



ASEAN-KOREA CENTRE

ANNUAL REPORT FY2013

BRUNEI DARUSSALAM
CAMBODIA
INDONESIA
KOREA
LAO PDR
MALAYSIA
MYANMAR
PHILIPPINES
SINGAPORE
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ASEAN-Korea Centre at a Glance

The ASEAN-Korea Centre was inaugurated as an intergovernmental organization consisting of ten ASEAN Member States and Korea in March 2009, the year which marked the 20th Anniversary of the Dialogue Partnership between ASEAN and Korea. The inauguration 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

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FOREWORD



I am delighted to present the Annual Report for Fiscal Year 2013 of the ASEAN-Korea Centre, covering the period from March 2013 to February 2014. This report illustrates the Centre's efforts towards 'building a lasting and genuine partnership between ASEAN Member States and Korea, thereby enhancing regional integration and contributing to the ASEAN Community building process,' as stated in our Vision.

What started off as sectoral dialogue more than two decades ago, ASEAN-Korea relations has blossomed by leaps and bounds into a strategic partnership that is multifaceted, multidimensional, and multilayered. ASEAN has held its place as Korea's second largest trading partner, as second largest destination for investment, and as second largest client for construction orders, recording a total of 135.3 billion, 3.8 billion, and 114.3 billion USD in 2013 respectively. Socio-cultural exchanges between ASEAN and Korea have been vigorous as well. In 2013, Korea has received nearly 1.5 million visitors from ASEAN and the number of outbound Koreans to ASEAN countries was estimated up to 4.9 million, bringing Korea closer to realizing an era of 10 million people-to-people exchanges in the near future.

Preparing to commemorate the 25th Anniversary of ASEAN-ROK Dialogue Relations in 2014, ASEAN and Korea have stepped up the efforts to build upon the current momentum and tap the potentials to further strengthen and deepen the ASEAN-Korea Strategic Partnership. This commemoration will be a good opportunity for ASEAN and Korea, not only to reflect on the past 25 years of achievement, but also to look towards the next 25 years together. At this important juncture, the Centre has proudly organized the special International Conference themed 'Ushering in a New Era of Collaboration and Co-prosperity: Launch of the ASEAN Community and Its Implications on ASEAN-Korea Relations and East Asia Cooperation' on 26 February 2014, which wrapped up FY2013 on a high note, looking very much forward to the next fiscal year.

"Celebrating our 5th year anniversary in 2014, the Centre will continue to invent an array of innovative and future-oriented projects that are designed to prime Korea and ASEAN Member States for expanded opportunities that the realization of ASEAN Community in 2015 will bring, and to build a new order of peace, prosperity, and progress in ASEAN and the East Asian region as a whole."

Furthermore, the Centre continued to stand at the forefront of enriching the relationship between the two regions by implementing a wide range of activities geared towards fulfilling its mandates, and succeeded in establishing 23 work programs as part of the Trade and Investment, Culture and Tourism, and Public Relations and Information Service Chapters. Furthermore, the Centre continued to explore the horizon towards trilateral cooperation with ASEAN-China Centre and ASEAN-Japan Centre, and hosted the meeting among the Secretaries General of the three Centres on 12 April 2013 in Seoul. The meeting engaged in in-depth discussions on comprehensive topics including joint activities; exchange of personnel; and sharing of information and best practices; and anticipated to further fortify the momentum for strengthening cooperation among the three Centres thereby adding new dimensions to the ASEAN+3 cooperation.

The Centre has been able to secure its place as a main vehicle for driving the ASEAN-Korea Partnership forward, made possible by the unwavering support and cooperation from the Member States, stakeholders, and constituencies. Celebrating our 5th year anniversary in 2014, the Centre will continue to invent an array of innovative and future-oriented projects that are designed to prime Korea and ASEAN Member States for expanded opportunities that the realization of ASEAN Community in 2015 will bring, and to build a new order of peace, prosperity, and progress in ASEAN and the East Asian region as a whole.

Hae-Moon CHUNG
SECRETARY GENERAL

FY2013 Highlights

I. Introduction

Marching towards the 5th Anniversary since the Centre's Inauguration in the year 2014, the ASEAN-Korea Centre put its utmost efforts to fulfill the Centre's mandates and enhance the quality and effectiveness of its programs, so as to further raise the profile of the Centre and establish a solid foothold as a representative intergovernmental organization of ten ASEAN Member States and Korea. In line with its endeavors, a total of 23 work programs have been implemented under the Chapters of Trade and Investment, Culture and Tourism, and Public Relations and Information Service in FY2013.

II. Work Programs

1. Trade and Investment

Under the Trade and Investment Chapter, the Centre undertook nine work programs, comprised of 31 sub-programs: *ASEAN Food & Beverage Exhibition*, *ASEAN Consumer Goods Exhibitions*, *Trade Mission*, *Knowledge Sharing and Benchmarking Workshop (KSBW)*, *Product Design and Package Development Workshop*, *Investment and Business Environment Seminar*, *Investment and Market Research Mission*, *ASEAN Connectivity Forum (Focused on Infrastructure)*, and *Study on ASEAN-Korea Business Network*.

>> **1.1** As for the *ASEAN Food & Beverage Exhibition* under the ASEAN Trade Promotion Section, the Centre participated in the *Food Week 2013* in COEX, Seoul (6-9 November 2013) and set up the 'ASEAN Pavilion' to introduce food and beverage items of ASEAN to the Korean market. 39 companies (four companies from each ASEAN Member State except Singapore, which has dispatched three companies) from ten ASEAN Member States participated in the *Exhibition*. In total, 1,178 business meetings were held between ASEAN companies and Korean buyers during the *Exhibition*, and the sales amount estimated by the exhibitors is expected to reach nearly USD 61 million in the next three years. The Centre also set up the 'ASEAN Kitchen' and conducted cooking demonstrations to effectively promote ASEAN food and beverage products.

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

>> **1.2** As for the *ASEAN Consumer Goods Exhibitions*, the Centre participated in three large-scale events, namely *Korea International Furniture & Interior Fair 2013* (11-15 September 2013), *Seoul Gift Show 2013* (24-27 September 2013), and *Business to Consumer Exhibition & Sales*, out of which each ASEAN Member State participated in two exhibitions based on their interests. The *Exhibitions* were held to further promote products of ASEAN to the Korean market and support establishment of business links between ASEAN companies and potential Korean buyers.

A total of 60 companies from ASEAN Member States exhibited their products at the 'ASEAN Pavilion' during the three *ASEAN Consumer Goods Exhibitions* in FY2013. A total of 1,144 business meetings were held during the *Korea International Furniture & Interior Fair 2013* and *Seoul Gift Show 2013*, expected to gain approximately USD 55 million within three years after the exhibition. The *Business to Consumer Exhibition & Sales* was held with the Philippines from 17 January to 21 February 2014 at Maison Lebeige, Seoul; on 24 February to 1 March 2014 with Cambodia at COEX, Seoul; and with Myanmar, on 20-25 March 2014, in Yangon and Mandalay.

Furthermore, the Centre provided trade mission programs, including a lecture and market research, enabling the participants to have a better understanding on the Korean market.

>> **1.3** The Centre continued to organize and dispatch *Trade Missions* to the ASEAN Member States in FY2013, to provide the Korean buyers with an opportunity to meet manufacturers and exporters in ASEAN countries of their interest. Activities of *Missions* included visits to major exhibitions and industrial sites, and one-on-one business matching.

Missions were dispatched to Thailand (13-15 March) and to Malaysia (25-28 November) on the furniture, home interior, and handicrafts sectors, which served as a preparation for and follow up to the *Korea International Furniture and Interior Fair 2013*, respectively. *Trade Missions* to the Philippines (16-19 May) and Vietnam (19-22 November) on the food sector served as preparation for and follow up to *Food Week 2013*. The in-bound *Mission* from Singapore was held from 24 February to 1 March 2014. *Missions* recorded a considerable total amount of business contracts, receiving favorable responses from both counterparts of the program.

>> **1.4** As part of the capacity-building programs, the Centre organized the *Knowledge Sharing and Benchmarking Workshop* on 17-21 June, in order to provide a venue to share Korea's economic development experiences through technological progress. The Centre invited 19 representatives from ASEAN Member States, as well as experts from Korea Development Institute (KDI) known for its Knowledge Sharing Program (KSP), who shared with representatives from ASEAN, Korea's economic development experiences through industrial innovation; and science, technology, and information (STI) policies. The *Workshop* also included industrial visits to related organizations, such as Korea Institute for Industrial Economics & Trade (KIET) and Korea Telecom Research & Development Centre.

>> **1.5** *Product Design and Package Development Workshops* were also organized to help ASEAN manufacturers better understand the Korean market and to provide expertise on designing and development of packages for their products in an effective and marketable manner. In FY2013, *Workshops* were held in Brunei Darussalam on the food sector (16-19 April); in Myanmar on the health food sector (10-13 July); in Cambodia on the textile and home decoration sectors; in Indonesia on the food sector (19-23 August); and in Lao PDR on handicraft and noodles (28-31 November).

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

>> **1.6** *Investment and Business Environment Seminars* were held in Seoul and provincial cities in Korea for five ASEAN Member States, namely Indonesia, Malaysia, the Philippines, Singapore, and Thailand. With almost 100 participants on average, *Seminars* featured presentations on investment climate and policies by ASEAN government officials and on successful business experiences by representatives of Korean companies in ASEAN countries. The *Seminars* not only provided the Korean business community with up-to-date information on the investment climate, policies, and opportunities in ASEAN, but also served as a venue for establishing business networks between potential Korean investors and ASEAN government officials.

>> **1.7** *Investment and Market Research Missions* were dispatched to five ASEAN Member States, namely Brunei Darussalam, Cambodia, Lao PDR, Myanmar, and Vietnam. Grouped by identified sectors of interest, in consultation with the Investment Promotion Agencies (IPAs) of each Member State, potential Korean investors participated in the *Mission* to gain a first-hand experience of the investment climate and explore new business opportunities in ASEAN. The program also provided briefings by ASEAN IPAs and relevant Ministries on the latest investment policies, status and opportunities of promising sectors, and forthcoming foreign investment projects, as well as arranged visits to investment-related government agencies and local industrial sites.

