY2009, the 2nd ASEAN-Korea Contemporary Photo Exhibition titled “Emerging Wave” was organized in FY2010 inviting 27 photographers from ASEAN and Korea. The Exhibition was held in Seoul as well as Busan, Korea’s second largest city, thus offering an opportunity for Korean art lovers in and out of Seoul to appreciate the artworks of ASEAN and Korea.

A. Outline

- Title: ASEAN-Korea Contemporary Photo Exhibition, Emerging Wave
- Dates/Venues:
 - 13 - 23 May 2010 / Hangaram Art Museum in Seoul Arts Centre, Seoul, Korea
 - 18 June - 8 August 2010 / GoEun Museum of Photography, Busan, Korea
- Participants: 27 ASEAN and Korean artists / over 4,000 visitors
- Approved Budget: KRW 130,000,000

B. Main Activities

In cooperation with the concerned authorities in ASEAN Member States,

20 ASEAN artists were selected to showcase their artworks at the Exhibition.

A total of 27 artists (20 from ASEAN and 7 from Korea) exhibited some 110 artworks. In order to increase cost-effectiveness, the selected artworks submitted by the artists were sent via digital means so that they could be printed and framed in Korea.

On top of the Exhibition organized in Seoul and Busan, an online gallery was set up at the Centre’s website as well as at ‘Gallery N,’ of Naver, one of Korea’s most prominent Internet portal sites (photo.naver.com/galleryn/92). The online gallery not only allowed the internet users to appreciate artworks of ASEAN and Korean artists but also helped enhance the publicity of the Exhibition.



Opening Ceremony

C. Evaluation

Outcome and Impact

- The exhibition was highly successful in promoting ASEAN culture and served as a rare opportunity for the general public to enjoy ASEAN contemporary photo art. Over 4,000 people visited the exhibition.
- It helped increase public awareness of ASEAN artists in Korea and received ample media coverage in major daily newspapers, art magazines and internet portals. In addition, more than 50,000 viewers visited the online gallery per day and 1,500 copies of the Catalogue were produced and distributed to the visitors.



Guided Tour of the Exhibition

Areas for Improvement

- The Exhibition venue needs to be reserved well in advance to better facilitate logistics arrangements.
- More exhibitions could be held in other museums around the country in order to make the most of the rare opportunity for the Korean public to appreciate contemporary artworks of ASEAN and Korea artists.

Cultural Program

Bravo! ASEAN in Korea

Following the 1st event in FY2009, the 2nd *Bravo! ASEAN in Korea*, a song and dance contest for ASEAN nationals in Korea, was organized. Organized in cooperation with the Arirang TV, the program was shot and broadcasted through the Arirang TV network not only in Korea but also globally.

A. Outline

- Date:
 - Preliminary Tryout: 6 November 2010
 - Main Event: 20 November 2010
- Venue:
 - Preliminary Tryout: Arirang TV Studio
 - Main Event: New Millennium Hall, Konkuk University, Seoul
- Participants: ASEAN people residing in Korea
 - 45 teams applied to the preliminary round and 12 teams competed in the main event
- Approved Budget: KRW 150,000,000

B. Main Activities

The Centre has engaged in PR activities to promote the event as well as to recruit contestants. Out of some 45 teams that submitted applications, 12 teams from 10 ASEAN Member States were selected through preliminary tryouts. The main event was held on 20 November 2010 at the New Millennium Hall of Konkuk University, one of the major venues for cultural performances and events in Seoul.

A video introducing ASEAN Member States including their cultural heritage and tourism resources as well as the contestants was produced and screened at the event. The event was shot and broadcasted by Arirang TV

Global Network on both the 12 and 13 December 2010. The program received financial support from the Seoul Metropolitan Government, Kookmin Bank and FILA Korea.

C. Evaluation

Outcome and Impact

- More than 900 people joined the main event on 20 November 2010.
- The Program contributed to raising awareness of ASEAN as the main event was broadcasted worldwide through the Arirang TV global network.
- It also received extensive coverage in the Korean media such as the Korea Herald, Korea Times, Yonhap News, etc.



Cultural Performance

Areas for Improvement

- As it takes time for potential contestants to prepare themselves for an event like *Bravo! ASEAN in Korea*, PR activities for the event should be carried out well in advance.



Awards Ceremony



Chapter 3. Public Relations and Information Service

PR Activities for ASEAN Awareness
Information Service

PR Activities for ASEAN Awareness

Despite considerable progress made in ASEAN-Korea relations, the level of public awareness of ASEAN remains relatively low, especially in Korea. To increase awareness of ASEAN and ASEAN-Korea relations and thus foster mutual understanding between the peoples of ASEAN and Korea, the Centre carried out a wide array of public outreach activities such as Lecture Series on ASEAN, School Tour Program, ASEAN-Korea Multimedia Competition, and PR Activities through Media and Other Means.

Lecture Series on ASEAN

Four public lecture series and a special lecture were organized on various topics relating to ASEAN and ASEAN-Korea cooperation at the ASEAN Hall.

A. Outline

- Date/Venue: year-round / ASEAN Hall
- Attendees: total 2,110 (approximately 70 per session/29 sessions)
- Approved Budget: KRW 30,000,000

B. Main Activities

The four Lecture Series were A Voyage to ASEAN: Ten Paradises, A Journey to Historic Cities of ASEAN, ASEAN Ambassadors' Lecture, and ASEAN Economic Community and ASEAN-Korea Cooperation. In addition, a special lecture was organized by H.E. Fidel V. Ramos, Former President of the Republic of the Philippines. A total of 29 sessions were organized, attended by around 70 people of diverse backgrounds each time. The lectures helped promote a higher level of understanding of ASEAN and ASEAN-Korea relations among the Korean public.



Lecture on "A Journey to Historic Cities of ASEAN: Splendid Cultural Heritage"

A Voyage to ASEAN: Ten Paradises (10 sessions)

Date	Lecturer	Topic
3/25	Mr. Park Ha-Seon, Photographer/ Host of EBS World Theme Travel	Life and Culture in Myanmar
4/1	Prof. Soh Byung-Kuk, Hankuk Univ. of Foreign Studies	Historical Culture of Malaysia
4/8	Mr. Lim Jong-Jin, Photographer/ Resided in Cambodia for photography assignment	A Closer Look at Cambodia
4/15	Ms. YeeYoung-Ran, Former KOICA volunteer in Lao PDR	View Inside Laos and Outside Laos
4/22	Mr. Le Hoai-Phuong, Professional Dan Bau Artist/ Korea National Univ. of Arts	Lecture Concert on Vietnamese Traditional Music
4/29	Ms. Shin Hye-Kyung, Curator/ Curator of 2010 ASEAN-Korea Photo Exhibition	Modern Art and Photography: Singapore
5/6	Ms. Han Geum-Sun, Photographer/ Featured Artist of UNESCO	A Green Heart of Borneo: Brunei
5/13	Prof. Kan Ho-Sup, Hongik Univ./ Winner of Thai Cultural Exchange Award	Culture and Fashion of Thailand
5/20	Mr. LEE Won-Tae, Research Fellow at Korea Culture & Tourism Institute	Society and Culture of the Philippines
5/27	Ms. Oktiya Haniarti, Performer at the 63rd Anniversary of Indonesian Armed Forces Day	Lecture Performance on Indonesian Traditional Dance

A Journey to Historic Cities of ASEAN: Splendid Cultural Heritages (6 sessions)

Date	Lecturer	Topic	Number of Attendees
4/20	Mr. Yang Seung-Yoon Professor, Hankuk University of Foreign Studies	ASEAN History & Culture PHILIPPINES- Manila, Cebu	98
4/27	Mr. Park Jang Sik Professor, Pusan University of Foreign Studies	MYANMAR-Bagan LAOS- Luang Prabang	85
5/4	Mr. Hong Seok-Joon Professor, Mokpo National University	MALAYSIA - Malacca, Penang SINGAPORE	85
5/11	Mr. Yu Insun Former Professor, Seoul National University	VIETNAM- Hanoi, Hue, Ho Chi Minh	90
5/18	Ms. Cho Youn-Mee Researcher at the Institute of Cross-Cultural Studies in Seoul National University	INDONESIA- Yogyakarta BRUNEI-Bandar Seri Begawan	79
5/25	Ms. Kim Young Aih Professor, Hankuk University of Foreign Studies	THAILAND- Bangkok CAMBODIA-Siem Reap, Phnom Penh	86
Total			523

ASEAN Ambassadors' Lectures (7 sessions)

Date	Country	Lecturer	Topic	Number of Attendees
8/12	Indonesia	H.E. Nicholas Tandi DAMMEN	Indonesia-Korea Bilateral Relations	80 for each session (560 in total)
8/19	Lao PDR	H.E. Soukthavone KEOLA	Relationship between Laos-Korea, 15th Anniversary of Diplomatic Relations	
9/2	Philippines	H.E. Luis T. Cruz	Philippines-Korea Relations: The Philippines in the Korean War	
9/7	Vietnam	H.E. TRAN Tron Toan	Vietnam-Korea Relationship	
9/28	Malaysia	H.E. Dato' RAMLAN Bin Ibrahim	50th Malaysia-Republic of Korea Bilateral Relationship	
9/30	Cambodia	H.E. CHAN Ky Sim	Business Investment Opportunities and Culture & Tourism in Cambodia	
10/5	Thailand	H.E. Chaiyoung SATJIPANON	Thailand-Korea Relations	

**Special Lecture by H.E. Fidel V. Ramos,
Former President of the Republic of the Philippines**

Date	Lecturer	Topic	Number of Attendees
9/17	H.E. Fidel Valdez Ramos, Former President of the Republic of the Philippines	ASEAN's Role in a Changing Regional and International Landscape	110

ASEAN Economic Community and ASEAN-Korea Cooperation (5 sessions)

Date	Lecturer	Topic	Number of Attendees
11/9	Mr. Park Bun Soon, Senior Research Fellow, Samsung Economic Research Institute	On the Road to ASEAN Economic Community	70
11/16	Mr. Bae Geung Chan, Dean of Research Department, Institute of Foreign Affairs and National Security	ASEAN and East Asia Cooperation	67
11/23	Mr. Cheong Inkyo, Professor of Economy, Inha University	Evaluation of ASEAN-Korea FTA and FTA Utilization	61
11/30	Mr. Kwon Yul, Research Fellow, Korea Institute for International Economic Policy (KIEP)	Expanding ASEAN-Korea Economic Cooperation: Performances and Challenges	59
12/7	Mr. Bok Dug Gyou, Deputy-Director, Asia & Oceania Team, Korea Trade-Investment Promotion Agency (KOTRA)	Overview of Korean Companies in ASEAN	60



Special Lecture by H.E. Fidel V. Ramos, former President of the Republic of the Philippines

C. Evaluation

Outcome & Impact

- Building on the experience in FY2009, the Lecture Series was improved in content and scope, attracting a larger number of people of diverse backgrounds, more than three times the number of attendees in FY2009.
- According to the survey, 90% of participants found the lecture series useful and informative.
- The Lecture Series attracted extensive media coverage: it was covered by over 60 printed media and 200 online media outlets.

Areas for Improvement

- In order to increase the impact, the possibility of holding the lecture series at other venues such as universities and provincial cities than the ASEAN Hall could be considered.
- The Centre should continue its efforts in positioning the lecture series as one of the main avenues for the Korean public to learn about ASEAN.

School Tour Program

In an effort to provide students with an opportunity to learn and experience diverse aspects of ASEAN countries, the School Tour Program was organized at ten elementary schools in Seoul and Gyeonggi Province.

