

BRUNEI DARUSSALAM
CAMBODIA
INDONESIA
KOREA
LAO PDR
MALAYSIA
MYANMAR
THE PHILIPPINES
SINGAPORE
THAILAND
VIETNAM

ASEAN-KOREA CENTRE

ANNUAL REPORT FY2011

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ASEAN-KOREA CENTRE AT A GLANCE

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

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

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

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

 www.aseankorea.org/english

You can also join us on our social networking sites:

 <http://blog.aseankorea.org>

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

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

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

ASEAN-Korea Centre

8th floor Press Center Building
Taepyeongno 1 ga, Jung-gu, Seoul
Republic of Korea 100-750

FOREWORD

“The Centre will always bear in mind that the ASEAN-Korea partnership will remain a force for Peace, Prosperity, and Progress for our region, and will prepare for the kind of scope of cooperation that the realization of ASEAN Community in 2015 will bring to Korea and ASEAN Member States.”



I am delighted to present the Annual Report for Fiscal Year 2011 of the ASEAN-Korea Centre, covering the period from March 2011 to February 2012. This report illustrates the Centre's efforts made towards 'building a lasting and genuine partnership between ASEAN Member States and Korea, thereby enhancing regional integration and contributing to the ASEAN Community building process' as stated in our Vision.

Korea and ASEAN have become strategically important, economically crucial, and culturally rich partners, as Korea-ASEAN relations developed from what started as Sectoral Dialogue Partnership in 1989 to a Strategic Partnership in 2010. In 2011, ASEAN emerged as Korea's second largest trading partner with a total trade volume of 125 billion USD, while Korea has become the fifth largest partner for ASEAN. Socio-cultural exchanges between ASEAN and Korea have been vigorous as well. ASEAN now serves as the fertile and hospitable land of culture for *hallyu* before it reaches out to the global audience, enabling Korea's soft power to foster a favorable atmosphere for dynamic exchanges between Korea and ASEAN. Furthermore, people-to-people exchanges average 4.5 million a year, as the ASEAN region ranks as the second most popular destination for Koreans traveling abroad.

Amongst such rapid progress in ASEAN-Korea relations, FY2011 marked an important transition for the ASEAN-Korea Centre as it prepared to herald its first year into the Consolidating Stage (2012-2014), graduating from the three-year Developing Stage (2009-2011). To that end, the Centre implemented a wide range of activities geared toward fulfilling its mandates, and succeeded in establishing 20 work programs as part of the Trade and Investment, Culture and Tourism, and Public Relations and Information Service Chapters. To complement the activities launched previously by the Centre, we also introduced five new work programs – namely *Industry-Specific Trade Exhibitions*, *Trade Mission*, *Product Design & Package Development Workshop*, *Development of Korean Language NTO Websites for CLMV Countries*, and *ASEAN Tourism Promotion Workshops* – which received positive responses from government officials, the general public, and the media of ASEAN Member States and Korea.

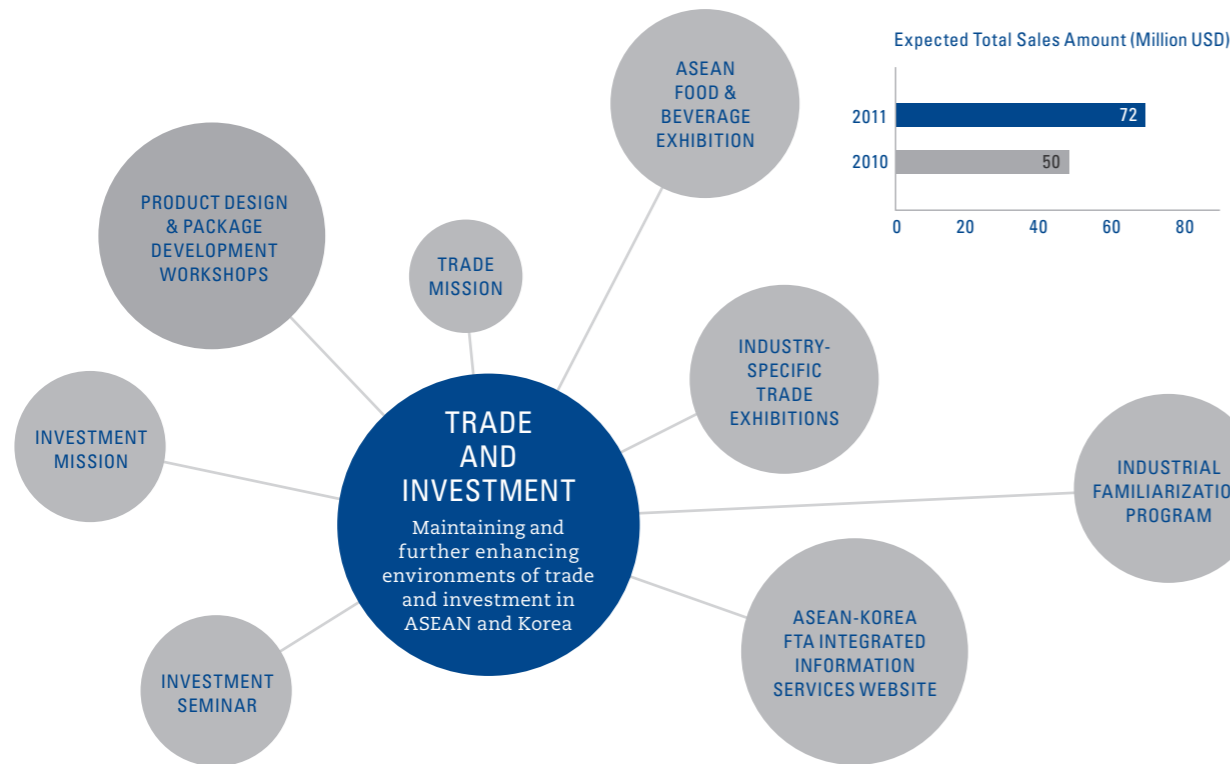
I believe these notable achievements have been made possible by unwavering support and cooperation from the Member States. With your encouragement, the Centre has been able to sail through and chart its way as a main vehicle for driving the ASEAN-Korea Partnership forward. The Centre will always bear in mind that this partnership will remain a force for Peace, Prosperity, and Progress for our region, and will prepare for the kind of scope of cooperation that the realization of ASEAN Community in 2015 will bring to Korea and ASEAN Member States.

I am confident that the broad goals and objectives set out above will continue to guide us as we embark upon a new era to meet with renewed expectations from our stakeholders and constituencies.

Chung Hae Moon

Hae-Moon CHUNG
secretary general

FY2011 HIGHLIGHTS



TRADE MISSION

Trade Missions were dispatched to ASEAN Member States, in which Korean buyers received the opportunity to meet with manufacturers and exporters in their countries of interest.

PRODUCT DESIGN & PACKAGE DEVELOPMENT WORKSHOPS

Product Design and Package Development Workshops on the furniture and textile sectors were held in 4 ASEAN Member States. Each session featured lectures on design trends, marketing skills, and strategies utilizing IT.

ASEAN FOOD & BEVERAGE EXHIBITION

The Centre participated in the Korea Food Expo 2011 and set up ASEAN Pavilion and ASEAN Kitchen to introduce ASEAN products to the Korean market.

INDUSTRY-SPECIFIC TRADE EXHIBITIONS

The Centre took the part in the Jewelry Fair Korea 2011, ASEAN Furniture 2011, and Seoul International Textile Fair. Over 900 business meetings were held during the exhibitions and the estimated total sales amount was USD 61 million in the next 3 years.

INDUSTRIAL FAMILIARIZATION PROGRAM

Innovation Workshop for ASEAN SMEs was held to enhance the capacity of small and medium enterprises in ASEAN. Experts gave lectures on the innovation experience, government policies, and industrial issues and trends of Korean SMEs, to ASEAN representatives.

INVESTMENT SEMINARS

Investment Seminars were held in Seoul with government officials from ASEAN Member States, featuring presentations on investment climate and opportunities. Representatives of Korean companies shared successful business experiences in return. The participants were also given the opportunity to visit and benchmark leading corporations.

INVESTMENT MISSIONS

Investment Missions were dispatched to 10 ASEAN Member States, providing an on-site experience of the investment climate in ASEAN, serving as an opportunity to explore new business opportunities and establish networks.

ASEAN-KOREA FTA INTEGRATED INFORMATION SERVICES WEBSITE

The Centre updated the website regularly to increase utilization of the ASEAN-Korea Free Trade Agreement (AKFTA) and to provide business communities in ASEAN and Korea with up-to-date information.

ASEAN CULTURE AND TOURISM FAIR

The 3rd ASEAN Culture & Tourism Fair was held in Seoul to introduce the culture, tourism attractions, and rich flavors of ASEAN. ASEAN performers and National Tourism Organization (NTO) representatives participated in the Fair.

PARTICIPATION IN TRAVEL EXHIBITIONS

The Centre set up the ASEAN Booth at the 24th Korea World Travel Fair (KOTFA) and the 9th Gyeonggi International Travel Mart (GITM 2011), and distributed tourism information and promotional materials, and displayed handicrafts and books of ASEAN Member States to the visitors.

ASEAN TOURISM GUIDE

To provide the Korean public with updated information on ASEAN tourism resources, the Centre published the 2nd Edition of the ASEAN Tourism Guide, in collaboration with the 10 ASEAN Member States.

ASEAN TOUR: MOBILE APPLICATION

The Centre also launched a mobile application ASEAN Tour for Smartphones, which was downloaded by over 45,000 users as of January 2012.

2ND ASEAN TOUR PROGRAM DEVELOPMENT CONTEST

Organized to raise public interest in ASEAN tourism and explore new marketable tour programs, the Contest selected 8 teams out of 206 entries, in which winners of the Grand Prize and Gold Prize were prized with a week-long trip to ASEAN countries.

ASEAN TOURISM HRD (HUMAN RESOURCES DEVELOPMENT) PROGRAM

The program, held in 5 ASEAN Member States, provided participants with practical information on Korean tourism trends, culture, and language skills useful in serving the needs of Korean tourists.

ASEAN TOURISM PROMOTION WORKSHOP

The workshop invited 2 representatives from each of the 10 ASEAN countries to Seoul and Pyeongchang, to share ideas on effective tourism promotion strategies for both ASEAN and Korea.

KOREAN LANGUAGE NTO WEBSITES FOR CLMV COUNTRIES

Recognizing the needs of developing effective online promotional tools, the Centre launched the Korean Language NTO Websites for CLMV Countries, to facilitate easy access to up-to-date information on tourism resources and trends of CLMV countries.

ASEAN-KOREA CULTURAL EXHIBITION

Cross-Scape was held in Seoul, Jeonju, and Busan, to promote cultural exchanges between ASEAN and Korea. It featured 105 contemporary artworks of 27 ASEAN and Korean artists.

CULTURAL PROGRAM

The 3rd Bravo! ASEAN in Korea, a song and dance contest for ASEAN nationals residing in Korea, was held in Seoul, fostering a close fellowship between the peoples of ASEAN and Korea.



FY2011 HIGHLIGHTS

LECTURE SERIES ON ASEAN

The Centre organized 22 lectures at the ASEAN Hall on the themes of *In Depth ASEAN*, *Rising ASEAN and Korea*, and *Know Your Southeast Asia*, which attracted around 1,500 participants.

ASEAN KIDS CLASS

Elementary school students received opportunities to learn and experience the diverse cultures of ASEAN Member States. A total of 3 sessions were held at the ASEAN Hall.

SPECIAL LECTURES FOR ASEAN YOUTH IN KOREA

To facilitate youth exchange and strengthen relationships and network between ASEAN and Korean youths, 4 sessions were held at the ASEAN Hall.

ASEAN-KOREA CHILDREN'S DRAWING CONTEST

Under the theme <This is My Favorite Place in ASEAN>, the Contest was organized for elementary school students in Korea. The Contest and exhibition of winning artworks fostered cultural sensitivity and raised awareness of ASEAN.

ASEAN YOUTH VISIT PROGRAM

The Program was organized to raise awareness and understanding on ASEAN among middle and high school students in Korea.

SCHOOL TOUR PROGRAM

In cooperation with the ASEAN Embassies, the Centre continued to carry out the *School Tour Program* at 10 elementary schools in Korea, to boost awareness of ASEAN and ASEAN-Korea relations among the younger generation.

ASEAN-KOREA MULTIMEDIA COMPETITION

For young artists and university students of ASEAN and Korea, the *Competition* selected 80 multimedia artworks among 860 entries, which were exhibited at Palais de Seoul.

ASEAN CULTURE ZONE AT THE SEOUL FRIENDSHIP FAIR

The Centre set up the *ASEAN Culture Zone* that featured various activities of which visitors can try on ASEAN traditional costumes, face-paint country flags, and participate in ASEAN games.

PR ACTIVITIES THROUGH MEDIA

In 2011, the Centre's activities were covered in over 720 articles of mainstream media in ASEAN and Korea. Furthermore, the Centre lauched weblogs and utilized social media to expand its PR activities.

PUBLICATIONS AND PR MATERIALS

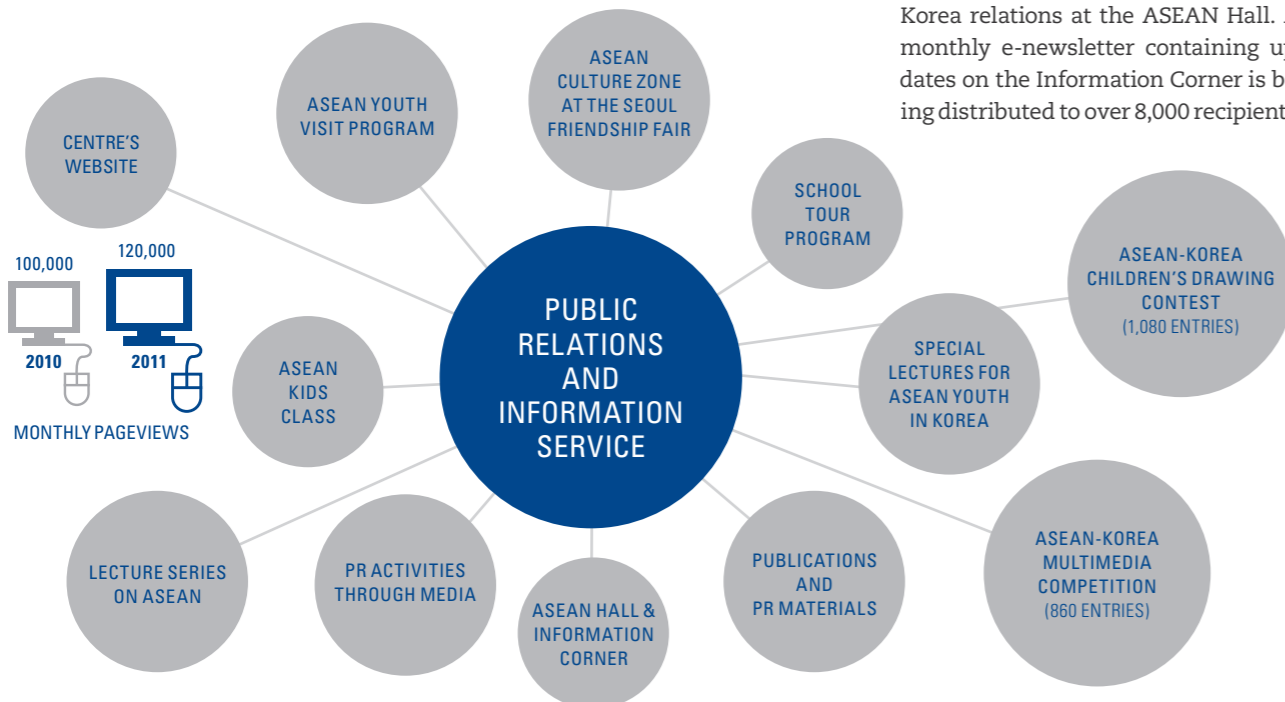
ASEAN-Korea Centre:
Organization & 2010 Main Activities E-Newsletter
Statistical Yearbook: 2011 ASEAN & Korea in Figures
Know Your ASEAN (Korean Version)
ASEAN Guide for Youth
ASEAN Guide for Kids
 (Full List on Pg. 57)

CENTRE'S WEBSITE

The Website continued to provide its visitors with information on the Centre's activities and ASEAN-Korea relations, including statistical data on trade, investment, culture, and tourism.

ASEAN HALL & INFORMATION CORNER

The information corner provided books, publications, and audio & visual materials on ASEAN and ASEAN-Korea relations at the ASEAN Hall. A monthly e-newsletter containing updates on the Information Corner is being distributed to over 8,000 recipients.



FY2011 WORK PROGRAMS

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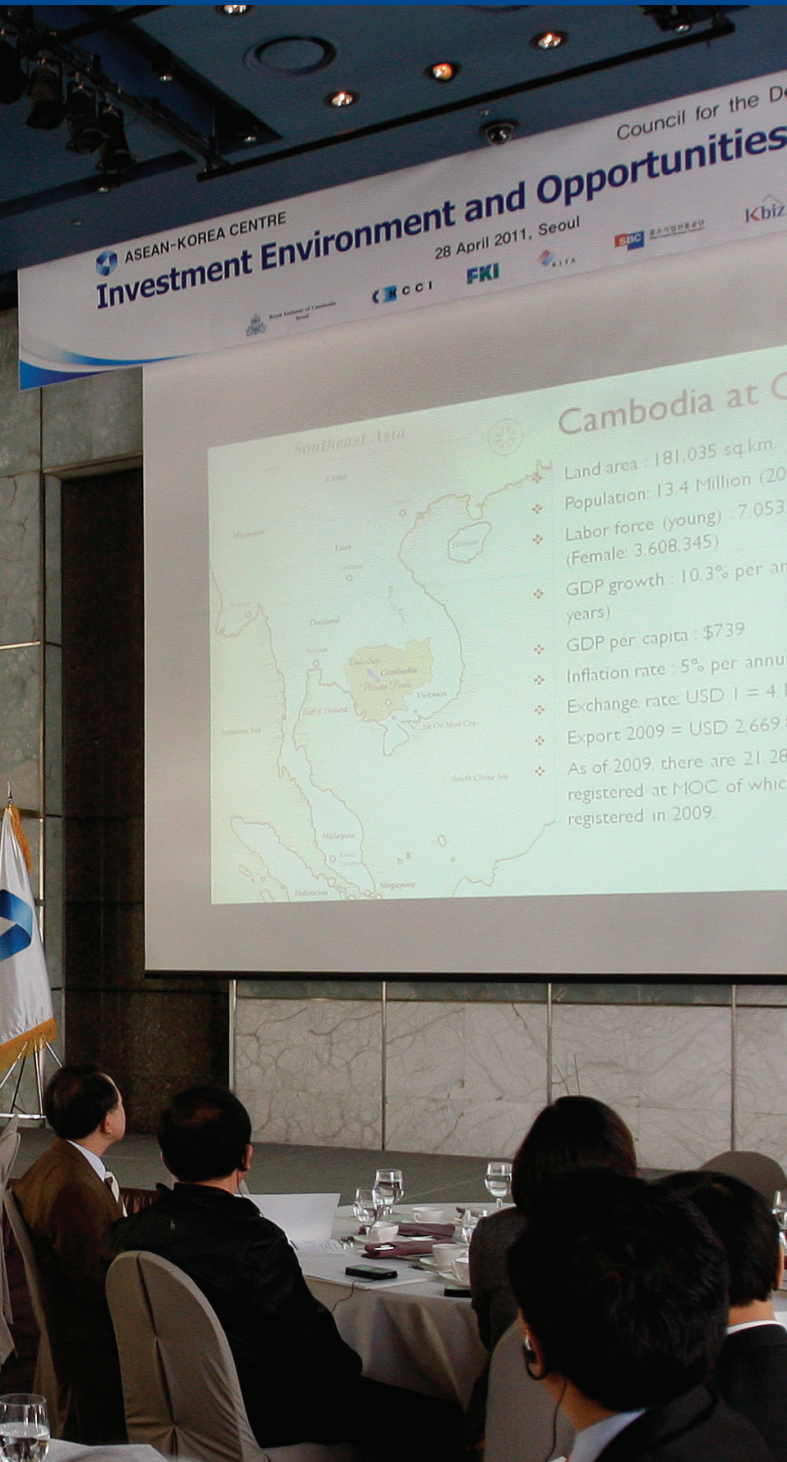
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CHAPTER 1 ———

TRADE AND INVESTMENT

In FY2011, the Centre continued to focus on maintaining and further enhancing environments of trade and investment in both ASEAN Member States and Korea.



Economic cooperation between ASEAN and Korea has gained significant achievement over the years. Given its robust economic progress, ASEAN became the 2nd largest trading partner of Korea in 2010 and solidified its status as a main trading partner in 2011. To help keep this momentum in increasing bilateral trade, the Centre undertook various programs that would facilitate trade activities between ASEAN Member States and Korea.