>> **1.8** Recognizing the need to discuss practical means to support infrastructure development in the ASEAN region, the Centre implemented the *ASEAN Connectivity Forum (Focused on Infrastructure)*, co-hosted by the Centre and the International Contractors Association of Korea (ICAK). This *Forum* was the first of its kind in Korea that focused on ASEAN Connectivity, which helped to boost awareness of ASEAN Connectivity, the present status of the Master Plan on ASEAN Connectivity (MPAC), and utilization of Public-Private Partnership (PPP) of ASEAN Connectivity projects.

The *Forum* provided the opportunity for ASEAN Member States to share infrastructure project plans with Korean construction companies, potential investors, and related institutions; and for Korean businessmen to meet high government officials of ASEAN Member States.

>> **1.9** For the *Study on ASEAN-Korea Business Network*, first launched in FY2013, the Centre conducted a study on ways to provide a platform for trade promotion and to facilitate the exchange of information among ASEAN and Korean companies, the Centre, and other relevant organizations from ASEAN Member States and Korea. As an initial step to establishing this platform, the Centre collected database on potential ASEAN and Korean companies that would be a part of the ASEAN-Korea Business Network, focusing on Korean companies that import ASEAN goods, and thereby disseminating it to ASEAN exporters to assist them in gaining direct access to the Korean market.

>> **1.10** The Centre also participated in two additional exhibitions, namely the *International Horticulture Goyang Korea 2013* and *Cheonan 2013 International Well-being Food Expo* to display products from ASEAN Member States and provide a venue for ASEAN manufacturers and potential Korean buyers to conduct business meetings. Furthermore, the Centre organized the *Korean Market Access Seminar on ASEAN Agricultural Products* as a proactive response on the part of the Centre pursuant to the repeated requests of the ASEAN Member States to further increase the entry of ASEAN agricultural products into the Korean market.

2. Culture and Tourism

Under the Culture and Tourism Chapter, the Centre undertook nine work programs, comprised of 41 sub-programs: *ASEAN Culture and Tourism Fair*, *ASEAN-Korea Festival*, *ASEAN Tourism Guide Book*, *ASEAN Tourism HRD Program*, *Tourism Promotion Websites (Korean) for CLMV Countries*, *Korean Language Training Course*, *ASEAN-Korea Cultural Exhibition*, *Cultural Program - Bravo! ASEAN in Korea*, and *Multicultural Workshop*.

>> **2.1** To increase public awareness of ASEAN Member States in Korea, the *ASEAN Culture and Tourism Fair* was held in Andong and Jeonju from 2 to 8 October 2013. In conjunction with the *Andong Maskdance Festival 2013* and the *Jeonju International Sori Festival 2013*, the *Fair* reached out to a larger and more diverse audience from around the country.

The Highlight Performance of the ten ASEAN delegations was held first at Maskdance Theater, Andong, with more than 1,500 audiences. The delegation then performed in front of 700 audiences at the Pungnammun Plaza at Jeonju Hanok Village, and for more than 2,200 audiences at the Norimadang of Sori Arts Centre of Jeollabuk-do.

In addition, the 'ASEAN Pavilion' was set up at the Sori Arts Centre of Jeollabuk-do drawing more than 11,000 visitors who took the opportunity to experience the true variety of ASEAN culture, via National Tourism Organization (NTO) Booths of ten ASEAN Member States; the 'ASEAN Kitchen & ASEAN Café,' introducing rich flavors of ASEAN countries; ASEAN-Korea Centre Promotion Booth; as well as the 'ASEAN Tourism Promotion Photo Exhibition: Postcards from ASEAN,' which presented exquisite photos of sceneries and cultural heritages of ASEAN countries. The 'Photo Exhibition' recorded 4,700 visitors.

Overall, a total of 70 ASEAN delegates consisting of performers and National Tourism Organization (NTO) representatives were invited by the Centre to participate in the *Fair*.

>> **2.2** As one of the newly-implemented programs for FY2013, the *ASEAN-Korea Festival*, introduced Korea's diverse cultural contents to the ASEAN public, by dispatching a renowned cultural troupe, consisting of 32 performers, from the National Center for Korean Traditional Performing Arts in Busan (Busan National Gugak Center). The *Festival*, held in Jakarta and Surabaya, Indonesia, to commemorate the 2013 Korea-Indonesia Friendship Year; and Bandar Seri Begawan, Brunei Darussalam, to celebrate their ASEAN Chairmanship, provided a first-hand experience for ASEAN Member States to explore the diverse aspects of Korean culture and tradition, other than the K-pop fever that swept across Southeast Asia.

The troupe presented to the audience, traditional chamber music and traditional Korean dances. The troupe also held a student workshop in Brunei Darussalam, with approximately 80 students and teachers, providing them a chance to learn Bu-Chae-Chum, a traditional Korean fan dance.

>> **2.3** As part of efforts to provide the Korean public with up-to-date information on ASEAN tourism resources, the Centre continued to disseminate the 3rd edition of *ASEAN Tourism Guide Book* to the Korean public. The Centre also updated information and maintained technical services for the mobile application 'ASEAN Travel' for iOS and Android platforms, with support from professional technicians. The updated *Guide Book* and application was promoted through a newly-launched promotion campaign, which utilized various outlets including mobile, online, and offline channels.

>> **2.4** The Centre continued to organize and refine the *ASEAN Tourism HRD (Human Resources Development) Program* to support the development of the tourism industries of the ASEAN Member States. In FY2013, the program was implemented in the remaining five Member States, namely, Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam. The program was comprised of lectures on Korean tourism trends, culture, and language to provide the participants with knowledge and communication skills useful in serving the needs of Korean tourists. In addition to the lectures, introduction of Hallyu to ASEAN tourism professionals were provided to help enhance their understanding on Korean culture.

Covering all ten of the ASEAN Member States over the course of two years, the Center was able to build networks with NTOs of ASEAN Member States, which contributed to identifying their specific needs and further improving the contents of the program.

>> **2.5** To continue to provide effective online promotional tools for CLMV countries (Cambodia, Lao PDR, Myanmar, Vietnam), the Centre conducted system maintenance and updates of the contents of the *Tourism Promotion Websites for CLMV Countries*, which facilitated easy access to up-to-date information on tourism resources and trends of CLMV countries for the Korean public. In FY2013, the Center communicated with each of the CLMV countries to hand over maintenance tasks for the *Websites*, and produced manual books to facilitate the transfer of operational management. The staff of the Centre, with professional technicians, also conducted duty trips to the respective countries, to educate the structure and process of website management and conduct any necessary assistance.

>> **2.6** To enhance the Korean language proficiency of ASEAN tourism professionals, which would help them to provide tourism services tailored to the needs of Korean tourists, the Centre continued to implement the *Korean Language Training Course*. Based on the feedback from FY2012, the Centre revised the program and updated the curriculum, after consultations with professionals of Korean language training for foreigners, to better fit the needs of the tourism professionals.

Each *Course* gathered 30-50 participants and solidified introductory Korean language skills for tourism professionals in ASEAN. In FY2013, the program was conducted in Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Singapore. Having completed the bi-yearly cycle of five Member States each, all ten ASEAN Member States have requested the program to be held on an annual basis, to ensure continuous learning; the possibilities of organizing the program on a yearly basis will be open for further discussion.

>> **2.7** The Centre organized the *4th ASEAN-Korea Cultural Exhibition*, held alternately with the *ASEAN Multimedia Competition (MMC)* in FY2012, on the theme of 'Parallax ASEAN: Changing Landscapes and Wandering Stars,' to enhance public awareness and intercultural understanding on diverse culture and arts of ASEAN. 19 artists from ASEAN Member States and four artists from Korea were invited to exhibit diverse contents, such as photography, media art, design, handicraft, and animation, at two exhibition venues in Seoul, and one in Hanam City, Korea. An additional exhibition was held in Gyeongju (21 January~23 February 2014), thereby providing an opportunity for Koreans outside Seoul to enjoy the diversity of ASEAN Member States.

>> **2.8** Under the Cultural Program, the Centre organized the *5th Bravo! ASEAN in Korea*, a talent contest for ASEAN nationals residing in Korea. This year, the program consisted of two Preliminary Rounds in a festival format, one at Man-nam Square in Ansan City, where many immigrant workers reside, and the other on the streets near Hongik University, where many students from ASEAN can easily access. The outdoor stages attracted a wider range of audiences, where performers received a chance to express their talents, regardless of the results of final evaluation. The Preliminary Rounds also hosted several cultural programs, such as ASEAN exhibition, food corners, and other activities, to draw public interest during an all-day event.

Ten teams / individuals were selected to perform at the Main Event, held at the New Millennium Hall, Konkuk University, Seoul, in front of more than 1,000 audiences. With short promotional videos to attract the interest of the general public, the program was advertised through various media channels, such as cable TV, websites, SNS pages, etc. The Main Event was organized in a non-competitive, festival format, to create a friendlier atmosphere, and was broadcasted on television to reach a wider audience.

>> **2.9** As the number of multicultural families increases rapidly, the Centre has put its endeavors to launch a one-day workshop and a series of lectures to identify the difficulties that the ASEAN expatriate community faces; put forth recommendations for addressing such challenges; and to raise awareness of multiculturalism, related social issues, and ASEAN culture, among the Korean public; so as to help make a smooth transition into a truly diverse, multicultural society.

The *Workshop on Multiculturalism in Korea and ASEAN's Contribution* invited 21 speakers, discussants, and moderators consisting of Korean and ASEAN scholars and researchers to contribute, and hosted a total of 130 people from various fields, including governments, academia, educational institutions, etc., as well as the general public. This *Workshop* was the first of its kind since the Centre's inception, and gathered valuable perspectives from both Korea and ASEAN experts to explore important issues on multiculturalism and draw desirable future directions.