A. Outline

- Date: May - November, 2010
- Venue: 10 elementary schools in Seoul and Gyeonggi Province
- Participants: 1,800 elementary school students
- Approved Budget: KRW 48,000,000

B. Main Activities

In cooperation with the Offices of Education, 10 schools in and around Seoul were selected. Prior to the



Student Participants



Presentation on ASEAN

program, a guidebook for kids titled *Exploring ASEAN with AK* was distributed to participating schools. Additionally, a drawing contest was organized on the main guest country before the School Tour and the awards ceremony was held during the program. A total of 10 School Tours were

conducted introducing the 10 ASEAN Member States. Attended by around 180 students, each session featured one ASEAN Member State as the main guest country. The program featured a presentation on ASEAN, cultural performances and traditional games of the concerned main guest country, and booth activities. For each ASEAN Member State, a booth with cultural items and photo walls was set up and the students were engaged in arts and crafts activities. Also an ASEAN map puzzle game was conducted where each group of students tried to put the puzzle pieces together and make a map of ASEAN, which helped the students learn where all the ASEAN Member States and their capital cities are located.

School Tour Schedule

No.	Date	Name of School	District	Grade/ Number of Students	Guest Country
1	5/6	Jeongreung Elem.	Seongbukgu	Grade 4-6/ 140	Indonesia
2	5/29	Banghwa Elem.	Gangseogu	Grade 6/ 160	Cambodia
3	6/17	Galsan Elem.	Yangcheongu	Grade 4-6/ 160	Laos
4	9/4	Hwasoo Elem.	Goyangsi	Grade 4-6/ 220	Thailand
5	10/6	Seo-e Elem.	Seochogu	Grade 6/ 110	Brunei
6	10/12	Seonyu Elem.	Yeongdeungpogu	Grade 6/ 140	Philippines
7	10/20	Gusan Elem.	Eunpyeonggu	Grade 6/ 250	Myanmar
8	10/29	Shindong Elem.	Seochogu	Grade 6/ 200	Singapore
9	11/4	Gosan Elem.	Gurogu	Grade 5/ 150	Vietnam
10	11/10	Dukseong Elem.	Euiwangsi	Grade 4/ 190	Malaysia
Total				1720	



Children Enjoying the Booth Activities

C. Evaluation

Outcome & Impact

- Approximately 1,800 students participated in the programs, increased by 40% from 1,300 in FY2009.
- Additional activities such as a drawing contest which was conducted several weeks before the actual program contributed to stimulating students' interest in ASEAN and to helping enhance the involvement of students.
- Cooperation from ASEAN Embassies proved valuable in preparing and implementing the programs.

Areas for Improvement

- Additional programs could be considered in order to increase students' interest in ASEAN.

ASEAN-Korea Multimedia Competition

In recognition of the need to foster mutual understanding among the young generations of ASEAN and Korea, the Centre continued to organize ASEAN-Korea Multimedia Competition in FY2010 targeting talented university students and young artists ASEAN and Korea. Building on the success of FY2009, the program developed into a full-fledged youth exchange featuring not only a contest, but an exhibition and a workshop with the winners.

A. Outline

- Dates:
Competition: 1 October-11 November
Workshop: 13-16 December
Exhibition: 17-30 December



Awards Ceremony

- Venue: Gallery Jinsun (Exhibition), Seoul Arts Space-Mullae (Workshop)
- Participants: University students and young artists in ASEAN and Korea
- Partner Organizations: ASEAN Secretariat, ASEAN University Network, ASEAN-COCI
- Approved Budget: KRW 55,000,000

B. Main Activities

Organized under the theme of ASEAN-Korean Cities: Urban Culture & Green Life, the Competition received entries (photography & digital media arts categories) from 1 - 11 November 2010

from talented university students and young artists in ASEAN and Korea. Among over 600 entries received, 10 individuals were selected as winners in the photography category, and 6 teams won prizes in the digital media arts category.

11 winners from ASEAN won a trip to Korea and attended the awards ceremony and a multimedia workshop organized by the Centre. In addition to the winners, 18 ASEAN students also attended a three-day multimedia workshop at their own expense. Included in the workshop program were lectures on multimedia arts and

visits to Digital Media City, Siggraph Asia 2010 and Korea-the Style Exhibition.

Following the awards ceremony, an exhibition was held displaying the winning artworks in downtown Seoul from 17 - 30 December 2010. A cyber gallery was also opened at the Centre's website and the catalogue of winning artworks was published and distributed to visitors and relevant organizations.

C. Evaluation

Outcome & Impact

Number of Entries Submitted	FY2010 (from ASEAN/Korea)
Number of photography entries	549 (432/117)
Number of digital media arts entries	52 (29/23)
Total entries	601 (459/142)

- The program provided a platform for active exchanges between the youths of ASEAN and Korea, and helped them build networks.
- Organized in cooperation with ASEAN Secretariat and ASEAN University Network, the number of entries almost doubled from FY2009, reflecting the increased visibility of the program and the growing interest of the youths in ASEAN and Korea in the program.
- The Competition was covered 55

times by the media in ASEAN and Korea, enhancing the publicity of the program as well as the Centre.

Areas for Improvement

Responding to the growing needs of people-to-people exchanges especially among the youths, the Competition will seek ways to further develop its multimedia workshop and increase the number of participants. Inviting experts from ASEAN in the field of arts and/or multimedia as a workshop facilitator could be considered.

PR Activities through Media and Other Means

PR activities through media and other means were carried out to raise the public profile of ASEAN and the Centre's activities.

A. Outline

- Dates: year-round
- Approved Budget: KRW 21,000,000

B. Main Activities

The Centre's programs received extensive media coverage through various PR activities through print, broadcast, and online media.



First-Prize Winning Artwork (Photography) entitled *First Step to the Stage*

In particular, efforts were made to actively engage the media in ASEAN as well. On a regular basis, monitoring on the media coverage of the Centre was conducted.

As part of its PR activities, the Centre participated in the Seoul Friendship Fair, a festival organized by the Seoul

Metropolitan Government, and set up the ASEAN Culture Zone booth to raise awareness of ASEAN and ASEAN Member States among the general public. The following tables detail out the media coverage on the Centre's activities throughout FY2010.

Media Coverage by Activity (March 2010-February 2011)

No	Title	Print Media	Online Media	Total
1	Trade & Investment (exhibition, seminar, mission, etc)	65	88	153
2	ASEAN Culture and Tourism Fair & ASEAN Tourism Development Contest	22	34	56
3	ASEAN Tourism HRD Program	18	-	18
4	ASEAN-Korea Contemporary Photo Exhibition	30	26	56
5	Bravo ASEAN! in Korea	23	26	49
6	Lecture Series on ASEAN	62	219	281
7	ASEAN-Korea Multimedia Competition	8	56	64
8	Awareness-raising activities including Seoul Friendship Fair	62	25	87
9	ASEAN-Korea Centre (other activities, interviews with the Secretary General, etc.)	68	19	87
Total		358	493	851

Coverage by Major Korean Media

No	Name	Type	Title	Date	Circulation
1	Joongang Ilbo	Newspaper	ASEAN Brownbag Seminar: Lunch hour Brownbag Seminar on ASEAN	17 March 2010	2,000,000
2	The Korea Herald	Newspaper	ASEAN-Korea Centre Builds Closer Partnership	22 March 2010	300,000
3	YTN	Broadcast	Seoul Friendship Fair, held at Seoul Plaza	5 May 2010	Nationwide
4	Children's Chosun Ilbo	Newspaper	School Tour, ASEAN Awareness Program: Welcome to Southeast Asia!	8 May 2010	
5	KTV	Broadcast	Opening of Emerging Wave introducing ASEAN Contemporary Photography	14 May 2010	Nationwide
6	The Korea Times	Newspaper	ASEAN Ambassadors' Lecture Series Held	8 August 2010	300,000
7	Maeil Business Newspaper	Newspaper (3 series)	One Asia, 3,000 Korean Companies to find a vein of Gold on Investment in 10 ASEAN Member Countries	1, 23 Sept. & 1 Nov. 2010	2,000,000
8	Chosun Ilbo	Newspaper	Seoul Gift Show Highlights Eco-Friendly ASEAN Products	9 Sept. 2010	2,000,000
9	Diplomacy Journal	Magazine	Special Lecture by Former President of the Philippines: Fidel Ramos Underscores Role of ASEAN in Changing Regional, International Landscape	1 Oct. 2010	
10	Arirang TV	Broadcast	Bravo! ASEAN in Korea 2010 Event Held in Seoul	23 Nov. 2010	International Diffusion

Media Coverage by Major ASEAN Media

No	Name	Type	Title	Date
1	The Brunei Times	Newspaper	Tourism Sector Improves Services to Korean Tourists: HRD Program to Brunei	25 May 2010
2	ASEAN Affairs	Magazine	ASEAN-Korea Centre, Vehicle to Help Maximize the FTA	4 June 2010
3	The Phnom Penh Post	Newspaper	Korea Seeks out Investment during the Investment Mission in Cambodia	15 June 2010
4	The Vietnam Times	Newspaper	Lao Handicraft Companies Compete for Spot in Seoul Gift Show 2010 to be held from September 9	5 August 2010
5	Vietnam Economic News	Magazine	Vietnam ROK Trade Investment Workshop from September 8 in Hanoi	7 Sept. 2010
6	Jakarta Post	Newspaper	More Large Korean Firms Expected to Invest in Republic of Indonesia	28 Sept. 2010
7	Tribun Batam	Newspaper	Investor Korea Lirik Sektor Shipyard, Indonesia	7 October 2010
8	Cebu Daily News	Newspaper	Korean-Speaking Tour Guides Seen to Boost Cebu Tourism ASEAN Tourism Human Resources Development Program at the Radisson Blu Hotel in Cebu Philippines	27 October 2010
9	Vientiane Times	Newspaper	2010 ASEAN-Korea Multimedia Competition Winners Announced	10 December 2010
10	Manila Bulletin	Online News	Pinoy, Korean Share Gold in ASEAN Tilt ASEAN-Korea Multimedia Competition	22 December 2010

C. Evaluation

Outcome & Impact

Indicator	FY2009	FY2010
Media Coverage in Korea	376	774
Media Coverage in ASEAN*	39	77
Total	415	851

*Note: There has been difficulty in collecting the data on the local press in ASEAN Member States especially ones that are in local languages.

- PR activities through media in ASEAN and Korea
 - Compared with FY2009, the overall media coverage more than doubled: The Centre's FY2010 activities were covered in over 800 articles/special features in the print media both in ASEAN and Korea. These enhanced PR activities helped raise the public profile of ASEAN in Korea and increase the visibility of the Centre. In particular, the media coverage in ASEAN has increased considerably: the Centre's programs were covered in more than 70 news articles in ASEAN. This reflects the ASEAN media's increased awareness and interest in the Centre's activities, especially those held in ASEAN Member States, namely, the ASEAN Tourism HRD Program and Investment Missions.
 - The Centre supported the special

feature series of Maeil Business Newspaper entitled "One Asia" which focused on ASEAN-Korea partnership. The Maeil Business Newspaper is Korea's first economic daily newspaper with over 2 million readers. In addition, the JoongAng Daily, one of the most prestigious newspapers (circulation over 2 million), also carried a special feature on ASEAN tourism in cooperation with the Centre.

- PR activities through online and social networking services
 - The Centre maximized the exposure of its activities through a wide range of PR tools through the print media and the Internet. In particular, artworks of the ASEAN-Korea Contemporary Photo Exhibition, and winning artworks of the ASEAN-Korea Multimedia Competition were also shown through cyber galleries at the Centre's website and on Naver, a major internet portal site in Korea. The number of visitors to the online exhibitions totaled around 500,000. The Lecture Series were also extensively covered and posted on major portal sites and blogs.
 - The social media was effectively utilized for some of the Centre's programs. The ASEAN-Korea Multimedia Competition, in particular, effectively utilized the social media, namely facebook, twitter and youtube, successfully reaching out to the young generation in ASEAN Member States and Korea.

