# A KEY CHANNEL FOR ENHANCING ASEAN-KOREA PARTNERSHIP ASEAN-KOREA CENTRE







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

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

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

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

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

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

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

CHUNG Hae Moon

Chungglaemorn

Secretary General

# **ASEAN-KOREA CENTRE OVERVIEW**

# **ESTABLISHMENT**

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

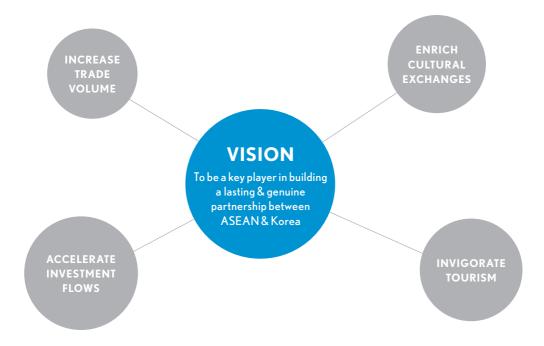
# **MANDATES**

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

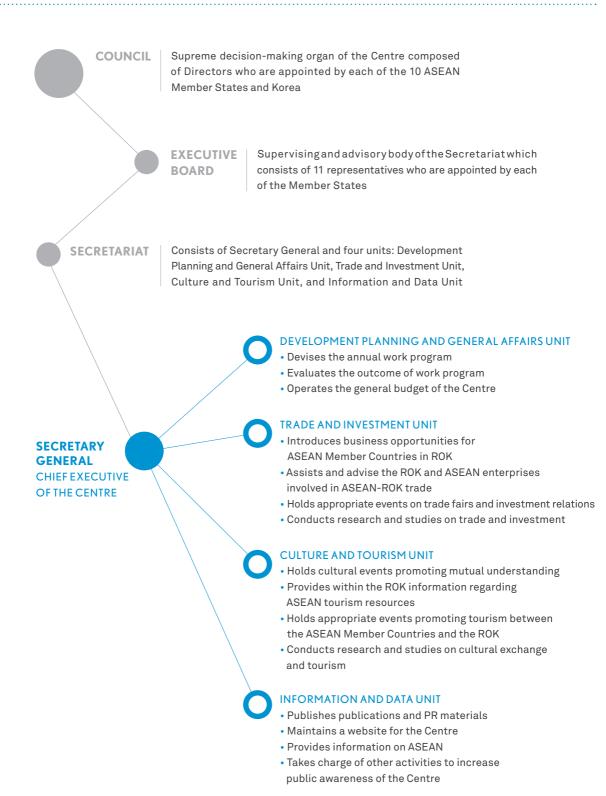
# **MEMBERSHIP**

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

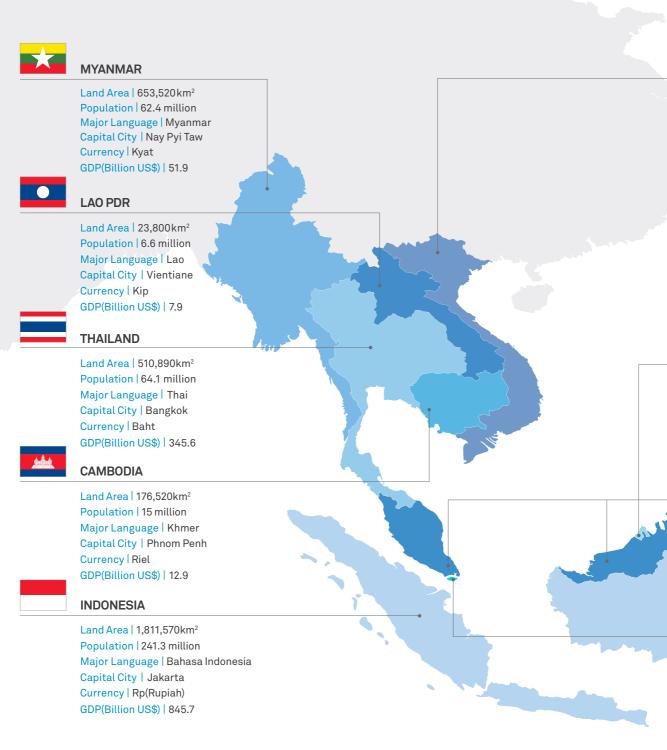
# THE CENTRE'S VISION



# **ASEAN-KOREA CENTRE ORGANIZATION**



# **ASEAN-KOREA CENTRE MEMBERS**





# FY2012 ACTIVITIES TRADE AND INVESTMENT





# **ASEAN FOOD & BEVERAGE EXHIBITION**

Promotes and raises public awareness on food and beverage products of ASEAN Member States