The *Multicultural Lecture Series* were held in 16 provincial cities in Korea from August to December 2013 (a total of 19 sessions) with around 50 participants per session. The *Series* delivered lectures targeting multicultural families and the members of the local community to enhance the understanding of Southeast Asian culture and underscore the importance of embracing cultural diversity.

>> **2.10** The Centre also participated in two additional tourism exhibitions, namely the *Korea World Travel Fair 2013* and the *16th Busan International Travel Fair*, where the Centre distributed key AKC publications and materials from ASEAN Embassies and NTOs, exhibited ASEAN instruments along with interactive e-books on laptops, and played promotional videos clipped from the *ASEAN Culture and Tourism Festival* and *Cultural Program: Bravo! ASEAN 2012* on PDP display.

3. Public Relations and Information Service

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

>> 3.1 ASEAN Awareness Programs

As Korea transforms into a multicultural society, ASEAN awareness-raising programs are in high demand among general public. In FY2013, ASEAN awareness-raising activities, such as *Lecture Series on ASEAN*, *ASEAN Brownbag Seminar*, *School Tour Program*, *ASEAN Language Course Program* in cooperation with Sogang University Institute for East Asian Studies, and *Youth Visit Program*, provided opportunities for the Korean public to enhance understanding on ASEAN, ASEAN Member States, and ASEAN-Korea relations. Furthermore, the *Training Course for Trainers* was also newly implemented to enhance the teachers' level of understanding on ASEAN and ASEAN-Korea relations.

a. As part of the ASEAN Awareness Program, the Centre organized the *Lecture Series* at the ASEAN Hall. The first of the *Series* consisted of presentations by former ROK Ambassadors to Asian countries at local Chambers of Commerce and Industry (Daejeon, Busan, and Gwangju) on the topic of 'Emerging ASEAN and Korea,' to share their expertise and firsthand experiences related to doing business in ASEAN. Three sessions were held, one in each city, which were viewed as a valuable opportunity to meet the needs of SMEs in provincial cities.

'Inner & Outer Look of Southeast Asia,' the second of the *Lecture Series*, was held at the ASEAN Hall from September to November 2013, targeting not only Koreans, but also ASEAN people residing in Korea. A total of ten sessions were held with around 600 attendees (approximately 60 per session). Lectures dealt with the following topics:

- World Cultural Heritage Sites in Southeast Asia
- Nine Keywords for Thai Culture
- Indonesia's Nationalism Seen Through its Architecture
- Islamic Culture Seen Through Halal Food
- Vietnam-Korea Relations During the Colonial Period
- Chinese Culture Within Peranakan and Southeast Asia
- Filipinos' Lifelong Rituals
- Maritime Silk Road and Southeast Asia's Maritime World
- Southeast Asia's Festivals and Food Culture
- Architectural Designs and Patterns of Southeast Asian Countries

In addition to the *Lecture Series*, *ASEAN Brownbag Seminars* were held during lunch time (12:00~13:00) at the ASEAN Hall of the Centre. The *Seminars* consisted of presentations by representatives from ASEAN Embassies to Korea, providing basic statistics and information on 'New Economic Opportunity in ASEAN Member States.' Seven sessions were held in total by representatives from Brunei Darussalam, Cambodia, Indonesia, Myanmar, the Philippines, Thailand, and Vietnam, attracting around 350 attendees, 50 per session.

b. The Centre, in cooperation with the ASEAN Embassies, continued to organize the *School Tour Program*, at 17 elementary, middle, and high schools, as well as universities in Seoul and provincial cities, to boost awareness of ASEAN and ASEAN-Korea relations among students. Each session consisted of a presentation on ASEAN by the Secretary General, a combination of cultural activities organized by a designated guest country, as well as cultural performances, arts and crafts, physical activities, and quiz sessions, among others. Over 3,000 students participated in the program in FY2013, as compared to 2,500 in FY2012.

c. Building upon the favorable response towards the *ASEAN Language Course Program* that was newly organized in FY2012, the Centre continued to provide *Courses* in Indonesian, Thai, and Vietnamese and added *Courses* in Myanmar, Filipino, and Khmer to better address the demands of those who are interested in learning the ASEAN languages. Around 200 registrants attended the *Courses* at the ASEAN Hall and Sogang University, in cooperation with the Sogang University Institute for East Asian Studies. Two semesters were held throughout the fiscal year – the Spring Semester from 13 March to 14 June (12 weeks), and the Fall Semester from 2 September to 6 December (12 weeks) – open to the general public.

d. The Centre continuously organized *ASEAN-Korea Youth Network*, as an effort to respond to the growing demand for establishing networks between ASEAN and Korean youths, and to further enhance mutual understanding between the young individuals from the two regions. In FY2013, the Centre expanded its program, to include lectures and outdoor activities, so that participants, many of whom might play a leadership role in their countries in the future, may gain an insight on vital issues of the world.

The Workshop, under the theme, 'A Path to Cleaner, Greener, Sustainable Development – Sharing Korea's Experience,' was held at the National Council of Youth Organization Hostel in Seoul, Korea on 27-19 September, with university students from ASEAN (based in Korea) and Korea as participants. Eight lecture sessions were arranged to give valuable information in concerning topics and to learn about Korea's leading roles both in the green growth and the environment protection as well as the ASEAN and Korea cooperation in the related fields. Through the activities, students could experience eco-friendly lifestyle and also interact with students of other nations and build partnership.

e. As for *ASEAN Youth Visit Programs*, the Centre has received group visits year-round upon request, to raise awareness of ASEAN-Korea relations and enhance visibility of the Centre's role as an international organization among youngsters. As part of outreach programs to meet a wider group of students, the Centre also conducted lectures at high schools and universities. In FY2013, five schools from Korea visited the Centre and were given presentations on the Centre and its activities.

f. To raise awareness of ASEAN, ASEAN-Korea Centre and its activities, and ASEAN-Korea relations, among teachers of junior and high schools in Korea, the *Training Course for Trainers* was newly implemented in FY2013. The *Course*, under the theme 'Understanding ASEAN-Korea Cooperation and Multiculturalism,' was held on 29 September at the ASEAN Hall, in cooperation with the Seoul Education Training Institute. 40 secondary education professionals attended the one-day course and acquired valuable insight and information from experts.

>> 3.2 PR Activities through Media and Other Means

In FY2013, the Centre continued to expand its promotional activities with emphasis on online PR, integrating the SNS channels for more effective information circulation and refurbishing its interface. This has set a good base for implementation of large scale online PR activities in FY2014.

The Centre newly organized a networking event with the media, the *Media Retreat*, which brought together journalists of major media and the diplomatic corps in Korea. This contributed to the Centre's efforts in building stronger relations with the media people and obtaining wider coverage of the Centre's activities and ASEAN.

With regards to media coverage, the Centre's activities were exposed to a wide variety of major media both in Korea and ASEAN. This was in part attributed to the cooperation with the ASEAN Secretariat in disseminating information on some of the Centre's core work programs via the Secretariat's website, which enabled wider exposure among the media in ASEAN Member States.

PR Activities consisted mainly of a) networking with the media, b) managing social media and SNS sites, and c) participating in external PR events.

- a. Timely dissemination of press releases and regular meetings with journalists to share views on upcoming events of the Centre contributed to networking with the media and obtaining wider coverage of the Centre's activities.
- b. The operation of blogs on Naver (major portal site in Korea) and Wordpress, and various social networking services accounts on Twitter, Facebook, and YouTube, continued to serve as an effective tool for sharing information and raising awareness of the Centre.

In particular, the Naver blog was revamped, with new design and restructuring of contents, to enhance brand identity and usability. 23 Korean blog reporters and 17 ASEAN correspondents were recruited to post articles on the Centre's blogs, thereby continuing to create quality contents on ASEAN.

The visitors to the official Facebook page increased sharply, from 1,400 at the beginning of FY2013 to 2,604 based on efforts to share informative and interesting contents under different themes – such as food, tourist attractions, and language training – and also implemented online events alongside the work programs.

- c. The Centre continued to participate in *Global Gathering*, an annual cultural festival held in Busan by setting up PR booths to raise awareness of ASEAN and ASEAN Member States among the general public. The participation in the event was particularly based upon the efforts to expand PR activities designed to help enhance understanding of ASEAN in regions other than Seoul.

>> 3.3 Publications and PR Materials

In FY2013, the Centre played an active role in collecting and disseminating useful information and data on ASEAN and ASEAN-Korea relations. As part of the efforts, the Centre produced various *Publications and PR materials* introducing ASEAN, ASEAN-Korea relations, and the Centre's activities, for diverse audiences ranging from youngsters to businessmen, which were distributed throughout the year. Publications include the updated editions of the *Centre's Brochure*, *ASEAN and Korea: We are Friends*, *Exploring ASEAN with AK*, *2013 ASEAN & Korea in Figures*, and monthly *E-newsletter*.

>> 3.4 Enhancement of the Centre's Website & Information Corner and Related Services

The *Centre's Official Website* provided its visitors with comprehensive information on ASEAN, ASEAN-Korea relations, as well as updates on the Centre's activities. The *Website* was also utilized to launch various online events to further promote the Centre's work programs, and to provide links to the *NTO websites of CLMV countries*, *ASEAN-Korea FTA Integrated Information Services*, *Cyber Gallery*, the *Extended Online Library*, as well as other website links of relevant organizations to help enhance their visibility. In FY2013, the Centre had redesigned its official website with the latest technology and trends. With simplified structure and navigation, visitors can find information in just couple of clicks. In light of such efforts, the monthly pageview of the Centre's website reached on average of 120,000 in FY2013.

The *Information Corner* houses a collection of publications, periodicals, and audio-visual materials on ASEAN, its Member States and ASEAN-Korea relations. On a regular basis, the Centre introduced new additions to the *Corner* as an effort to respond to the growing interest among the general public in ASEAN. In FY2013, the Centre has received a substantially increased number of visitors to its *Information Corner* at the ASEAN Hall.

The Centre utilized the ASEAN Hall as the venue for events such as *Lecture Series*, *Youth Visit Program*, and *ASEAN Language Course Program* to utilize its multi-purpose facility at its full capacity.