- Centre's participation in related events
 - At the Seoul Friendship Fair, one of the largest festivals organized by the Seoul Metropolitan Government, the Centre set up an ASEAN Culture Zone booth and conducted activities such as arts and crafts and face-painting. It attracted nearly 200,000 people in total and contributed to enhancing the visibility of the Centre.

Areas for Improvement

- More efforts will be made to effectively utilize new media, including social networking service. And the Centre's blog will be launched as an effective platform to foster mutual understanding between ASEAN and Korea.



Media Coverage

Information Service

Aiming to serve as a clearinghouse for ASEAN-related information and data in Korea, the Centre published a wide range of information materials and maintained an information corner which houses a wide collection of printed and audio-visual materials on ASEAN and ASEAN-Korea cooperation at the ASEAN Hall. The Centre also upgraded its website which serves as a useful online source for information on the Centre's activities and ASEAN. In addition, the ASEAN Hall, a multi-purpose space, was actively utilized for a variety of activities.

Publications and PR Materials

The Centre produced and disseminated a wide range of publications and PR materials on ASEAN and ASEAN-Korea relations. The published materials are also available in electronic form at the Centre's website.

A. Outline

- Dates: year-round
- Approved Budget: KRW 82,000,000

B. List of Publications and PR Materials

Title /Language	No. of Copies	Contents
Brochure/ English, Korean	3,000	Introduction to the Centre and its activities
ASEAN-Korea Centre: Organization & 2009 Main Activities / English, Korean	2,000	Highlights of the Centre's activities in FY2009
Newsletter /English, Korean	12,000 (3,000 each)	Quarterly publication on the Centre's activities
e-News /English, Korean	-	Latest news on the Centre's events and programs delivered via email (Jan - December 2010, 41 issues/ over 3,000 recipients)
Statistical Booklet: 2010 ASEAN & Korea in Figures / English, Korean	3,000	Annual compilation of statistics on ASEAN countries and Korea covering data on trade, investment and tourism
Guide for Youth, <i>ASEAN and Korea, We are Friends</i> / Korean	2,000	Introductory information on ASEAN for junior and high school students in Korea
Guide for Kids, <i>Exploring ASEAN with AK</i> / Korean	5,000 (re-printed)	Illustrated book for children introducing basic information on ASEAN Member States
ASEAN Introductory Video for Kids/ Korean	-	Introductory film on ASEAN for children

C. Evaluation

Outcome & Impact

- The Centre's brochure (annual), the Centre's main activities brochure (annual) and newsletters (quarterly) which were distributed widely at various events organized by the Centre as well as to the visitors to the Centre throughout the year effectively raised the visibility of the Centre and its activities. In particular, to provide up-to-date news of the Centre, an e-News was regularly sent out via

e-mail to over 3,000 recipients.

- The annual statistical booklet, *2010 ASEAN & Korea in Figures*, received positive feedback from relevant organizations and the research community as the only publication in Korea focusing on the statistical data of ASEAN Member States and ASEAN-Korea relations. The Centre received many requests for extra copies after its initial distribution of 3,000 copies. The booklet was made available at the Centre's website in an e-book format.



Published Materials



ASEAN Introductory Video for Kids

- *Exploring ASEAN with AK*, an illustrated book for children published in FY2009, was reprinted in response to the requests from schools and relevant institutions. The Guide will continue to be utilized as an effective learning material for children.
- The ASEAN Introductory Video for Kids was screened during programs targeting elementary school students including School Tour.
- The Guide for Youth titled *ASEAN and Korea, We are Friends* was distributed to junior and high schools in Korea.

Areas for Improvement

- Efforts will be made to maximize the utilization of the publications. To further enhance the profile of the Centre's activities, PR materials will continue to be developed and distributed to visitors of the Centre and participants of events organized by the Centre.

Maintenance and Upgrading of the Centre's Website

The Centre's website serves as a valuable source for ASEAN-Korea related information and data. Also all publications and PR materials of the Centre are available at the Centre's website.

A. Outline

- Contents: Centre's activities, ASEAN, ASEAN-Korea relations
- Approved Budget: KRW 80,000,000

B. Main Activities

The Centre's official website was maintained and upgraded regularly. Efforts were made to provide comprehensive information and data on ASEAN, ASEAN-Korea relations, and the Centre's activities. Also notable are additional features such as cyber galleries of the exhibitions the Centre organized and an online registration system for public events the Centre organized such as lecture series.

C. Evaluation

Outcome & Impact

- The renovation of the website conducted from January to April 2010 improved the navigation within the

website and the access to information, and shortened the data-loading time.

- In FY2010, the Centre's website had approximately 100,000 monthly page views, increased from 80,000 in FY2009.

Areas for Improvement

- Efforts will be made to streamline the Centre's web service, making it easier for visitors to find the information they need.
- To further develop information services, the website of the Centre will provide links to newly-developed services including the ASEAN-Korea FTA Integrated Information Services.



Centre's Homepage

Cyber Gallery

Maintenance of the ASEAN Hall and Related Service

The Centre maintained the Information Corner and organized various activities such as lectures, exhibitions and workshops at the ASEAN Hall. Throughout the year, the Centre gradually expanded the collection at the Information Corner through contributions by the Member States and purchases of relevant materials.

Maintenance of Information Corner

A. Outline

- Dates: year-round

B. Main Activities

- The Centre received contributions of various materials by the ASEAN Secretariat, ASEAN Embassies, Trade/Investment/Tourism Offices in Korea and related organizations in ASEAN Member States and Korea.
- The Centre compiled information and data on ASEAN and provided it to its visitors and also responded to general enquiries. In addition, the Centre operates an online library service (<http://library.aseankorea.org>) featuring the collection of Information Corner.



Information Corner



Visitors to the ASEAN Hall

C. Evaluation

Outcome & Impact

- In FY2010, the ASEAN Hall was visited by approximately 3,500 people including Next Generation Leaders from ASEAN Member States (around 200), and ASEAN media groups, attendees of lecture series, participants of the Exchange Visit of ASEAN and Korean Officials, and so on.

Areas for Improvement

- In FY2011, the Information Corner will expand and diversify its collection.
- To attract more visitors, a membership service will be launched whereby upon registration, the members will be receiving e-news and Monthly Information Corner Bulletin

and also be invited to the Centre's programs including Lecture Series and Seminars.

ASEAN Kids Class

To introduce diverse cultures of ASEAN Member States to elementary school students in Korea, ASEAN Kids Classes were held at the ASEAN Hall.

A. Outline

- Dates: 2 series in total
 - 1st series: 31 March, 28 April, 3 May 2010 (3 sessions)
 - 2nd series: 22, 23, 24 February 2011 (3 sessions)
- Venue: ASEAN Hall



Student Participants Enjoying the Class

- Participants: 161 students in total
 - 1st series: 91 students
 - 2nd series: 70 students

B. Main Activities

Each session began with the screening of a short animated film on ASEAN and its Member States. The program included ASEAN booth activity, ASEAN map puzzle game, country presentation and arts and crafts.

C. Evaluation

Outcome & Impact

- The ASEAN Kids Class stimulated interest and raised awareness of ASEAN and its Member States among young children through easy-

to-understand presentations and activities.

Areas for Improvement

- Consultation with relevant experts is to be held for enhancing the quality of the workshop.

ASEAN-Korea Children's Drawing Contest

The Centre organized the ASEAN-Korea Children's Drawing Contest to increase awareness of ASEAN in Korea, especially among elementary school students and to open doors of opportunities for children to experience cultural diversity.

A. Outline

- Dates
 - Contest: 1 - 30 December, 2010
 - Exhibition: 25 January - 25 February, 2011
- Theme: My Friend ASEAN
- Venue: ASEAN Hall
- Participants:
 - Number of Submitted Entries: 162
 - Number of Winners: 60 (Gold: 1/ Silver: 6/Bronze: 13/Excellence: 40)

B. Main Activities

The Contest, under the theme of "My Friend ASEAN," was organized for

elementary school students in Korea. Following the Contest, an exhibition was held displaying the artworks of 60 winners at the ASEAN Hall. The catalogue of winning artworks was published and distributed among the relevant organizations and individuals.



Winning Artworks on Display at the ASEAN Hall

C. Evaluation

Outcome & Impact

- The Contest enhanced the visibility of the Centre and attracted a wide range of visitors to the ASEAN Hall.
- The Contest stimulated interest in ASEAN Member States among elementary school students.

Areas for Improvement

- To increase the number of participants, the period for entry submission should be extended.



Awards Ceremony



Chapter 4. Extra-budgetary Program

Exchange Visit of Korean and ASEAN Officials

Exchange Visit of Korean and ASEAN Officials

The Centre organized the Exchange Visit of Korean and ASEAN officials as an extra budgetary program under the theme “Green Growth: Developing New and Renewable Energy Resources.” The program aimed to provide an opportunity for government officials of ASEAN member countries and Korea to share their expertise and experiences in the field and deepen mutual understanding for future collaboration.

A. Outline

- Date & Venue:
 - Korean Officials’ Visit to ASEAN Countries: 29 August-4 September 2010/ Malaysia and Thailand

- ASEAN Officials’ Visit to Korea: 5-10 December 2010/ Seoul, Daegu, Incheon, Kyunggi-do, Korea
- Theme:
 - Green Growth: Developing New and Renewable Energy Resources
- Participants:
 - Korean Officials’ Visit to ASEAN Countries: 11 Korean government officials
 - ASEAN Officials’ Visit to Korea: 21 government officials from eight ASEAN countries and two officials from the ASEAN Secretariat and the ASEAN Centre for Energy.
- Budget: KRW 103 million
- * Funding Source: ROK-ASEAN Future Oriented Cooperation Project Fund (FOCP)



Policy Briefing Session by Korean Government Officials



Visit to Malaysia’s Ministry of Energy, Green Technology and Water (MEGTW)

B. Main Activities

Korean Officials' Visit to ASEAN Countries

The Korean Officials visited Malaysia and Thailand. Under the theme, "Green Growth: Developing New and Renewable Energy Resources," they visited relevant government agencies including the Ministry of Energy, Green Technology and Water of Malaysia and the Ministry of Energy of Thailand. The Korean delegation was given policy briefings and made a presentation on Korea's green growth policy and other initiatives. They were also given a chance to tour various companies and organizations.

ASEAN Officials' Visit to Korea

On the same theme, the Centre organized the program consisting of a briefing session on Korean Green Growth policies by Korean government officials and a series of field visits. The ASEAN delegation visited relevant government agencies and companies



Visit to Millinet Solar Co., Ltd.

including the Ministry of Foreign Affairs and Trade of Korea, Sudokwon Landfill Site Management Cooperation, a government affiliated organization under Ministry of Environment, and Millinet Solar Co., Ltd., a leading solar cell manufacturer in Korea. During the visits, the delegation was given presentations and participated in an on-site tour of green technology facilities.

C. Evaluation

• Outcome and Impact

- The program helped facilitate the sharing of ASEAN and Korea's government policies and their applications in the field of green growth, and explored opportunities for future cooperation.
- The program also helped in establishing communication networks between Korean and ASEAN government officials

Ratings	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Total
%	91.2%	8.8%	-	-	-	100%

- The participants expressed high satisfaction with the program, as can be seen in the following table

• Areas for Improvement

- The Centre will maintain relations with participants of the program by regularly sending the Centre's e-news.



Administration and Finance

1. Administration
2. Finance

1. Administration

1) Council

The 3rd Annual Meeting of the Council was held on 17-18 February 2011 at the Plaza Hotel in Seoul, Korea. Chaired by Ms. Hesti Indah Kresnarini from Indonesia, the meeting was attended by Council Directors representing 10 ASEAN Member States and Korea. At the meeting, the Council reviewed the Centre's activities undertaken in FY2010 and approved the draft work programs and budget for FY2011. The Council Directors also noted the elevation of ASEAN-Korea relations

to a strategic partnership and the role of the Centre in that regard. They affirmed their continuing support and cooperation to make the Centre a success. 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. Park Suk-Hwan, 1st Vice Minister of Foreign Affairs and Trade of Korea. The reception was graced by many dignitaries from the diplomatic corps, government officials, member of the academic and cultural circles, media, and the private sector.