In FY2011, we continued to provide opportunities for ASEAN Member States to promote their products to the Korean market, in collaboration with Trade Promotion Organizations (TPOs) and Working Group Members on trade from each Member State. Efforts include the ASEAN Food & Beverage Exhibition, and Industry-Specific Trade Exhibitions, such as Jewelry Fair Korea 2011, ASEAN Furniture 2011, and the Seoul International Textile Fair.

Furthermore, Trade Missions were held to support ASEAN manufacturers in marketing their products to all potential Korean buyers.

ASEAN FOOD & BEVERAGE EXHIBITION

On behalf of the favorable response to ASEAN food and beverage products in the Korean market, the Centre continued to participate in the Food Week 2011 in Seoul, Korea. At the exhibition, the Centre set up the ASEAN Pavilion to further promote ASEAN products.

DATE	9-12 November 2011
VENUE	ASEAN Pavilion, Korea Food Expo 2011, COEX, Seoul, Korea
PARTICIPANTS	<ul style="list-style-type: none"> • 29 companies from 10 ASEAN Member States (3 companies per country, 2 companies from Lao PDR) • Representatives from the Trade Promotion Organizations (TPOs) of 9 ASEAN Member States (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand and Viet Nam)
APPROVED BUDGET	KRW 200,000,000

MAIN ACTIVITIES

A total of 29 companies from ASEAN Member States selected by ASEAN TPOs exhibited their products. A wide selection of food and beverage items, including dried fruit, sauce, coffee & tea, frozen food, and seafood items were promoted at the Exhibition.

The Centre invited potential buyers through telemarketing and e-DM (direct mail). To facilitate communication between ASEAN exhibitors and Korean buyers, the Centre provided interpretation services for participating companies. Furthermore, the Centre supported one-on-one business-matching for each company with major Korean buyers, in cooperation with COEX.

Also, cooking demonstrations were held at the ASEAN Kitchen to provide a venue for ASEAN companies to promote their products more effectively. Buyers from major Korean companies were invited to taste menus cooked with ASEAN products, to help stimulate the interests of Korean buyers and general consumers.



The Centre also offered market research programs to the exhibitors and representatives from TPOs, which consisted of visits to retail markets and a lecture on 'Import Procedures in Korea for ASEAN Products,' to provide them with a better understanding of the Korean market. The participants visited Lotte Mart, Korea's representative discount store, where they had a business meeting with a buyer. The participants also visited Garak wholesale market, a public market in Korea that distributes fisheries and agricultural / stock farm products.

OUTCOME AND IMPACT

In terms of the total sales amount within 3 years after the exhibition, approximately USD 71.56 million was estimated by the exhibitors, a 43% increase compared to USD 50 million in 2010. Furthermore, a total of 1,075 business meetings were held in 2011, compared to 1,020 business meetings in 2010. In this regard, business meetings made progress in both quality and quantity.

The Exhibition served as a valuable opportunity for ASEAN exhibitors to promote their products to Korean buyers. 100% of the exhibitors were satisfied with the program, and among them, 85% of the exhibitors indicated that they found the overall program to be excellent.

Furthermore, public awareness on ASEAN food and beverage products increased, as media sources, such as the Korea Herald, Hankook KyungJae, Segye Ilbo, and Yonhap News, covered the event (11 times).

INDUSTRY-SPECIFIC TRADE EXHIBITION

Given the increasing interest in industry-specific trade exhibitions of Korean buyers and importers, the Centre invited ASEAN companies to participate in the *Jewelry Fair Korea 2011*, *ASEAN Furniture 2011*, and *Seoul International Textile Fair* to promote ASEAN products, and help Member States maximize comparative advantages and further expand business opportunities in the Korean market. ASEAN Member States may choose to participate in 2 out of 3 aforementioned exhibitions, based on their strengths and interests.

	JEWELRY FAIR KOREA 2011	ASEAN FURNITURE 2011	SEOUL INTERNATIONAL TEXTILE FAIR
DATE	12-18 April 2011	22-29 August 2011	29 August - 3 September 2011
VENUE	COEX, Seoul	KINTEX, Gyeonggi-do	COEX, Seoul
PARTICIPANTS	10 companies from 5 ASEAN Member States (Cambodia, Lao PDR, Myanmar, Philippines, and Singapore)	16 companies from 8 ASEAN Member States (Brunei, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam)	14 companies from 7 ASEAN Member States (Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Thailand, and Viet Nam)
APPROVED BUDGET	KRW 400,000,000		

MAIN ACTIVITIES

A total of 40 companies from ASEAN Member States exhibited their products at the ASEAN Pavilion. The Exhibition displayed a wide selection of products, providing opportunities for participating companies to establish networks with potential Korean importers and buyers.

The Centre invited potential buyers to the exhibition through e-DM (direct mail) and telemarketing, offering ASEAN exhibitors and Korean buyers a chance to hold business meetings amongst each other. Each participating company was provided with an interpretation service for more effective communication.

Furthermore, mission members from ASEAN were provided with *Trade Mission* programs, each consisting of a lecture and market research for better understanding of the Korean market.

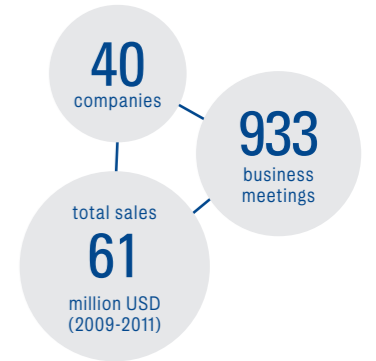


OUTCOME AND IMPACT

A total of 933 business meetings were held between ASEAN companies and Korean buyers. The Centre contributed by inviting relevant Korean buyers through various channels and networks.

ASEAN exhibitors estimated from the evaluation survey that the total sales amount within 3 years after the exhibition will record approximately USD 61 million.

Media coverage helped increase public awareness of ASEAN products as 18 newspaper articles, including *Yonhap News*, *Asia Economy Daily*, *Hankook KyungJae*, *The Korea Times*, *Hankook Ilbo*, *Seoul Shinmun*, *Korea Economic Daily*, and *AV-ING*, were written on the *Industry-Specific Trade Exhibition*.



TRADE MISSION

Trade Missions to ASEAN Member States were dispatched to provide Korean buyers an opportunity to meet with manufacturers and exporters in ASEAN countries of their interest and introduce a variety of items that are importable to Korea. This program also supported ASEAN manufacturers to better promote their products to potential Korean buyers.

	MALAYSIA, SINGAPORE, AND INDONESIA	THAILAND AND PHILIPPINES	CAMBODIA
DATE	4-12 March 2011	16-22 October 2011	14-17 December 2011
VENUE	Malaysia (Kuala Lumpur), Singapore, Indonesia (Jakarta)	Thailand (Bangkok), Philippines (Manila)	Cambodia (Phnom Penh)
SECTOR	Furniture	Home interior products and household goods	Agricultural and wooden products
PARTICIPANTS	Malaysia: 21 / Singapore: 36 / Indonesia: 27	Thailand: 17 / Philippines: 17	26
APPROVED BUDGET	KRW 110,000,000		

MAIN ACTIVITIES

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

OUTCOME AND IMPACT

Visits to exhibitions provided a stage for one-on-one business meetings between ASEAN exhibitors and Korean mission members, which resulted in an estimated buying amount of approximately USD 15.9 million within 3 years after the Mission.

Market research and company visits provided the Korean mission members with first-hand experiences to business environment and latest market trends of each destination, and the stage to establish business networks with ASEAN companies.



TECHNICAL COOPERATION & CAPACITY BUILDING



The Centre also carried out various programs supporting Technical Cooperation and Capacity Building, complementary to a wide array of activities related to trade exhibitions and Trade Missions.

In FY2011, the Centre organized the *Innovation Workshop for SMEs* (small and medium enterprises) under the *Industrial Familiarization Program (IFP)* with participating government officials and business representatives of SMEs from ASEAN countries. Moreover, the Centre put together the *Product Design and Package Development Workshop*, which provided an opportunity for ASEAN manufacturers to enhance expertise in designing and developing packages.

INDUSTRIAL FAMILIARIZATION PROGRAM: INNOVATION WORKSHOP FOR ASEAN SMEs

The Centre held *Innovation Workshop for SMEs* to help induce an innovative mindset for management and enhance competitiveness of SMEs in ASEAN Member States.

DATE	14-17 November 2011
VENUE	ASEAN Hall, Seoul, Korea
PARTICIPANTS	28 ASEAN government officials and representatives of SMEs (3 participants from each ASEAN Member State)
APPROVED BUDGET	KRW 80,000,000

MAIN ACTIVITIES

The program included briefings on lectures on Korea’s innovation and the role of SMEs, government policies on innovation for small business, and industrial issues and trends of Korean SMEs; and industrial visits to leading innovative Korean corporations.

15 NOVEMBER	16 NOVEMBER	17 NOVEMBER
<ul style="list-style-type: none"> · LECTURE 1 Korea’s Growth in the Era of Innovation and the Role of SMEs · LECTURE 2 Government Policies on Innovation for Small Business · LECTURE 3 Korean SME’s Industrial Issues and Trends 	<ul style="list-style-type: none"> · COMPANY VISIT 1 Case Study on SME’s Innovative Manufacturing and Management (LeeHan Co., Ltd.) · COMPANY VISIT 2 Case Study on SME’s Innovative Productivity Growth (Korea High Tech Textile Research Institute) 	<ul style="list-style-type: none"> · COMPANY VISIT 3 Case Study on SME’s Innovative Approach for Entering the Global Market (Pan-pacific Co., Ltd.) · WRAP-UP SESSION

OUTCOME AND IMPACT

Innovation Workshop for ASEAN SMEs enhanced the capacity and competitiveness of SMEs in ASEAN Member States. The Workshop provided 28 ASEAN government officials and SME representatives with an opportunity to familiarize themselves with the business environment and know-hows of leading Korean SMEs.



PRODUCT DESIGN & PACKAGE DEVELOPMENT WORKSHOP

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

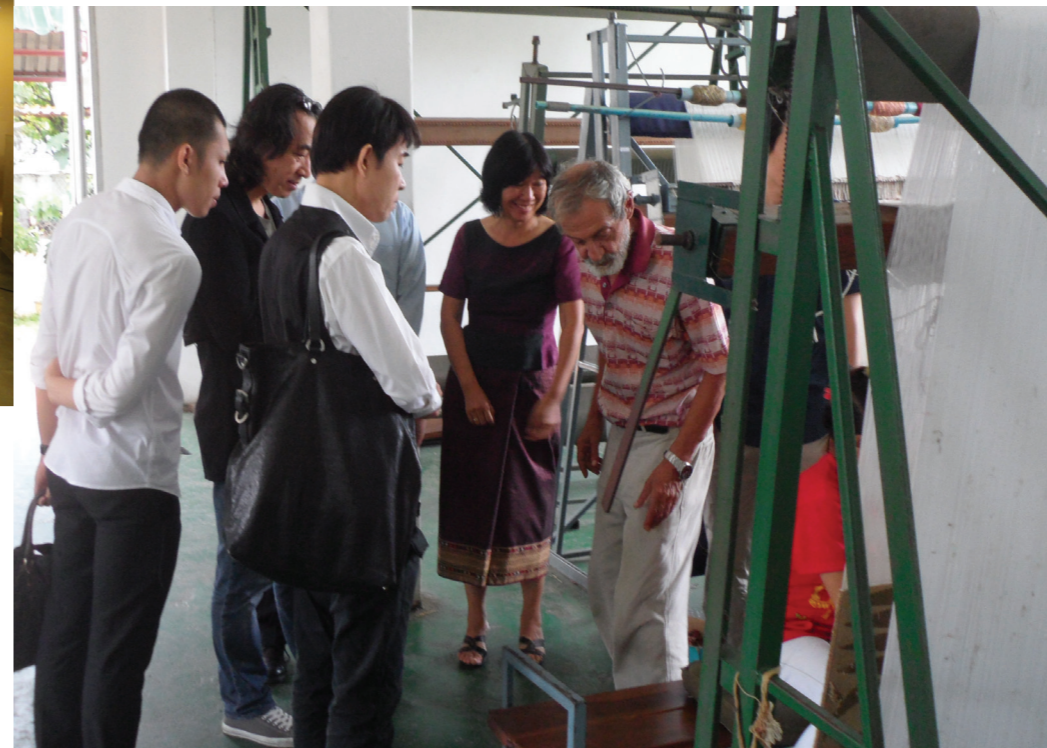
	MYANMAR	LAO PDR & BRUNEI DARUSSALAM	VIET NAM
DATE	21–25 June 2011	18–28 July 2011	11–14 December 2011
VENUE	Myanmar (Yangon)	Lao PDR (Vientiane), Brunei Darussalam (Bandar Seri Begawan)	Viet Nam (Ho Chi Minh City)
SECTOR	Furniture	Textile	Furniture
PARTICIPANTS	110	Lao PDR: 45 Brunei Darussalam: 38	80
APPROVED BUDGET	KRW 110,000,000		

MAIN ACTIVITIES

Korean experts delivered lectures on product design trends in the Korean market, quality management, and key considerations to be made when exporting to Korea. In addition, visits to local companies and factories were arranged to provide new business opportunities and on-site consulting for ASEAN manufacturers to enter the Korean market.

OUTCOME AND IMPACT

An average of 70 participants were present at each seminar. Seminars helped participants to acquire knowledge on effective product design and package development and current design trends in Korea, to advise ASEAN manufacturers and exporters on ways to enter the Korean market.





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

INVESTMENT SEMINAR

Building on positive responses from the Korean business community, the Centre held *Investment Seminars*, updating the Korean business community on investment policies, incentives, and promising sectors. The *Seminars* also included presentations by officials from ASEAN Investment Promotion Agencies (IPAs) on investment environment and business opportunities, and by Korean companies on successful business cases in ASEAN.

DATE	April 2011– February 2012
VENUE	Seoul / Gwangju / Changwon, Korea
PARTICIPANTS	<ul style="list-style-type: none"> • Presenters: High-ranking government officials from ASEAN, representatives of Korean companies based in ASEAN Member States • Attendees: Korean business people
APPROVED BUDGET	KRW 245,000,000

MAIN ACTIVITIES

The *Seminars* featured presentations by ASEAN government officials on investment climate, policies and opportunities, and promising sectors for investment. Representatives of Korean companies based in ASEAN Member States shared their successful business experiences, including points to be considered in entering each ASEAN market, and advantages that ASEAN holds as an attractive investment destination. Also, business meetings were conducted between government officials and private sector representatives of ASEAN and potential Korean investors, to establish business contacts with each other, address investment-related concerns to ASEAN government officials, and discuss specific business sectors and opportunities in ASEAN.

PROGRAM SUMMARY

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS	
BRUNEI DARUSSALAM	31 Jan. 2012 Plaza Hotel, Seoul	KEYNOTE SPEECH	Mr. Pengiran Kamalrudzaman Bin Pengiran Haji Ishak Director, Policy and Planning Division, Ministry of Industry and Primary Resources (MIPR)	
		118 Participants (audience) & 34 Business Meetings	PRESENTATION 1 Brunei Halal Brand in the Cosmetics and Pharmaceuticals Sector	Ms. Feby Latip General Manager, Brunei Wafirah Holdings Sdn. Bhd.
		PRESENTATION 2 Nature and Culture Tourism in Brunei	Ms. Noraini Haji Tersad Senior Special Duties Officer, Department of Tourism Development, Ministry of Industry and Primary Resources (MIPR)	
		PRESENTATION by Korean company Business Strategies in the Sector of Energy in Brunei	Mr. Dong Hwan OH Director, STX Offshore & Shipbuilding	
		PRESENTATION by Korean company Business Experiences in the Sector of Food Processing in Brunei	Mr. Sung Ho PARK President, Jindo Sdn. Bhd.	
BUSINESS MEETING	5 BOOTHS · 2 from MIPR · 2 from JINDO Company · 1 from Brunei Wafirah Holdings Sdn. Bhd.			
CAMBODIA	28 Apr. 2011 Plaza Hotel, Seoul	KEYNOTE SPEECH	H.E. Chea Vuthy Deputy Secretary General, Cambodian Special Economic Zones Board (CSEZB)	
		130 Participants (audience) & 30 Business Meetings	PRESENTATION 1 Investment Opportunities in Cambodia	Mr. Suon Sophal Deputy Director, Public Relations and Investment Promotion Department, Cambodian Investment Board (CIB)
		PRESENTATION 2 Agriculture Industry in Cambodia	Mr. Chay Sakun Deputy Director, Ministry of Agriculture, Forestry, and Fisheries	
		PRESENTATION by Korean Company Business Experiences in Cambodia	Mr. Namkook KANG CEO, Camintel Co., Ltd.	
		BUSINESS MEETING	4 BOOTHS · Cambodian Special Economic Zones Board (CSEZB) · Cambodian Investment Board (CIB) · Ministry of Agriculture, Forestry, and Fisheries · Camintel Co., Ltd.	
INDONESIA	28 Sep. 2011 Plaza Hotel, Seoul	KEYNOTE SPEECH	H.E. Gita Wirjawan Chairman, Indonesia BKPM	
		120 Participants (audience) & 33 Business Meetings	PRESENTATION 1 Investment Opportunities in East Java Province – Indonesia: Potentials and Attractiveness	Mr. Warno Harisasono Chairman, Investment Board of East Java Province

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
INDONESIA (continued)	28 Sep. 2011 Plaza Hotel, Seoul 120 Participants (audience) & 33 Business Meetings	PRESENTATION 2 Investment Potentials in Metal, Machineries and Electronics Industry	Mr. Wiliem Petrus Riwu Deputy Director for Industrial Model Analysis, Agency for Assessment of Policy, Industrial Climate and Standard, Ministry of Industry
		PRESENTATION by Korean Company Experience of PT. LG Indonesia in Doing Business in Indonesia	Mr. Byoung Uk MIN Director / CFO, PT. LG Indonesia
		BUSINESS MEETING	6 BOOTHS · 2 from BKPM · 2 from East Java Provincial Government · Ministry of Industry · LG Electronics
LAO PDR	17 Jun. 2011 Millennium Seoul Hilton, Seoul 123 Participants (audience) & 31 Business Meetings	KEYNOTE SPEECH	Mr. Manothong Vongsay Deputy Director General, Ministry of Planning and Investment, MPI
		PRESENTATION 1 Lao PDR: Investment Climate and Policy	Mr. Phouthasack Souvannasao Deputy Director, Investment Promotion Department Ministry of Planning and Investment, MPI
		PRESENTATION 2 Investment Opportunities and Doing Business in Savan-SENO Special Economic Zone	Mr. Thongsay Sayavongkhamdy Vice Governor, Savan-Seno Special Economic Zone Authority (SEZA)
		PRESENTATION 3 Savan-SENO Special Economic Zone (SaSEZ)	Mr. Ong Chin Chai Executive Director, Savan Pacifica Development Co., Ltd.
		PRESENTATION by Korean company Successful Business Experiences in Laos	Mr. Myung Kwan KIM Director, Kolao Group
		BUSINESS MEETING	4 BOOTHS · 2 from MPI · Savan Pacifica Development Co., Ltd. · Kolao Group
MALAYSIA	8 Nov. 2011 Ramada Plaza Gwangju Hotel, Gwangju City 109 Participants (audience) & 15 Business Meetings	KEYNOTE SPEECH	Dato' Noharuddin Nordin CEO, Malaysian Investment Development Authority (MIDA)
		PRESENTATION 1 Investment Opportunities in Malaysia (Sectors: Green Energy – Solar, LED, Renewable Energy, etc.)	Ms. Aizah Abdullah Director, ICT and Electrical Industries Division, Malaysian Investment Development Authority (MIDA)
		PRESENTATION by Korean Company	Mr. Oh Young KIM Chairman, Korean Chamber of Commerce Malaysia (KOCHAM)
		BUSINESS MEETING	4 BOOTHS · 3 from MIDA · KOCHAM Malaysia
MYANMAR	21 Dec. 2011 Plaza Hotel, Seoul	KEYNOTE SPEECH	Mr. Aye Ko Director General, Directorate of Investment & Company Administration, Ministry of National Planning and Economic Development