# **ASEAN INDUSTRY-SPECIFIC EXHIBITION**

FURNITURE · GIFT · B2C EXHIBITION

Promotes and raises public awareness on quality consumer goods of ASEAN Member States

# **ASEAN TRADE MISSION**

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

# **INDUSTRY TRAINING PROGRAM**

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

# **ASEAN INVESTMENT SEMINAR**

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

# **INVESTMENT MISSION**

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

# ASEAN-KOREA FTA INTEGRATED INFORMATION SYSTEM

Enhances trade relations between ASEAN and Korea and increase utilization of the ASEAN-KOREA FTA through the FTA integrated information service

# FY2012 ACTIVITIES CULTURE AND TOURISM

# **ASEAN CULTURE AND TOURISM FAIR**

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

# ENHANCEMENT OF MOBILE APPLICATION FOR ASEAN TOURISM GUIDE

Features the latest ASEAN tourist information

# ASEAN TOURISM HUMAN RESOURCES DEVELOPMENT PROGRAM

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

# NTO WEBSITES IN KOREAN LANGUAGE FOR CLMV COUNTRIES

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

# **ASEAN KOREAN LANGUAGE TRAINING COURSE**

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

# CULTURAL PROGRAM: ASEAN-KOREA MULTIMEDIA COMPETITION

Exhibits multimedia art by young artists from ASEAN and Korea, creating a channel for cultural interaction and mutual understanding between ASEAN and Korea

# **CULTURAL PROGRAM: BRAVO! ASEAN IN KOREA**

Brings together ASEAN residents in Korea to showcase music, dance, and instrumental performances, thereby deepening mutual understanding of ASEAN and Korean cultures

# EXCHANGE VISIT OF ASEAN AND KOREAN MEDIA PEOPLE

Invited a delegation of ASEAN journalists to Korea under the theme of 'Globalization of the Korean Wave', they are provided a visit to related organizations





# FY2012 ACTIVITIES INFORMATION AND DATA



# PR ACTIVITIES FOR ASEAN AWARENESS

# SCHOOL TOUR / LECTURE SERIES / YOUTH VISIT PROGRAM

Organizes ASEAN Awareness Programs promoting a higher level of understanding of ASEAN among the Korean public, children, and youth

# PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

Conducts PR activities through media and Social Networking Service

Manages Centre's Korean · English blog / Facebook / Twitter / Youtube

# **PUBLICATIONS AND PR MATERIALS**

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

# MAINTENANCE AND UPGRADING OF THE CENTRE'S WEBSITE

Maintains and manages the Centre's website to provide up-to-date information on ASEAN and the Centre's activities

# MAINTENANCE OF THE INFORMATION CORNER

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

# UNDERSTANDING OF ASEAN TRADITIONAL MUSIC

Holds exhibition of ASEAN traditional musical instruments (special project run by contribution from the Royal Thai Embassy)

# LIST OF PUBLICATIONS





















- 1. Brochure\* KOREAN-ENGLISH
  Introduction of the Centre and its activities
- E-Newsletter\* KOREAN-ENGLISH
   Monthly news with up-to-date information
   on the Centre's activities delivered via email
- 3. ASEAN Tourism Guide\* KOREAN (2011)
  Introduction of the country, main tourist
  attractions, maps, history, culture, customs,
  festivals, and practical information on
  10 ASEAN Member States
- 4. Guide for Kids:
  - "Exploring ASEAN with AK"\* KOREAN (2011)
    Illustrated children's book on ASEAN Member States
- 5. Directory of Korean Companies for ASEAN Exporters ENGLISH (2010)