In FY2013, the ASEAN Hall continuously received a wide range of visitors, including 100 group visits, as well as individual visits from universities, governments, academia, etc. There were more than 100 programs held at the ASEAN Hall. Throughout the year, there were over 6,000 visitors, an increase of 30% compared to the previous year.

III. Outreach Activities

1. The Centre's External Contribution

>> 1.1 The Secretary General gave wider publicity to diverse audiences by lecturing and/or presenting at various forums and academic circles, and participating in international conferences to better highlight the presence of the Centre, further promote awareness of ASEAN and ASEAN-Korea relations, as well as expand the horizon of cooperation not only for ASEAN-Korea, but also for ASEAN+3 and beyond.

- *Jeju Peace Forum for Peace and Prosperity* organized by the Jeju Peace Institute (30 May 2013) Secretary General organized the session 'East Asian Regional Integration with ASEAN as the Driving Force' and took the role as Moderator.
- *Special Lecture at Chulalongkorn University* (19 June 2013) Secretary General delivered a lecture on the topic of 'Fostering ASEAN-Korea Relations: Prospects & Challenges.'
- *10th ASEAN Leadership Forum: ASEAN at a Crossroads – Towards a Common Future, Shared Prosperity and Regional Stability* organized by the Asian Strategy & Leadership Institute (19 July 2013) Secretary General made a presentation on how to push forward the ASEAN Integration and realize Regional Comprehensive Economic Partnership (RCEP).

- *Workshop on ASEAN+3 Partnership on Enhancing Connectivity through Multi-layered Regional Frameworks: the Roles of Dialogue Partners* organized by the Ministry of Foreign Affairs, Thailand (19 July 2013) Secretary General gave a presentation titled 'The Role of the ROK and the ASEAN-Korea Centre in Promoting Connectivity.'
- *International Conference on ASEAN+3 Connectivity: Towards an Integrated East Asia* organized by Chinese Academy of Social Sciences (1 September 2013) Secretary General made a presentation titled 'Connectivity and Regional Integration: Korea's Strategy and Practices.'
- *Korea-ASEAN Roundtable* co-organized by Sogang University and Center for Strategic and International Studies (12~13 September 2013) Secretary General was invited as Panelist and also gave a special presentation during dinner on 'Mutually Beneficial Partnership between Korea and ASEAN.'
- *International Seminar on Korea and the ASEAN Community: Opportunity and Challenge* organized by Thammasat University (31 October 2013) Secretary General gave a keynote speech.

>> **1.2** Building on the significance of the first-ever informal meeting among the Secretaries General of ASEAN-Korea, ASEAN-China, and ASEAN-Japan Centres, on the sidelines of the ASEAN Tourism Forum (Vientiane, Lao PDR) in February 2013, the Centre initiated and hosted the *Meeting among the Secretaries General of ASEAN-Korea, ASEAN-China, and ASEAN-Japan Centres* on 12 April 2013 at the ASEAN Hall to discuss possible areas of co-work that would further cooperation among ASEAN and the Plus Three nations.

H.E. Hae Moon CHUNG, Secretary General of the ASEAN-Korea Centre, Mr. Yoshikuni OHNISHI, Secretary General of the ASEAN-Japan Centre, and H.E. Mingqiang MA, Secretary General of the ASEAN-China Centre attended the meeting, and discussed extensively and in-depth, ways of future cooperation among the three Centres, such as implementing joint work programs, personnel exchange, and sharing information and best practices.

The three Secretaries General reconvened on the sidelines of *ASEAN Tourism Forum 2014* at Kuching Malaysia, on 19 January 2014.

>> **1.3** Commemorating the 25th Anniversary of Dialogue Relations between ASEAN and Korea and the 5th Anniversary since the Inauguration of the ASEAN-Korea Centre, the Centre co-hosted the *International Conference on the Prospects of ASEAN-Korea Relations* on theme of 'Ushering in a New Era of Collaboration and Co-Prosperty: Launch of the ASEAN Community and Its Implications on ASEAN-Korea Relations and East Asia Cooperation' on 26 February 2014, which gathered over 250 participants from the business community, academia, governmental organizations, embassies, students, etc.

This *International Conference* was graced by the participation of His Excellency Byung-se YUN, Minister of Foreign Affairs of the Republic of Korea; His Excellency U Wunna Maung Lwin, Union Minister for Foreign Affairs of the Republic of the Union of Myanmar; and His Excellency Le Luong Minh, Secretary General of ASEAN. Many other renowned experts, including researchers, scholars, and officials of both ASEAN and Korea, also joined the *Conference* to assess ASEAN-Korea relations so far and elaborate on the significance and influence of the launch of the ASEAN Community.

FY2013 WORK PROGRAMS

CHAPTER 1

TRADE AND INVESTMENT

ASEAN Trade Promotion
 Technical Cooperation/Capacity Building
 ASEAN Investment Promotion
 Study on ASEAN-Korea Business Network



SECTION 1 ASEAN Trade Promotion

Economic cooperation between ASEAN and Korea has gained significant achievements over the years. ASEAN continued to strengthen its position as the 2nd largest trading partner of Korea in 2013. To help keep this momentum, the Centre undertook various trade promotion activities to further increase trade between ASEAN and Korea. Building on the experiences over the past years, trade work programs were streamlined to better meet the needs of Member States, in collaboration with Trade Promotion Organizations (TPOs) and Working Group Members on trade from each Member State. As for exhibitions for trade promotion, the Centre continued to organize the *ASEAN Food & Beverage Exhibition* and *ASEAN Consumer Goods Exhibitions* to serve the varying interests of ASEAN. Furthermore, *Trade Missions* composed of potential Korean buyers were dispatched to the Member States.

ASEAN FOOD & BEVERAGE EXHIBITION

In view of the favorable response to ASEAN food and beverage products in the Korean market, the Centre continued to participate in *Food Week Korea 2013* in Seoul, Korea.

DATE	6-9 November 2013
VENUE	COEX, Seoul
PARTICIPANTS	39 ASEAN companies (4 companies from each ASEAN Member State, except Singapore which dispatched 3 companies)
APPROVED BUDGET	KRW 240,000,000

Main Activities

A total of 39 companies from ASEAN Member States selected by ASEAN TPOs, exhibited a wide selection of ASEAN food and beverage items, including marine and agricultural products, dried fruits, sauces, spices, alcoholic beverages, coffee, roasted coffee beans, natural herb tea, and palm oil products etc. The general customers, as well as buyers from major Korean companies who were invited through telemarketing and e-DM (direct mail), were able to see, smell, and taste menus cooked with ASEAN ingredients, which helped stimulate their senses and interests.

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

The Centre also offered trade mission programs to the ASEAN exhibitors, which consisted of industrial visits to retail and wholesale markets in Korea and offered lectures on food import procedures, in order to give practical information to ASEAN exporters who wish to expand their businesses in Korea.

Outcome and Impact

In terms of the total expected sales amount within three years after the exhibition, approximately USD 61 million was estimated by the exhibitors. Furthermore, a total of 1,178 business meetings were held during the exhibition period. According to the records from COEX, 75,864 people visited *Food Week Korea 2013*, during four days.

The *Exhibition* served as a valuable opportunity for ASEAN exhibitors to promote their products to Korean buyers, and received a high level of satisfaction from the exhibitors. 100% of the exhibitors were satisfied with the program, and among them, 92.3% indicated that they found the overall program to be excellent.

Furthermore, public awareness on ASEAN food and beverage products increased, as the *Exhibition* drew widespread media coverage; a total of ten articles from nine major media sources in Korea, including the *Financial News*, *MK Business News*, *ASEAN Today*, and *Seoul Newspaper* covered the event.



ASEAN CONSUMER GOODS EXHIBITIONS

Building on the experiences in the past years, the Centre undertook *ASEAN Consumer Goods Exhibitions* (former *Industry-Specific Trade Exhibitions*), and invited ASEAN companies to participate in the *Korea International Furniture & Interior Fair 2013*, *Seoul Gift Show 2013*, and *Business to Consumer Exhibition & Sales* to promote their products in the Korean market. These *Exhibitions* provided ASEAN companies the opportunity to develop business contacts with Korean buyers and to broaden their insights on the Korean market, so as to help Member States maximize their comparative advantages and further expand business opportunities. Each ASEAN Member State selected and participated in two out of the three aforementioned *Exhibitions* proposed by the Centre.

	ASEAN FURNITURE & INTERIOR EXHIBITION	ASEAN GIFT & LIFESTYLE PRODUCTS EXHIBITION	BUSINESS TO CONSUMER EXHIBITION & SALES
DATE	11-15 September 2013	24-27 September 2013	17 Jan- 21 Feb (Philippines) 26 Feb-1 March (Cambodia) 12 May-16 May (Myanmar)
EXHIBITION VENUE	<i>Korea International Furniture & Interior Fair 2013</i> KINTEX, Gyeonggi	<i>Seoul Gift Show 2013</i> COEX, Seoul	Seoul (Philippines) COEX, Seoul (Cambodia) Yangon (Myanmar)
EXHIBITION ITEMS	Furniture, home décor and interior	Arts & crafts, gifts, houseware & home décor, fashion accessories, etc.	Furniture (Philippines) Handicraft & quilts (Cambodia) Agricultural products (Myanmar)
PARTICIPANTS	Brunei Darussalam, Indonesia, Lao PDR, Malaysia, Thailand, and Vietnam	All ASEAN Member States	Philippines Cambodia Myanmar
APPROVED BUDGET	KRW 425,000,000		

* At the request of Myanmar TPO for capacity building support, the Centre organized the Korean Market Access Seminar on Myanmar Agricultural Products instead of holding a B2C exhibition.

Main Activities

A total of 54 companies from ASEAN Member States exhibited their products at the 'ASEAN Pavilion,' in the course of two out of three ASEAN Consumer Goods Exhibitions selected by individual ASEAN Member State. Each Exhibition showcased a wide selection of products, providing opportunities for participating companies to establish networks with potential buyers in Korea. During the *Exhibitions*, the Centre also provided the exhibitors with trade mission programs, consisting of lectures and market research for gaining a better understanding of the Korean market.