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
MYANMAR (continued)	21 Dec. 2011 Plaza Hotel, Seoul 152 Participants (audience) & 30 Business Meetings	PRESENTATION 1 Current Status of Investment Regime in Myanmar	Ms. Tin Aye Han Assistant Director, Directorate of Investment & Company Administration, Ministry of National Planning and Economic Development
		PRESENTATION 2 Investment Opportunities in Myanmar	Mr. Win Tin Assistant Director, Directorate of Investment & Company Administration, Ministry of National Planning and Economic Development
		PRESENTATION by Korean company Business Experience in Myanmar	Mr. You Kab KIM Director, Myanstar garment Co., Ltd.
		BUSINESS MEETING	4 BOOTHS · 3 from DICA · Myanstar garment Co., Ltd.
PHILIPPINES	7 Sep. 2011 Plaza Hotel, Seoul 119 Participants (audience) & 22 Business Meetings	KEYNOTE SPEECH	Mr. Geronimo D. Sta. Ana Governor, Philippine Board of Investments (BOI)
		PRESENTATION 1 Philippine Electronics Industry	Mr. Ernesto B. Santiago President, Semiconductor and Electronics Industries in the Philippines, Inc. (SEIPI)
		PRESENTATION by Korean Company	Mr. Eun-Gap CHANG President, Korean Chamber of Commerce in the Philippines
		BUSINESS MEETING	4 BOOTHS · 2 from BOI · SEIPI · Korean Chamber of Commerce Philippines
SINGAPORE	21 Feb. 2012 Plaza Hotel, Seoul 104 Participants (audience) & 19 Business Meetings	KEYNOTE SPEECH	Mr. Lim Swee Nian Assistant Managing Director, Singapore Economic Development Board (EDB)
		PRESENTATION 1 Introduction to Singapore and the EDB	Mr. Chua Yiak Hwa Clarence Regional Director (Japan/Korea), Singapore Economic Development Board (EDB)
		PRESENTATION 2 Consumer Business in Singapore	Mr. Lim Jiin Chheng Lionel Centre Director (Korea), Singapore Economic Development Board (EDB)
		PRESENTATION by Korean Company	Mr. Michael CHA Director of Business Development, Genesis BBQ Asia Pacific Pte. Ltd.
		BUSINESS MEETING	3 BOOTHS · 2 from EDB · Genesis BBQ Asia Pacific Pte. Ltd.
THAILAND	14 Dec. 2011 City 7 Pullman Ambassador Hotel, Changwon City 76 Participants (audience) & 12 Business Meetings	KEYNOTE SPEECH & PRESENTATION Thailand Business Environment and Investment Opportunity	Mrs. Hirunya Suchinai Deputy Secretary General, Thailand Board of Investment (BOI)
		PRESENTATION Korean Company's Business Experience in Thailand	Mr. Tong Bin BAK Vice President, Korean-Thai Chamber of Commerce

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
THAILAND (continued)		BUSINESS MEETING	3 BOOTHS · 2 BOI · Korean-Thai Chamber of Commerce
VIETNAM	16 June 2011 Plaza Hotel, Seoul	KEYNOTE SPEECH	Mr. Ta Hoang Linh Deputy Director, VIETRADE
	149 Participants (audience) & 41 Business Meetings	PRESENTATION 1 Incentives on Investment in Light Industry; Household Products and Food Industry	Mr. Pham Vu Hai Director, Investment Promotion Center of North Vietnam, Foreign Investment Agency, MPI
		PRESENTATION 2 Vietnam-Korea Trade Relationship and Cooperation Opportunity in Food Industry	Mr. Trinh Dinh Thang Deputy Director General, International Cooperation Department Ministry of Industry and Trade
		PRESENTATION 3 Investment Environment and Opportunities in Long An Province	Mr. Pham Van Ranh Vice Chairman, The People Committee of Long An Province
		PRESENTATION 4 Investment Environment and Opportunities in Dung Quat Economic Zone	Mr. Vo Tien Dung Deputy Director, The Management Board of Dung Quat Economic Zone
		PRESENTATION by Korean Company	Mr. Myung Gon SONG Director, EP International Co., Ltd.
		BUSINESS MEETING	10 BOOTHS · MPI · VIETRADE · Quang Ninh Industry and Trade Department · The Management Board of Dung Quat Economic Zone · The Management Board of Long An Economic Zone · Tan Do Infrastructure Investment Company · Long An Industrial Zone Infrastructure Investment Company · Phuoc Dong IMG Company · Thuan Hue Trading Company · EP International Co., Ltd.

OUTCOME AND IMPACT

An average of 120 potential Korean investors interested in doing business with ASEAN Member States participated in each *Seminar*.

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

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

Investment promotion materials on each ASEAN country were distributed to Korean participants.

INVESTMENT MISSION

In response to the Korean business community's growing interests in investing in ASEAN, the Centre dispatched *Investment Mission* to each ASEAN Member State for potential Korean investors to explore investment opportunities by acquiring first-hand information on the latest investment climates and opportunities in ASEAN. Specific industrial and priority sectors were identified in coordination with ASEAN Investment Promotion Agencies (IPAs) to become more geared towards the needs of ASEAN.

DATE	May 2011 – January 2012 (5 times)
VENUE	10 ASEAN Member States
PARTICIPANTS	Around 22 Korean businessmen, business association officials, and related experts per <i>Mission</i>
APPROVED BUDGET	KRW 185,000,000

MAIN ACTIVITIES

Each *Investment Mission* included briefings by ASEAN government officials and relevant Ministries on the latest investment policies; the status, prospects, and investment opportunities of promising sectors; forthcoming foreign investment projects; and industrial visits to relevant government agencies and local companies of interest. Also, business meetings were arranged between potential Korean investors and relevant ASEAN government officials and business representatives, to discuss business opportunities in specific areas and find partners for investment.



PROGRAM SUMMARY

COUNTRY & SECTOR	DATE & PARTICIPANTS	ACTIVITIES
CAMBODIA (PHNOM PENH): Agriculture including Agricultural Machinery & Construction Industry	8-11 May 2011 32 Participants	SEMINAR ·PRESENTATION 1. "Investment Climate in Cambodia" by Deputy Secretary General, Cambodian Special Economic Zones Board ·PRESENTATION 2. "Agricultural Investment to Cambodia" by Deputy Director, Ministry of Agriculture, Forestry and Fisheries (MAFF) ·PRESENTATION 3. by Secretary of State, Ministry of Land Management, Urban Planning and Construction ·PRESENTATION 4. by Vice-President, Mong Reththy Group Co., Ltd. ·PRESENTATION 5. by CB Richard Ellis ·PRESENTATION 6. by Phnom Penh Special Economic Zone
		GROUP BUSINESS CONSULTATIONS with 11 Cambodian entrepreneurs, 2 from Cambodia Chamber of Commerce
		COURTESY CALL on H.E. Dr. Yim Chhayly, Deputy Prime Minister, Council for Agricultural and Rural Development (CARD)
		INDUSTRIAL VISITS AGRICULTURE MH Bio Energy / Chungnam Global Agriculture Resource Development (Cambodia branch office) CONSTRUCTION International Contractors Association of Korea (Cambodia branch office) / POSCO Engineering & Construction Co., Ltd. / KUMHO Industrial Co., Ltd.

COUNTRY & SECTOR	DATE & PARTICIPANTS	ACTIVITIES
MYANMAR (YANGON): Agriculture including Agricultural Machinery & Construction Industry	11-13 May 2011 17 Participants	<p>BRIEFING ON AGRICULTURE AND CONSTRUCTION SECTOR IN MYANMAR</p> <ul style="list-style-type: none"> ·WELCOMING REMARKS by Vice-President, Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI) ·REMARKS by Head of Production Division, Union of Myanmar Economic Holdings Ltd. ·PRESENTATION “Investment Opportunities in Agriculture and Construction Sectors” by Directorate of Investment Company Administration(DICA), Ministry of National Planning and Economic Development (MNPED) <p>GROUP BUSINESS CONSULTATIONS with 27 Myanmar entrepreneurs</p> <p>INDUSTRIAL VISITS AGRICULTURE SYS Manufacturing Ltd. / Tiger World Company / Good brothers Co., Ltd. / Universal Link Service Co., Ltd. CONSTRUCTION Myanmar POSCO Steel / Daewoo International / Hyundai Heavy Industries Co., Ltd.</p>
VIET NAM (HANOI): Food Processing, Bio-Energy, Household Goods, and Agricultural Machinery Industry	3-6 July 2011 20 Participants	<p>VISIT TO MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT (MARD)</p> <ul style="list-style-type: none"> ·WELCOMING REMARKS by Vice Minister, Ministry of Agriculture and Rural Development (MARD) ·PRESENTATION 1. “Commercial Agriculture, Forestry and Fisheries in Vietnam” by Directorate, Agro Processing and Trade, Ministry of Agriculture and Rural Development (MARD) ·PRESENTATION 2. “Potential and Investment Opportunities in Agriculture Industry in Vietnam” by Global Integration and Investment Division, Ministry of Agriculture and Rural Development (MARD) <p>VISIT TO MINISTRY OF INDUSTRY AND TRADE (MOIT)</p> <ul style="list-style-type: none"> ·WELCOMING REMARKS by Vice Minister, Ministry of Industry and Trade ·PRESENTATION 1. “FDI Overview in Vietnam” by Investment Promotion Center, Foreign Investment Agency, Ministry of Planning and Investment(MPI) ·PRESENTATION 2. “Vietnam-Korea Trade Relationship and Cooperation Opportunity in Food Industry and Agricultural Machinery” by International Cooperation Department, Ministry of Industry and Trade of Vietnam <p>GROUP BUSINESS CONSULTATIONS with 21 Vietnamese entrepreneurs</p> <p>INDUSTRIAL VISITS Orion Food Company / Vietnam Academy of Agricultural Sciences FOOD Vietnam Coffee and Cocoa Association / Thai Hoa Coffee HOUSEHOLD GOODS & AGRICULTURAL MACHINERY Vietnam Engine Agricultural Machinery Corporation (VEAM) / Tractor and Agricultural Machinery Company</p>
LAO PDR (VIENTIANE): Food Processing, Bio-Energy, Household Goods, and Agricultural Machinery Industry	6-9 July 2011 18 Participants	<p>POLICY BRIEFING</p> <ul style="list-style-type: none"> ·REMARKS by Deputy Director General, Investment Promotion Department, Ministry of Planning and Investment (MPI) ·PRESENTATION 1. “Lao PDR: Investment Climate and Policy” by Investment Promotion Department, Ministry of Planning and Investment (MPI) ·PRESENTATION 2. “Agriculture Investment Climate in Lao PDR” by Division of Investment and Business, Department of Planning, Ministry of Agriculture and Forestry (MAF) ·PRESENTATION 3. “Trade Policies in Lao PDR” by Deputy Permanent Secretary, the Permanent Secretary Office, Ministry of Industry and Commerce (MIC) <p>GROUP BUSINESS CONSULTATIONS with 6 Lao entrepreneurs</p> <p>INDUSTRIAL VISITS Dao-Heuang Group / Kolao Farm / Sinouk Café Lao Ltd. FOOD PROCESSING Beer Lao Company AGRICULTURAL MACHINERY Kubota</p>

COUNTRY & SECTOR	DATE & PARTICIPANTS	ACTIVITIES
MALAYSIA (KUALA LUMPUR): Energy and Food Processing Industry	23-26 Oct. 2011 23 participants	<p>SEMINAR on ‘Energy, Green Technology & Food Processing Sectors’ in Malaysia</p> <ul style="list-style-type: none"> ·WELCOMING REMARKS by MIDA ·PRESENTATION 1. “Renewable Energy Development in Malaysia” by Sustainable Energy Development Authority (SEDA) ·PRESENTATION 2. “Halal Certification-Passport to the Vast Muslim Market” by Halal Development Corporation (HDC) <p>INDIVIDUAL BUSINESS MEETING</p> <p>INDUSTRIAL VISITS Elpion ENERGY Recycle Energy / Mensilin Holdings Sdn. Bhd. FOOD PROCESSING Port Klang Free Zone Malaysia</p>
BRUNEI DARUSSALAM (BANDAR SERI BEGAWAN): Energy and Food Processing Industry	27-29 Oct. 2011 22 participants	<p>SEMINAR on Energy & Food Processing Sectors in Brunei Darussalam</p> <ul style="list-style-type: none"> ·WELCOMING REMARKS by BEDB ·PRESENTATION 1. “Business Opportunities in Brunei Darussalam” by Local Enterprise Development Division, Brunei Economic Development Board (BEDB) ·PRESENTATION 2. “Come and Invest in Brunei Darussalam” by Ministry of Industry & Primary Resources (MIPR) <p>INDIVIDUAL BUSINESS MEETING</p> <p>INDUSTRIAL VISITS Landevel ENERGY Sungai Liang Industrial Park FOOD PROCESSING Semaun Marine Resources Sdn. Bhd. / Sabli Food Industries</p>
PHILIPPINES (MANILA): Energy and Food Processing Industry	23-26 Nov. 2011 17 Participants	<p>SEMINAR on ‘Energy and Food Processing Sectors’ in the Philippines</p> <ul style="list-style-type: none"> ·WELCOMING REMARKS by Undersecretary, Trade and Investments Promotion Group, Philippine Board of Investments(BOI) ·PRESENTATION 1. “Your Investment Destination” by International Marketing Department, Philippine BOI ·PRESENTATION 2. “Renewable Energy Outlook” by Energy Management Div., Dept. of Energy ·PRESENTATION 3. “Invest in Philippine Agriculture, Invest in the Future” by Phil. Agricultural Devt & Commercial Corp., Dept. of Agriculture ·PRESENTATION 4. “Food and Nutritional Research Institute Transferable and Commercializable Food Technologies” by Food and Nutrition Research Institute, Dept. of Science and Technology <p>INDIVIDUAL BUSINESS MEETING</p> <p>INDUSTRIAL VISITS Korea Electric Power Corporation, Philippines ENERGY Pangea Green Energy FOOD PROCESSING Gourmet Farms / Silca Coffee Roasting Company, Inc. / Café Amadeo Development Cooperative / Farmtect Foods Inc.</p>

COUNTRY & SECTOR	DATE & PARTICIPANTS	ACTIVITIES
THAILAND (BANGKOK) Construction Machinery, Agricultural Machinery, Fashion & Textile, and Energy Industry	9-12 Jan. 2012 26 Participants	<p>VISIT TO OSOS CENTRE (THAILAND BOI)</p> <ul style="list-style-type: none"> ·WELCOMING REMARKS by Deputy Secretary General, Thailand BOI ·PRESENTATION 1. "BOI's Investment Policies and Measures" by Thailand Board of Investment ·PRESENTATION 2. "Company Registration by Department of Business Development" by Department of Business Development, MOC ·PRESENTATION 3. "Foreign Business Operation" by Foreign Business Administration Bureau, Department of Business Development MOC ·PRESENTATION 4. "Employment Related Labor Protection Law" by Department of Labor Welfare and Protection, Ministry of Labor ·PRESENTATION 5. "Employment Related Social Security Law" by Ministry of Labor <p>BUSINESS LUNCHEON</p> <p>INDIVIDUAL BUSINESS MEETING</p> <p>INDUSTRIAL VISITS LG Electronics, Thailand AGRICULTURAL MACHINERY Siam Kubota / Universal Tractor Spare Parts Co., Ltd FASHION & TEXTILE Leeviwat Group Co., Ltd.</p>
SINGAPORE Fashion & Textile, Food Processing, and Energy Industry	12-14 Jan. 2012 16 Participants	<p>VISIT TO ECONOMIC DEVELOPMENT BOARD (EDB)</p> <ul style="list-style-type: none"> ·PRESENTATION 1. "Investment Opportunities and Climate in Singapore" by International Partnership Office (Asia Pacific) of Spring Singapore ·PRESENTATION 2. "Singapore: a Global City with an Asian Perspective" by Singapore EDB on Investment Climate, Policies & Opportunities <p>BUSINESS MEETING between Singaporean and Korean companies</p> <p>INDUSTRIAL VISITS Lapalette, Singapore FASHION & TEXTILE Parco Marina Bay & Parco Next NEXT FOOD PROCESSING Food Innovation & Resource Center</p>
INDONESIA (JAKARTA) Fashion & Textile, Energy & Infra Development, and Food Processing	14-18 Jan. 2012 24 Participants	<p>BUSINESS FORUM on Investment Opportunities in the Sectors of Textile & Fashion, Energy & Infra Development, and Food Processing</p> <p>REMARKS BY INDONESIA INVESTMENT COORDINATING BOARD (BKPM)</p> <ul style="list-style-type: none"> ·PRESENTATION 1. "Investment Policies and Opportunities in Indonesia" by BKPM ·PRESENTATION 2. "Investment Facilities in Indonesia" by Directorate of Investment Facility Services, BKPM ·PRESENTATION 4. "Investment Opportunities in East Java Province-Indonesia, Potentials and Attractiveness" by Investment Board (BPM) of East Java Province ·PRESENTATION 5. "Current Indonesian Business Environment, Opportunities and Challenges" by Indonesia Entrepreneur Association (APINDO) <p>BUSINESS LUNCHEON</p> <p>ONE-ON-ONE BUSINESS MEETING</p> <p>INDUSTRIAL VISITS ENERGY AND INFRA DEVELOPMENT Jababeka Industrial Estate / Bekasi Power FASHION/ TEXTILE AND FOOD PROCESSING Modern Cinkande Industrial Estate / PT. Charoen Pokphand Indonesia Food Division</p>

OUTCOME AND IMPACT

Investment Mission offered a chance for potential Korean investors to explore investment opportunities in promising business sectors. 215 potential Korean investors, seeking to enter the ASEAN market, benefitted from the program. During the Mission, 4 MOUs were concluded between Korean investors and ASEAN companies, and the amount of investment by the Korean delegation was expected to be approximately USD 116.2 million in the next 3 years.

INFORMATION AND INTERMEDIARY SERVICES

The ASEAN-Korea Free Trade Agreement (AKFTA) entered into force in 2009. Since then, trade relations between Korea and ASEAN have become more vibrant. To promote continuous growth of trade activities, the ASEAN-Korea Centre launched the ASEAN-Korea FTA Integrated Information Services, in order to facilitate the utilization of the Free Trade Agreement between Korea and ASEAN.

SYSTEM MAINTENANCE OF ASEAN-KOREA FTA INTEGRATED INFORMATION SERVICES

APPROVED BUDGET KRW 30,000,000

MAIN ACTIVITIES

The Centre continued to update the website by adding more user-friendly functions and relevant information on the AKFTA, including monthly trade statistics, up-to-date tariff rates, and directory of Korean importers and ASEAN exporters. To further promote business-matching between companies in ASEAN and Korea, the e-marketplace (Korea-ASEAN Business Network) was launched in cooperation with the Korea International Trade Association (KITA).

OUTCOME AND IMPACT

In FY2011, AKFTA Integrated Information Services received around 1,000 visitors and 6,000 page views on a monthly basis. The website served as a practical guide for business communities in ASEAN and Korea on how to effectively utilize the AKFTA to maximize benefits in their trading businesses.

CHAPTER 2 CULTURE & TOURISM

In FY2011, the Centre continued to implement various activities aimed towards promoting ASEAN tourism, facilitating cultural exchanges, as well as enhancing the capacity of ASEAN Member States.





In 2010, Korea and ASEAN developed a Plan of Action to implement the Joint Declaration on Strategic Partnership for Peace and Prosperity from 2011-2015. A part of this comprehensive plan is the enhancement of cooperation in the tourism industry through joint programs on marketing and promotions, human resources development, tourism facilities, research and study on the outbound market, and characteristics of Korean tourists.

In FY2011, the Centre continued implementing a series of activities promoting ASEAN tourism among the Korean public. Programs such as the ASEAN Culture and Tourism Fair, the Publication of ASEAN Tourism Guide and the development of its Mobile Application Version, and the ASEAN Tour Program Development Contest, were organized not only to further strengthen cooperation and raise awareness of the ASEAN culture, but also to facilitate travel to ASEAN destinations by Korean tourists.

In addition to programs implemented in FY2011, the Centre has also participated in 2 major tourism promotion activities, such as the Korea World Travel Fair (KOTFA) and the Gyeonggi International Travel Mart (GITM), which further increased interest from the Korean public in diverse tourism resources of the ASEAN region.

ASEAN CULTURE & TOURISM FAIR

The 3rd annual ASEAN Culture & Tourism Fair was held in October 2011 to raise public awareness on ASEAN Member States. Grown to become one of the Centre's flagship program over the past 2 years, the Centre further enhanced visibility and impact of the Fair by undertaking various cultural and tourism promotional programs. With more diversified contents and activities, the Fair extensively featured diverse cultures, tourism attraction, and cuisines of 10 ASEAN countries.

DATE	30 September – 3 October 2011
VENUE	Opening Ceremony (30 September): Grand Ballroom, Millennium Seoul Hilton (Jung-gu, Seoul) Main Event (1-3 October): D-Cube Park, D-Cube City (Shindorim-dong, Seoul)
PARTICIPANTS	77 ASEAN delegation members (including NTO representatives)
APPROVED BUDGET	KRW 350,000,000

MAIN ACTIVITIES

The Opening Ceremony was held with more than 250 guests from the diplomatic corps, government, the business community, as well as from culture and tourism-related organizations, to premiere the highlight performances of the 10 ASEAN Member States. The Main Event at D-Cube Park featured cultural performances, such as traditional dances, folk songs, and instrumental music by invited ASEAN delegations.

At the Fair 10 ASEAN National Tourism Organization (NTO) booths distributed tourism information materials, while the promotional programs, such as the ASEAN handicraft demonstrations, were conducted. ASEAN Kitchen served a wide selection of traditional food and coffee of ASEAN countries.