A directory providing up-to-date information on Korean companies importing from ASEAN countries (1,300 companies) 6. Import Procedures in Korea for ASEAN Products ENGLISH (2010)

A guide presenting import rules and regulations in Korea and overall flow chart of import procedures

- 7. ASEAN Guide for Youth
  "ASEAN and Korea, We are Friends"\* KOREAN
  Introductory information on ASEAN designed for
  junior and high school students in Korea
- 8. Know Your ASEAN KOREAN (2011)
  Korean language version of Know Your ASEAN
  2nd edition published by ISEAS (Institute of Southeast
  Asian Studies, Singapore)
- 9. Statistical Booklet:
  - "ASEAN & Korea in Figures"\* KOREAN-ENGLISH
    Annual compilation of statistics on ASEAN Member

Annual compilation of statistics on ASEAN Member States and Korea providing comprehensive data on trade, investment, socio-cultural and tourism sectors

10. Korea's Changing Roles in Southeast Asia

English (2010)

Publication co-published with ISEAS (Institute of Southeast Asian Studies) based in Singapore

# **ASEAN-KOREA RELATIONS CHRONOLOGY**



# **ASEAN-KOREA RELATIONS OVERVIEW**

# ASEAN AND KOREA, PARTNERSHIP FOR REAL-FRIENDSHIP FOR GOOD

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

# ASEAN, KOREA'S SECOND LARGEST PARTNER FOR TRADE AND INVESTMENT

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





4.6 billion US\$

Total 26 billion US\$ (based on Total Invested Amount) Increased by two-fold in las five years 2

Korea's Second Largest Investment Destination (1st - USA 5.9 billion US\$) Since 2010, FDI to ASEAN was higher than that of China. 2007 2009 2010 2011 2012

### JUNE

Entry into force of ASEAN-Korea FTA on Trade in Goods NOVEMBER,SINGAPORE

Signing of MOU on Establishment of the ASEAN-Korea Centre

### MARCH, SEOUL, KOREA

Inauguration of the ASEAN-Korea Centre JUNE, JEJU, KOREA ASEAN-Korea Commemorative

# Summit MAY & SEPTEMBER

Entry into force of ASEAN-Korea FTA on Service and on Investment

# OCTOBER, HANOI, VIETNAM

Adoption of Joint
Declaration on ASEAN-ROK
Strategic Partnership for
Peace and Prosperity /
Adoption of ASEAN-ROK
Plan of Action to implement
the joint Declaration on
strategic partnership for
peace and prosperity

# OCTOBER, SEOUL

First Mekong-ROK Foreign Ministers' Meeting

# JULY, PHNOM PENH, CAMBODIA

Second Mekong-ROK
Foreign Ministers'
Meeting

# OCTOBER, JAKARTA, INDONESIA

Launch Permanent Mission of the ROK to ASEAN

# PEOPLE-TO-PEOPLE EXCHANGE, ENHANCED MUTUAL UNDERSTANDING

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

# ASEAN, A KEY MEMBER OF KOREA'S MULTICULTURAL SOCIETY

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

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

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



million

To ASEAN: 3.8 million Korean visitors, out of 12.7 million Korean visitors / To Korea 1.2 million ASEAN visitors

 $2_{\scriptscriptstyle{\mathsf{ND}}}$ 

Korea's second most popular destination for Koreans ncrease of 1 million visitors n last five years

# **EMBASSIES & OFFICES OF ASEAN MEMBER STATES IN KOREA**

### **BRUNEI DARUSSALAM**

# **Embassy of Brunei Darussalam**

#39-1, Cheongun-dong, Jongno-gu, Seoul 110-030 T +82-2-790-1078/9

### Brunei Tourism related

12th fl. Dongwha Bldg., Seosomun-dong, Jung-gu, Seoul 100-110 T. +82-2-317-8700

### KINGDOM OF CAMBODIA

# Royal Embassy of Cambodia

653-110, Hannam-dong, Yongsan-gu, Seoul 140-887 T. +82-2-3785-1041

# REPUBLIC OF INDONESIA

### Embassy of the Republic of Indonesia

55 Yeouido-dong, Yeoungdeungpo-ku, Seoul 150-895 T. +82-2-783-5675/7

### Indonesia Trade Promotion Center

1st fl, Korea Express Building, 1211-1, Choryang-dong, Dong-gu, Busan T. +82-51-441-1708