Council Directors at the 3rd Annual Council Meeting



During the Session

2) Executive Board

The Executive Board convened its 5th session on 6 December 2010 in preparation for the 3rd Annual Council Meeting. The Board deliberated on the Draft Annual Work Program and Budget for FY 2011 and submitted their report on it to the Council Directors.



Executive Board Meeting

3) Working Groups

The Working Groups on Trade and Investment, and Culture and Tourism met to have informal consultation on the Draft Annual Work Program and Budget for FY 2011 before an Executive Board meeting was held as per the Working Procedure for the Preparation of the Annual Work Program and Budget. The Working Group meeting on Trade and Investment was chaired by Mr. Soe Yar Zar, Minister-Counsellor of the Embassy of the Union of Myanmar, and discussed draft trade and investment programs for FY2011. As for the Working Group meeting on Culture and tourism, it was chaired by Dr. Walailak Noypayak, Director of Tourism Authority of Thailand Seoul Office, and the meeting discussed draft culture and tourism programs and some of the draft programs under the Public Relations and Information Service Chapter that are related to cultural exchange.

4) Secretariat

As for personnel changes of senior staff, Mr. Su-Bu LEE, an official seconded from the Ministry of Knowledge Economy of the Republic of Korea, was appointed Deputy Head of Trade and Investment Unit on 1 June 2010, replacing Mr. Byung-chul SONG. There are a total of 29 employees under the Secretary General as of February 2011: 3 seconded officials from the Korean government, 12 permanent staff and 14 temporary staff.

2. Finance

The annual budget for FY 2010 was KRW 4.4 billion (USD 3.8 million), contributed by the Government of Korea. The expenditure for activities was KRW 2.46 billion, and the expenditure for administration was KRW 1.94 billion with the ratio of 56:44. In addition to the annual budget, external grants were received: the Korea Foundation offered a sum of KRW 12 million (around USD 10,000) for the ASEAN-Korea Cultural Exhibition, and

the Seoul Metropolitan Government, Fila Korea, and the Kookmin Bank provided KRW 30 million (around USD 25,000), KRW 20 million (around USD 17,000), and KRW 5 million (around USD 4,000) respectively for Bravo! ASEAN in Korea. In addition the ASEAN-Korea Cooperation Fund amounting to 103 million won was received to carry out the Exchange Visit of ASEAN and Korean Officials.

Appendices

- A. List of the Directors of the Council and Members of the Executive Board
- B. List of Participants in FY 2010 Work Programs
- C. List of Publications
- D. Financial Statements for FY 2010 and Independent Auditor's Report

Appendix A.

List of Council Directors and Members of the Executive Board

COUNTRY		NAME	POSITION	ORGANIZATION	ADDRESS
Brunei Darussalam	CD	Ms. Kamilah Hanifah	Minister-Counselor	Department of Economic Cooperation, Ministry of Foreign Affairs and Trade	Trade Promotion, Ministry of Foreign Affairs and Trade, International Convention Centre (ICC), Jalan Pulaie, Berakas BB 3910, Brunei Darussalam
	EB	Mr. Yusdiman Saman	Second Secretary	Embassy of Brunei Darussalam	39-1, Chungwoon-dong, Jongro-gu, Seoul, Korea, 110-030
Cambodia	CD	H.E. Mr. CHAN Ky Sim	Ambassador	Royal Embassy of Cambodia	653-110, Hannam-dong, Yongsan-gu, Seoul, Korea 140-887
	EB	Mr. Ngnon Socheath	Counsellor		
Indonesia	CD	Mrs. Hesti Indah Kresnarini	Head	National Agency for Export Development (NAFED)	Ministry of Trade, Main Building, Jl.M.I.Ridwan Rais No.5, 13th floor, Jakarta, Indonesia 10110
	EB	Mr. Agus Hariyanto	Minister-Counselor	Embassy of the Republic of Indonesia	55, Yeouido-dong, Youngdeunpo-gu, Seoul, Korea, 150-895
Korea	CD	Mr. Hae-yun Park	Director-General	South Asian and Pacific Affairs Bureau, Ministry of Foreign Affairs and Trade	37, Sejong-ro, Jongro-gu, Seoul, Korea
	EB	Mr. Jae-Kyung Park	Director	ASEAN Cooperation Division, Ministry of Foreign Affairs and Trade	37, Sejong-ro, Jongro-gu, Seoul, Korea
Lao PDR	CD	H.E. Dr. Khiane Phansourivong	Director-General	ASEAN Department, Ministry of Foreign Affairs	01004, 23 Singha Road, Vientiane, Lao PDR
	EB	Mr. Bounthong Chanthapaseuth	Counselor	Embassy of Laos	657-9, Hannam-dong, Yongsan-gu, Seoul, Korea, 140-887

Malaysia	CD	Mr. Raja Nushirwan Zainal Abidin	Deputy Director-General	ASEAN-Malaysia National Secretariat, Ministry of Foreign Affairs	No.1, Jalan Wisma Putra, Presinct 2, 62602, Putrajaya, Malaysia
	EB	Mr. Abdullah Zawawi Tahir	Deputy Chief of Mission	Embassy of Malaysia	4-1, Hannam-dong, Yongsan-gu, Seoul, Korea, 140-884
Myanmar	CD	H.E. Mr. Myo Lwin	Ambassador	Embassy of the Union of Myanmar	723-1, 724-1, Hannam-dong, Yongsan-gu, Seoul, Korea 140-210
	EB	Mr. Soe Yar Zar	Minister-Counselor	Embassy of the Union of Myanmar	723-1, 724-1, Hannam-dong, Yongsan-gu, Seoul, Korea 140-210
Philippines	CD	H.E. Luis Cruz	Ambassador	Embassy of the Republic of the Philippines	5-1, Itaewon-2 dong, Yongsan-gu, Seoul, Korea 140-857
	EB	Maricon Ebron	Tourism Attache	Philippine Department of Tourism -Korea	#801, President Hotel, Euljiro 1-ga, Jung-gu, Seoul, Korea
Singapore	CD	H.E. Jai S Sohan	Director-General	ASEAN National Secretariat, Ministry of Foreign Affairs	Tanglin, Singapore 248163
	EB	Mr. Thaddaeus Hoo	First Secretary	Embassy of Singapore	28F, Finance Centre Building, Taepyeongno 1-gu, Jung-gu, Seoul, Korea
Thailand	CD	H.E. Dr. Chaoyong Satjipanon	Ambassador	Royal Thai Embassy	653-7, Hannam-dong, Yongsan-gu, Seoul, Korea, 140-210
	EB	Mr. Thanavit Sinhaseni	Minister and Deputy Chief of Mission	Royal Thai Embassy	653-7, Hannam-dong, Yongsan-gu, Seoul, Korea, 140-210
Viet Nam	CD	Mr. Ta Hoang Linh	Deputy Director General	Vietnam Trade Promotion Agency Ministry of Industry and Trade	20 Ly Thuong Kiet st., Ha Noi, Viet Nam
	EB	Mr. Hoang Xuan Hai	Minister	Embassy of Vietnam	28-58, Samchung-dong, Jongro-gu, Seoul, Korea

※ CD: Council Director, EB: Executive Board Member

Appendix B.

List of Participants in FY 2010 Work Programs

1. TRADE AND INVESTMENT

ASEAN Food & Beverage Exhibition

• List of Companies

NO.	COUNTRY	COMPANY
1	Brunei Darussalam	Semaun Marine Resources Sdn. Bhd
2		Usaha Osra
3	Cambodia	Ankor Coffee Co., Ltd.
4		Cambodian Harvest Dried Fruit Co., Ltd.
5		Seng Hout (FaFa) Food Industry Co., Ltd.
6	Indonesia	CV. Kobe & Lina Food
7		PT. Siantar Top, Tbk
8		PT. Toba Agro Mandiri
9	Laos	Agro Lao Import-Export Co., Ltd
10		Pakxong Development Import-Export Co., Ltd
11		Sinouk Café Lao
12	Malaysia	Central Vista (M) Sdn. Bhd
13		Shidawie Sdn. Bhd
14		URC Snack Foods (M) Sdn. Bhd
15	Myanmar	Asia Winner Industrial Ltd
16		Myanmar Brewery Ltd
17		Shan Maw Myae Co., Ltd
18	Philippines	Bote Central Inc.
19		Fruit Gems Agricultural Corporation
20		Raw Brown Sugar Milling Co., Inc

21	Singapore	Hai's Pte Ltd
22		Seng Hua Hng Foodstuff Pte Ltd
23		Wanin Industries Pte Ltd
24	Thailand	Phiboonchai Maepranom Thai Chili Paste Co., Ltd
25		Korn Thai Co., Ltd
26		The Waffle Supply Co., Ltd
27	Vietnam	Cautre Export Goods Processing JSC
28		Long Uyen Co., Ltd
29		Vegetexco I – Hanoi

• Expert Dispatched for Company Evaluation

NO.	NAME	POSITION/ORGANIZATION
1	Mr. Jung-Soo You	Senior Manager, Our Home (dispatched to Cambodia and Myanmar)

Seoul Gift Show 2010

• List of Companies

NO	COUNTRY	COMPANY
1	Brunei Darussalam	Batik Desamas
2		Muhammad Mustaqim Enterprise
3		Perusahaan Hikmah
4	Cambodia	Neang Mliss
5		Sentosa Silk
6		Watthan Artisans Cambodia (WAC)
7	Indonesia	Djawa
8		Irma Engelen Craft
9		Mawar Artshop

10	Lao PDR	Chinda Silk & Cotton Crafts
11		Lao Sericulture Co., Ltd
12		Souphakone Handicraft
13	Malaysia	Artcraft Communication Sdn Bhd
14		Seraya Era Sdn Bhd
15		Tumasek Pewter Sdn Bhd
16	Myanmar	Aung Wood Home Collection
17		Jewel Collection Manufacturing Co., Ltd
18		Gandamar
19	Philippines	Kilus Foundation Environmental Multi-Purpose Cooperative
20		Maze Manufacturing Co., Inc.
21		Miles Ahead Corporation
22	Singapore	Essential Crafts & Design
23		Flex Champion Pte Ltd
24		Moise Inc. Ptd Ltd
25	Thailand	Standard Universal International Co., Ltd.
26		Thai Wooden Games Co., Ltd.
27		Designmarket Co., Ltd.
28	Vietnam	Kana Trading Service Company Limited
29		Nhat Thang Co., Ltd
30		Quang Vinh Co., Ltd

• Expert Dispatched for Company Evaluation

NO.	NAME	POSITION/ ORGANIZATION
1	Mr. Hyun Jong Im	Chief Merchandiser, Lotte Mart (dispatched to Vietnam, Laos and Cambodia)

Exploring Café Industry from ASEAN

• List of Companies

NO.	COUNTRY	COMPANY
1	Brunei Darussalam	Empire Hotel & Country Club
2		Rose Farm Haji Kahar
3	Cambodia	Angkor Coffee Co., Ltd
4		Chay Mao Coffee
5	Indonesia	PT. Taman Delta Indonesia
6		AEKI/AICE (Association of Indonesian Coffee Exporters and Industries)
7	Laos	Sinouk Café Lao
8		Dao-Heuang Group Co., Ltd
9	Malaysia	Aroma Nice Coffee Sdn Bhd.
10		Warisan Asal Sdn Bhd.
11	Myanmar	Thuriya Win International Co., Ltd.
12		First Light Co., Ltd.
13	Philippines	Bote Central Inc.
14		Raw Brown Sugar Milling Company
15	Singapore	Gold Kili Trading Enterprise Pte. Ltd.
16		Owl International Pte Ltd
17	Thailand	Khao Shong Industry 1979 Co., Ltd.
18		Sapanan General Food Co., Ltd.
19	Vietnam	Eco-Products JSC
20		Minh Trung Co., Ltd.