The ASEAN-Korea Centre Booth organized cultural activities for children, such as ASEAN flag face-painting, and ASEAN costume play. Furthermore, more than 2,000 copies of the 2nd Edition of the ASEAN Tourism Guide were distributed to the public upon participating in the promotional event conducted at the tourism promotion booths of the 10 ASEAN countries.

OUTCOME AND IMPACT

The Fair was highly successful in promoting public awareness on the rich cultures and tourism resources of ASEAN. The evaluation results showed a high level of satisfaction toward fulfilling the Fair objectives and programs among the invited ASEAN delegations. Moreover, the Fair further strengthened the network and partnership between ASEAN National Tourism Organizations (NTOs) and the ASEAN-Korea Centre.

At the newly-opened D-Cube Park, which houses a mega shopping and entertainment complex, the Fair succeeded in attracting a large number of visitors. In total, more than 70,000 people visited and participated in the Fair.

According to the survey conducted by Gallup Korea, 97.3 % of survey participants expressed high satisfaction with the overall program and showed an increased level of awareness of ASEAN.

The Fair raised its effort to broaden PR activities and received extensive media coverage from JoongAng Daily, The Korea Herald, Arirang TV, SBS TV, and travel magazines. In addition, social networking services such as Facebook, Twitter and blogs, effectively maximized the visibility of the Fair to the public.



KOREA WORLD TRAVEL FAIR (KOTFA) / GYEONGGI INTERNATIONAL TRAVEL MART (GITM)

In an effort to further promote ASEAN tourism to the Korean public, the Centre participated in the 24th Korea World Travel Fair (KOTFA) in June 2011 and the 9th Gyeonggi International Travel Mart (GITM) in December 2011. The Centre set up the ASEAN Booth and distributed tourism information and promotional materials of ASEAN to potential Korean tourists.

DATE	2–5 June 2011 / 8–11 December 2011
VENUE	COEX, Seoul / KINTEX, Gyeonggi Province
PARTICIPANTS	Around 95,000 visitors to KOTFA Around 85,000 visitors to GITM

MAIN ACTIVITIES

The Centre promoted ASEAN by providing information about different tourist destinations of 10 ASEAN countries. Visitors also had the opportunity to experience diverse aspects of ASEAN cultures through the displays of ASEAN handicrafts and books.

At the GITM, the newly developed *Korean Language NTO Websites for CLMV Countries* were introduced to potential Korean tourists and helped the public better understand the rich tourism resources of Cambodia, Lao PDR, Myanmar, and Viet Nam.

OUTCOME AND IMPACT

By disseminating up-to-date tourism information on ASEAN to the visitors, the ASEAN Booth served as a venue to promote public awareness and diverse tourism resources on behalf of 10 ASEAN Member States.



ASEAN TOURISM GUIDE

The *ASEAN Tourism Guide* was published as part of the Centre's efforts to provide up-to-date ASEAN tourism information and further promote tourism to ASEAN Member States among the Korean public. First published in 2010, the *ASEAN Tourism Guide* purports to provide the most recent information on major tourism destinations in each of the 10 ASEAN Member States, which include information on must-see attractions, food and lodging. This year's updated edition of the *ASEAN Tourism Guide* includes more practical information for tourists, along with detailed maps and photos for Korean travelers interested in visiting ASEAN countries.

LANGUAGE	KOREAN
NO. OF PUBLICATIONS	7,000 COPIES
APPROVED BUDGET	KRW 50,000,000

MAIN ACTIVITIES

The *ASEAN Tourism Guide* was published in Korean in cooperation with the Embassies of the ASEAN and NTOs of ASEAN countries to introduce tourism resources of the 10 ASEAN Member States.

7,000 copies were distributed to the Korean public at various Centre's events, as well as relevant organizations in Korea and abroad.

To further disseminate information to a wider audience, the Centre launched the *ASEAN Tour Mobile Application* in May 2011, based on the *ASEAN Tourism Guide*. *ASEAN Tour* was downloaded by over 45,500 users as of February 2012. The *ASEAN Tourism Guide* was also made available through the Centre's website in PDF and e-book form.

OUTCOME AND IMPACT

The *Guide* offered potential Korean tourists with comprehensive and practical information on tourism destinations of 10 ASEAN Member States by using various distribution mediums; publication, website, and mobile application. The published *Guide* was distributed to various organizations, such as Embassies, universities, and libraries to increase the range of audiences, thereby to further increase tourism flows to ASEAN.



ASEAN TOUR PROGRAM DEVELOPMENT CONTEST

To raise a greater level of public interest and participation in ASEAN tourism among Korean travelers, the Centre organized the *ASEAN Tour Program Development Contest* between June and July 2011. With a focus on cross-border tourism, the Contest aimed to explore creative coastal and inland routes that could eventually develop into marketable tourism programs, thereby reinforcing the development of ASEAN tourism as a whole.

CONTEST	27 June – 23 July 2011
AWARDS CEREMONY	3 August 2011
ASEAN TOUR OF CONTEST WINNERS	18–25 August 2011 (Coastal Tour in Singapore and the Philippines), 25 August–1 September 2011 (Inland Tour in Thailand and Lao PDR)
PARTICIPANTS	206 entries submitted 48 tour plans selected (Grand Prize and Gold Prize winners participated in the ASEAN Tour)
APPROVED BUDGET	KRW 100,000,000

MAIN ACTIVITIES

The Centre designed and created a contest website, which served as a main communication channel providing useful information to contestants.

Awards and prizes were given out to the winners during the Award Ceremony held on 3 August 2011 at the ASEAN Hall.

Based on the program of the Grand Prize winner, the Centre organized ASEAN tours to visit Singapore, the Philippines, Thailand and Lao PDR respectively, under the theme of Southeast Asian architecture and art.

OUTCOME AND IMPACT

The Centre enhanced public interest and awareness in ASEAN tourism and paved the way to identifying new tourism routes for potential Korean travelers visiting ASEAN countries.

The Centre stepped up its effort to conduct a variety of PR activities through newspapers, SNS, and blogs increasing the visibility of the Contest to the public.

In particular, the ASEAN Tour was published in a 2-page special article in one of the major newspapers in Korea, Chosun Daily.



TECHNICAL COOPERATION & CAPACITY BUILDING



Over the years, the number of Korean tourists traveling to the Southeast Asian region grew significantly. In order to support the growing demand in the tourism sector, the Centre organized various activities under its Technical Cooperation/ Capacity Building Programs.

In FY2011, the Centre has continued to implement the ASEAN Tourism Human Resources Development (HRD) Program, organized for ASEAN tourism professionals to enhance their capacity in providing better services to Korean tourists.

Moreover, the Centre also organized the ASEAN Tourism Promotion Workshop, which supplemented the need for a venue to share promotion strategies and best practices among ASEAN Countries and Korea. In addition, the Centre also implemented the Development of Korean Language NTO Websites for CLMV Countries, which provided an online tourism promotional tool with useful, up-to-date information on various tourism resources and trends of CLMV countries that would further increase interest among potential Korean tourists.

ASEAN TOURISM HUMAN RESOURCES DEVELOPMENT (HRD) PROGRAM

In an effort to enhance the capacity of human resources in the ASEAN tourism industries, the Centre continued to re-organize and refine the contents of the ASEAN Tourism Human Resources Development (HRD) Program, in collaboration with the ASEAN National Tourism Organizations (NTOs). Established as the Centre's primary capacity-building program, this 2-year project served as an important opportunity to further accelerate the development of tourism sectors in each ASEAN country.

DATE & VENUE	Viet Nam (Ho Chi Minh, 15–17 March) Cambodia (Phnom Penh, 24–26 May) Myanmar (Mandalay, 14–16 June) Lao PDR (Luang Prabang, 6–8 July) Thailand (Phuket, 19–21 July)
PARTICIPANTS	Around 50 ASEAN tourism professionals per program
APPROVED BUDGET	KRW 140,000,000

MAIN ACTIVITIES

In FY2011, the HRD Programs were carried out in 5 ASEAN Member States including Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam, according to specific needs of each country.

Each country was offered a 3-day program consisting of lecture series on Korean tourism trends, Korean culture, and language. Upon completing the program, certificates were provided to participants.

Korean tourism lectures offered a comprehensive overview on current trends of Korean tourism market and the characteristics of Korean travelers. On the other hand, Korean culture lectures presented Korean history, traditions, contemporary lifestyle, as well as Korean etiquette. Korean language sessions focused on strengthening communication skills by providing lectures on Korean alphabets and useful Korean expressions.

OUTCOME AND IMPACT

The result of the survey showed that participants were highly satisfied with the program and found it relevant to their jobs.

The program was held in major tourist destinations of 5 countries, thereby increasing the visibility of local tourism resources and networks to a wider range of participants in local areas.

The program served as a venue for participants to gain first-hand knowledge and skills, which will enhance the competitiveness in their profession. Participants were also able to acquire practical knowledge on Korean tourism trends and markets, thereby further improving their understanding of Korean tourists in ASEAN.

Invited tourism professionals strengthened their knowledge on basic Korean language and expressions that would help them better communicate with Korean tourists and attract more visitors.

ASEAN TOURISM PROMOTION WORKSHOP

To further increase the flow of tourists between ASEAN Member States and Korea, the Centre held the ASEAN Tourism Promotion Workshop from 29 January to 2 February 2012 in Seoul. Around 30 NTO members and tourism industry representatives from 10 ASEAN Member States and Korea had an opportunity to discuss and share ideas about promoting tourism exchanges.

DATE	29 January – 2 February 2012
VENUE	Seoul & Pyeongchang
PARTICIPANTS	A total of 32 tourism professionals from 10 ASEAN Member States and Korea

MAIN ACTIVITIES

Lectures on various tourism topics were given by Korean tourism professionals. During the workshop, the participants visited 2018 PyeongChang Winter Olympic venue and experienced cultural tour programs in Gangwon Province. The program also included a wrap-up session for participants to exchange ideas on promotion strategies of ASEAN tour programs. Moreover, a visit to Korea's major travel agency was arranged to introduce tourism promotion activities and offer a chance to build networks.

OUTCOME AND IMPACT

Lectures and presentations helped participants acquire useful information on Korean outbound tourism trends and exchange ideas on tourism promotion strategies among ASEAN Member States.

Experiencing Korean tour programs provided the participants with an opportunity to obtain ideas that could help develop new tourism packages in ASEAN countries.



DEVELOPMENT OF KOREAN LANGUAGE NTO WEBSITES FOR CLMV COUNTRIES

In FY2011, the Centre developed the Korean Language Websites for National Tourism Organizations (NTOs) of Cambodia, Lao PDR, Myanmar and Viet Nam (CLMV), in order to provide potential Korean tourists with the latest tourism information on CLMV countries. The newly-launched Websites provided the countries in the sub-Mekong region with an online tourism promotional tool, so that the Korean public could easily access most recent information on tourism resources of ASEAN. The contents of the Websites will be updated on a regular basis in FY2012.

DATE	MARCH 2011 – FEBRUARY 2012
	• Development of the Websites: March – November 2011 • Launch of Korean Language NTO Websites for CLMV: December 2011 • Online promotion event: 30 December 2011 – 31 January 2012
APPROVED BUDGET	KRW 160,000,000

MAIN ACTIVITIES

The Centre developed the Korean Language Websites based on the official websites of National Tourism Organizations (NTOs) of Cambodia, Lao PDR, Myanmar, and Viet Nam.

Prior to its official launch, the Websites were introduced to the Korean public

during the Centre's participation at the 9th Gyeonggi International Travel Mart from 8 to 11 December 2011.

The Centre also held online events and distributed promotional materials to encourage more users to visit the CLMV Websites.

OUTCOME AND IMPACT

By developing the Korean Language NTO Websites, the Centre provided technical assistance to CLMV countries and helped bridge the development gap within ASEAN.

The Websites further facilitated a wider dissemination of up-to-date information on tourism resources of CLMV countries by making it more accessible to the Korean public. Accordingly, the Centre received several requests from major Korean airline companies to use the Website contents to promote their flight services to ASEAN.

Online events, involving quizzes on tourism destinations, proved to be a useful platform that increased awareness of the Websites and recorded over 1,800 visitors.



As part of its efforts to strengthen cultural exchanges and boost mutual understanding among the people of ASEAN and Korea, the Centre organized various cultural exchange programs in 2011.

The ASEAN-Korea Cultural Exhibition titled *Cross+Scape* and the cultural program, *Bravo! ASEAN in Korea* were held to provide an opportunity for the peoples of ASEAN and Korea to appreciate diverse cultures, further deepen their understanding, and build an ever-growing friendship.

ASEAN-KOREA CULTURAL EXHIBITION

The ASEAN-Korea Centre organized the 3rd annual ASEAN-Korea Cultural Exhibition titled *Cross+Scape* by inviting 27 artists from ASEAN and Korea. Building upon the successful groundwork seen at the *Emerging Wave* in 2010 and *Magnetic Power* in 2009, this year's Exhibition brought different perspectives of ASEAN arts and cultures by showcasing unique contemporary photography.

TITLE	2011 ASEAN-KOREA CULTURAL EXHIBITION <i>CROSS+SCAPE</i>
DATE & VENUE	22 September – 8 October 2011 (Kumho Museum of Art, Seoul) 28 October – 27 November 2011 (Jeonbuk Museum of Art, Jeonju) 17 December – 18 March 2012 (GoEun Museum of Photography, Busan)
PARTICIPANTS	27 artists (20 artists from 10 ASEAN Member States & 7 Korean artists) Around 30,000 visitors viewed the Exhibition
APPROVED BUDGET	• Seoul: approx. 3,000 visitors • Jeonju: approx. 23,700 visitors • Busan: approx. 4,100 visitors KRW 170,000,000

MAIN ACTIVITIES

The Centre showcased 105 artworks featuring visual images that reflect social phenomena and natural heritages of the 10 ASEAN countries.

The Exhibition first opened at Kumho Museum of Art in Seoul in September 2011, and was held continuously in provincial cities of Korea—Jeonju, and Busan—until March 2012, to further promote contemporary art and cultures of ASEAN to a wider audience.

The Centre also held a workshop for participating artists to deepen mutual understanding between ASEAN and Korea in the field of contemporary art, while facilitating in-depth discussion among participants and speakers. The Online Gallery of the Exhibition’s artworks was uploaded on the Centre’s Website.

OUTCOME AND IMPACT

Introducing a theme that reflects current artistic trends in ASEAN and Korea, the Exhibition provided the public with a unique opportunity to appreciate and better understand different aspects of ASEAN arts and culture.

The Exhibition attracted around 30,000 visitors. Of the total number of visitors, around 27,000 people viewed the Exhibition of Jeonju and Busan. The extended Exhibition in these provincial cities proved to be effective in connecting with a wider range of spectators and raising public awareness of ASEAN at the local level.

The Exhibition also served as a venue to strengthen network-building among ASEAN and Korean artists, thereby further fostering people-to-people exchanges. In particular, the Exhibition presented perspectives of Korean artists on ASEAN culture and art by allowing 5 out of 7 Korean artists to each visit 2 ASEAN countries each and promote their artwork.

Extensive PR activities were carried out through various media outlets to maximize the impact of the event. The Exhibition was featured in major Korean newspapers, art magazines, and various internet portals before and during the Exhibition.

The Online Gallery also further contributed to widening the coverage of the Exhibition by allowing internet users to appreciate various artworks of ASEAN and Korean artists.

CULTURAL PROGRAM

In FY2011, the Centre continued to organize the cultural program titled *Bravo! ASEAN in Korea 2011*, a song and dance contest for ASEAN residents in Korea, featuring traditional and contemporary performances of ASEAN countries, as well as Korean pop music & dance. The contest provided an opportunity to cultivate fellowship and cultural exchanges between the people of ASEAN and Korea.

DATE & VENUE	Preliminary Round: 22 October 2011 (Arirang TV Studio, Seoul) Main Competition: 19 November, 2011 (AX-Korea, Seoul)
PARTICIPANTS	ASEAN nationals residing in Korea • 44 teams (95 participants) applied to the Preliminary Round • 12 teams (40 participants) competed in the Main Competition
APPROVED BUDGET	KRW 210,000,000



MAIN ACTIVITIES

Out of 44 teams in the Preliminary Round, a total of 12 teams from 10 ASEAN Member States were selected to compete at the Main Competition.

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

In coordination with Arirang TV, the Main Competition was broadcasted not only in Korea, but around the world (188 countries), through the Arirang TV network.

OUTCOME AND IMPACT

The *Bravo! ASEAN in Korea 2011* effectively served as a stage to facilitate fellowship and cultural exchanges between the peoples of ASEAN and Korea. This year, special performances featured by ASEAN and Korean musicians contributed to promoting ASEAN performing arts in Korea, as well as Korean pop music among ASEAN residents.

Over the past two years, *Bravo! ASEAN in Korea* successfully attracted a wide range of audiences. Over 1,200 people including ASEAN diplomatic corps, students, foreign residents, as well as the Korean public attended the Main Competition.

The *Bravo! ASEAN in Korea 2011* was featured in major Korean media including the Korea Herald, Yonhap News, ASEAN Today and Arirang News, which further publicized the program at a global level.

CHAPTER 3 PUBLIC RELATIONS & INFORMATION SERVICE

Pursuing its commitment to further raise the awareness of ASEAN among the general public, the Centre has implemented numerous programs targeting a more diverse and wider range of audience in FY2011.



ASEAN AWARENESS PROGRAMS & PR ACTIVITIES



Pursuing its commitment to further raise awareness of ASEAN among the general public, the Centre implemented numerous programs targeting a more diverse and wider range of audience in FY2011. Among the programs carried out in FY2011 were *Lecture Series on ASEAN*, *School Tour Program*, *ASEAN-Korea Multimedia Competition*, *ASEAN Children's Drawing Contest*, *ASEAN Youth Visit Program*, and *Special Lectures for ASEAN Youth in Korea*. Moreover, the Centre has also intensified its efforts on PR Activities through Media and Other Means, including Social Networking Services.

LECTURE SERIES ON ASEAN

The Centre organized 18 sessions of the *Lecture Series* on current issues related to the ASEAN region. Themes of the lectures included *In Depth ASEAN*, *Rising ASEAN and Korea*, and *Know Your Southeast Asia*.

DATE	YEAR-ROUND
VENUE	ASEAN Hall
PARTICIPANTS	1,300 attendees (approximately 70 per session / 18 sessions in total)
APPROVED BUDGET	KRW 46,000,000

MAIN ACTIVITIES

- Planned outline and identified the themes on current issues in ASEAN
- Confirmed lecturers and collected lecture materials
- Conducted lectures and Q&A sessions

Title of Series: IN DEPTH ASEAN

DATE	LECTURER	TOPIC
4/28	Prof. Byung-Kuk SOH Hankuk University of Foreign Studies	Introduction of ASEAN
5/12	Prof. Hyun-Seok BANG ChungAng University	Literature in ASEAN Member States
5/19	Prof. Byung-Ok LEE Yong In University	Dance in ASEAN Member States
5/26	Ms. Kyung-Hee CHOI Research Fellow of Korean Institute of Southeast Asian Studies	Pop Culture in ASEAN Member States
6/2	Mr. Byung-Hoon MIN Director of Asian Art Department National Museum of Korea	Art in ASEAN
6/9	Prof. In-Pyong CHUN ChungAng University	Music in ASEAN

Title of Series: RISING ASEAN AND KOREA

DATE	LECTURER	TOPIC
5/31	Mr. Bong-Ryul YANG Ambassador to ASEAN, Former Ambassador to Malaysia	The Rising ASEAN and Korea
6/7	Mr. Sun-Jin LEE Former Ambassador to Indonesia	Regional Economic Integration in Southeast Asia
6/14	Mr. Jung-Seung SHIN Former Ambassador to China	China's Strategy on External Relations and Southeast Asia
6/21	Mr. Jeong-in SUH Deputy Director-General, South Asian and Pacific Affairs Bureau Ministry of Foreign Affairs and Trade	Japan's Strategy vis-à-vis Southeast Asia
6/28	Mr. Hong-Jae IM Former Ambassador to Viet Nam	Rising China and Viet Nam's Chance and Challenge
7/5	Mr. Won-Hyung LEE Former Ambassador to Cambodia	Emerging ASEAN and Implications for Korea

Title of Series: KNOW YOUR SOUTHEAST ASIA

DATE	LECTURER	TOPIC
11/10	Prof. E-Je KIM Cultural Geographer, Gyeongin National University of Education	Women in Southeast Asia
11/17	Prof. Hee-Jung KANG SIEAS (Sogang Institute for East Asian Studies) Sogang University	Art in Southeast Asia

DATE	LECTURER	TOPIC
11/24	Prof. Ho-Rim CHOI SIEAS (Sogang Institute for East Asian Studies) Sogang University	Museums in Southeast Asia
12/1	Ms. Youn-Mee CHO Senior Researcher, Institute of Cross-Cultural Studies Seoul National University	Minority Tribes in Southeast Asia
12/8	Prof. OH Myung-Seok Department of Anthropology Seoul National University	Islam in Southeast Asia
12/15	Mr. Hong-Koo KIM Director-General, Korean Institute of Southeast Asian Studies	Korean Wave in Southeast Asia and Southeast Asian Wave in Korea

OUTCOME AND IMPACT

Each lecture was given to approximately 70 attendees. The audience consisted of people from diverse backgrounds, including government officials, distinguished scholars, as well as the general public interested in ASEAN.