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



The *B2C Exhibition & Sales* offered a platform for ASEAN exhibitors to sell their goods directly to Korean customers and for Korean consumers to buy ASEAN products.

3. Business to Consumer Exhibition & Sales

PHILIPPINES

The exhibition provided an opportunity for Philippine furniture companies to introduce their premium products to high-end consumers in Korea. As a result of active PR activities, a total of ten articles from nine major media sources, including the *Manila Times*, the *Korea Times*, and the *Korea Economic Daily* covered the event, which helped enhance the Korean public awareness of the exquisite furniture from the Philippines.

CAMBODIA

Gift products from Cambodia were displayed at the *SIPREMIUM 2014* exhibition. Not only were business to consumer sales successfully accomplished, the exhibitors also achieved fruitful results from business meetings with prospective Korean buyers. The sales amount expected to be gained in the next three years through the exhibition was around USD 230,000. The three participating Cambodian companies showed a high level of satisfaction for the program.

MYANMAR

Korean Market Access Seminar on Myanmar Agricultural Products was organized in Myanmar instead of holding a B2C exhibition, as a measure for reinforcing the program oriented toward building capacity for Myanmar agricultural products, as had been requested by Myanmar TPO. The *Seminar*, which was attended by Myanmar businessmen and relevant government officials, was instrumental to providing professional expertise on developing and adding value to Myanmar food products for effectively gaining access to the Korean market.

Outcome and Impact

1. Korea International Furniture & Interior Fair 2013

A total of 585 business meetings were held between ASEAN exhibitors and Korean buyers, and the estimated sales amount expected within the next three years was approximately USD 38 million. The participants showed a high level of satisfaction for the program, among which 72.7% have answered that the program was excellent.

The Centre's PR activities resulted in total media coverage of nine articles from seven media sources including the *Korea Herald*, *Yonhap News* and *Newsis*.

2. Seoul Gift Show 2013

A total of 559 business meetings were held between ASEAN exhibitors and Korean buyers. According to the survey conducted on the participants, the expected sales amount to be earned in the next three years through the exhibition was around USD 17 million. Without exception, all of the exhibitors were satisfied with the program.

TRADE MISSION

Trade Missions comprised of Korean buyers were dispatched to ASEAN Member States, offering an opportunity for ASEAN manufacturers and exporters to meet directly with Korean buyers. During the Missions, one-on-one business meetings between ASEAN manufacturers and Korean buyers were provided at major exhibitions held in ASEAN. The meetings fostered a favorable environment for establishing business contacts and a better understanding of the ASEAN and Korean markets among the participants.

	Thailand	Philippines	Vietnam	Malaysia	Singapore
DATE	13-15 Mar	14-17 May	19-23 Nov	24-28 Nov	24 Feb-2 Mar
VENUE	Thailand International Furniture Fair	International Food Exhibition Philippines	Seminar and Meetings	INTRADE, Malaysia	In-bound Mission to Korea
SECTOR	Furniture, home interior, handicrafts	Food	Agriculture, food	Furniture, interior and household products	Gift
PARTICIPANTS (MISSION MEMBERS)	32	25	15	14	3 Companies
APPROVED BUDGET	KRW 110,000,000				



Main Activities

In cooperation with the TPOs, the Centre arranged the Korean mission member visits to major ASEAN exhibitions and local companies. The visits helped ASEAN manufacturers expand their network with Korean buyers by proactively introducing their companies and products in an effort to gain entry into the Korean market. For the mission trip to Vietnam, the program was reinforced through capacity building and business meetings.

Outcome and Impact

According to survey results, the sales amount expected to be gained within the next three years is approximately USD 60.3 million. The Missions recorded a considerable overall amount of 725 business meetings, receiving favorable responses from both counterparts of the program.

Market research and industrial visits provided the Korean mission members with first-hand experiences to business environments and latest market trends of respective ASEAN Member States, as well as a platform for establishing business networks with ASEAN companies.



KOREAN MARKET ACCESS SEMINAR ON ASEAN AGRICULTURAL PRODUCTS

As a follow-up activity to the trade promotion programs, the ASEAN-Korea Centre organized the *Korean Market Access Seminar on ASEAN Agricultural Products* as a proactive response on the part of the Centre pursuant to the repeated requests of the ASEAN Member States to further increase the entry of ASEAN agricultural products into the Korean market. The *Seminar* served this purpose by providing the participants with accurate and up-to-date information on inspection regulations and quarantine procedures of agricultural goods into Korea as means for facilitating ASEAN access to the Korean market. In this unprecedented seminar, the Centre invited four participants from government organizations and companies of each ASEAN Member State that are related to the agricultural sector, as well as participants from ASEAN Embassies in Korea.

DATE	17-20 February 2014 ※ Seminar Date: 18 February 2014 (Tue)		
VENUE	Seoul, Korea (Plaza Hotel)		
PARTICIPANTS	ASEAN Member States	39 persons (4 persons per Member State) * 3 persons from Singapore	One representative from: 1) Trade Promotion Organization 2) Agriculture related Ministry 3) Agriculture related Association 4) Agricultural company
	ASEAN Embassies	28 persons (2-3 persons per Member State)	Ambassadors, Commercial Counselor, and Commercial Attaché

※ The unappropriated budget left over from the ASEAN Trade Promotion program was allocated to the Korean Market Access Seminar on ASEAN Agricultural Products as a follow-up activity.

Main Activities

The program was comprehensively designed in the form of an informative seminar, site visits to relevant institutions, and business meetings with Korean buyers. A total of 39 persons from ASEAN Member States were selected by ASEAN TPOs to attend the seminar and build network in Korea. A total of 80 persons participated in the *Seminar* including 28 persons from ASEAN Embassies in Korea. 73 Korean businessmen related to the agricultural products industry took part in the business meetings and a total of 123 business meetings were held.



DATE	DETAILS
17 Feb	Site Visit 1: Ministry of Food and Drug Safety (MFDS), Seoul Office
18 Feb	Korean Market Access Seminar on ASEAN Agricultural Products
	Presentation 1 Food Safety Policy of Korea for Imported Foods
	Presentation 2 Korea's Importation Regulations & Quarantine Procedures and ASEAN-Related Issues
	Discussion Session
18 Feb	Presentation 3 Introduction to Korea's Agricultural Supply and Demand Policies and Tariff Rate Quota (TRQ) Operation Policies
	Presentation 4 Introduction to Korea's Agricultural ODA
19 Feb	Site Visit 2: Animal and Plant Quarantine Agency (QIA) Regional Office, Incheon Harbor

Outcome and Impact

The *Seminar* served as an informative and interactive platform for the participants from ASEAN Member States to gain a better understanding of Korea's inspection regulations and quarantine procedures for agricultural products, thereby facilitating the trade flow of agricultural products from ASEAN countries to Korea. The program was further strengthened through site visits to respective institutions related to Korea's food inspection and quarantine procedures and through business meetings. A total of 123 business meetings were held between ASEAN participants and 73 Korean businessmen. The participants showed a high level of satisfaction for the program, among which 90% have answered that the program was excellent.

The Centre's PR activities resulted in total media coverage of 15 articles from eight media sources including *JoongAng Daily*, *Yonhap News*, *ASEAN Today*, and *Newsis*.

ADDITIONAL ACTIVITIES

As part of the efforts to further increase ASEAN's presence in Korea, the Centre, in addition to the official programs, participated in the *International Horticulture Goyang Korea 2013* and the *Cheonan 2013 International Well-Being Food Expo*, which were funded entirely by the exhibition organizers.

	ASEAN Horticulture Exhibition	ASEAN Well-Being Food Exhibition
DATE	24-30 April 2013	29 August-4 September 2013
EXHIBITION VENUE	International Horticulture Goyang Korea 2013 Lake Park, Goyang City	Cheonan 2013 International Well-Being Food Expo Samgeori Park, Cheonan City
EXHIBIT ITEMS	Pottery, vases, garden décor products, horticulture-related products, etc.	Coffee, tea, spices, herbs, sauces, biscuits, coconut oils, etc.
PARTICIPANTS	Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand, and Vietnam	Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, and Vietnam

※ The exhibitions were open to all Member States for choice of participation.

International Horticulture Goyang Korea 2013

Main Activities

One company each from eight ASEAN Member States showcased a wide selection of horticulture-related products at the 'ASEAN Pavilion.' During the exhibition, business meetings were organized between ASEAN exhibitors and Korean buyers. The Centre also offered trade mission programs to the ASEAN exhibitors, which consisted of industrial visits and market research, to provide the mission members with opportunities to enhance their understanding of Korean market trends.

Outcome and Impact

Approximately 550,000 people visited the *International Horticulture Goyang Korea 2013*. The exhibition displayed a wide selection of horticulture-related products such as pottery and various garden décor items from ASEAN that helped raise the awareness of ASEAN products among Korean consumers and buyers.

Cheonan 2013 International Well-Being Food Expo

Main Activities

17 companies from nine ASEAN Member States showcased a variety of well-being food products at the 'ASEAN Pavilion.' During the exhibition, business meetings were also organized, which served as an opportunity for ASEAN exhibitors to meet directly with Korean buyers and build business network in Korea.

Outcome and Impact

Around 750,000 people visited the *Cheonan 2013 Well-Being Food Expo*. This great number of attraction reflected Korea's high interest in well-being food, and furthermore, greater opportunities for ASEAN countries to explore and take opportunity in the market.



SECTION 2 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 economic cooperation between ASEAN and Korea.

In FY2013, the Centre organized the *Knowledge Sharing and Benchmarking Workshop* with participating government officials 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.

KNOWLEDGE SHARING AND BENCHMARKING WORKSHOP

The Centre organized the *Knowledge Sharing and Benchmarking Workshop* titled 'Workshop on ASEAN-Korea Partnership to Share Economic Development Experiences' to share knowledge and experiences of Korea regarding technological progress. The *Workshop* also provided a venue for participating government officials to establish networks with relevant experts in Korea.