ASEAN-Korea Trade Promotion Workshop

• List of Participants

No.	Country	Name	Organization	Title/Position
1	Brunei	Ms. Siti Syazwana Harun	Ministry of Foreign Affairs and Trade	Special Duties Officer
2	Cambodia	Mr. Ouch Savin	Ministry of Commerce (Trade Promotion Department)	Acting Chief of Trade Partner & Cooperation Office
3	Indonesia	Ms. Tjahya Widayanti	Ministry of Trade (National Agency for Export Development)	Director of Centre for Export Information Service
4	Lao PDR	Mrs. Khampheng Simmasone	Ministry of Industry and Commerce (Department of Production and Trade Promotion)	Director of Trade Promotion Division
5	Malaysia	Mr. Mohd Mustafa Bin Abdul Aziz	Malaysia External Trade Development Corporation (International Network & Trade Promotion Division)	Director
6	Philippines	Ms. Ma. Thelma D. Murillo	Center for International Trade Expositions and Missions (CITEM)	Deputy Executive Director
7	Singapore	Ms. Foo May Yan	International Enterprise Singapore	Manager of FTA Division
8	Thailand	Mr. Meechai Boonyamarn	Ministry of Commerce (Department of Export Promotion)	Director of International Trade Research Center
9	Vietnam	Mr. Trieu Thanh Nam	Ministry of Industry and Trade (Vietnam Trade Promotion Agency)	Deputy Director of External Relations and Communications Depart- ment

Industrial Familiarization Program (IFP)

1) Quality Management Workshop

NO.	COUNTRY	NAME	POSITION/ORGANIZATION
1	Brunei Darussalam	Mr. Osman Daud	Special Duties Officer/ Ministry of Development
2		Ms. Rafiah Binti Jani	Farm Manager/ Ministry of Industry and Primary Resources
3		Ms. Ilie Shazana Dato Abdul Rahman	Assistant Account Manager/ Brunei Economic Development Board
4	Cambodia	Mr. Kim Meas Sokseiha	Director of Consumer Protection and Fraud Repression Department/ Ministry of Commerce
5		Mrs. Thong Sokuntheary	Deputy Director/ Ministry of Foreign Affairs and International Cooperation
6		Mr. Nuon Sophorn	Deputy Director/ Ministry of Industry, Mine and Energy
7	Indonesia	Ms. Chandrini Mestika Dewi	Head of Program and Cooperation/ NAFED, Ministry of Trade
8		Ms. Hikmatul Afifah Darojah	Staff of Promotion Division/ Indonesia Export Training Center, NAFED
9		Mr. Abdullah	Director/ CV. Harapan Sejahtera Bersama
10	Lao PDR	Mr. Bouavone Sinouthady	Acting Director of Standard and Quality Division/ National Authority for Science and Technology
11		Mr. Phouthavy Luangxay	Official/ Ministry of Industry and Commerce
12		Ms. Laddavanh Sengsourivong	Official/ Ministry of Foreign Affairs
13	Malaysia	Ms. Sharifah Nazreen Farhana	Assistant Manager/ MATRADE
14		Ms. Aida Zureen Binti Arifin	Assistant Manager/ MATRADE
15		Ms. Addeena Fadzleen Binti Ab Razak	Assistant Manager/ MATRADE

16	Myanmar	Mr. Thein Swe	Director/ Directorate of Industry
17		Mr. Tun Thein	Factory Manager/ Sewing Machine Factory (Kyauk Se) Myanmar General and Maintenance Industry
18		Dr. Myo Thet	Joint Secretary General/ Union of Myanmar Federation of Chamber of Commerce and Industry
19	Philippines	Mr. Antonio A. Gimenez	Executive Director/ Center for Automotive Technology Corp.
20		Ms. Susana E. Corpuz	Human Resource Manager/ Board of Investments
21		Mr. Patrick (Phing Lin) Co	President/ Star Communications Holdings Corp.
22	Singapore	Mr. Cheng Loon, Dave	Managing Director/ Certification International (Singapore) Pte Ltd
23		Mr. Sim Ah Kow, Peter	Business Development Director/ AJA Registrar's Pte Ltd.
24	Thailand	Dr. Luxsamee Plangsangmas	Director of Industrial Metrology and Testing Service Centre/ Thailand Institute of Scientific and Technological Research
25		Mr. Jongrak Rojpalasatean	Senior Vice President/ Management System Certification Institute
26		Ms. Bussaba Saelim	Standard Officer/ Thai Industrial Standards Institute
27	Vietnam	Ms. Nguyen Huong Giang	Official/ VIETRADE
28		Ms. Ngo Thi Dieu Ngoc	Official/ VIETRADE
29		Mr. Dao The Vuong	Director/ CMS Computer Company

2) Small Medium Enterprise (SME) Workshop

NO	COUNTRY	NAME	POSITION/ORGANIZATION
1	Brunei Darussalam	Ms. Najeebah Pehin Dato Sulaiman	Project Officer/ Ministry of Industry and Primary Resources
2		Ms. Joanita Binti Matzin	Assistant Business Manager/ Brunei Economic Development Board
3		Mr. Awang Mohammed Ridauddin Bin Awang Haji Ibrahim	Representative/ Brunei Malay Chamber of Commerce and Industry
4	Cambodia	Mr. Chanthan Ly	Vice Chief Officer/ Ministry of Industry, Mine and Energy
5		Ms. Livininn Sok	CEO/ Tile and Brick Factory
6		Mr. Piseth Sok	General Manager/ Toy & Me
7	Indonesia	Mr. Wasianto	Staff of Export Training Development Division/ Indonesia Export Training Center
8		Ms. Siti Sundari	Vice Director/ Shaniqua Bamboo
9		Ms. Vinolita	Director of Overseas Marketing Division/ PT. Gemilang Agro Mandiri
10	Lao PDR	Ms. Si Ngeun Soukhaphonh	Chief of International Cooperation Division/ SME Promotion and Development Office, Ministry of Industry and Commerce
11		Mr. Eric Sisombat	Director/ Sinouk Lao Coffee Co. Ltd
12		Ms. Adena Mahavong	President/ Movie Television Laos Co. Ltd
13	Malaysia	Ms. Murniati Binti Mokhtar	Manager/ SME Corporation Malaysia
14		Ms. Norliza Binti Othman	Managing Director/ Teratak SPA
15		Ms. Shanaz Binti Oli Mohamed	Managing Director/ Natural Wellness Sdn Bhd.

16	Myanmar	Ms. Mu Mu Aye	Deputy Director of Industrial Zone Supervision Department/ Directorate of Myanmar Industrial Planning, Ministry of Industrial No.2
17		Ms. Nang Saw Nandar Hlaing	Researcher/ Union of Myanmar Federation of Chambers of Commerce & Industry
18		Ms. Phyu Phyu Myint Naing	Member/ Myanmar Women Entrepreneurs Association
19	Philippines	Ms. Shirley Marie Cosalan	Officer in charge-Division Chief/ Board of Investments
20		Ms. Lourdes Tan Gan	Creative Director/ Giant G & Company/ Tan-Gan Atelier
21		Mr. Raymund Joseph Teves Laurel	Creative Director/ Rajo Laurel Enterprise / House of Laurel
22	Singapore	Mr. Chor Shen Tay	Senior Officer/ Singapore Economic Development Board
23		Mr. Ang Tai Pheng, Daniel	Head of Business Leadership/ Spring Singapore
24		Mr. Kang Puay Seng	Managing Director/ Super Bean International Pte Ltd.
25	Thailand	Ms. Rupporn Hongskul	Senior Operational Officer/ Office of Small and Medium Enterprises Promotion
26		Mr. Somyos Soponpong	Managing Director/ Thai Dryice Co. Ltd.
27		Mrs. Sunee Trairatnanusorn	Exporting Manager/ Sue Industrial Co. Ltd.

INVESTMENT SEMINAR

Refer to pages 32-39.

INVESTMENT MISSION

1) Cambodia & Myanmar (13-20 June 2010)

- Total no. of participants: 14

• List of Companies / Organizations that Participated

NO.	COMPANY/ORGANIZATION	SECTOR
1	Samsung SDS	IT Service
2	LG CNS	
3	POSCO ICT	
4	KT(Korea Telecom)	
5	Lotte Data Communication Company (Lotte DCC)	
6	Hanwha S&C	
7	Java	
8	Holyland Tech	
9	IT Service Association	
10	Beauce Merchandising	Garment
11	Shin Won	
12	In The F	
13	Maeil Business Newspaper	Press

2) Vietnam & Laos (5-11 September 2010)

- Total no. of participants: 21

• List of Companies / Organizations that Participated

NO.	COMPANY/ORGANIZATION	SECTOR
1	Korea Agricultural Machinery Industry Cooperative	Agricultural Machinery
2	World Korea Co., Ltd.	
3	Kwang Pung Co., Ltd.	
4	Woosung Precision Co., Ltd	
5	Korea Construction Equipment Manufacturers Association	Association
8	Nam-A Construction Co. Ltd.	Construction
9	Seoul Ex-import Center Corp.	Agricultural Distribution
10	Tescen Korea Co. Ltd.	
11	Young Kwang Laser	
12	Eyesome	
13	Innovation Management & Technology	
14	Dong Won Yu Tong Co.	
15	Bu Kwang Co.	
16	Little Prince	
17	Coastal Power	Power Generation
18	Maeil Business Newspaper	Press

3) Indonesia & Singapore (3-9 October 2010)

- Total no. of participants: 16

• List of Companies/ Organizations that Participated

NO.	COMPANY / ORGANIZATION	SECTOR
1	Shin Heung Eng Co. Ltd.	Ship Parts
2	Daheung Engineering Co. Ltd.	
3	Hoseung Ent Co. Ltd.	
4	THE Co. Ltd.	
5	Jingu Eng	
6	Jeongwoo Coupling Co. Ltd.	
7	Korea Marine Equipment Research Institute	
8	Kr Engineering Co. Ltd.	
9	MTI Co. Ltd.	Ship Design
10	TMS Co. Ltd.	
11	Korea Maritime Services Co. Ltd.	
12	YNG TECH	Construction Machinery
13	Korea Construction Equipment Manufacturers Association	
14	Korea Institute of Industrial Technology	Press
15	Maeil Business Newspaper	

4) Malaysia & Brunei Darussalam (28 November - 3 December 2010)

- Total no. of participants: 13

• List of Companies/ Organizations that Participated

NO.	COMPANY/ORGANIZATION	SECTOR
1	Korea Electric Power Corporation	Electric power supply
2	KEPCO Kdn	Computer peripherals, Instrumentation control, Electrical construction, Manufacturing
3	Namjun Co., Ltd.	Manufacture, Real estate, and Wholesale & retail
4	DoArm Engineering Co., Ltd	Supervision of fire protection design and electrical communication
5	Time Networks Corp.	Wire and wireless communication devices
6	Costal Power Inc.	Generators and industrial machinery
7	Korea Electro technology Research Institute	Research institute
8	Yuyang DNU Co., Ltd.	Electronics and LED lights
9	C&C Lightway Inc.	Manufacture and Wholesale & retail
10	Society of LED and Solid State Lighting	Academic Society
11	Maeil Business Newspaper	Press

5) Thailand & Philippines (16-22 January 2011)