### Indonesia Tourism

SEOUL I A206 Richensia, Yeouido-dong Yeoungdeungpo-ku, Seoul 150-896 T. +82-10-4203-0041 BUSAN I 3rd Floor, Busan Indonesia Center 1900 Geumgok-dong, Buk-ku, Busan 616-130

# LAO PEOPLE'S DEMOCRATIC REPUBLIC

### **Embassy of LAO PDR**

T +82-51-365-0041

657-9 Hannam-dong, Yongsan-gu, Seoul 140-887 T. +82-2-796-1713/4

# **MALAYSIA**

# **Embassy of Malaysia**

4-1 Hannam-dong, Yongsan-gu, Seoul 140-884 T. +82-2-2077-8600

# Malaysia Tourism Promotion Board (Seoul Office)

2nd Floor, Hansan Building, 47-2, Seosomun-dong, Chung-gu, Seoul, 100-813 T. +82-2-779-4422

# Malaysian External Trade Development Corporation (MATRADE)

17th Floor, SC First B/D 100 Gongpyeong-dong, Jongno-gu, Seoul, 110-702 T. +82-2-739-6813/4

# REPUBLIC OF THE UNION OF MYANMAR

# Embassy of the Republic of the Union of Myanmar

723-1, 724-1 Hannam-dong, Yongsan-gu, Seoul, 140-210 T +82-2-790-3814/5

# **REPUBLIC OF THE PHILIPPINES**

# Embassy of the Republic of the Philippines

5-1 Itaewon-2 dong, Yongsan-gu, Seoul 140-857 T. +82-2-796-7387~8

# Philippine Department of Tourism, Korea

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

### REPUBLIC OF SINGAPORE

# Embassy of the Republic of Singapore

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

# Singapore Tourism Board, Seoul Office

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

### International Enterprise Singapore

28th Fl. Seoul Finance Center 84, Taepyeongno 1ga, Jung-gu, Seoul 100-101 T. +82-82-2-736-1207

### KINGDOM OF THAILAND

# Royal Thai Embassy

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

# Tourism Authority of Thailand, Seoul Office

#1205, Daeyungak Tower, 25-5 Chungmuro1-ga, Chung-gu, Seoul, 100-706 T. +82-2-779-5417

### Office of Trade Affairs

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

# Thailand Board of Investment (BOI) Seoul Office

#1804, 18th Floor, Daeyungak Tower 25-5, 1-ga,Chungmu-ro, Chung-gu, Seoul, 140-893 T. +82-2-319-9998

# SOCIALIST REPUBLIC OF VIETNAM

### Embassy of the Socialist Republic of Vietnam

28-58 Samcheong-dong, Jongno-ku, Seoul, 110-230 T. +82-2-739-2065

### Trade office

6th Floor, Golden Bridge Bldg., 222, Chungjeongno 3ga, Seodaemun-gu, Seoul, 120-837 T. +82-2-364-3661/2

# **ABOUT ASEAN**



The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 in Bangkok, Thailand with the signing of the ASEAN Declaration (Bangkok Declaration). The ASEAN Declaration states that the aim of the organization is to accelerate economic growth, social progress and cultural development in the region and to promote regional peace and stability.

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

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

### STATISTICS ON ASEAN (2011)

POPULATION 608.8 million LAND AREA 4,326 thousand km<sup>2</sup> TOTAL GDP (US\$ BILLIONS) 2.154

TOTAL TRADE 2,415 (US\$ billions, Export: 1,233, Import: 1,182)



# **ASEAN HALL / INFORMATION CORNER**

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

OPENING HOURS 9:30am - 5:30pm (closed on weekends and Korean national holidays) LOCATION ASEAN Hall, ASEAN-Korea Centre

Inquiries on ASEAN Hall Facility Rental and/or Group Visits TEL 82.2.2287.1177

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