DATE	17-21 June 2013
VENUE	ASEAN Hall and other relevant organizations
PARTICIPANTS	19 officials from ten ASEAN Member States
APPROVED BUDGET	KRW 55,000,000

Main Activities

The Program included lectures on Korea's economic development experiences; sessions aimed towards formulating practical action plans for ASEAN Member States; and industrial visits to relevant organizations.

DATE	DETAILS
18 Jun.	Lecture 1: Korea's Economic Development Experiences (Mr. Jang Saeng KIM, Head of Policy Consultation Unit, KDI)
	Organization Visit 1: Korea Institute for Industrial Economics & Trade (KIET)
19 Jun.	Organization Visit 2: Korea Information Society Development Institute (KISDI)
	Organization Visit 3: KT R&D Centre and Olleh Square
20 Jun.	Presentations and Discussions among participants
	Lecture 2: Knowledge Sharing Program (Mr. Jang Saeng KIM, Head of Policy Consultation Unit, KDI)



Outcome and Impact

The *Workshop* served as a vehicle for ASEAN government officials to benchmark Korea's industrial innovation experiences receiving 4.2 out of 5 points on the evaluation survey that was taken with 19 participants. The training was said to give new perspective and information for the participants, as well as the chance to be acquainted with colleagues and experts who work in the similar fields, from ASEAN Member States and Korea.



PRODUCT DESIGN AND PACKAGE DEVELOPMENT WORKSHOP

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

	Brunei	Myanmar	Cambodia	Indonesia	Lao PDR
DATE	16-19 April	10-13 July	15-18 July	19-23 August	28 Oct-3 Nov
VENUE	Bandar Seri Begawan, Brunei	Yangon, Myanmar	Phnom Penh, Cambodia	Surabaya & Jakarta, Indonesia	Vientiane & Luang Prabang, Lao PDR
SECTOR	Food	Health Food	Textile & Home Decoration	Food	Handicraft and Noodles
PARTICIPANTS	40	70	90	140	100
APPROVED BUDGET	KRW 110,000,000				

Main Activities

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

In addition, visits to local companies and factories were arranged to give on-site consulting to ASEAN manufacturers and exporters, as well as to provide new business opportunities in the Korean market.

Outcome and Impact

The Centre carried out various programs to facilitate technical cooperation and capacity building of ASEAN products, complementary to a wide array of activities related to trade exhibitions and *Trade Missions*. Accordingly, the *Workshops* were strategically arranged in close liaison with and to help support the Centre's ASEAN Trade Promotion programs, namely the *ASEAN Food & Beverage Exhibition* and the *ASEAN Consumer Goods Exhibitions* for maximizing ASEAN potentialities for reaping maximum results at the exhibitions. An average of 105 persons, mainly from local companies participated in each of the *Workshops*, helping participants to gain insight on effective product design and current design trends in Korea, as well as effective measures for entering the Korean market.



SECTION 3 ASEAN Investment Promotion

Considering the importance of investment between ASEAN and Korea, the Centre carried out various investment promotion activities, such as the *Investment and Business Environment Seminar* and the *Investment and Market Research Mission* to further stimulate investment from Korea to the ASEAN region. The *Investment and Business Environment 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 and Market Research 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.

Besides, considering the Korean businessmen's interest on the ASEAN Economic Community, the Centre co-hosted the *Seminar on the ASEAN Economic Community: from the Perspective of Korea* with Korea Institute for International Economic Policy (KIEP).

INVESTMENT AND BUSINESS ENVIRONMENT SEMINAR

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

DATE	April 2013 – November 2013
VENUE	Seoul / Busan / Ansan / Changwon, Korea
PARTICIPANTS	<ul style="list-style-type: none"> • Presenters: High-ranking government officials and business people from ASEAN, representatives of Korean companies based in ASEAN • Attendees: Korean business people
APPROVED BUDGET	KRW 245,000,000

Main Activities

Government officials from ASEAN Member States gave presentations on investment climate and opportunities in promising sectors of ASEAN. Representatives of Korean companies based in ASEAN shared successful business experiences in concerned ASEAN countries. The *Seminar* also conducted business meetings between ASEAN delegates and Korean representatives, to help

them establish business contacts, address investment-related concerns when entering each ASEAN market, and discuss specific business opportunities that make ASEAN an attractive investment destination. Furthermore, investment promotion materials on each ASEAN country were distributed to Korean participants.



Program Summary

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Indonesia	8-9 April 2013 Plaza Hotel, Seoul / Westin Chosun Hotel, Busan 145 Participants & 27 Business Meetings (Seoul, Busan)	Keynote Speech (Seoul, Busan)	Mr. Himawan Hariyoga Deputy Chairman Indonesia Investment Coordinating Board (BKPM)
		Presentation 1 Investment Environment and Opportunities in Indonesia (Seoul, Busan)	Mr. Ikmal Lukman Director of Sectoral Investment Promotion Indonesia Investment Coordinating Board (BKPM)
		Presentation 2 Investment Opportunities on the Sectors of Bio-Energy and Biomass (Seoul, Busan)	Mr. Aryan Wargadalam Director of Forestry and Plantation Industries Ministry of Industry (MOI)
		Presentation 3 Investment Opportunities on the Sectors of Component Electronics and Automotive Spare Parts (Seoul, Busan)	Mr. Wiliem Petrus Riwu Deputy Director of Head Centre for Industrial Policy & Business Climate Assessment Ministry of Industry (MOI)
		Presentation 4 Biomass Energy Potential from Plantation Wastes in Indonesia (Seoul, Busan)	Mr. Didiek Hadjar Goenadi President Director PT. Riset Perkebunan Nusantara
		Presentation 5 Business Experience in Indonesia (Seoul, Busan)	Mr. Hoon KIM Executive Director Resources Management Division Korindo Group
		Business Meeting (Seoul, Busan)	23 Business Meetings in Seoul 4 Business Meetings in Busan 5 Booths • 4 from BKPM, MOI, Indonesian companies • 1 from Korindo Group

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Philippines	7-8 May 2013 Plaza Hotel, Seoul / Erica Hotel, Ansan 150 Participants & 41 Business Meetings (Seoul, Ansan)	Keynote Speech & Presentation 1 Opportunities for Korean Investors in Philippine Economic Zone (Seoul, Ansan)	Dr. Lilia de Lima Director-General Philippine Economic Zone Authority (PEZA)
		Presentation 2 Investment Opportunities in the Semiconductor & Electronics Industries (Seoul, Ansan)	Mr. Danilo Lachica President Semiconductor & Electronics Industry Association of the Philippines (SEIPI)
		Presentation 3 Investment Opportunities on the Sector of Jewelry in the Philippines (Seoul)	Ms. Teresa Charminia Florencio President Philippine Jewelry Association
		Presentation 4 Investment Opportunities on the Sector of Auto Parts in the Philippines (Ansan)	Mr. Ferdinand Raquelsantos President Motor Vehicle Parts Manufacturing Association of the Philippines
		Presentation 5 Business Experience in the Philippines (Seoul, Ansan)	Mr. Hoo Won Hwang President Dae Kyung Philippines Co., Inc.
		Business Meeting (Seoul & Ansan)	31 Business Meetings in Seoul 10 Business Meetings in Ansan 5 Booths • 4 from PEZA, SEIPI, Philippine Jewelry Association • 1 from Dae Kyung Philippines Co., Inc.



COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Singapore	8-9 July 2013 Plaza Hotel, Seoul / Industrial Visits in Busan 30 Participants (Seminar in Seoul)	Keynote Speech	Mr. Maurice Neo Managing Director Public Utilities Board (PUB)
		Presentation 1 Opportunities in the Singapore Water Landscape	Mr. Moh Tiing Liang Senior Assistant Director Public Utilities Board (PUB)
		Presentation 2 Forging Business Partnerships	Mr. Cheong Zhaoyong Centre Director International Enterprise Singapore
		Presentation 3 Corporate Presentation on Boustead Salcon	Ms. Ang Sok Gek Assistant Manager Boustead Salcon
		Presentation 4 Corporate Presentation on Century Water Systems & Technologies	Mr. Eugene Liu Managing Director Century Water Systems & Technologies
		Presentation 5 Corporate Presentation on Visenti	Mr. Linus Koh Director Visenti
Malaysia	12-13 Nov. 2013 Lotte Hotel, Seoul / Industrial Visits in Ansan and Daejeon 85 Participants & 23 Business Meetings (Seminar in Seoul)	Keynote Speech	Mr. Datuk Phang Ah Tong Deputy Chief Executive Officer II Malaysian Investment Development Authority (MIDA)
		Presentation 1 Malaysia: Land of Business Opportunities	Ms. Rosedalina Ramlan Deputy Director of Electronic Industry Division Malaysian Investment Development Authority (MIDA)
		Presentation 2 Malaysia Business Guide	Mr. Kim, Hoon Wook Sangsin Enertech
		Presentation 3 International Cooperative Business for Small and Medium Enterprises	Mr. Lee, Geun-Hyung Global Cooperation Department Small & Medium Business Cooperation
		Business Meeting	23 Business Meetings 7 Booths • 6 from MIDA, Malaysian companies • 1 from Sangsin Enertech

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Thailand	19-22 Nov. 2013 Hotel Pullman Ambassador, Changwon / Industrial visits in Changwon 75 Participants & 24 Business Meetings (Seminar in Changwon)	Keynote Speech & Presentation 1 Thailand Business Environment and Investment Policies	Mrs. Hirunya Suchinai Deputy Secretary General Thailand Board of Investment (BOI)
		Presentation 2 Development of Thailand Automotive Industry: Opportunity and Challenges	Mrs. Tasana Piriya-prut Vice President Thailand Automotive Institute
		Presentation 3 Experience of Doing Business in Thailand	Mr. Sohn, Jaejin Plant Controller Halla Visteon Climate Control Thailand
		Business Meeting	24 Business Meetings 5 Booths • 4 from BOI, Thailand Automotive Institute, Thailand companies • 1 from Halla Visteon Climate Control Thailand

Outcome and Impact

An average of 70 participants per *Seminar* showed keen interest in the investment opportunities on five ASEAN countries (Indonesia, Malaysia, Philippines, Singapore, and Thailand).