- Total no. of participants: 20

• List of Companies/ Organizations that Participated

NO	COMPANY/ORGANIZATION	SECTOR
1	Tong Yang Moolsan Co. Ltd	Agricultural Machinery
2	Woosung Precision Industrial Co. Ltd	
3	Livemac Co., Ltd	
4	Daewon GSI	
5	Taekwang Industry Co.	
6	Love Soil 119	
7	Kukjedanjo Farm Machine Co., Ltd	
8	Shin II Tech Co., Ltd	
9	Han's Consulting	
10	YNG Tech	
11	Korea Construction Equipment Manufacturers Association	
12	Farm steel	
13	DoArm Engineering Co., Ltd	Power Generation
14	Costal Power Inc.	
15	Namjun Co., Ltd	
16	Innovation Management & Technology	Consultancy
17	Maeil Business Newspaper	Press
18	Ministry of Foreign Affairs and Trade, Republic of Korea	Government

2. CULTURE AND TOURISM

ASEAN Culture and Tourism Fair

COUNTRY	PARTICIPANTS	
	NATIONAL TOURISM ORGANIZATION (NTO) REPRESENTATIVES	PERFORMERS
Brunei Darussalam	Mr. Muhammad Fadillah bin Aladin Team Leader	D'finda Entertainment
Cambodia	Mr. Som Bunnat Chief of International Organization Office Ministry of Tourism	Dance Group, Ministry of Culture and Fine Arts
Indonesia	Mr. Sutjipto Hardjo Donokusumo Former Indonesian Ambassador to Lao PDR	Dance Group, Ministry of Culture and Tourism
Laos	Mr. Saly Phimpinit Director General Tourism Marketing & Promotion Department Laos National Tourism Administration	Dance Group, Ministry of Information and Culture
Malaysia	Mr. Zakri Abdul Rahman Chief Tourism Officer, International Marketing Division Malaysia Tourism Promotion Board	Kuala Lumpur City Hall Culture Troupe
Myanmar	Ms. Phyu Phyu Aye Deputy General Manager, Ministry of Hotels and Tourism	Cultural Dance Group, Ministry of Hotels and Tourism
Philippines	Mr. Carl Anthony Virtudazo Leader of the La Lira Filipina Musical	La Lira Filipina Musical Ensemble
Singapore	Hsu We Ling Senior Officer Internal Audit Singapore Tourism	Dance Ensemble Singapore
Thailand	Ms. Walailak Noypayak Tourism Authority of Thailand Seoul Office	Aksra Theatre
Vietnam	Mr. Pham Quang Hung Director General, International Cooperation Ms. Pham Ngoc Diep Official from International Cooperation of VNAT	Theatre of Vietnam Music, Dance, and Song

ASEAN Tourism and HRD Program

1) Brunei Darussalam (24-26 May 2010)

No. of Participants: 35 tourism professionals including tour guides, hoteliers, NTO officials, etc.

• List of Lecturers

NO.	NAME	POSITION/ORGANIZATION
1	Ms. Adele Kim	Executive Director, Promac Partnership
2	Ms. Un Ju Park	Manner Consultant, Freelance lecturer
3	Dr. Ji Yeon Kim	Lecturer, Language Centre, University Brunei Darussalam
4	Dr. Jae Bong Park	Research Fellow, Institute of Southeast Asian Studies, Hankuk University of Foreign Studies

2) Malaysia (15-17 June 2010)

No. of Participants: 30 tourism professionals including tour guides, hoteliers, NTO officials, etc.

• List of Lecturers

NO.	NAME	POSITION/ORGANIZATION
1	Ms. Adele Kim	Executive Director, Promac Partnership
2	Mr. Ho Rim Choi	Assistant Professor, Sogang University
3	Mr. Kyu Won Seo	Lecturer, University Teknologi MARA
4	Ms. Jiyeon Bhang	Lecturer, University Teknologi MARA

3) Indonesia (14-16 July 2010)

No. of Participants: 46 tourism professionals including tour guides, hoteliers, NTO officials, etc.

• List of Lecturers

NO.	NAME	POSITION/ORGANIZATION
1	Mr. Kwang Min Yoo	Lecturer, Hanyang University
2	Mr. Ho Rim Choi	Asst. Professor, Sogang University
3	Ms. Jong Rye Tang	Lecturer, University of Indonesia
4	Ms. Devi Monica Lumanauw	Producer, Televisi Republic Indonesia
5	Ms. Eun Young Choi	Lecturer, Freelancer

4) Philippines (26-28 October 2010)

No. of Participants: 45 tourism professionals including tour guides, hoteliers, NTO officials, etc.

• List of Lecturers

NO.	NAME	POSITION/ORGANIZATION
1	Mr. Ji Hwan Yoon	Professor, Kyunghee University
2	Mr. Jong Soo Park	Researcher, The Academy of Korean Studies
3	Ms. Kyung Min Bae	Professor, University of Manila
4	Mr. Yong Ho Kim	Minister, Consul-General Embassy of Republic of Korea in the Philippines

5) Singapore (22-23 February 2011)

No. of Participants: 17 tourism professionals including tour guides, hoteliers, NTO officials, etc.

• List of Lecturers

NO.	NAME	POSITION/ORGANIZATION
1	Mr. Jae Seok Shim	Curator, the National Folk Museum of Korea
2	Mr. Young Jin Park	Freelance lecturer
3	Mr. Son Chung Yong	Regional Director of Singapore Office, Korea Tourism Organization
4	Mr. SangJun Lim	Embassy of the Republic of Korea to Singapore

ASEAN-Korea Cultural Exhibition

• List of Artists

COUNTRY	NAME	ARTWORKS
Brunei Darussalam	Akmal Benangsutera	4 pieces including <i>Mother and Daughter</i>
	Hirfian Husain	4 pieces including <i>He Looked</i>
Cambodia	Sok Sophal	4 pieces including <i>Ankor Wat</i>
	Tralong Borin	4 pieces including <i>old and young</i>
Indonesia	Arya Pandjalu & Sara Nuytemans	5 pieces including <i>Birdprayers in Ubud, Bali, Indonesia</i>
	Angki Purbandono	4 pieces including <i>Avocado Horse</i>
Korea	Koo Seong Youn	4 pieces including <i>candy p01</i>
	Nanda	4 pieces including <i>Theater show</i>
	Yoo Hyun Mi	4 pieces including <i>Shoemaker</i>
	Lee Yeleen	4 pieces including <i>Lincoln Center</i>
	Lee Won Chul	5 pieces including <i><Circle of Being> #01</i>
	Zu Do Yang	4 pieces including <i>Metro</i>
Laos	Choi Jung Won	5 pieces including <i>Passed Landscape 162</i>
	Manichanh Pansivongsay	4 pieces including <i>Crossing a road</i>
Malaysia	Phonephet Sitthivong	4 pieces including <i>Horphrakeo Museum</i>
	Liew Kung Yu	1 piece, <i>Konkrit Jungle (Concrete Jungle)</i>
Myanmar	Tan Nan See	6 pieces including <i>My Sleeping Bag</i>
	Po Po	2 pieces including <i>Searching for Identity; Bottle #1</i>
Philippines	Thit Lwin Soe	4 pieces including <i>Sound of Nargis</i>
	Bea Camacho	4 pieces including <i>Enclose (series)</i>
	Wawi Navarroza	4 pieces including <i>Still missing (YOU)</i>

Singapore	Mintio	4 pieces including <i>Kuala Lumpur City Centre</i>
	Zhao Renhui	5 pieces including <i>Tottori Sand Dunes</i>
Thailand	Tanapol Kaewpring	4 pieces including <i>untitled 3</i>
	Dow Wasiksiri	5 pieces including <i>Untitled</i>
Vietnam	Le Kinh Ta	4 pieces including <i>Superman</i>
	Richard Streitmatter-Tran	4 pieces including <i>The Jungle Book (Catfish)</i>
Total	27 Artists	110 artworks

BRAVO! ASEAN IN KOREA

• List of Winners

PRIZE	NAME	COUNTRY
ASEAN Prize	Florian Horatianus and 13 others	Indonesia
Gold Prize	Jemuel S. Forto	Philippines
Silver Prize	Avellina Martono and 13 others	Indonesia
Bronze Prize	Thongmala Sayavong and 5 others	Laos
Arirang Prize	Pa Pa Myo	Myanmar
Popularity Award	Alison Chong Jinyi	Singapore
	Dang Kim Dung	Vietnam
Happiness Award	Noun Molyana and 3 others	Cambodia
Happiness Award	Mohd Yusran	Malaysia
Friendship Award	Le Tan Anh and 17 others	Vietnam
Friendship Award	Norhermy Hidayat Binti Ahmad Sah and 5 others	Brunei Darussalam
Best Dressed Award	Ruengchai Thanwalai and Theerawankongsiri Paranat	Thailand

3. PUBLIC RELATIONS AND INFORMATION SERVICE

Lecture Series on ASEAN

- Refer to pages 67-70.

School Tour Program

- Refer to page 72.

ASEAN-Korea Multimedia Competition

• List of Winners

Photography

Category	Title	Nationality	Name	Affiliation
First Prize (2)	First Step to the Stage	Thailand	Alongkorn Anuphongphan	Rangsit University
	Playful Seoul	Korea	Ryu Myung In	Inha University
Second Prize (2)	Sidewalk Easement	Singapore	Ang Song Nian	Camberwell College of the Arts
	Laziness	Korea	Kim Se Eun	Kaywon School of Art & Design
Third Prize(6)	Hari Keputeraan	Brunei	Muhammad Arif bin Haji Zainal	Universiti Brunei Darussalam
	Untitled	Cambodia	Tralong Pannharoth	Pannasastra University of Cambodia
	Children and River	Laos	Phoonsab Thevongsa	Artist/Reporter
	A Horizontal Ligature Mark	Malaysia	Eiffel Chong	Limkokwing University of Creative Technology
		Myanmar	D.Yay	Dagon University
	6 AM	Vietnam	Nguyen Tuong Van	RMIT Vietnam University

Digital Media Arts

Category	Title	Nationality	Name	Affiliation
First Prize (2)	Water Welcome to the Jungle	Philippines	Nassier Nash Anggahan	Polytechnic University of the Philippines
		Korea	Chu Min Ho	Inha University
Second Prize (2)	Wake Up Stop the Cows from Farting	Malaysia	Nazar Syafiq bin Nazri	University Malaysia Pahang
		Korea	No Ran	Hanyang Women's University
Third Prize (2)	Detour in ASEAN Bye Bai	Indonesia	Janice Chandra	Artist
		Korea	Kim Seok	Hong Ik University

Special Prize

Category	Title	Nationality	Name	Affiliation
Special Prize	Senses of Traditional Culture & Beauty	Myanmar	Htar Htar Khaing	Yadanarbon University
Special Guest Artists	Save it for the Future	Brunei	Akmal Benangsutera	Artist
	Pulau Pejantan, A Discovery of a New Island	Singapore	Zhao Renhui	London College of Communication

Exchange Visit of Korean and ASEAN Officials

• List of Participants

No	Country	Affiliation	Name	Position
1	Brunei Darussalam	Prime Minister's Office	Mr. Zolkiflee Abd Karim	Director, Petroleum Unit
2			Mr. Muhammad Amir Sharifuddin Haji Ali	Engineer, Energy Division
3	Cambodia	Ministry of Industry, Mines and Energy	Dr. Narith Bun	Deputy General Director, General Department of Energy
4			Mr. Bora Heang	Deputy Director, Department of Energy Technique
5			Mr. Chhim Chhunn	Chief of Unit, Department of Energy Technique
6	Indonesia	Education and Training Center of Renewable Energy	Mr. Sukiman Sukiman	Head of Training and Facility Department
7	Lao PDR	Ministry of Energy and Mines	Mr. Chantho Milattanapheng	Director of Division, Environment and Renewable Energy Division
8		Department of Energy and Mines in Sayabury Province	Mr. Sao Khamchanh	Chief of Department
9		Department of Energy and Mines, Vientiane Capital	Mr. Bunheng Bungnaseng	Deputy Director General
10	Malaysia	Ministry of Energy, Green Technology and Water	Mr. Mohamad Zakkirun Abdullah	Assistant Secretary, Green Technology Sector
11			Mr. Tin Song Wong	Under Secretary
12			Mr. Megat Mohd Hisham Megat Tajudin	Principal Assistant Secretary, International Relation Division
13	Myanmar	Ministry of Energy	Mr. Pe Zin Tun	Director, Energy Planning Department
14			Ms. Mar Lar Nyunt	Director, Planning Department
15		Ministry of Agriculture and Irrigation	Mr. Aung Hlaing	Director, Department of Agricultural Planning
16	Thailand	Ministry of Energy	Ms. Ladda Klaewkla	Senior Policy Analyst, Department of Alternative Energy Development and Efficiency
17			Ms. Jintana Laoruchupong	Scientist, Department of Alternative Energy Development and Efficiency
18			Ms. Suwanna Tuankaipon	Engineer, Department of Alternative Energy Development and Efficiency
19	Vietnam	Ministry of Industry and Trade	Mr. Trung Mai Dinh	Deputy Director, Energy Department
20			Mr. Hai Nguyen Ninh	Official, Energy Department
21			Ms. Thi Tam Dieu Nguyen	Energy Official, Energy Department
22	ASEAN	ASEAN Secretariat	Mr. Ky Anh Nguyen	Senior Officer
23		ASEAN Centre for Energy	Ms. Maureen Cruz Balamiento	Project Officer

* The Philippines and Singapore could not participate in the program due to unforeseen circumstances

Appendix C.