According to the survey, over 90% of the participants were satisfied with the program and found the *Lecture Series* to be a useful medium to broaden their knowledge of the ASEAN region and to raise their understanding on the importance of ASEAN Member States as close partners and neighbors of Korea.

As for PR activities of the program, in addition to other PR channels, the Centre's official weblog featured the writings of blog reporters about each session of the *Lecture Series*. This has significantly raised the visibility of the program among a wide range of people.

SPECIAL LECTURES FOR ASEAN YOUTH IN KOREA

To facilitate youth exchange and strengthen the relationships and network between ASEAN and Korean youths, *Special Lectures for ASEAN Youth in Korea* was newly organized by the Centre.

DATE	November 2011 – February 2012 (4 sessions)
VENUE	ASEAN Hall
PARTICIPANTS	ASEAN and Korean youths (approx. 150 students total)

MAIN ACTIVITIES

The *Lectures* gathered representatives of ASEAN Student Organizations in Korea. Based on the requests and discussions of the representing students, the Centre organized 3 lectures on the following topics.



DATE	LECTURER	TOPIC
11/30	Presentation by Representatives of ASEAN Student Organizations in Korea	Gathering of ASEAN Youth Leaders in Korea
12/16	Prof. Se Won KIM Graduate School of International Studies Korea University	City Planning of Seoul based on Taoism
1/13	Prof. E-Je KIM Gyeonggi National University of Education	Locating Southeast Asian Food in South Korean Foodscape
2/17	Prof. Tae Sik PARK Film Critic, Sungkonghoe University	ASEAN-Korea Film Appreciation

OUTCOME AND IMPACT

A total of 150 students and young professionals, who are interested in raising awareness of ASEAN, participated in 4 lecture sessions and relevant activities that bridged youths from both regions.

Out of all participants, 83% found the lectures to be very informative and useful.

ASEAN KIDS CLASS

ASEAN Kids Classes were held at the ASEAN Hall to provide opportunities for elementary school students to learn and experience the diverse cultures of ASEAN Member States.

DATE	JUNE 2011 (3 SESSIONS)
VENUE	ASEAN Hall
PARTICIPANTS	74 ELEMENTARY SCHOOL STUDENTS

MAIN ACTIVITIES

The Centre provided elementary school students with various activities, including making ASEAN booklets, trying on traditional costumes of ASEAN Member States, and participating in presentations on ASEAN.

OUTCOME AND IMPACT

Students showed great interest in ASEAN and its Member States. The program contributed to raising awareness and promoting the value of multicultural understanding among younger generations.

The educational effect of the *Classes* was maximized through the Centre's diverse PR materials, such as "ASEAN Passport" and comic illustration books on ASEAN.



ASEAN-KOREA CHILDREN'S DRAWING CONTEST

The Centre organized the ASEAN-Korea Children's Drawing Contest under the theme <This is My Favorite Place in ASEAN> for elementary school students in Korea. The Contest, in its 2nd year, fostered cultural sensitivity and was designed to help children familiarize themselves with ASEAN and its Member States, with the aid of various publications for kids produced by the Centre.

DATE Contest: 1 – 23 December, 2011
Awards Ceremony: 19 January 2012
Exhibition: 19 January - 24 February 2012

VENUE ASEAN Hall

PARTICIPANTS Elementary school students in Korea

THEME This is My Favorite Place in ASEAN

MAIN ACTIVITIES

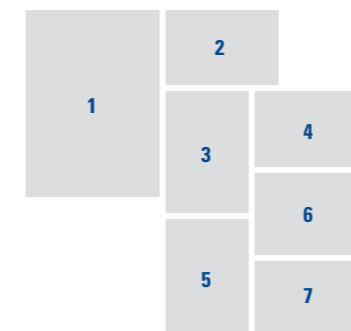
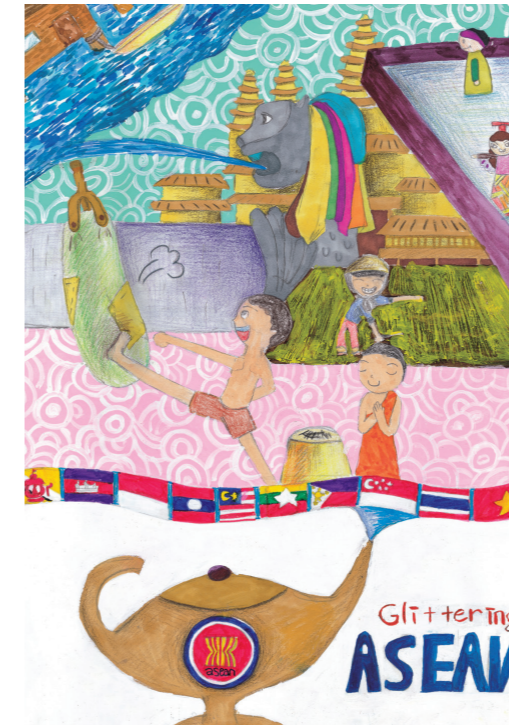
The Centre launched the Contest <This is My Favorite Place in ASEAN>. Winners were invited to the Award and Opening Ceremony, and their artworks were exhibited at the ASEAN Hall. The Centre also published a catalogue for awarded entries.

OUTCOME AND IMPACT

The Contest was joined by more than 1,080 students, significantly raising awareness of ASEAN and its Member States among elementary school students in Korea.

The Contest also contributed to raising the visibility of the Centre not only among students, but also among elementary schools and relevant institutions. In fact, over 60 schools made it a regular assignment for their students to submit drawings to the Contest.

As the percentage of foreigners in Korea reaches 3% of Korea's population, and multi-cultural education receives unprecedented importance, the ASEAN-Korea Children's Drawing Contest was viewed as a timely and relevant project that promoted the awareness of ASEAN especially among young people.



GOLD PRIZE

1 Glittering ASEM
Seyeon IM | Grade 6, Gocheok Elementary School

4 Emerald Palace

Dongjik KIM | Grade 4, Kyungwon Elementary School

SILVER PRIZE

2 Green Eyes - Aren't They Impressive?
Jaeun Gyeong | Grade 3, Ewha Womans University Elementary School

5 Thai God

Saeyan AHN | Grade 6, Yongsin Elementary School

3 Thailand and Sunset

Dabin KWON | Grade 6, Unam Elementary School

6 Filipino Grandmother's Backyard

Taegyung YANG | Grade 2, Ilsin Elementary School

7 Thailand's Muay Thai

Amin LEE | Grade 3, Hyodong Elementary School

YOUTH VISIT PROGRAM

The *Youth Visit Program* was organized under the theme <Emerging ASEAN and Korea> to raise awareness and understanding on ASEAN and its Member States among high school students in Korea.

DATE	13 July, 27 December 2011, 27 January 2012 (3 sessions)
VENUE	ASEAN Hall
PARTICIPANTS	High School Students
	• 50 students from Chungang High School (13 July 2011)
	• 23 students from Chungang High School (27 December 2011)
	• 47 students from Hwikyung Girl's High School (27 January 2012)

MAIN ACTIVITIES

Groups of high school students visited the ASEAN Hall upon their requests, to learn about ASEAN and ASEAN-Korea relations through presentations and Q&A sessions led by the Centre's staff.

OUTCOME AND IMPACT

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



SCHOOL TOUR PROGRAM

As part of its outreach program, the Centre organized the *School Tour Program* at 10 elementary schools in Seoul and provincial cities to raise awareness of ASEAN and its Member States. The *Program* included a combination of activities, such as cultural performances, arts and crafts, and quiz sessions. The Centre worked closely with the Embassies of ASEAN Member States in Seoul to present an interesting program for young students.

DATE	JUNE – NOVEMBER 2011
VENUE	10 elementary schools in Seoul and provincial cities
PARTICIPANTS	Approx. 1,850 elementary school students (185 students per tour)
APPROVED BUDGET	KRW 48,000,000

MAIN ACTIVITIES

The *School Tour Program* received applicants from schools in Seoul and provincial cities to hold sessions that began with a presentation on ASEAN, followed by cultural performances and booklet-making workshops. Each session featured one Member State as the guest country, with cultural activities prepared in cooperation with respective Embassies.



LIST OF SCHOOLS

NO.	DATE	SCHOOL	DISTRICT	GRADE / NUMBER OF STUDENTS	GUEST COUNTRY
1	14 June	Gaebong	Guro-gu, Seoul	6th/234	Cambodia
2	28 June	Kangshin	Yangchun-gu, Seoul	5th/230	Indonesia
3	1 July	Jeongsu	Sungbuk-gu, Seoul	5-6th/144	Myanmar
4	13 July	Mullae	Yeongdeungpo-gu, Seoul	6th/180	Malaysia
5	16 Sept	Sungsuk	Ilsan, Goyang, Gyeonggi-do	1-6th/133	Lao PDR
6	29 Sept	Magok	Bupyeong-gu, Incheon	4-6th/190	Brunei
7	7 Oct	Gyenam	Yangchun-gu, Seoul	6th/275	Singapore
8	28 Oct	Hanmoe	Ilsan, Goyang, Gyeonggi-do	4-6th/188	Viet Nam
9	3 Nov	Itaewon	Yongsan-gu, Seoul	5-6th/150	Thailand
10	16 Nov	Gocheok	Guro-gu, Seoul	6th/120	Philippines

OUTCOME AND IMPACT

The *Program* was held at 10 elementary schools with around 180 participating students for each session.

Educational contents, compared to its previous years, were diversified and better-attuned to the level of elementary school students.

The Centre and presentation on ASEAN and its ASEAN Member States, gained positive responses from students and teachers. Furthermore, visual and audio aids were effective in keeping the students interested throughout the entire session.

ASEAN-KOREA MULTIMEDIA COMPETITION

The *ASEAN-Korea Multimedia Competition* was organized to foster mutual understanding among the youths, especially among university students and young artists from ASEAN and Korea. In FY2011, the *Competition*, under the theme <Future Image>, displayed the cultural diversity of ASEAN through artworks, and provided opportunities for talented young artists to establish networks and interact with invited experts and curators from 10 Member States, who participated as judges of the *Competition*.

DATE	Competition: 4 April - 31 May 2011 Workshop: 27 - 28 July 2011 Exhibition: 28 July - 14 August 2011
VENUE	Workshop: Hongik University, Seoul Exhibition: Palais de Seoul, Seoul
PARTICIPANTS	University students and artists under age 30 in ASEAN and Korea
THEME	Future Image
APPROVED BUDGET	KRW 85,000,000

MAIN ACTIVITIES

The Centre invited winners and judges to Korea for the Awards Ceremony, Exhibition Opening, and Multimedia Workshop. The Awards Ceremony and the Exhibition were held at Palais de Seoul, while the Multimedia Workshop took place in Hongik University.

NUMBER OF ENTRIES

COUNTRIES	FY2010	FY2011
ASEAN MEMBER STATES	459	631
KOREA	142	235
Total Entries	601	866



OUTCOME AND IMPACT

A new promotional website for the *Competition* (www.aseankoreammc.com) was launched in FY2011, playing a key role in attracting people, especially from ASEAN Member States. As a success, the *Competition*, compared to previous years, had received the most entries (866 entries).

The *Competition* was recognized as the one and only competition with judges from all 10 ASEAN Member States. Cooperating partners such as the ASEAN Secretariat, ASEAN-COCI, and ASEAN University Network, helped enhance the visibility of the *Competition* and the Centre.

Among all work programs of the Centre, the *Multimedia Competition* received the most attention from media outlets in FY2011. 15 articles in various ASEAN media highlighted the role of the Centre in enhancing mutual understanding between the two regions, especially among the youths.

PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

To raise the visibility and impact of the Centre's activities along with awareness of ASEAN in Korea, PR Activities were implemented through a wide range of media tools, from conventional press to social media. In addition, the Centre's blog was launched to serve as an online platform for providing and exchanging up-to-date trends and interesting issues of ASEAN.

DATE	YEAR-ROUND
APPROVED BUDGET	KRW 35,000,000

MAIN ACTIVITIES

PR Activities consisted of monitoring and compiling media coverage on the ASEAN-Korea Centre. As the Centre's official blogs, Naver (Korea's major portal site) and Wordpress blogs were launched. In addition, blog reporter correspondents from Korea and ASEAN Member States were selected to post their articles on the Centre's blogs. The Centre also created Twitter, Facebook, and YouTube accounts to enhance the Centre's online PR activities.

Furthermore, the Centre participated in the 2011 *Seoul Friendship Fair*, one of the largest fairs organized by the Seoul Metropolitan Government, and set up the ASEAN Culture Zone presenting activities such as arts and crafts, traditional costume play, and face painting, to raise awareness of ASEAN and its Member States among the general public.

OUTCOME AND IMPACT

As of February 2012, approximately 58,000 people visited the Centre's Naver blog. The official blogs of the Centre were made public via search engines and meta-blogs, which resulted in attracting more visitors to not only the blogs, but also to the Centre's official website and SNS accounts. In addition, since the opening

of the Wordpress blog in May 2011, the number of visitors has increased steadily at about 67% each month. Also, weblogs and SNS accounts served as useful tools to announce special events that were organized to promote the activities of the Centre.

Furthermore, the Centre's participation in the 2011 Seoul Friendship Fair, which attracted nearly 300,000 people, subsequently increased the visibility of the Centre.

Last but not least, the Centre's activities were covered 721 times by online and print media, as well as major broadcasting stations and ASEAN media in FY2011.

MEDIA COVERAGE BY MAJOR KOREAN MEDIA (JANUARY - DECEMBER 2011)

NO.	NAME	TYPE	CIRCULATION*	TITLE	DATE
1	Seoul Economy	Newspaper	81,000	Kbiz Organizes ASEAN-Korea SMEs Workshop	23-Jan-11
2	Maeil Business Newspaper	Newspaper	916,000	ASEAN Tour App Launched	26-May-11
3	Yonhap News Agency	Online News	-	The 6th Lecture Series: Rising ASEAN and Korea' is Held at the ASEAN-Korea Centre	31-May-11
4	Chosun Ilbo	Newspaper	1,825,000	A Welcome Rain of Summer Vacation: '2011 ASEAN Tour Program Development Contest'	27-Jun-11
5	JoongAng SUNDAY	Newspaper	100,000	2011 ASEAN-Korea Multimedia Competition 'Future Image'	24-Jul-11
6	The Korea Economic Daily	Newspaper	503,000	ASEAN Furniture Exhibition	25-Aug-11
7	The Korea Times	English Newspaper	21,000	ASEAN-Korea Centre Builds Business Partnerships	28-Aug-11
8	MONEY TODAY	Newspaper	78,000	Traditional Performances of 10 Southeast ASEAN States in Korea	13-Sep-11
9	The Korea Herald	English Newspaper	34,000	Asian Ties Treat the Eyes	25-Sep-11
10	KBS/MBC/SBS/YTN	Broadcasting	Nationwide	2011 ASEAN Culture and Tourism Fair in Seoul	30-Sep-11
11	JoongAng Daily	English Newspaper	20,000	New Media Art Pops Up All Around the City	06-Oct-11
12	Arirang TV	Broadcasting	International (188 countries)	Bravo! ASEAN in Korea	26,27-Nov-11
13	ASEAN Today	Online News	-	Bravo! ASEAN in Korea	16-Nov-11
14	Herald Business	Newspaper	-	ASEAN-Korea Children's Drawing Contest	21-Dec-11

*Source: Audit Bureau of Circulations, as of December 2011

MEDIA COVERAGE BY MAJOR ASEAN MEDIA (JANUARY - DECEMBER 2011)

NO.	NAME	TYPE	COUNTRY	TITLE	DATE
1	The Saigon Times	Newspaper	Viet Nam	ASEAN-Korea Centre Eyes More Viet Nam Tourists	16-Mar-11

NO.	NAME	TYPE	COUNTRY	TITLE	DATE
2	Brunei News	Newspaper	Brunei	Assistance that Can Help Local Businesses	05-Mar-11
3	Myanmar Times	Newspaper	Myanmar	Multimedia Competition Announced	16-May-11
4	Vientiane Times	Newspaper	Laos	ASEAN Multimedia Competition Promotes Young Artists	20-Jun-11
5	The Jakarta Post	Newspaper	Indonesia	Korean Culture Spreads Across the Globe	18-Jul-11
6	Phuket Wan	Newspaper	Thailand	Phuket 'Superstar Swap' Aims to Boost Korean Tourism Numbers	20-Jul-11
7	Phuket Gazette	Newspaper	Thailand	ASEAN Steps Up to Support Korean Tourism to Phuket	21-Jul-11
8	Lao Voices	Newspaper	Laos	Lao Textiles Benefit from South Korean Exposure	21-Jul-11
9	Borneo Bulletin	Newspaper	Brunei	Korean Experts Import Knowledge on Textile Design & Development	26-Jul-11
10	The Brunei Times	Newspaper	Brunei	Helping Textile Designers Tap into the World Market	26-Jul-11

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

ASEAN Centre, more than a facilitator of ties

By Youn Chae-yeon

ASEAN countries' trade with Korea ballooned to 3.2 million last year, a 24 percent increase from the previous year.

What helped boost trade is the introduction of two-out entry increasing the number of flights while decreasing the price of tickets to some of the hottest spots in Southeast Asia.

"It's a sign that Asian countries are getting closer," he said.

On the investment side, the center will continue to organize seminars showcasing the many business advantages of all 10 member states.

"We intend more than 70 national tourism delegation members and they will showcase traditional cultural performances," the center's Secretary General, Cho Yongjae, told The Korea Herald.

There will also be food and beverages prepared by Southeast Asian embassies looking to lure Korean tourists and business people to their respective countries.

Even with the economic crisis still rearing its ugly head, travel to Southeast Asia from Korea is still growing.

According to the ASEAN Secretariat, Korean tourist arrivals to ASEAN countries ballooned to 3.2 million last year, a 24 percent increase from the previous year.

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New media art pops up all around the city

By Youn Chae-yeon

The ASEAN-Korea Centre is presenting a new lecture series "Know Your Southeast Asia."

The 7th lecture series on ASEAN organized by the center will feature talks from prominent researchers and professors on diverse cultural aspects of Southeast Asia.

Running every Thursday until Dec. 15, the lectures will be held at ASEAN Hall, on the 9th floor of the Press Center Building in downtown Seoul.

The first lecture on Nov. 10 will be on women in Southeast Asia by professor Kim Eyo from Gyeongin National University of Education.

This will be followed by lectures on the region's art by professor Kang Hee-jung of Soongsil Institute for East Asian Studies on Nov. 17, on museums with professor Choi Ho-rim of Soongsil Institute for East Asian Studies on Nov. 24, and on minority tribes with Cho Youn-ae who is a senior researcher at the Institute of Cross-Cultural Studies at Seoul National University on Dec. 1.

The lecture series ends with a discussion on the Korean Wave in Southeast Asia and Southeast Asian Waves in Korea with professor Kim Hong-koo, director general of the Korean Institute of Southeast Asian Studies on Dec. 15.

The lectures are free of charge but prior registration on the center's website is required.

For further information and to register for the lecture series, visit www.aaseancenter.org or email at lectures@aaseancenter.org or call 02-2287-1143.



Recognizing the importance of collecting and disseminating key information on ASEAN, the ASEAN-Korea Centre strives to keep its readers informed on myriads of topics on ASEAN through its expanded collection of publications, PR materials, and websites.

In FY2011, the ASEAN Hall, a multi-purpose facility with the *Information Corner*, was positioned as an open venue for the general public to learn about ASEAN.

PUBLICATIONS AND PR MATERIALS

The Centre organized 18 sessions of the *Lecture Series* on the current issues related to ASEAN region. Themes of the lectures included as *In Depth ASEAN*, *Rising ASEAN and Korea*, and *Know Your Southeast Asia*.

DATE	YEAR-ROUND
APPROVED BUDGET	KRW 90,463,000

MAIN ACTIVITIES

The Centre promoted ASEAN by providing information about different tourist destinations of 10 ASEAN countries. Visitors also had the opportunity to experience diverse aspects of ASEAN cultures through the display of handicrafts and books of ASEAN.