An average of 15 business meetings per seminar were conducted between ASEAN delegates and Korean businessmen 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 AND MARKET RESEARCH MISSION

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

DATE	March 2013 – January 2014
VENUE	Brunei Darussalam, Cambodia, Lao PDR, Myanmar, Vietnam
PARTICIPANTS	Korean businessmen, business association officials, and related experts
APPROVED BUDGET	KRW 185,000,000

Main Activities

Each *Investment and Market Research Mission* included briefings by representatives from ASEAN IPAs and relevant ministries on latest investment environment, policies, and opportunities of promising sectors; and industrial visits to relevant government agencies and local industrial sites of interest. Furthermore, one-on-

one business meetings were held between potential Korean investors and ASEAN government officials and business representatives, to seek partners for investment and discuss business opportunities in specific areas.

VENUE & PARTICIPANTS	SECTOR	DATE	ACTIVITIES
Hanoi & Da Nang, Vietnam (24 Mission Members)	Infrastructure, Manufacturing, and Tourism	17-23 March 2013	<p>Welcoming Remarks by Mr. Dao Quang Thu, Deputy Minister of Ministry of Planning and Investment</p> <p>Seminar Presentation 1. "Introduction on Investment Environment in Vietnam" by Mr. Nguyen Noi, Deputy Director General of Foreign Investment Agency Presentation 2. "Presentation on Manufacturing" by Dr. Chuong Thi Tri Binh, Director, Supporting Industry Enterprise Development Center (SIDEK), Institute for Industry Policy and Strategy (IPSI), Ministry of Industry and Trade (MOIT) Presentation 3. "Presentation on Tourism Opportunities" by Mr. Nguyen Quy Phuong, Director General of Travel Department, Vietnam National Administration of Tourism Presentation 4. "Experience on Doing Business in Vietnam" by Ho Kyun Kim, Director of KCCI Vietnam Office</p> <p>Business Consultations With 20 representatives from Vietnamese governments and companies</p> <p>Industrial Visits Trang Due Industrial Zone / Truong Hai Industrial Park Tam Hiep Sea Port</p>

VENUE & PARTICIPANTS	SECTOR	DATE	ACTIVITIES
<p>Yangon, Myanmar (18 Mission Members)</p>	<p>Infrastructure and Construction</p>	<p>3-7 September 2013</p>	<p>Welcoming Remarks by U Myo Min, Director, Ministry of National Planning and Economic Development (NPED) and Directorate of Investment and Company Administration (DICA)</p> <p>Seminar</p> <ul style="list-style-type: none"> • Presentation 1. "How to do Business in Myanmar" by U Myo Min, Director, NPED & DICA • Presentation 2. "Mining Industry in Myanmar" by Mr. Tun Naing Aung, Executive Officer, Myanmar Industries Association • Presentation 3. "Mineral Resources & Environment in Myanmar" by Mr. Aye Lwin, Joint Secretary General of Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI) and Secretary General of Federation of Myanmar Mining • Presentation 4. "Pipeline for the Regional Investment in Myanmar" by U Kyaw Kaung, Executive Engineer, Ministry of Construction <p>Business Consultations With 27 representatives from Myanmar governments and companies</p> <p>Industrial Visits Mingaladon Industrial Park Co., Ltd. Myanmar Asia Optinal International Co., Ltd. Two Elephant Trading Co., Ltd Myanmar Elephant Steel Industries Co., Ltd. Hlaing Tharyar Industrial Park Fame Pharmaceuticals Industry Lat War Co., Ltd.</p>
<p>Phnom Penh & Siem Riep, Cambodia (15 Mission Members)</p>	<p>Garment / Sewing, Agri-food Processing, and Tourism</p>	<p>25 September ~ 1 October 2013</p>	<p>Welcoming Remarks by H.E. Chea Vuthy, Deputy Secretary General of Cambodian Investment Board (CIB)</p> <p>Seminar</p> <ul style="list-style-type: none"> • Presentation 1. "Investment Environment in Cambodia" by H.E. Chea Vuthy, Deputy Secretary General of the Cambodian Investment Board • Presentation 2. "Investment Climate, Policies, and Opportunities in Agri-food Processing Sector" by Ministry of Agriculture • Presentation 3. "Presentation on Investment Climate, Policies, and Opportunities in Garment/Sewing Sector" by the Garment Manufacturers Association in Cambodia (GMAC) <p>Industrial Visits Cambodia Chamber of Commerce Ministry of Commerce Phnom Penh SEZ Siem Reap Chamber of Commerce Kulara Water Co., Ltd. Angkor Silk Farm</p>

Outcome and Impact

The *Mission* provided opportunities for potential Korean investors to explore investment opportunities in promising business sectors. 20 members per mission program were dispatched to pursue entrance into the ASEAN market. During the *Mission*, the Korean business people had many business meetings with ASEAN government officials and ASEAN business people which facilitate the Korean business people to enter the ASEAN market.



ASEAN CONNECTIVITY FORUM (FOCUSED ON INFRASTRUCTURE)

Recognizing the need of ASEAN countries for upgrading their infrastructure, the Centre newly implemented the *ASEAN Connectivity Forum (Focused on Infrastructure)*, in cooperation with the International Contractors Association of Korea (ICAK). The *Forum*, the first of its kind in Korea that focused on the physical element of ASEAN Connectivity, provided the opportunity for ASEAN Member States to share infrastructure project plans with Korean construction companies, potential investors, and related institutions; and for Korean businessmen to meet high government officials of ASEAN Member States.

DATE	21-22 October 2013
VENUE	Plaza Hotel, Seoul
PARTICIPANTS	173 persons including Korean businessmen and participants from ASEAN Member States <ul style="list-style-type: none"> • Presenters: Government officials from ASEAN Member States, experts from ADB and ASEAN Secretariat • Attendees: Korean business people
APPROVED BUDGET	KRW 50,000,000

Main Activities

The *ASEAN Connectivity Forum* was conducted through a series of presentations and discussions regarding the progress and challenges of MPAC (Master Plan on ASEAN Connectivity) projects. Moreover, each ASEAN Member State presented on the main infrastructure

projects currently undergoing in their respective countries. Furthermore, one-on-one business meetings were held between Korean business people and ASEAN government officials to seek business opportunities in infrastructure areas.



Program Summary

VENUE	PROGRAM	SPEAKERS
21-22 October 2013 The Plaza Hotel, Seoul 173 participants & 27 business meetings	Session 1 Implementing the Master Plan on ASEAN Connectivity (MPAC): A Progress Report on Physical Connectivity (21 October 2013)	<ul style="list-style-type: none"> • Moderator: Mr. Hyung-Gon JEONG, Senior Research Fellow, East Asia Cooperation Team, KIEP (Korea Institute for International Economic Policy) • Presenter: Mr. Lim Chze Cheen, Head, ASEAN Connectivity Division, ASEAN Secretariat • Discussants: Dr. Sompong Pholsena, Director General, Ministry of Public Works and Transport of Lao PDR; Mr. Kyi Myint, Deputy Director, Ministry of National Planning and Economic Development of Myanmar; H.E. Tauch Chankosal, Secretary of State, Ministry of Public Works and Transport of Cambodia; and Mr. Khairul Nizam Bin Hashim, Director General, Ministry of Transport of Malaysia
	Session 2 Implementing the Master Plan on ASEAN Connectivity (MPAC): Challenges (21 October 2013)	<ul style="list-style-type: none"> • Moderator: Mr. Innwon PARK, Professor, Division of International Studies, Korea University • Presenter: Mr. Lim Chze Cheen, Head, ASEAN Connectivity Division, ASEAN Secretariat • Discussants: Mr. Haji Awang Bujang Haji Tinkong, Acting Director, Ministry of Communications of Brunei Darussalam; H.E. Tan Hung Seng, Permanent Representative of the Republic of Singapore to ASEAN; and Dr. Poramtee Vimolsiri, Deputy Secretary General, National Economic and Social Development Board of Thailand
	Session 3 PPP Utilization for ASEAN Connectivity Projects (21 October 2013)	<ul style="list-style-type: none"> • Moderator: Ms. Euna SHIM, Manager, Global Infrastructure, Project Finance Department I, Korea Development Bank • Presenter: Mr. Alfredo Perdiguero, Principal Economist of Thailand Resident Mission, Asian Development Bank • Discussants: Mr. Eleazar Ricote, Director IV, Philippine PPP Center; Mr. Bastari Pandji Indra, Director, National Development Planning Agency of Indonesia; and Ms. Vu Quynh Le, Deputy Director General, Ministry of Planning and Investment of Vietnam
	Session 1 Priority Projects for Cambodia, Lao PDR, Myanmar, Vietnam, and Thailand under MPAC (22 October 2013)	<ul style="list-style-type: none"> • Presenters: Mr. Vasim Sorya, Director General, General Department of Administration, Ministry of Public Works and Transport of Cambodia; Mr. Phonethavong Singhalath, Director, International Investment Cooperation Division, Investment Promotion Department, Ministry of Planning and Investment of Lao PDR; Mr. Naing Win, Assistant Director, Foreign Economic Relations Department, ASEAN Division, Ministry of National Planning and Economic Development of Myanmar; Ms. Tran Thi Thanh Thuy, Deputy Director General, International Cooperation Department, Ministry of Transport of Vietnam; and Ms. Methini Thepmani, Inspector General, Ministry of Information and Communication Technology of Thailand

VENUE	PROGRAM	SPEAKERS
21-22 October 2013 The Plaza Hotel, Seoul 173 participants & 27 business meetings	Session 2 Priority Projects for Brunei, Indonesia, Malaysia, Philippines, and Singapore under MPAC [22 October 2013]	<ul style="list-style-type: none"> Presenters: Mr. Fadzillah Yaakub, Assistant Director, Operation Division, Ports Department, Ministry of Communications of Brunei; Ms. Ni Made Kusuma Dewi, Section Head, Directorate General of Domestic Trade, Ministry of Trade of Indonesia; Ms. Suraya Binti Ahmad Pauzi, Director, Ministry of Foreign Affairs of Malaysia; Ms. Maria Teresita C. Daza, Deputy Director General, Office of ASEAN Affairs, Department of Foreign Affairs of Philippines; and Ms. Wang Shuo, First Secretary, Permanent Mission of the Republic of Singapore to ASEAN, Ministry of Foreign Affairs of Singapore <p><u>Business Consultations</u></p> <ul style="list-style-type: none"> 27 business meetings between ASEAN Member States delegation and Korean businessmen

Outcome and Impact

Taking into consideration that the concept of ASEAN Connectivity is unfamiliar with Korean participants, this *Forum* served as a momentum for raising the level of awareness to Korean stakeholders.