List of Publications

NO.	TITLE	NO. OF COPIES	LANGUAGE	CONTENTS
1	Brochure	3,000	English, Korean	Concise and essential information about the ASEAN-Korea Centre
2	<i>ASEAN-Korea Centre: Organization & 2009 Main Activities</i>	2,000	English, Korean	Introduction of the Centre's highlighted activities in FY2009
3	Newsletter	12,000 (3,000 each)	English, Korean	Quarterly publication of up-to-date information about the events, programs organized or hosted by the Centre.
4	e-News	-	English, Korean	Latest news on the Centre's events and programs delivered via email (March 2010 – February 2011)
5	Statistical Booklet: <i>2010 ASEAN & Korea in Figures</i>	3,000	English, Korean	Annual compilation of statistics on ASEAN countries and Korea providing data on general facts, trade, investment and tourism
6	ASEAN Guide for Youth <i>ASEAN and Korea, We are Friends</i>	2,000	Korean	Introductory information on ASEAN for junior and high school students in Korea
7	Guide for Kids <i>Exploring ASEAN with AK</i>	5,000 (re-printing)	Korean	Illustrated book for children on ASEAN
8	ASEAN Introductory Video for Kids	-	Korean	Introductory video on ASEAN for kids

Appendix D.

Financial Statements for FY 2010

Deloitte Anjin LLC

ASEAN-KOREA CENTRE

FINANCIAL STATEMENTS
FOR THE PERIOD FROM MARCH 2010
TO FEBRUARY 2011
AND INDEPENDENT AUDITOR'S REPORT



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Independent Auditors' Report
 (English Translation of a Report Originally Issued in Korean)

To the Council of
 ASEAN-Korea Centre:

We have audited the accompanying statements of financial position of ASEAN-Korea Centre (the "Centre") as of February 28, 2011 and 2010, and the related statements of income, changes in fund balance and cash flows for the year ended February 28, 2011, and for the period from March 13, 2009 (inception) to February 28, 2010, all expressed in Korean won. These financial statements are the responsibility of the Centre's management. Our responsibility is to express an opinion on these financial statements based on our audits.

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

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Centre as of February 28, 2011 and 2010, and the results of its operations, changes in its fund balance and its cash flows for the year ended February 28, 2011, and for the period from March 13, 2009 (inception) to February 28, 2010, in conformity with accounting principles generally accepted in the Republic of Korea (see Note 2).

Our audits also comprehended the translation of Korean won amounts into U.S. dollar amounts and, in our opinion, such translation has been made in conformity with the basis in Note 2. Such U.S. dollar amounts are presented solely for the convenience of the readers outside of Korea.

Accounting principles and auditing standards and their application in practice vary among countries. The accompanying financial statements are not intended to present the financial position, results of operations, changes in fund balance or cash flows in accordance with accounting principles and practices generally accepted in countries other than the Republic of Korea. In addition, the procedures and practices utilized in the Republic of Korea to audit such financial statements may differ from those generally accepted and applied in other countries. Accordingly, this report and the accompanying financial statements are intended for use by those who are knowledgeable about Korean accounting procedures and auditing standards and their application in practice.

Deloitte Anjin LLC

May 3, 2011

Notice to Readers

This report is effective as of May 3, 2011, the auditors' report date. Certain subsequent events or circumstances may have occurred between the auditors' report date and the time the auditors' report is read. Such events or circumstances could significantly affect the accompanying financial statements and may result in modifications to the auditors' report.

Deloitte refers to one or more of Deloitte Touche Tohmatsu, a Swiss Verein, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/kr/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu and its member firms.

Member of Deloitte Touche Tohmatsu

ASEAN-KOREA CENTRE
 STATEMENTS OF FINANCIAL POSITION
 AS OF FEBRUARY 28, 2011 AND 2010

	Korean won		Translation into U.S. dollars (Note 2)	
	2010	2009	2010	2009
ASSETS				
CURRENT ASSETS:				
Cash and cash equivalents	₩ 426,100,446	₩ 393,071,367	\$ 377,782	\$ 348,498
Other receivables	20,600,590	-	18,264	-
Accrued income	3,390,165	3,750,362	3,006	3,325
Advance payments	-	12,281,349	-	10,889
Prepaid expenses	1,927,793	2,013,243	1,709	1,785
Total current assets	452,018,994	411,116,321	400,761	364,497
NON-CURRENT ASSETS:				
Property and equipment, net of accumulated depreciation of ₩297,263,775 (\$263,555) in 2010 and ₩142,970,245 (\$126,758) in 2009 (Note 3)	190,115,498	340,349,937	168,557	301,755
Intangible assets (Note 4)	153,596,300	190,497,058	136,179	168,895
Guarantee deposits	275,853,600	275,853,600	244,573	244,573
Total non-current assets	619,565,398	806,700,595	549,309	715,223
Total assets	₩ 1,071,584,392	₩ 1,217,816,916	\$ 950,070	\$ 1,079,720
LIABILITIES AND FUND BALANCE				
CURRENT LIABILITIES:				
Other payables	₩ 212,612,036	₩ 299,249,369	\$ 188,503	\$ 265,315
Accrued expenses	9,013,230	-	7,991	-
Withholdings	10,002,840	9,603,580	8,868	8,515
Total current liabilities	231,628,106	308,852,949	205,362	273,830
Total liabilities	231,628,106	308,852,949	205,362	273,830
FUND BALANCE (Note 7):				
Fund balance	839,956,286	908,963,967	744,708	805,890
Total fund balance	839,956,286	908,963,967	744,708	805,890
Total liabilities and fund balance	₩ 1,071,584,392	₩ 1,217,816,916	\$ 950,070	\$ 1,079,720

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE

STATEMENTS OF INCOME

FOR THE YEAR ENDED FEBRUARY 28, 2011,
AND FOR THE PERIOD FROM MARCH 13, 2009
(INCEPTION) TO FEBRUARY 28, 2010

	Korean won		Translation into U.S. dollars (Note 2)	
	2010	2009	2010	2009
REVENUE:				
Contributions from member states (Note 5)	₩ 4,400,000,000	₩ 4,050,000,000	\$ 3,901,055	\$ 3,590,744
Donation (Note 6)	67,000,000	939,584,103	59,402	833,039
Funds from exchange visit of ASEAN and Korean officials	103,113,806	-	91,421	-
Other income:				
Interest income	39,694,012	7,268,535	35,193	6,444
Gain from assets contributed	-	16,840,000	-	14,930
Miscellaneous income	704,635	-	625	-
Total revenue	4,610,512,453	5,013,692,638	4,087,696	4,445,157
EXPENSES:				
Projects:				
Trade and investment	1,253,474,263	1,172,423,961	1,111,335	1,039,475
Culture and tourism	871,309,413	622,641,592	772,506	552,036
Public relations and information service	370,196,502	300,587,770	328,217	266,502
Exchange visit of ASEAN and Korean officials	103,113,806	-	91,421	-
Total projects	2,598,093,984	2,095,653,323	2,303,479	1,858,013
Administration:				
Salaries	983,423,253	865,524,387	871,907	767,377
Severance benefits	64,785,085	83,095,908	57,439	73,673
Welfare	43,517,040	70,070,861	38,582	62,125
Depreciation (Note 3)	154,293,530	142,970,245	136,797	126,758
Amortization (Note 4)	52,685,758	34,283,034	46,711	30,395
Taxes and dues	29,078,718	28,442,595	25,781	25,217
Rent	478,316,520	467,753,880	424,077	414,712
Office operation	275,326,246	316,934,438	244,105	280,997
Total administration	2,081,426,150	2,009,075,348	1,845,399	1,781,254
Total expenses	4,679,520,134	4,104,728,671	4,148,878	3,639,267
Excess (deficit) of revenue over expenses (Note 8)	₩ (69,007,681)	₩ 908,963,967	\$ (61,182)	\$ 805,890

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE

STATEMENTS OF CHANGES IN FUND BALANCE

FOR THE YEAR ENDED FEBRUARY 28, 2011,
AND FOR THE PERIOD FROM MARCH 13, 2009
(INCEPTION) TO FEBRUARY 28, 2010

	Korean won		Translation into U.S. dollars (Note 2)	
	2010	2009	2010	2009
March 13, 2009 (inception)	₩ -	-	\$ -	-
Excess of revenue over expenses February 28, 2010	908,963,967	-	805,890	-
March 1, 2010	₩ 908,963,967	-	\$ 805,890	-
Deficit of revenue over expenses February 28, 2011	(69,007,681)	-	(61,182)	-
	₩ 839,956,286	₩ 908,963,967	\$ 744,708	\$ 805,890

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE

STATEMENTS OF CASH FLOWS

FOR THE YEAR ENDED FEBRUARY 28, 2011,
AND FOR THE PERIOD FROM MARCH 13, 2009
(INCEPTION) TO FEBRUARY 28, 2010

	Korean won		Translation into U.S. dollars (Note 2)	
	2010	2009	2010	2009
CASH FLOW FROM OPERATING ACTIVITIES:				
Excess (deficit) of revenue over expenses	₩ (69,007,681)	₩ 908,963,967	\$ (61,182)	\$ 805,890
Adjustments to reconcile excess (deficit) of revenue over expenses to net cash provided by operating activities:				
Depreciation	154,293,530	142,970,245	136,797	126,758
Amortization	52,685,758	34,283,034	46,711	30,395
Donation	-	(843,523,274)	-	(747,871)
Gain from assets contributed	-	(16,840,000)	-	(14,930)
	<u>206,979,288</u>	<u>(683,109,995)</u>	<u>183,508</u>	<u>(605,648)</u>
Changes in assets and liabilities resulting from operations:				
Increase in other receivables	(20,600,590)	-	(18,264)	-
Decrease (increase) in accrued income	360,197	(3,750,362)	319	(3,325)
Decrease (increase) in advance payments	12,281,349	(12,281,349)	10,889	(10,889)
Decrease (increase) in prepaid expenses	85,450	(2,013,243)	76	(1,785)
Increase in guarantee deposits	-	(11,919,600)	-	(10,568)
Increase (decrease) in other payables	(86,637,333)	299,249,369	(76,813)	265,316
Increase in accrued expenses	9,013,230	-	7,991	-
Increase in withholdings	399,260	9,603,580	354	8,515
	<u>(85,098,437)</u>	<u>278,888,395</u>	<u>(75,448)</u>	<u>247,264</u>
Net cash provided by operating activities	<u>52,873,170</u>	<u>504,742,367</u>	<u>46,878</u>	<u>447,506</u>
CASH FLOWS FROM INVESTING ACTIVITIES:				
Cash inflows from investing activities	-	-	-	-
Cash outflows for investing activities:				
Acquisition of property and equipment	(4,059,091)	(38,671,000)	(3,599)	(34,286)
Acquisition of intangible assets	(15,785,000)	(73,000,000)	(13,995)	(64,722)
Net cash used in investing activities	<u>(19,844,091)</u>	<u>(111,671,000)</u>	<u>(17,594)</u>	<u>(99,008)</u>
CASH FLOWS FROM FINANCING ACTIVITIES:				
Cash inflows from financing activities	-	-	-	-
Cash outflows for financing activities	-	-	-	-
Net cash provided by financing activities	-	-	-	-
NET INCREASE IN CASH AND CASH EQUIVALENTS	<u>33,029,079</u>	<u>393,071,367</u>	<u>29,284</u>	<u>348,498</u>
CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD	<u>393,071,367</u>	-	<u>348,498</u>	-
CASH AND CASH EQUIVALENTS, END OF PERIOD (Note 8)	<u>₩ 426,100,446</u>	<u>₩ 393,071,367</u>	<u>\$ 377,782</u>	<u>\$ 348,498</u>