LIST OF PR MATERIALS AND PUBLICATIONS

TITLE - LANGUAGE(S)	FREQUENCY	CONTENTS
Brochure (English, Korean)	Annual	Introduction to the Centre and its activities
ASEAN-Korea Centre: Organization & 2010 Main Activities (English, Korean)	Biennial	Highlights of the Centre's activities in FY2010
E-newsletter (English, Korean)	Monthly	Past and upcoming events of the Centre (including Information Corner Bulletin) delivered via email to over 8,000 recipients
Daily Press Monitoring (English, Korean)	Daily	Headlines related to ASEAN delivered via email to over 2,500 subscribers
Statistical Booklet: 2011 ASEAN & Korea in Figures (English, Korean)	Annual	Key statistical data on ASEAN countries and Korea covering trade, investment, and tourism
Korean version of Know Your ASEAN (2nd Edition, Korean)	-	Korean translation of <i>Know Your ASEAN</i> , a publication of ISEAS (Institute of Southeast Asian Studies in Singapore) containing basic information on ASEAN
Guide for Youth ASEAN and Korea, We are Friends (Korean)	Annual	Introductory information on ASEAN for middle and high school students in Korea (updated)
Comic Illustration Book for Kids Exploring ASEAN with AK (Korean)	Annual	Illustrated book for children on ASEAN (updated)
Centre's Introductory Video (English)	-	Introductory film on the Centre (updated)
ASEAN Introductory Video for Kids (English, Korean)	-	Introductory film on ASEAN for kids

OUTCOME AND IMPACT

These publications were distributed not only to relevant organizations and individuals, but also to the general public at events organized by the Centre.

To keep its readers updated with the latest news about the Centre, the monthly e-newsletter was published and sent to over 8,000 recipients starting August 2011 via email.

The annual statistical booklet *2011 ASEAN & Korea in Figures* was the only publication focusing on the statistical data of ASEAN Member States and ASEAN-Korea relations. After the initial distribution, the Centre has received many requests for extra copies.

The 2nd Edition of *Know Your ASEAN* (originally published in English by ISEAS, Institute of Southeast Asian Studies in Singapore, 2010), was translated into Korean and was sent to relevant institutions and individuals.

Additional copies of the Guide for Youth titled, *ASEAN and Korea, We are Friends*, and the Guide for Kids titled, *Exploring ASEAN with AK*, were re-printed to meet the demand from schools. These publications are to be further utilized as educational materials for youth.

The Daily Press Monitoring, which includes latest headlines related to ASEAN and ASEAN-Korea relations, was delivered to over 2,500 subscribers via email. The daily updates kept its readers updated on issues related to ASEAN.

ENHANCEMENT OF THE CENTRE'S WEBSITE

The Centre's Official Website has been maintained and upgraded on a regular basis. Efforts were made to provide comprehensive information covering the Centre's activities, ASEAN, and ASEAN-Korea relations.

DATE	YEAR-ROUND
APPROVED BUDGET	KRW 74,000,000

MAIN ACTIVITIES

- Maintained the Centre's websites
- Upgraded security and stability system

OUTCOME AND IMPACT

The Centre's Website continued to provide visitors with information on the Centre's activities and ASEAN-Korea relations, including statistical data on trade, investment, culture, and tourism.

Its other useful pages and links include the Centre's Online Library, ASEAN-Korea FTA Integrated Information Services, the Centre's Official Blog, ASEAN Cyber Gallery, and SNS (Social Networking Services) accounts.

With user-friendly layout and tools, the monthly pageview was around 120,000 on average in FY2011, increased by 20,000 from FY2010.



INFORMATION CORNER AND RELATED SERVICE

The Information Corner at the ASEAN Hall houses publications, periodicals, and multimedia materials on ASEAN, ASEAN Member States, and ASEAN-Korea relations, and provides information to its visitors. To fully use its multi-purpose facility, the Centre implemented events such as Lecture Series, Youth Visit Program, Kids Class, and exhibitions at the ASEAN Hall. In FY2011, the ASEAN Hall was renovated to create a friendlier environment for its visitors.

APPROVED BUDGET	KRW 45,000,000
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MAINTENANCE OF INFORMATION CORNER & ASEAN HALL

DATES	YEAR-ROUND
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MAIN ACTIVITIES

- Acquired materials from relevant organizations in ASEAN and Korea
- Provided materials and information to visitors
- Maintained online library management system and digitalizing contents system
- Held special events on various themes (i.e. ASEAN Book Exhibition) at the Centre

OUTCOME AND IMPACT

The Information Corner expanded its collection of books, periodicals, multimedia materials, etc. Many of these materials were donated by the ASEAN Secretariat, ASEAN Embassies, Tourism Offices in Korea and related organizations in ASEAN Member States and Korea.

Approximately 3,800 people visited the ASEAN Hall in FY2011 for various events hosted by the Centre such as Kids Class, ASEAN Brownbag Seminars, and Lecture Series. In addition, the ASEAN Hall was visited by diverse groups ranging from students to experts, including Next Generation Leaders from ASEAN Member States, and ASEAN media groups, among others.

In FY2011, the membership service was launched to attract more visitors to the ASEAN Hall and Information Corner. The Centre also disseminated the Information Corner Bulletin introducing new additions and recommended readings on a monthly basis. The Bulletin was sent to over 8,000 recipients via email.



ASEAN BOOK EXHIBITION

DATES	10 NOVEMBER - 30 DECEMBER 2011
VENUE	ASEAN HALL

MAIN ACTIVITIES

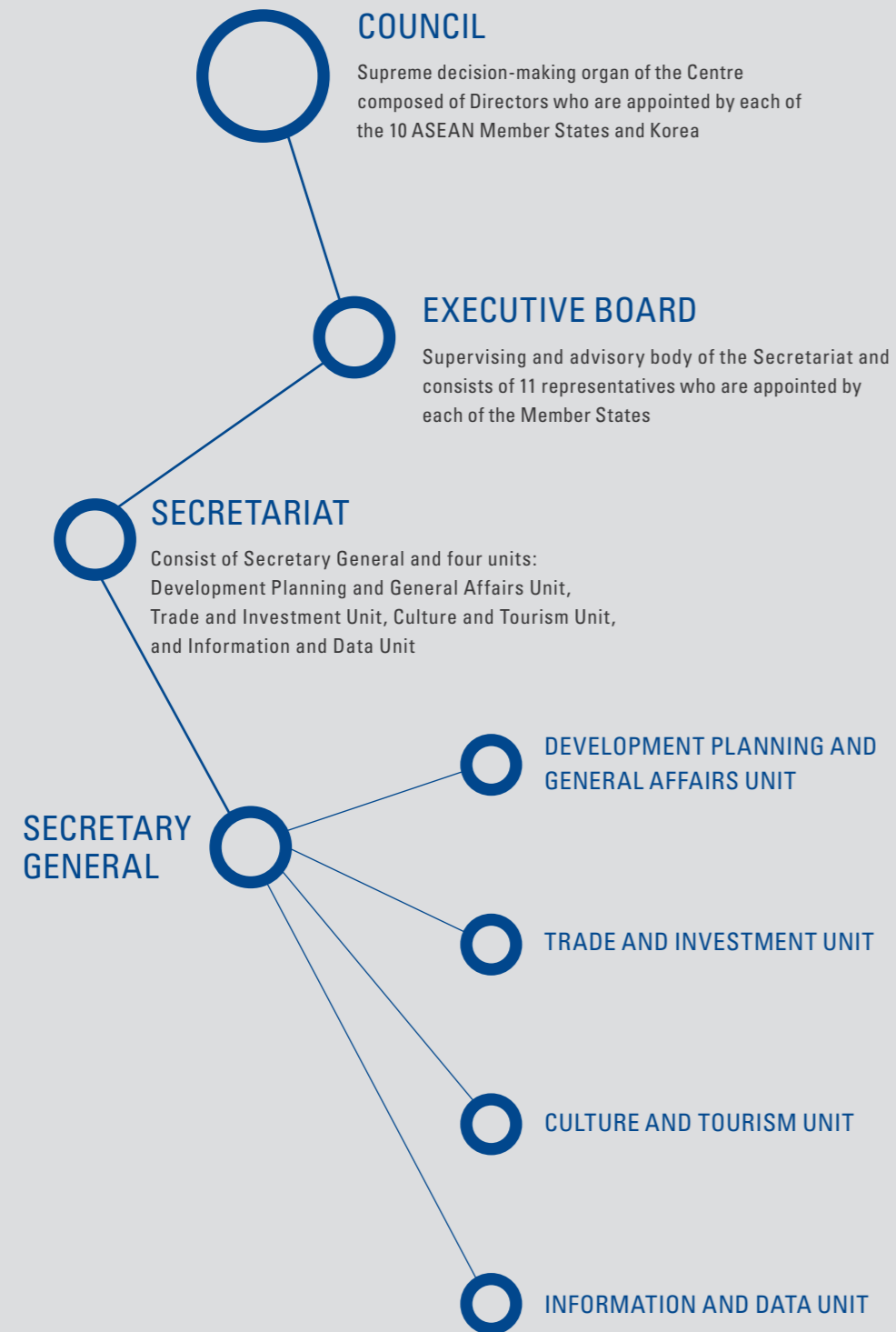
- Selected the most popular books on ASEAN based on the bestselling lists issued by major bookstores in ASEAN countries
- Prepared captions including brief summary for selected books
- Displayed selected books with captions
- Conducted the Exhibition in conjunction with the 7th Lecture Series

OUTCOME AND IMPACT

Approximately 900 people visited the ASEAN Hall during the Exhibition and the visitors expressed their interest on the bestselling books on ASEAN.



ORGANIZATION



ADMINISTRATION AND FINANCE

Council Directors
Executive Board
Working Groups
Secretariat
Finance

ADMINISTRATION AND FINANCE

1. Council Directors

The 4th Annual Council Meeting was held on 9-10 February 2012 at Lotte Hotel Seoul with all Council Directors and Executive Board Members of the ASEAN-Korea Centre from 10 Member States and Korea. The Meeting was chaired by H.E. CHAN Ky Sim, Ambassador of the Embassy of the Kingdom of Cambodia in Korea.

At the meeting, the Council Directors reviewed the Centre's activities in FY2011 and subsequently approved the Draft Work Programs and Budget for FY2012. They also expressed deep appreciation to the Centre and the Korean government for its continuing support. Moreover, the Council Directors also congratulated the Secretary General on the Centre's success and achievements over the last 3 years and approved the appointment of H.E. Ambassador Hae Moon CHUNG, as the new Secretary General of the Centre.



2. Executive Board

Last FY2011, the Executive Board convened its 6th Session on 7 December 2011 and deliberated the Draft Annual Work Program and Budget for FY2011 in preparation for the 4th Annual Council Meeting. The report of the Executive Board meeting was submitted to the Council Directors.

3. Working Groups

Prior to the Executive Board Meeting, the Working Groups on Trade and Investment, and Culture and Tourism each gathered for an informal consultation on the Draft Annual Work Program and Budget for FY2012.

The Working Group meeting on Trade and Investment was held on 28 October to discuss the budget and the Annual Work Programs related to trade and investment, which included the ASEAN Trade Promotion, Technical Cooperation/Capacity Building and ASEAN Investment Promotion.

The Culture and Tourism Working Group met on 2 November and discussed plans related to culture and tourism and some of the draft work programs under the Public Relations and Information Service Chapter related to cultural exchanges.

⌂ During the plenary discussion
↗ Council Directors at the 4th Annual Council Meeting



The Executive Board members during the meeting

4. Secretariat

As for personnel changes of senior staff, Mr. Sung Ho KONG, a seconded official from the Ministry of Knowledge Economy of the Republic of Korea assumed as Deputy Head of Trade and Investment Unit on 1 June, replacing Mr. Su-Bu Lee.

In the Culture and Tourism Unit, Ms. Do Young KIM from the Ministry of Culture, Sports, and Tourism replaced former Deputy Head of Unit, Mr. Sam-Sig KIM, on 10 June.

The Government of Thailand has seconded Ms. Patranan Pattiya to the Secretariat, who assumed the position Deputy Head of Information and Data Unit from February 2012 to 2015.

Currently, the Secretariat has a total of 34 staff members, including 2 seconded officials from the Korean government and 2 from ASEAN Member States; 12 permanent and 15 temporary staff.

5. Finance

The Annual Budget for FY2011 was KRW 5 billion (USD4.4 million), contributed by the Korean government. The expenditure for the activities was KRW 2.86 billion, while the expenditures for administration amounted to KRW2.14 billion.

In accordance with what has been agreed to at the Inaugural Council Meeting (13 March 2009), the Government of Thailand has contributed to the Centre by seconding an official to the Secretariat. All expenses necessary for dispatch are borne by the Government of Thailand.

APPENDICES

List of the Council Directors and Executive Board Members
List of Participants in FY2011 Work Programs
List of Publications
Financial Statements for FY2011 and Independent Auditor's Report

LIST OF COUNCIL DIRECTORS AND EXECUTIVE BOARD MEMBERS

COUNTRY	NAME	POSITION	ORGANIZATION
Brunei Darussalam	CD	Ms. Kamila Hanifah	Senior Special Duties Officer Ministry of Foreign Affairs and Trade
	EB	Mr. Yudisman Saman	Second Secretary Embassy of Brunei Darussalam
Cambodia	CD	H.E. Mr. Ky Sim Chan	Ambassador Royal Embassy of Cambodia
	EB	Mrs. Bophal Ung	Counsellor Royal Embassy of Cambodia
Indonesia	CD	Mrs. Hesti Indah Kresnarini	Directorate General for National Export Development Ministry of Trade
	EB	Mrs. Dewi Gustina Tobing	Minister Counsellor Embassy of the Republic of Indonesia
Korea	CD	Mr. Hae-yun Park	Director General, Southeast Asian and Pacific Affairs Bureau Ministry of Foreign Affairs and Trade
	EB	Mr. Sang-Ryol Lee	ASEAN Cooperation Division Ministry of Foreign Affairs and Trade
Lao PDR	CD	Dr. Khiane Phansourivong	Director General, ASEAN Department Ministry of Foreign Affairs
	EB	Mr. Somlith Khantivong	Minister-Counsellor Embassy of Lao PDR
Malaysia	CD	Mr. Raja Nurshirwan Zainal Abidin	Deputy Director General Ministry of Foreign Affairs
	EB	Mr. Abdullah Zawawi Tahir	Minister-Counsellor Embassy of Malaysia
Myanmar	CD	H.E. Nyunt Hlaing	Ambassador Embassy of the Union of Myanmar
	EB	Mr. Hau Khan Sum	Counsellor Embassy of the Union of Myanmar
Philippines	CD	H.E. Luis T. Cruz	Ambassador Embassy of the Republic of the Philippines
	EB	Mr. Nicanor S. Bautista	Commercial Counsellor Embassy of the Republic of the Philippines
Singapore	CD	Mr. Jai S. Sohan	Director General Ministry of Foreign Affairs
	EB	Mr. Alvin Koh	Second Secretary Embassy of Singapore
Thailand	CD	H.E. Kittiphong na Ranong	Ambassador Royal Thai Embassy
	EB	Mrs. Phasana Puthikampol	Minister and Deputy Chief of Mission Royal Thai Embassy
Viet Nam	CD	Mr. Ta Hoang Linh	Deputy Director General Ministry of Industry and Trade
	EB	Mr. Nguyen Manh Dong	Minister-Counsellor Embassy of the Socialist Republic

LIST OF PARTICIPANTS IN FY2011 WORK PROGRAMS

ASEAN FOOD & BEVERAGE EXHIBITION

LIST OF EXHIBITORS

COUNTRY	COMPANY
Brunei Darussalam	Sabli Food Industries
	Sahamada Corporation
	Semaun Seafood
Cambodia	Angkor Coffee
	Confirel Co., Ltd.
	Kurata Pepper Co., Ltd.
Indonesia	PT. Bonecom
	PT. Istana Cipta Sembada
	PT. Toba Surimi Industries
Lao PDR	Dao-Heaung Group Co., Ltd.
	Lao Agro Industry Co., Ltd.
Malaysia	Citra Evolusi Sdn Bhd.
	Ganda Kota Sdn Bhd.
	My Haiz Sdn Bhd.
Myanmar	Grand Wynn Manufacturing Co., Ltd.
	Ngu Shwe War Co., Ltd.
	Shwe Yamone Manufacturing Co., Ltd.
Philippines	BrandExports Philippines, Inc.
	Jarla Trading
	Orient Foods Industries Corp.
Singapore	F&N Foods Pte Ltd.
	Sime Darby Edible Products Ltd.
	Thong Siek Food Industry Pte Ltd.
Thailand	Food and Drinks Public Co., Ltd.
	Penta Impex Co., Ltd.
	Sea Value Public Co., Ltd.
Viet Nam	Delta Food Co (Vinamit JSC)
	Dong Giao Foodstuff Export JSC
	Vietnam Food Industries Joint Stock Company (VIFON)

INDUSTRY-SPECIFIC TRADE EXHIBITION

JEWELRY FAIR KOREA 2011

LIST OF EXHIBITORS

COUNTRY	COMPANY
Cambodia	Heng Chhay Khy
	Sok Nay Jewelry
Lao PDR	Fawatthana
	Lao Fine Art Handicrafts Jewelry
Myanmar	Jewel Collection Manufacturing
	Pyi Wai Shan Gems
Philippines	Jewelmer International Corporation
	Meycauyan Jewelry Industry Association
Singapore	Golden Success Jewellery
	Kim Keat Jewellery Factory

KOREA INTERNATIONAL FURNITURE & INTERIOR FAIR 2011

LIST OF EXHIBITORS

COUNTRY	COMPANY
Brunei Darussalam	Batik Desamas
	Ridah Handicraft
Indonesia	Nature Habitat
	PT Indoexim International
Malaysia	Hin Lim Future
	Tube Home
Myanmar	Asia Wood
	Lin Win
Philippines	Linghtworks Industries
	Maze Manufacturing
Singapore	Haleywood Industry
	Koda
Thailand	Deesawat Industries
	Picotee International
Viet Nam	An Co Rattan & Bamboo
	Tam Long Craft

SEOUL INTERNATIONAL TEXTILE FAIR

LIST OF EXHIBITORS

COUNTRY	COMPANY
Brunei Darussalam	Batik Desamas
	Syarikat Rosmawey
Cambodia	Lady Penh Designs
	Neang Miss Boutique
Indonesia	Dara Baro
	Datie Handicraft
Lao PDR	Lao Sericulture
	Phaeng Mai Gallery
Malaysia	Uprise Elastic Webbing (M) Sdn. Bhd.
	Zuhrah Pelangi Sdn. Bhd.
Thailand	K. Cotton & Gauze
	Thai Textile Industry Public Company Ltd.
Viet Nam	Minh Trang Private Enterprise
	Thuy Tien Joint Stock Company

TRADE MISSION

to furniture sectors in Malaysia, Singapore, and Indonesia

LIST OF PARTICIPANTS

(1) MALAYSIA

NAME	POSITION	COMPANY
Hye Jeong CHO	Deputy Section Chief	Livart
Ji Won LEE	Staff	
Na Ri YUN	Staff	
Kil Bong KIM	Deputy Director	
Ji Sun SHIN	Deputy Section Chief	
So Young KIM	Manager	
Jong Kwang KIM	CEO	CEO Design
Shin Hwa KANG	Deputy Director	Eum International
Eun Tae CHOI	CEO	CEM COLLECTION
Jae Seog LEE	CEO	GALLERIA FURNITURE
Suk Am IM	CEO	Inwoo
Han Gyu LEE	CEO	Main Furniture
Jae Sung YOO	CEO	Basic
Chang Yoon KIM	Manager	Casamia
Jee Hye PARK	Chief	
Ji Young KIM	Manager	
Chang Yeob CHOO	CEO	Decoroom
Deok Whan YOUN	General Manager	Seohung International
Sung Whan JUNG	Manager	Furniture Association

(2) SINGAPORE

NAME	POSITION	COMPANY
Kyung Sup HWANG	CEO	Dasong Textile
Kil Bong KIM	Deputy Director	Livart
Ji Sun SHIN	Deputy Section Chief	
So Young KIM		
Kwang Oh LEE	CEO	D S I
Seung Sik HEO	CEO	Design Edimas
Jae Cher JANG	Head of Department	J&C Design
Hyon Jung KA	CEO	HTL
Yoo Jin CHUNG		
Seung Hoon CHOI	Director	HOMEO
Song Rock HA	CEO	OlyBrand
Nul HA	Deputy Section Chief	
Young Kyu LEE	Executive Director	Youngil Industry
Jae Min JO	CEO	Jangin
Hong Ki OH	Member of Board of Directors	Hanax
Eun Hye KIM	Manager	
Wan Woo SHIN	CEO	Wood-Park
Kyoung Rak MA	CEO	Makyoungrak Antique Gallery
Shin Hwa KANG	Deputy Director	
Hang Teak IM	CEO	FM Furniture Market
Kwang Baek LEE	CEO	ArtMac Market
Tae Hun EOM	CEO	Inart
Kyung Seok HAN	Inart	
Seong Man MOUN		Samwoo Architects & Engineers
Eun Tae CHOI	CEO	CEM COLLECTION
Jae Seog LEE	CEO	GALLERIA FURNITURE
Suk Am IM	CEO	Inwoo
Han Gyu LEE	CEO	Main Furniture
Jae Sung YOO	CEO	Basic