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE

NOTES TO FINANCIAL STATEMENTS

AS OF FEBRUARY 28, 2011 AND 2010, AND FOR THE YEAR ENDED FEBRUARY 28, 2011,
AND FOR THE PERIOD FROM MARCH 13, 2009
(INCEPTION) TO FEBRUARY 28, 2010

1. GENERAL:

The Memorandum of Understanding (MOU) on Establishing the ASEAN-Korea Centre (the "Centre") was signed by the Foreign Ministers of the Republic of Korea ("Korea") and the 10 ASEAN Member States at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007. This paved the way for the opening of the Centre in March 2009. The Members of the Centre consist of the 10 ASEAN Member States and Korea. The establishment of the Centre highlights the growing partnership between ASEAN and Korea, which is expected to gain added importance in the coming years.

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

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:

Basis of Financial Statement Presentation

The Centre maintains its official accounting records in Korean won and prepares financial statements in the Korean language (Hangul) in conformity with the accounting principles generally accepted in the Republic of Korea. Certain accounting principles applied by the Centre that conform with financial accounting standards and accounting principles in the Republic of Korea may not conform with generally accepted accounting principles in other countries. Accordingly, these financial statements are intended for use by those who are informed about Korean accounting principles and practices. The accompanying financial statements have been condensed, restructured and translated into English (with certain expanded descriptions) from the Korean language financial statements. Certain information included in the Korean language financial statements, but not required for a fair presentation of the Centre's financial position, results of operations, changes in fund balance or cash flows, is not presented in the accompanying financial statements.

The financial statements are stated in Korean won, the currency of the country in which the Centre operates. The translations of Korean won amounts into U.S. dollar amounts are included solely for the convenience of readers and have been made at the rate of ₩1,127.90 to USD 1.00, the approximate rate of exchange as of February 28, 2011. Such translations should not be construed as representations that the Korean won amounts could be converted into U.S. Dollars at that or any other rate.

Application of the Statements of Korean Accounting Standards ("SKAS")

The Korean Accounting Standards Board ("KASB") has published a series of SKAS, which replace the existing financial accounting standards, established by the Korean Financial Supervisory Service Board. The Centre prepared its financial statements in accordance with SKAS Nos. 1-25.

The significant accounting policies followed by the Centre in the preparation of its financial statements are summarized below.

Revenue Recognition

The criteria for revenue recognition is applied to each type of transaction, and the Centre's main sources of revenues such as contributions from Member States and donation are recognized when all of the following conditions have been met:

- (1) The revenue earning process is actually or substantially completed.
- (2) The amount of revenue can be measured reliably.
- (3) It is probable that the economic benefits associated with the transaction will flow into the Centre.

Cash and Cash Equivalents

Cash and cash equivalents include currency, checks issued by others, other currency equivalents, current deposits, passbook deposits and cash equivalents, which are securities and short-term money market instruments that can be easily converted into cash and whose risk of value fluctuation arising from changes of interest rates is not material. Investments with maturities (or date of redemption) of three months or less from the acquisition date are included as cash equivalents.

Property and Equipment

Property and equipment are stated at cost, net of accumulated depreciation. Repairs and maintenance expenses that are recurring in nature are expensed as incurred. Expenditure that result in the enhancement of the value or extension of the useful life of the facilities involved are treated as additions to property and equipment. Depreciation is computed using the straight-line method over the estimated economic useful life of three to five years.

Intangible Assets

Intangible assets are stated at cost, net of amortization computed using the straight-line method over the estimated economic useful life of three to five years.

Impairment Loss

The Centre assesses any possible recognition of impairment loss when there is an indication that expected future economic benefits of investment assets, property and equipment and intangible assets are considerably less than their carrying amount as a result of technological obsolescence or rapid decline in market value. When it is determined that assets may have been impaired and that their estimated total future cash flows from continued use or disposal are less than their carrying amount, the carrying amount of assets are reduced to their recoverable amount and the differences are recognized as an impairment loss. If the recoverable amount of the impaired assets exceeds their carrying amount in the subsequent reporting period, the amount equal to the excess is treated as a reversal of the impairment loss; however, this cannot exceed the carrying amount that would have been determined had no impairment loss been recognized.

Retirement and Severance Benefits

The Centre joined the retirement pension plan in accordance with the Workers' Severance Payment under Korean Labor Law, and the amount contributed by the Centre is recorded as an expense of severance benefits. The financial institution in charge of operating and managing the Centre's retirement pension capital is Kookmin Bank, and the type of retirement pension plan is a "Defined Contribution".

Income Tax

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

3. PROPERTY AND EQUIPMENT:

The changes in book value of property and equipment for the year ended February 28, 2011, and for the period from March 13, 2009 (inception) to February 28, 2010, are as follows:

	Korean won (In thousands)				Translation into U.S. dollars (Note 2)	
	Beginning balance	Acquisition	Depreciation	Ending balance	Ending balance	Ending balance
2010						
Vehicles	₩ 42,940	₩ -	₩ 10,735	₩ 32,205	\$ 28,553	
Furniture and fixtures	297,410	4,059	143,559	157,910	140,004	
Total	₩ 340,350	₩ 4,059	₩ 154,294	₩ 190,115	\$ 168,557	
2009						
Vehicles	₩ -	₩ -	₩ 53,675	₩ 10,735	₩ 42,940	\$ 38,070
Furniture and fixtures		38,671	390,974	132,235	297,410	263,685
Total	₩ -	₩ 38,671	₩ 444,649	₩ 142,970	₩ 340,350	\$ 301,755

(*) The increase is due to assets that were transferred from the "ASEAN-Korea Centre Task Force Team", Ministry of Foreign Affairs and Trade of Korea.

4. INTANGIBLE ASSETS:

(1) The details of intangibles assets as of February 28, 2011 and 2010, consist of the following:

	Korean won (In thousands)			Translation into U.S. dollars (Note 2)	
	Acquisition cost	Accumulated amortization	Book value	Book value	Book value
2010					
Software	₩ 194,675	₩ 68,613	₩ 126,062	\$ 111,767	
Others	45,890	18,356	27,534	24,412	
Total	₩ 240,565	₩ 86,969	₩ 153,596	\$ 136,179	
2009					
Software	₩ 178,890	₩ 25,105	₩ 153,785	\$ 136,346	
Others	45,890	9,178	36,712	32,549	
Total	₩ 224,780	₩ 34,283	₩ 190,497	\$ 168,895	

(2) The changes in book value of intangible assets for the year ended February 28, 2011, and for the period from March 13, 2009 (inception) to February 28, 2010, are as follows:

2010

	Korean won (In thousands)				Translation into
	Beginning balance	Acquisition	Amortization	Ending balance	U.S. dollars (Note 2) Ending balance
Software	₩ 153,785	₩ 15,785	₩ 43,508	₩ 126,062	\$ 111,767
Others	36,712	-	9,178	27,534	24,412
Total	₩ 190,497	₩ 15,785	₩ 52,686	₩ 153,596	\$ 136,179

2009

	Korean won (In thousands)				Translation into	
	Beginning balance	Acquisition	Others (*)	Amortization	Ending balance	U.S. dollars (Note 2) Ending balance
Software	₩ -	₩ 73,000	₩ 105,890	₩ 25,105	₩ 153,785	\$ 136,346
Others	-	-	45,890	9,178	36,712	32,549
Total	₩ -	₩ 73,000	₩ 151,780	₩ 34,283	₩ 190,497	\$ 168,895

(*) The increase is due to assets that were transferred from the "ASEAN-Korea Centre Task Force Team".

5. CONTRIBUTIONS:

For the year ended February 28, 2011, and for the period from March 13, 2009 (inception) to February 28, 2010, the Centre received a contribution from the Government of the Republic of Korea.

6. DONATION:

Donation for the year ended February 28, 2011, and for the period from March 13, 2009 (inception) to February 28, 2010, is as follows:

2010

	Korean won (In thousands)	Translation into U.S. dollars (Note 2)	Description
Korea Foundation	₩ 12,000	\$ 10,639	A grant for "ASEAN-KOREA Contemporary Photo Exhibition"
Kookmin Bank	5,000	4,433	A grant for "Bravo! ASEAN in Korea"
FILA KOREA LTD.	20,000	17,732	A grant for "Bravo! ASEAN in Korea"
Seoul Metropolitan Government (Seoul Tourism Organization)	30,000	26,598	A grant for "Bravo! ASEAN in Korea"
Total	₩ 67,000	\$ 59,402	

2009

	Korean won (In thousands)	Translation into U.S. dollars (Note 2)	Description
Government of the Republic of Korea (Ministry of Foreign Affairs and Trade)	₩ 909,584	\$ 806,441	(*)
	20,000	17,732	A grant for the 2009 Investment Mission
Subtotal	929,584	824,173	
Korea Foundation	10,000	8,866	A grant for the "ASEAN-KOREA Contemporary Photography & Media Art Exhibition"
Total	₩ 939,584	\$ 833,039	

(*) Upon the transfer of assets, which were utilized by the "ASEAN-Korea Centre Task Force Team", a donation was recognized as revenue.

7. FUND BALANCE:

Since the Centre was established based on the MOU, there is no capital stock. The details of fund balance as of February 28, 2011 and 2010, consist of the following:

2010

	Korean won (In thousands)	Translation into U.S. dollars (Note 2)	Description
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 619,565	\$ 549,309	Not only the net book value of property and equipment and intangible assets but also the fund balance will be reduced by depreciation.
Contingency Fund	101,463	89,957	
Unappropriated	118,928	105,442	
Total	₩ 839,956	\$ 744,708	

2009

	Korean won (In thousands)	Translation into U.S. dollars (Note 2)	Description
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 806,701	\$ 715,224	Not only the net book value of property and equipment and intangible assets but also the fund balance will be reduced by depreciation.
Appropriated for earmarked expenses	800	709	Expenditures reserved for homepage renovation, an activity of the Information & Data Unit, will be paid in fiscal year 2010.
Unappropriated	101,463	89,957	
Total	₩ 908,964	\$ 805,890	

8. STATEMENTS OF CASH FLOWS:

(1) “Cash and cash equivalents” in the statements of cash flows are same as “Cash and cash equivalents” in the statements of financial position.

(2) There is no significant non-cash transaction for the year ended February 28, 2011, and for the period from March 13, 2009 (inception) to February 28, 2010.

(3) The Centre’s statements of income for the year ended February 28, 2011, indicates a net loss of ₩69,008 thousand (\$61,182) with adoption of the accrual basis of accounting. However, the Centre’s cash and cash equivalents increase by ₩33,029 thousand considering adjustments to reconcile deficit of revenue over expenses to net cash provided by activities including depreciation, changes in assets and liabilities resulting from operations, and cash flows from investing activities.