NAME	POSITION	COMPANY
Chang Yoon KIM		Casamia
Jee Hye PARK	Chief	
Ji Young KIM		
Chang Yeob CHOO	CEO	Decoroom
Sung Whan JUNG	Manager	Furniture Association

(3) INDONESIA

NAME	POSITION	COMPANY
Jae Sung YOO	CEO	Basic
Seung Soo CHOI	Director	Borneo International Furniture
Ju Hyoung PARK	Director	Chase Korea
Chang Yeob CHOO	CEO	Decoroom
Seung Sik HEO	CEO	Design Edimas
Shin Hwa KANG	Deputy Department Head	Eum International
Sang Man SEO	CEO	
Seong Hwan JEONG	General Manager	Furniture Association
Young Jae LEE		FurniFeel
Byoung Oh PARK	General Manager	Glasslock
Ji Ho SIN	CEO	GMP Marketing
Hong Ki OH	Director	Hanax
Eun Hye KIM	General Manager	
Seok Am LIM	CEO	Inwoo
Jae Cher JANG	Head of Department	J&C Design
Hee Woong PARK	Head of Department	Jang In Furniture
Jae Min JO	CEO	
Hyun Jong IM	General Manager	Lotte Mart
Tae Youn SO	General Manager	
Jun Ho KIM	General Manager	Marihas

NAME	POSITION	COMPANY
Song Rock HA	CEO	OlyBrand
Nul HA	Deputy Section Chief	
Seong Pan HEO	CEO	Paroma
Wan Woo SHIN	CEO	Wood-Park
Young Kyu LEE	Executive Director	Youngil Industry

TRADE MISSION

to sectors of home interior products and household goods in Thailand and the Philippines

LIST OF EXHIBITORS

NAME	POSITION	COMPANY
Hyun Jong IM	Buyer (Lecturer)	Lotte Mart
Ho Hyuk LEE		1300K
Ji Hyuk MOON		Lotte Shopping
Young Saeng KIM		Artbox
Ill San KIM	Lecturer	Korea International Trade Association
Young Chun KIM		Korea Customs & Trade Development Institute
Hyun Sock KIM	Buyer	Korea Federation of Furniture Industries Cooperatives
Seung Hyun LEE		LEC Korea
Chun Yeol PARK		Dong Won Yu Tong
Gi Young OH		Natural Life Corporation
Tae Hun EOM		Inart
Kyung Seok HAN		
Ae Ran KIM		

TRADE MISSION

to sectors of wooden and agricultural products in Cambodia

LIST OF PARTICIPANTS

NAME	POSITION	COMPANY
Hyun Woo GUK		Geumgang Table
Won Sun CHOI		Casamia
Hwan Tae JEON		
Chong Kon KU		
Seok Am LIM		In Woo
Sung Il KIM		Goodnite
Sang Eob JUNG		NU Design
Young Hwan LIM		Da Mo
Chil Sang YOU		Eddas
Jae Boung CHA		BIF
Deok Whan YOUN		U No
Euy Chul SEO	Agricultural Product Buyer	Hae Nam Agricultural Technology Centre
In Woo LEE		Hae Nam Agricultural Association
Ki Dong NAMKOONG		Hae Nam Farming Association
Dong Ho PARK		Hae Nam Agricultural Products Circulation
Kyung Ja KOO		Hae Nam Agricultural Products Circulation
Myung Hoon KIM		Hae Nam Circulation

PRODUCT DESIGN AND PACKAGE DEVELOPMENT WORKSHOP

MYANMAR: Seminar on Furniture Design Development & Quality Management

LIST OF PARTICIPANTS

NAME	POSITION	COMPANY/ORGANIZATION
Hong Kyu JOO	Lecturer	JOO DESIGN
Seung Soo CHOI		BIF Borneo
Young Chun KIM		Customs Association
Young Chul CHO		EC Plaza
Dong Woo KAHNG		
Seong Hwan JEONG		Furniture Association
Seok Am LIM	Business Delegation	In-woo
Jae Sung YOO		Basic
Chang Yeob CHOO		My Space (Décoroom)
Dang Hak WEE		Baroque Gallery
Jae Seog LEE		Galleria Furniture
Geoon Tai RYU		Samik Furniture
Won Tack PARK		Roba Gallery
Yang Han KIM		Digx
Won Inn WOO		Chamwood Furniture
Jae Shin PARK		Sunchang ITS
Kyo Kang AN		Design Ventures
Min Suk PARK		
Jong Kwang KIM		CEO Design
Kyung Rak MA		MA KYUNG RAK Gallery
Seong Ki KANG		ENOO

LAO PDR & BRUNEI DARUSSALAM: Seminar on Laos & Brunei Textile Design Development: Towards Global Success

LIST OF PARTICIPANTS

NAME	POSITION	COMPANY/ORGANIZATION
Byung Soo EUN	Lecturer	Euncouncil
Eun Il LEE		Eunillee-Paris
Seong Dal KIM		Konkuk University
Yong Beom KIM		ECplaza

VIET NAM: Product Design & Package Development Workshop for Viet Nam

LIST OF PARTICIPANTS

NAME	POSITION	COMPANY/ORGANIZATION
Hong Kyu JOO	Lecturer	JOO Design
Sook Kyung CHO		Seoil College
A Ra CHO		KooN Co.
Seong Hwan JEONG	Expert	Korea Furniture Association
Ha Na KIM	Journalist	Hankyung
Chang Hee NAM	Buyer	Sang Won Furniture
Mung Joo JUNG		King Royal
Hee Woong PARK		Jangin Furniture
Hyun Woo GUK		Geumgang Table
Won Sun CHOI		Casamia
Hwan Tae JEON		
Chong Kon KU		
Seok Am LIM		In Woo
Sung Il KIM		Goodnite
Sang Eob JUNG		NU Design
Young Hwan LIM		Da Mo
Chil Sang YOU		Eddas
Jae Boung CHA		BIF
Deok Whan YOUN		U No

INNOVATION WORKSHOP FOR ASEAN SMES

LIST OF PARTICIPATING COMPANIES / ORGANIZATIONS

COUNTRY	NAME	POSITION / AFFLIATION
Brunei Darussalam	Ms. DK Khayriyyah Nazahah PG HJ MD Airudin	Assistant Project Manager Brunei Economic Development Board (BEDB)
	Ms. DK Saerah PG Petra	Lecturer / Universiti Brunei Darussalam
Cambodia	Mr. Huon Sorangsey	Vice Chief Officer / Small Industry and Handicrafts Department, Mines and Energy, Ministry of Industry
	Mr. Sok Hout	General Manager / KC Food Product
	Ms. Silin Hor	Managing Director / EVL Wiskcam Co.,Ltd
Indonesia	Mr. Hidayat Syah	Deputy Director / Ministry of Trade
	Mr. Andrew Pratomo Budianto	Marketing Director / Agate Studio
	Mr. Hendra Novianto Gunawan	Director / La Spina Collection
Lao PDR	Mr. Phouthasack SOUVANNASAO	Deputy Director of Investment Promotion Division / Investment Promotion Department, Ministry of Planning and Investment
	Mr. Bounyong SOUNTHONE	Senior Advisor / SRPE Group Co., Ltd.
	Mrs. Souksavanh SITHIVONG	President / Kongkeaw Kamlay Company
Malaysia	Ms. Nor Hidayaty binti Mohd Nor	Senior Manager of Business Advisory Services (BAS) / SME Corporation. Malaysia
	Ms. Mayamin Haini Binti Musa	Assistant Manager of International Cooperation Secretariat (ICS) / SME Corp. Malaysia
	Mr. Abdul Razak bin Mohd Isa	CEO / Orchid Life Sdn. Bhd.
	Mr. Mustadza bin Muhamad	COO / Orchid Life Sdn. Bhd.
Myanmar	Ms. Mu Mu Aye	Deputy Assistant Director of Industrial Zone, Supervision Department / Directorate of Heavy Industry Planning, Ministry of Industry No.(2)
	Ms. Hnin Wai	Secretary / Myanmar Women Entrepreneurs' Association
	Ms. Ma Khine Zaw	Executive Committee / Union of Myanmar Federation of Chamber of Commerce and Industries
Philippines	Ms. Maricor R. Bañaga	Trade & Industry Development Specialist (TIDS) / Bureau of Micro, Small and Medium Enterprise Development (BMSMED), Department of Trade and Industry
	Mr. Cornelio E. Castañeda Jr.	President / Sultan Kudarat Muscovado Farmer's & Millers Corporation
	Mr. John Guidon Macciri Icamina de la Cruz	Vice President / Philippine Chamber of Commerce and Industry - Aklan

COUNTRY	NAME	POSITION / AFFLIATION
Singapore	Ms. Zhuo Xinyuan, Loreen	Senior Officer / SPRING Singapore
	Mr. TAN Cheng Hua	CEO / IT21 [SINGAPORE] PTE LTD
	Mr. Eric Tan Sze Yeow	Senior Marketing Executive / KODA LTD
Viet Nam	Ms. Bui Thu Thuy	Deputy Manager of Business and Information & Consultancy Division / Export Promotion Center, Vietnam Trade Promotion Agency
	Mr. Tran Ngoc Ha	Director of Investment Department / Delta Civil & Industrial Construction Co., Ltd.
	Ms. Doan Ngan Chi	Director of Market Development / ECO Products Jsc

INVESTMENT MISSION

CAMBODIA & MYANMAR:

8-13 May 2011 (Total number of participants: 32)

LIST OF PARTICIPATING COMPANIES / ORGANIZATIONS

COMPANY / ORGANIZATION	SECTOR	COMPANY / ORGANIZATION	SECTOR
Heerim Architects & Planners Co., Ltd.	Construction	YOUNG SHIN FARM MACHINERY CO.	Agricultural Machinery
Pyunghwa Engineering Consultants Ltd. (PEC)		Tae Kwang Industry Co.	
Woomi Co., Ltd		Bocheon Industrial Co., Ltd.	
Kruz Enterprise Co., Ltd.		JOONGANG PRECISION CO., LTD.	
DoArm Engineering Co., Ltd		SHIN NONG Co., Ltd.	
International Contractors Association of Korea Cambodia Office		SUNGBOO IND., LTD	
Chung-Nam Global Agriculture Resource Development	Agriculture	BALSAN INDUSTRIAL COMPANY	
Nawoo Trading		YOUNG SIN CO., LTD	
Kukjedanjo	Agricultural Machinery	Spray Best Industry	
World Korea Co., Ltd		MYUNGSUNG CO., LTD	
Kwang Pung Co., Ltd		Tae Kwang Mach. Co.	
HYESUNG MACHINERY Co., Ltd		Daekyung Precision Co., Ltd.	
Korea Agricultural Machinery Industry Cooperative		Hanil machinery industry Ltd.	
		MODOOENERGY	
		Innovation Management & Technology	Etc
		AJU IB INVESTMENT	

**LIST OF PARTICIPANTS IN FY2011 WORK PROGRAMS:
TRADE AND INVESTMENT**

VIET NAM & LAO PDR:

3-9 July 2011 (Total number of participants: 20)

LIST OF PARTICIPATING COMPANIES / ORGANIZATIONS

COMPANY / ORGANIZATION	SECTOR
CJ CheilJedang	Food Processing / Agro-Food
NAMYANG SEAFOOD CO., LTD	
Kwang Pung Co., Ltd.	
Gusto Coffee Inc.	
Big Star International	
Korea Food Research Institute	
DoArm Engineering Co., Ltd.	Bio-Energy
Woomi Co., Ltd.	
CY Global Inc.	Household Goods
Sung Won Industrial Co., Ltd.	Agricultural Machinery
mng co., Ltd.	
Cheong Song Agri. Machinery Co.	
Korea Agricultural Machinery Industry Cooperative	

MALAYSIA & BRUNEI DARUSSALAM:

23-29 October 2011 (Total number of participants: 23)

LIST OF PARTICIPATING COMPANIES / ORGANIZATIONS

COMPANY / ORGANIZATION	SECTOR
Global Optical Communication.	Energy
Lucky Industry Co., Ltd.	Energy
SEO Electronics Co., Ltd.	
DoArm Engineering Co., Ltd.	
Soko Co., Ltd.	
Korea Energy Management Corporation	
Jungjin Food Corp	Food Processing
Namyang Seafood Co., Ltd.	
Cas In Bio Co., Ltd.	
Gusto Coffee Inc.	
Vitamin House Inc.	
Korea Food Research Institute	
KIA Motors	Kwangju CCI
Kumho Buslines	
LG Innotek	
SAEHWI IMC	
The Gwangju Chamber of Commerce & Industry	
Gwangju Metropolitan City Hall	

**LIST OF PARTICIPANTS IN FY2011 WORK PROGRAMS:
TRADE AND INVESTMENT**

PHILIPPINES:

23-26 November 2011 (Total number of participants: 17)

LIST OF PARTICIPATING COMPANIES / ORGANIZATIONS

COMPANY / ORGANIZATION	SECTOR
JSJTTEK Co., Ltd.	Energy
Solarluce Co., Ltd.	
JHP Lighting Company	
Joeun Engineering Co., Ltd.	
Osang International Co., Ltd.	
Uhwan Co., Ltd.	
Doarm Engineering Co., Ltd.	
Kcom	
Korea Energy Management Corporation	
Namyang Seafood Co., Ltd.	Food Processing
Gusto Coffee Ltd.	
Korea Food Research Institute	
Korea Food Industry Association	

THAILAND, SINGAPORE & INDONESIA:

9-18 January 2012 (Total number of participants: 44)

LIST OF PARTICIPATING COMPANIES / ORGANIZATIONS

COMPANY / ORGANIZATION	SECTOR
Shinseng Industrial Co., Ltd.	Construction
IOLUX Co., Ltd.	Machinery
Farmsteel	
YNG Tech	
Ilyang Heavy Industries	
Build Dream Co., Ltd.	
Hae-In Corp.	
Hyundai Corp.	
Korea Construction Equipment Manufacturers Association (KOCEMA)	
Tae Kwang Ind. Co.	Agricultural Machinery
Sungboon Ind. Ltd.	
Shin Nong Co., Ltd.	
Dae-kyung precision Co., Ltd.	
Daedong Tech Co., Ltd.	
J&M Collection Co., Ltd.	Fashion & Textile
ONE Total Textile co., Ltd.	
Pan Ko Associates	
Do Bit co.	
Woongjin Chemical Co., Ltd.	
Innovation Management Technology Ltd.	
Korea Federation of Textile Industries (KOFOTI)	
Vitamin House Inc.	Food Processing
Gusto Coffee Ltd.	
Samsung Electronics Co., Ltd.	
Kcom	
Korea Food Research Institute	
Doarm Engineering Co., Ltd.	Energy
Chang Sung ACE Co., Ltd.	
SK Networks	
Intelwood Ltd.	
Seoul Shinmun (Newspaper)	Media

ASEAN CULTURE AND TOURISM FAIR

LIST OF DELEGATION MEMBERS

COUNTRY	NATIONAL TOURISM ORGANIZATION (NTO) REPRESENTATIVES	PERFORMERS
Brunei Darussalam	Mr. Ak Zulkhairi Pg Abdul Razak, Tourism Officer, Ministry of Industry and Primary Resources	Irama Bahtera
Cambodia	Mr. Say Phalla, Deputy Director of International Cooperation & ASEAN Department, Ministry of Tourism	Cambodian Artist Association
Indonesia	Mr. Roy Devidton Silalahi, Directorate of Performing Arts, Ministry of Culture and Tourism	Dewi Saraswati
Lao PDR	Ms. Sengsoda Vanthanouvong, Director of Tourism Promotion Division, Lao National Tourism Administration	Dance Group, Ministry of Information, Culture and Tourism
Malaysia	Mr. Zakri Bin Abdul Rahman, International Marketing (North & East Asia), Malaysia Tourism Promotion Board	Anggun Entertainment
Myanmar	Mr. Hlaing Myint, Deputy Director General, Ministry of Hotels & Tourism	Dance Group, Ministry of Culture
Philippines	Mr. Rossini I. Calabig, Leader of Banda Kawayan	Banda Kawayan
Singapore	Ms. Marinnie Binte Abdul Samat, Senior Officer of Marketing Activation & Innovation, Singapore Tourism Board	Artistix Production
Thailand	Mr. Jantasiro Jarucha, Leader of Anghthong College of Dramatic Arts	Anghthong College of Dramatic Arts
Vietnam	Ms. Pham Ngoc Diep, Official of International Cooperation Department, Vietnam National Administration of Tourism	Theatre of Vietnam Music, Dance and Song

ASEAN TOURISM HRD PROGRAM

VIETNAM: 15–17 March

(Total number of Participants: 40 tourism professionals)

LIST OF LECTURERS

NAME	POSITION / AFFILIATION
Seung-young PARK	Associate Professor, Bucheon University
Shin Dong KIM	Professor, Hallym University
Nguyen Thi Phuong Mai	Lecturer, Viet Nam National University
Keum Gi Hyung	Director, Korean Cultural Centre in Viet Nam

CAMBODIA: 24–26 May

(Total number of Participants: 50-60 tourism professionals)

LIST OF LECTURERS

NAME	POSITION / AFFILIATION
Jeong-Keun OH	Professor, Woosong University
Kwon HUH	Invited Professor, Korean National University of Cultural Heritage
Ara CHO	Visiting Professor, Royal University of Phnom Penh

MYANMAR: 14–16 June

(Total number of Participants: 40 tourism professionals)

LIST OF LECTURERS

NAME	POSITION / AFFILIATION
Mi-Hea CHO	Associate Professor, Sejong University
Kwon HUH	Invited Professor, Korean National University of Cultural Heritage
Swe Swe Tin	Tutor, Mandalay University of Foreign Language

LAO PDR: 5–7 July

(Total number of Participants: 35 tourism industry professionals)

LIST OF LECTURERS

NAME	POSITION / AFFILIATION
Won Tae LEE	Head Researcher, Korea Culture and Tourism Institute
Kwang Min YOO	Research Professor, Howon University
Tae Young PARK	Visiting Professor, Souphanouvong University

THAILAND: 19–21 July

(Total number of Participants: 50 tourism industry professionals)

LIST OF LECTURERS

NAME	POSITION / AFFILIATION
Kwon HUH	Invited Professor, Korean National University of Cultural Heritage
Yeong-Hyeon HWANG	Professor, Dong-A University
Mi Young YUN	Lecturer, Prince of Songkla University Phuket Campus
Punmate Na RANONG	Marketing Manager, Korea Tourism Organization Thailand Office

ASEAN-KOREA CULTURAL EXHIBITION

LIST OF ARTISTS (27 ARTISTS, 105 ARTWORKS)

COUNTRY	NAME	ARTWORKS
Brunei Darussalam	Haji Mohammad Zulkhairi Zainal Abidin	4 pieces including <i>Startrailing</i>
	Zul Abdul Rahman	4 pieces including <i>3 heads are better</i>
Cambodia	Socheat HUOY	4 pieces including <i>City Living</i>
	Borak POK	4 pieces including <i>Khmer Monk</i>
Indonesia	Iman HARTOYO	4 pieces including <i>Passing Under</i>
	Wimo Ambala BAYANG	3 pieces including <i>High Hopes Anang wants to be happy</i>
Korea	KWANGMO	3 pieces including <i>Malaysia 02</i>
	NANDA	3 pieces including <i>Cambodia</i>
	Seung Hoon PARK	3 pieces including <i>TEXTUS 062-1</i>
	Sangbin IM	3 pieces including <i>People-Singapore</i>
	Won Chul LEE	3 pieces including <i><Time>Ho Chi Minh, Viet Nam</i>
	Dai Nam KIM	3 pieces including <i>Get Lost 005</i>
	Hyuk Jun YI	3 pieces including <i>Forest 17 (Series)</i>
Lao PDR	Phetmalayvanh	4 pieces including <i>Konpapeng Waterfall</i>
	Souliya PHOUMIVONG	4 pieces including <i>Big World (Series)</i>
Malaysia	Minstrel KUIK	4 pieces including <i>Kuala Lumpur, Kuala Lumpur</i>
	Sherman ONG	8 pieces including <i>Monsoon (Series)</i>
Myanmar	Htein WIN	4 pieces including <i>Bicycles Stand at a Market in Mandalay, Myanmar</i>
	Tin MYINT	4 pieces including <i>In the Rainy Day</i>
Philippines	Frank CALLAGHAN	4 pieces including <i>Green Water</i>
	Lena COBANGBANG	4 pieces including <i>Overland 08</i>
Singapore	Genevieve CHUA	4 pieces including <i>Full Moon and Foxes #3</i>
	Tristan CAI	7 pieces including <i>Physical Realities of Death</i>
Thailand	Manit SRIWANICHIPOOM	3 pieces including <i>Pink Man in Paradise # 9</i>
	Tatiya UDOMSAWAT	4 pieces including <i>The Faculty of Painting Sculpture and Graphic Arts</i>
Viet Nam	Quang PHAN	3 pieces including <i>Fusillade</i>
	Tiffany CHUNG	4 pieces including <i>Bubble Shooter and Purple Puddle</i>

BRAVO! ASEAN IN KOREA

- Total number of applicants at the Preliminary Round: 44 teams (95 participants) from 10 ASEAN Member States
- Total number of finalists at the Main Competition: 12 teams (40 contestants) from 10 ASEAN Member States

LIST OF WINNERS

AWARD	WINNER	COUNTRY
Grand Prize	Dwi Hestingsih and 6 others	Indonesia
Gold Prize	Weerapong DonRakhon	Thailand
Silver Prize	Mella Yusthiani and 2 others	Indonesia
Bronze Prize	Kyaw Min Mu	Myanmar
Arirang Prize	Reen Husnal and 3 others	Malaysia
Best Song Prize	Wong Sook Kuan	Malaysia
Best Dance Prize	Bounlerth Philakhong and 7 others	Lao PDR
Creativity Prize	Pamela and 1 other	Singapore
Harmony Prize	Norhermy and 4 others	Brunei Darussalam
Best Dresser Prize	Ye Rin Yun and 4 others	Viet Nam
Popularity Prize	Va Kimheang	Cambodia
Popularity Prize	Patrick Robles and 2 others	Philippines

LECTURE SERIES ON ASEAN

: PLEASE REFER TO PP 44-47

2011 ASEAN-KOREA MULTIMEDIA COMPETITION

WINNERS

CATEGORY	NAME	COUNTRY	TITLE
Photography	Chanathip Keawsuk	Thailand	Portrait Series
	Geric Cruz	Philippines	Where I End and You Begin
	Hassnal Adam Raasalhague Sulaiman	Brunei Darussalam	The Monster We Create
	Hoeng Keomakara	Cambodia	Perfect Combination
	Poe Sandar Lin	Myanmar	Untitled
	Thanavorakit Kounthawatphinyo	Lao PDR	Wheel of Life
	Willis Turner Henry	Indonesia	CIMED
	Wu Siyi	Singapore	Transitional Landscape
Video	Haris Abadi	Malaysia	Your Axis Mundi
	Linh Duong	Viet Nam	Nine Dragons River
	Sungseok Ahn	Korea	Infinity and Beyond

SPECIAL ARTISTS

CATEGORY	NAME	COUNTRY	TITLE
Photography	Kyusung Jo	Korea	Bubble Series
	Sunhee Joo	Korea	Hide & Seek
	Tammy David	Philippines	Crown and Country
	Febian Nurrahman Saktinegara	Indonesia	A Journey through Jakarta
	Saratool Pongpramoon	Thailand	Animal Instinct
	Nguyen Nghiep Truongm & Nguyen Tuong Van	Viet Nam	One Step 7
Video	Agung Nugroho Widhi	Indonesia	Train Watchers
	Nassier Nash Anggahan	Philippines	Reason for Existence
	Arie Naftali Hawu Hede & Febian Nurrahman Saktinegara	Indonesia	Abandoned Building

JUDGES

COUNTRY	NAME	AFFILIATION
Brunei Darussalam	Haji Mohammad Yusof Bin Mohammad Yassin	Prime Minister Office
Cambodia	Daravuth Ly	Reyum Institute
Indonesia	Agung Hujatnikajennong	Selasar Sunaryo Art Space
Korea	Suh Jin Suk	Alternative Space Loop
Lao PDR	Thongkhoun Souththivilay	Traditional Arts and Ethnology Center
Malaysia	Nur Hanim Mohamed Khairuddin	Curator
Myanmar	Tin Soe	National University of Arts and Culture
Philippines	Patrick D'flores	University of Philippines Diliman
Singapore	June Yap	Curator
Thailand	Prapon Kumjim	Chulalongkorn University
Viet Nam	Richard Streitmatter-tran	Curator

Deloitte.**ASEAN-KOREA CENTRE**FINANCIAL STATEMENTS
AS OF AND FOR THE YEARS ENDED
FEBRUARY 29, 2012 AND FEBRUARY 28, 2011,
AND INDEPENDENT AUDITORS' REPORT**Deloitte.****Deloitte Anjin LLC**
9F., One IFC,
23, Yoido-dong,
Youngdeungpo-gu, Seoul
150-945, Korea
Tel : +82 (2) 6676 1000
Fax: +82 (2) 6674 2114
www.deloitteanjin.co.kr**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 29, 2012 and February 28, 2011, and the related statements of income, statements of changes in fund balance and statements of cash flows for the years ended February 29, 2012 and February 28, 2011, 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 29, 2012 and February 28, 2011, and the results of its operations and its cash flows for the years then ended, in conformity with Accounting Standards for Non-Public Entities in the Republic of Korea ("KAS - NPEs").

As explained in Note 2 to the accompanying financial statements, the Centre has prepared the financial statements in accordance with KAS - NPEs for the reporting periods beginning on or after January 1, 2011. In accordance with the KAS - NPEs 'Effective date and Transitional Provisions' paragraph 4, on January 1, 2011, the prior periods' financial position, results of operations and cash flows under previous generally accepted accounting principles in the Republic of Korea ("previous K-GAAP") have been carried over and presented as is, with no retrospective adjustments due to the application of KAS - NPEs.

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 the Republic 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 and 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 principles and auditing standards and their application in practice.

Deloitte Anjin LLC

April 27, 2012

Notice to Readers

This report is effective as of April 27, 2012, 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.

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Member of Deloitte Touche Tohmatsu Limited.

ASEAN-KOREA CENTRE
**FINANCIAL STATEMENTS
AS OF AND FOR THE YEARS ENDED
FEBRUARY 29, 2012 AND FEBRUARY 28, 2011**

The accompanying financial statements, including all footnote disclosures, were prepared by and are the responsibility of the ASEAN-KOREA CENTRE.

Hae Moon Chung
General Secretary

ASEAN-KOREA CENTRE

ASEAN-KOREA CENTRE
STATEMENTS OF FINANCIAL POSITION
AS OF FEBRUARY 29, 2012 AND FEBRUARY 28, 2011

	Korean won		Translation into U.S. dollars (Note 2)	
	2011	2010	2011	2010
ASSETS				
CURRENT ASSETS:				
Cash and cash equivalents	₩ 434,011,531	₩ 426,100,446	\$ 385,274	\$ 378,252
Other receivables	-	20,600,590	-	18,287
Accrued income	3,106,048	3,390,165	2,758	3,009
Prepaid expenses	<u>1,880,611</u>	<u>1,927,793</u>	<u>1,669</u>	<u>1,711</u>
Total current assets	<u>438,998,190</u>	<u>452,018,994</u>	<u>389,701</u>	<u>401,259</u>
NON-CURRENT ASSETS:				
Property and equipment, net of accumulated depreciation of ₩456,369,550 (\$405,122) in 2011 and ₩297,263,775 (\$263,883) in 2010 (Note 3)	51,307,723	190,115,498	45,546	168,767
Intangible assets (Note 4)	122,062,864	153,596,300	108,356	136,348
Guarantee deposits	<u>275,853,600</u>	<u>275,853,600</u>	<u>244,877</u>	<u>244,877</u>
Total non-current assets	<u>449,224,187</u>	<u>619,565,398</u>	<u>398,779</u>	<u>549,992</u>
Total assets	<u>₩ 888,222,377</u>	<u>₩ 1,071,584,392</u>	<u>\$ 788,480</u>	<u>\$ 951,251</u>
LIABILITIES AND FUND BALANCE				
CURRENT LIABILITIES:				
Other payables	₩ 104,588,124	₩ 212,612,036	\$ 92,843	\$ 188,737
Accrued expenses	19,421,896	9,013,230	17,241	8,001
Withholdings	<u>13,324,150</u>	<u>10,002,840</u>	<u>11,828</u>	<u>8,879</u>
Total current liabilities	<u>137,334,170</u>	<u>231,628,106</u>	<u>121,912</u>	<u>205,617</u>
Total liabilities	<u>137,334,170</u>	<u>231,628,106</u>	<u>121,912</u>	<u>205,617</u>
FUND BALANCE (Note 7):				
Fund balance	<u>750,888,207</u>	<u>839,956,286</u>	<u>666,568</u>	<u>745,634</u>
Total fund balance	<u>750,888,207</u>	<u>839,956,286</u>	<u>666,568</u>	<u>745,634</u>
Total liabilities and fund balance	<u>₩ 888,222,377</u>	<u>₩ 1,071,584,392</u>	<u>\$ 788,480</u>	<u>\$ 951,251</u>

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE

STATEMENTS OF INCOME

FOR THE YEARS ENDED FEBRUARY 29, 2012
AND FEBRUARY 28, 2011

	Korean won		Translation into U.S. dollars (Note 2)	
	2011	2010	2011	2010
REVENUE:				
Contributions from member states (Note 5)	₩5,000,000,000	₩4,400,000,000	\$ 4,438,526	\$ 3,905,903
Donation (Note 6)	-	67,000,000	-	59,476
Funds from exchange visit of ASEAN and Korean officials	-	103,113,806	-	91,535
Other income:				
Interest income	35,206,657	39,694,012	31,253	35,237
Miscellaneous income	89,541	704,635	80	626
Total revenue	<u>5,035,296,198</u>	<u>4,610,512,453</u>	<u>4,469,859</u>	<u>4,092,777</u>
EXPENSES:				
Projects:				
Trade and investment	1,315,071,204	1,253,474,263	1,167,396	1,112,716
Culture and tourism	1,179,999,303	871,309,413	1,047,491	773,466
Public relations and information service	396,515,125	370,196,502	351,989	328,625
Exchange visit of ASEAN and Korean officials	-	103,113,806	-	91,535
Total projects	<u>2,891,585,632</u>	<u>2,598,093,984</u>	<u>2,566,876</u>	<u>2,306,342</u>
Administration:				
Salaries	1,106,184,579	983,423,253	981,966	872,990
Severance benefits	71,160,282	64,785,085	63,169	57,510
Welfare	71,245,645	43,517,040	63,245	38,630
Depreciation (Note 3)	159,105,775	154,293,530	141,239	136,967
Amortization (Note 4)	56,109,436	52,685,758	49,809	46,770
Taxes and dues	31,078,825	29,078,718	27,589	25,813
Rent	484,276,320	478,316,520	429,895	424,604
Office operation	253,617,783	275,326,246	225,137	244,409
Total administration	<u>2,232,778,645</u>	<u>2,081,426,150</u>	<u>1,982,049</u>	<u>1,847,693</u>
Total expenses	<u>5,124,364,277</u>	<u>4,679,520,134</u>	<u>4,548,925</u>	<u>4,154,035</u>
Deficit of revenue over expenses (Note 8)	<u>₩ (89,068,079)</u>	<u>₩ (69,007,681)</u>	<u>\$ (79,066)</u>	<u>\$ (61,258)</u>

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE

STATEMENTS OF CHANGES IN FUND BALANCE

FOR THE YEARS ENDED FEBRUARY 29, 2012
AND FEBRUARY 28, 2011

	Korean won		Translation into U.S. dollars (Note 2)	
	2011	2010	2011	2010
March 1, 2010	₩ 908,963,967		\$ 806,892	
Deficit of revenue over expenses February 28, 2011	<u>(69,007,681)</u>		<u>(61,258)</u>	
	<u>₩ 839,956,286</u>		<u>\$ 745,634</u>	
March 1, 2011	₩ 839,956,286		\$ 745,634	
Deficit of revenue over expenses February 29, 2012	<u>(89,068,079)</u>		<u>(79,066)</u>	
	<u>₩ 750,888,207</u>		<u>\$ 666,568</u>	

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE				
STATEMENTS OF CASH FLOWS				
FOR THE YEARS ENDED FEBRUARY 29, 2012 AND FEBRUARY 28, 2011				
	Korean won		Translation into U.S. dollars (Note 2)	
	2011	2010	2011	2010
CASH FLOW FROM OPERATING ACTIVITIES:				
Deficit of revenue over expenses	₩ (89,068,079)	₩ (69,007,681)	\$ (79,066)	\$ (61,258)
Adjustments to reconcile deficit of revenue over expenses to net cash provided by operating activities:				
Depreciation	159,105,775	154,293,530	141,239	136,967
Amortization	56,109,436	52,685,758	49,809	46,770
	<u>215,215,211</u>	<u>206,979,288</u>	<u>191,048</u>	<u>183,737</u>
Changes in assets and liabilities resulting from operations:				
Decrease (increase) in other receivables	20,600,590	(20,600,590)	18,287	(18,287)
Decrease in accrued income	284,117	360,197	251	320
Decrease in advance payments	-	12,281,349	-	10,902
Decrease in prepaid expenses	47,182	85,450	42	76
Decrease in other payables	(108,023,912)	(86,637,333)	(95,893)	(76,908)
Increase in accrued expenses	10,408,666	9,013,230	9,240	8,001
Increase in withholdings	3,321,310	399,260	2,948	354
	<u>(73,362,047)</u>	<u>(85,098,437)</u>	<u>(65,125)</u>	<u>(75,542)</u>
Net cash provided by operating activities	<u>52,785,085</u>	<u>52,873,170</u>	<u>46,857</u>	<u>46,937</u>
CASH FLOWS FROM INVESTING ACTIVITIES:				
Cash inflows from investing activities	-	-	-	-
Cash outflows for investing activities:				
Acquisition of property and equipment	(20,298,000)	(4,059,091)	(18,019)	(3,603)
Acquisition of intangible assets	(24,576,000)	(15,785,000)	(21,816)	(14,012)
Net cash used in investing activities	<u>(44,874,000)</u>	<u>(19,844,091)</u>	<u>(39,835)</u>	<u>(17,615)</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>7,911,085</u>	<u>33,029,079</u>	<u>7,022</u>	<u>29,322</u>
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	<u>426,100,446</u>	<u>393,071,367</u>	<u>378,252</u>	<u>348,930</u>
CASH AND CASH EQUIVALENTS, END OF YEAR (Note 8)	<u>₩ 434,011,531</u>	<u>₩ 426,100,446</u>	<u>\$ 385,274</u>	<u>\$ 378,252</u>

See accompanying notes to financial statements.

ASEAN-KOREA CENTRE
NOTES TO FINANCIAL STATEMENTS
AS OF AND FOR THE YEARS ENDED FEBRUARY 29, 2012
AND FEBRUARY 28, 2011

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 has prepared the accompanying financial statements in accordance with Accounting Standards for Non-Public Entities in the Republic of Korea ("KAS - NPEs") for the reporting periods beginning on or after January 1, 2011. In accordance with the KAS - NPEs 'Effective date and Transitional Provisions' paragraph 4, on January 1, 2011, the prior periods' financial position, results of operations, and cash flows under previous generally accepted accounting principles in the Republic of Korea ("previous K-GAAP") have been carried over and presented as is, with no retrospective adjustments due to the application of KAS - NPEs. Accordingly, the newly adopted KAS - NPEs do not affect the financial position of the Company and the results of its operations.

The Centre maintains its official accounting records in Korean won and prepares financial statements in the Korean language (Hangul) in conformity with the KAS - NPEs. 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 ₩1,126.50 to USD1.00, the approximate rate of exchange as of February 29, 2012. 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.

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

- 2 -

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. Expenditures 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 is 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.

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3. PROPERTY AND EQUIPMENT:

The changes in book value of property and equipment for the years ended February 29, 2012 and February 28, 2011, are as follows:

2011

	Korean won (In thousands)				Translation into
	Beginning balance	Acquisition	Depreciation	Ending balance	U.S. dollars (Note 2)
Vehicles	₩ 32,205	₩ -	₩ 10,735	₩ 21,470	\$ 19,060
Furniture and fixtures	157,910	20,298	148,370	29,838	26,486
Total	₩ 190,115	₩ 20,298	₩ 159,105	₩ 51,308	\$ 45,546

2010

	Korean won (In thousands)				Translation into
	Beginning balance	Acquisition	Depreciation	Ending balance	U.S. dollars (Note 2)
Vehicles	₩ 42,940	₩ -	₩ 10,735	₩ 32,205	\$ 28,589
Furniture and fixtures	297,410	4,059	143,559	157,910	140,178
Total	₩ 340,350	₩ 4,059	₩ 154,294	₩ 190,115	\$ 168,767

4. INTANGIBLE ASSETS:

(1) The details of intangibles assets as of February 29, 2012 and February 28, 2011, consist of the following:

2011

	Korean won (In thousands)			Translation into
	Acquisition cost	Accumulated amortization	Book value	U.S. dollars (Note 2)
Software	₩ 219,251	₩ 115,544	₩ 103,707	\$ 92,061
Others	45,890	27,534	18,356	16,295
Total	₩ 265,141	₩ 143,078	₩ 122,063	\$ 108,356

2010

	Korean won (In thousands)			Translation into
	Acquisition cost	Accumulated amortization	Book value	U.S. dollars (Note 2)
Software	₩ 194,675	₩ 68,613	₩ 126,062	\$ 111,906
Others	45,890	18,356	27,534	24,442
Total	₩ 240,565	₩ 86,969	₩ 153,596	\$ 136,348

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(2) The changes in book value of intangible assets for the years ended February 29, 2012 and February 28, 2011, are as follows:

2011

	Korean won (In thousands)				Translation into U.S. dollars (Note 2)
	Beginning balance	Acquisition	Amortization	Ending balance	Ending balance
Software	₩ 126,062	₩ 24,576	₩ 46,931	₩ 103,707	\$ 92,061
Others	27,534	-	9,178	18,356	16,295
Total	₩ 153,596	₩ 24,576	₩ 56,109	₩ 122,063	\$ 108,356

2010

	Korean won (In thousands)				Translation into U.S. dollars (Note 2)
	Beginning balance	Acquisition	Amortization	Ending balance	Ending balance
Software	₩ 153,785	₩ 15,785	₩ 43,508	₩ 126,062	\$ 111,906
Others	36,712	-	9,178	27,534	24,442
Total	₩ 190,497	₩ 15,785	₩ 52,686	₩ 153,596	\$ 136,348

5. CONTRIBUTIONS:

For the years ended February 29, 2012 and February 28, 2011, the Centre received a contribution from the Government of the Republic of Korea.

Article 10 of the Centre's MOU stipulates that the expenses borne by the ASEAN Member Countries shall be wages, insurance fees, and other expenses necessary to hire staff who are nationals of the ASEAN Member Countries. In accordance, the Government of Thailand has contributed to the Centre by seconding an official to the Secretariat. All expenses necessary for this dispatch are borne by the Government of Thailand.

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6. DONATION:

There is no donation for the year ended February 29, 2012, and the details of donation for the year ended February 28, 2011, are as follows:

	Korean won		Translation into U.S. dollars		Description
	(In thousands)		(Note 2)		
Korea Foundation	₩ 12,000		\$ 10,652		A grant for "ASEAN-KOREA Contemporary Photo Exhibition"
Kookmin Bank	5,000		4,439		A grant for "Bravo! ASEAN in Korea"
FILA KOREA LTD.	20,000		17,754		A grant for "Bravo! ASEAN in Korea"
Seoul Metropolitan Government (Seoul Tourism Organization)	30,000		26,631		A grant for "Bravo! ASEAN in Korea"
Total	₩ 67,000		\$ 59,476		

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 29, 2012 and February 28, 2011, consist of the following:

2011

	Korean won		Translation into U.S. dollars		Description
	(In thousands)		(Note 2)		
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 449,224		\$ 398,779		Not only the net book value of property and equipment and intangible assets, but also the fund balance will be reduced by depreciation.
Contingency fund	118,928		105,573		
Unappropriated	182,736		162,216		
Total	₩ 750,888		\$ 666,568		

2010

	Korean won		Translation into U.S. dollars		Description
	(In thousands)		(Note 2)		
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 619,565		\$ 549,991		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		90,070		
Unappropriated	118,928		105,573		
Total	₩ 839,956		\$ 745,634		

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8. STATEMENTS OF CASH FLOWS:

- (1) The cash and cash equivalents in the statements of cash flows are the same as the cash and cash equivalents in the statements of financial position.
- (2) There is no significant non-cash transaction for the years ended February 29, 2012 and February 28, 2011.
- (3) The Centre's statements of income for the years ended February 29, 2012 and February 28, 2011, indicate a net loss of W89,068 thousand (\$79,066) and W69,008 thousand (\$61,258), respectively, with adoption of the accrual basis of accounting. However, the Centre's cash and cash equivalents increased by W7,911 thousand and W33,029 thousand, respectively, considering adjustments to reconcile deficit of revenue over expenses to net cash provided by activities, including depreciation, changes in assets and liabilities resulting from operations, and cash flows from investing activities.

9. STATEMENTS OF COMPREHENSIVE INCOME:

Comprehensive income of the Centre for the years ended February 29, 2012 and February 28, 2011, are identical with deficit of revenue over expenses in the statements of income.



ASEAN-Korea Centre is an intergovernmental organization established in March 2009 to increase trade, accelerate investment flow, invigorate tourism and enrich cultural exchanges between ASEAN Member States and Korea.

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