SEMINAR ON THE ASEAN ECONOMIC COMMUNITY: FROM THE PERSPECTIVE OF KOREA

The *Seminar on the ASEAN Economic Community: from the Perspective of Korea*, was held aiming to provide information and insights to the Korean business community regarding the upcoming launch of the 2015 ASEAN Economic Community.

DATE	11 February 2014
VENUE	Westin Chosun Hotel, Seoul
PARTICIPANTS	131 persons including Korean businessmen and experts from ASEAN <ul style="list-style-type: none"> Moderators, presenters, and discussants from the ASEAN Secretariat, Economic Research Institute for ASEAN and East Asia (ERIA), and Korea Institute for International Economic Policy (KIEP) Attendees: Korean business people
APPROVED BUDGET	Using the budget of investment and business environment seminar

Main Activities

Presentations were made on the concept of the ASEAN Economic Community and its current status, process, and prospects by KIEP and the ERIA. Presentations were made on how the AEC could provide business opportunity to the Korean business community

through enhancing economic relations between ASEAN and Korea by the ASEAN Secretariat and KOTRA. Presentations on each topic were also followed by the discussions.



Program Summary

DATE AND VENUE	PROGRAM	SPEAKERS
11 February 2014 Westin Chosun Hotel, Seoul 131 participants	Session 1 The Current Status and Prospects of the ASEAN Economic Community	<ul style="list-style-type: none"> Moderator: Professor Kyung-Tae Lee, Distinguished Professor, Korea University; Co-chairman, FTA Committee of Korea Presenter: Dr. Ponciano S. Intal, Jr., Senior Researcher, ERIA; Dr. Daechang Kang, Research Fellow, KIEP Discussants: Dr. Pitchaya Sirivunnabood, Assistant Director and Senior Economist, ASEAN Secretariat; and Professor Taeyoon Kim, Assistant Professor, Seoul National University
	Session 2 ASEAN Economic Community: Opportunities for Korean Business Community	<ul style="list-style-type: none"> Moderator: Dr. Chang Jae Lee, Visiting Research Fellow, KIEP Presenter: Dr. Pitchaya Sirivunnabood, Assistant Director and Senior Economist, ASEAN Secretariat; and Dr. Kyoung Doug Kwon, Deputy Director, KOTRA Discussants: Dr. Ponciano S. Intal, Jr., Senior Researcher, ERIA; and Dr. Bo-Young Choi, Associate Research Fellow, KIEP

Outcome and Impact

It was timely and appropriate to convene the *Seminar* on the topic of ASEAN Economic Community as the target year of 2015 for launching the ASEAN Economic Community is approaching.



SECTION 4 Study on ASEAN-Korea Business Network

The *Study on ASEAN-Korea Business Network*, first launched this fiscal year, conducted a study on ways to provide a platform for facilitating the exchange of information among ASEAN companies invested in Korea, the Centre, and other relevant organizations from ASEAN Member States and Korea.

STUDY ON ASEAN-KOREA BUSINESS NETWORK

DATE	Year-round
VENUE	Korea
APPROVED BUDGET	KRW 20,000,000

Main Activities

As an initial step to establishing this platform, the Centre conducted a study designed to serve the purpose of supporting the business activities of ASEAN enterprises in Korea through networking by first identifying ASEAN companies invested in Korea.

1) Gathering Data

Obtained database on foreign-invested enterprises in Korea from relevant institutions. From the collected data, the companies represented by ASEAN Member States were sorted and analyzed.

2) Screening

The identified companies were screened to determine whether or not the companies originated from ASEAN Member States and moreover, whether or not they actually exist in Korea. Through further analysis on the current status of ASEAN companies operating in Korea, companies to have originated from ASEAN Member States were identified.

Outcome and Impact

Having identified and conducted analysis on the current status of ASEAN companies in Korea, post FY2013 follow-up will continue persistently for relevant bodies.

FY2013 WORK PROGRAMS

CHAPTER 2

CULTURE AND TOURISM

ASEAN-Korea Culture and Tourism Promotion
Technical Cooperation / Capacity Building
Cultural Exchange



SECTION 1

ASEAN-Korea Culture and Tourism Promotion

In FY2013, the Centre continued to carry out tourism promotional programs to raise awareness of the rich culture of ASEAN and to effectively provide diverse tourism information for the Korean public, thus ultimately facilitating travel to ASEAN countries for Korean tourists. The Centre continued to organize the *ASEAN Culture & Tourism Fair*, building upon its success for the past four years as a platform for promoting ASEAN culture and tourism. The Centre also implemented a new program, the *ASEAN-Korea Festival*, so as to provide an opportunity for ASEAN Member States to explore diverse aspects of Korean culture and tradition, and to make promotion of culture a two-way exchange. Furthermore, the Centre updated and promoted the *ASEAN Tourism Guide Book* and its mobile application version, 'ASEAN Travel.'

ASEAN CULTURE & TOURISM FAIR

As one of the Centre's flagship programs, the 5th *ASEAN Culture & Tourism Fair* was held in October 2013 to continue raising awareness and intercultural understanding on diverse cultures of ASEAN among the Korean public. The Centre further enhanced visibility and impact of the Fair with more diversified contents and activities, featuring cultural performances, tourism attractions, and cuisines of ten ASEAN Member States.

DATE	2-8 October 2013
VENUE	Andong Highlight Performance (3 October): Maskdance Theater, Andong (in conjunction with the Andong Maskdance Festival 2013) Jeonju Cultural Performance (5-6 October): Pungnammun Plaza, Jeonju Hanok Village, Jeonju (in conjunction with the Jeonju International Sori Festival 2013)
PARTICIPANTS	6 performers and 1 NTO representative from each ASEAN Member State
APPROVED BUDGET	KRW 350,000,000

Main Activities

To increase public awareness of ASEAN Member States in Korea, the *ASEAN Culture and Tourism Fair* was held in Andong and Jeonju, in conjunction with the *Andong Maskdance Festival 2013* and the *Jeonju International Sori Festival 2013*. The *Fair* thus reached out to a larger and more diverse audience from the around the country.

- **Andong Highlight Performance**
(3 October, 18:00~20:00)

In line with the *Andong Maskdance Festival 2013*, the 'Andong Highlight Performance' of the ASEAN Member States was held at Maskdance Theater in front of more than 1,500 audiences.

- **Jeonju Cultural Performance (5 October, 16:00~19:00)**

In conjunction with the Jeonju International Sori Festival 2013, more than 700 audiences enjoyed the Cultural Performance of ten ASEAN Member States at Pungnammun Plaza at Jeonju Hanok Village.

- Jeonju Highlight Performance (6 October, 18:30~20:30)

The Highlight Performance of ten ASEAN delegations was held at Norimadang of Sori Arts Center of Jeollabuk-do with more than 2,200 audiences

- ASEAN Pavilion

(5 October, 12:30~18:30 & 6 October, 13:00~19:00)
In conjunction with the *Jeonju International Sori Festival 2013*, the 'ASEAN Pavilion' was set up at Sori Arts Center of Jeollabuk-do with more than 11,000 visitors.

- Features: Ten ASEAN NTO Booths

ASEAN Café

ASEAN-Korea Centre Promotion Booth

- **ASEAN Tourism Promotion Photo Exhibition:**

Postcards from ASEAN (2-6 October, 10:00~19:00)
More than 4,700 visitors appreciated various photos of beautiful sceneries and cultural heritage sites of ten ASEAN countries.



Outcome and Impact

The *Fair* offered visitors the unique opportunity to enjoy the rich and diverse cultural heritages of ASEAN countries by presenting a variety of cultural performances, including traditional dances, instrumental music plays, and shadow puppets, as well as providing ASEAN traditional snacks and beverages to the Korean public. Moreover, the *Fair* provided the chance for ten ASEAN countries to promote tourism by presenting National Tourism Organization (NTO) booths and tourism promotion activities to distribute useful information to potential tourists. Moreover, the Centre set up the 'ASEAN-Korea Center Promotion Booth', which launched promotional events to raise

the profile of the Centre and to distribute the Centre's publications, including 3,000 copies of the *ASEAN Tourism Guide Book*. This year, in conjunction with the *Fair*, the 'ASEAN Tourism Promotion Photo Exhibition' was held to present beautiful sceneries and cultural heritage sites of ten ASEAN countries.

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



ASEAN-KOREA FESTIVAL

As one of the newly-implemented programs for FY2013, the *ASEAN-Korea Festival* introduced Korea's diverse cultural contents to the ASEAN public, by dispatching a renowned cultural troupe from the National Centre for Korean Traditional Performing Arts in Busan (Busan Gugak Center). The Festival, held in Jakarta and Surabaya, Indonesia to commemorate the 2013 Korea-Indonesia Friendship Year; and Bandar Seri Begawan, Brunei Darussalam to celebrate their ASEAN Chairmanship; provided a first-hand experience for ASEAN Member States to explore the diverse aspects of Korean culture and tradition, other than the K-pop fever that swept across Southeast Asia.

DATE AND VENUE	Indonesia Jakarta: 2013.03.08 (Fri), Nusa Indah Theatre, Balai Kartini Surabaya: 2013.03.10 (Sun), Balai Budaya Surabaya Brunei Darussalam Bandar Seri Begawan: 2013.03.13 (Wed), Jerudong International School (JIS) Arts Centre
PARTICIPANTS	32 performers from the National Center for Korean Traditional Performing Arts in Busan (Busan National Gugak Center)
APPROVED BUDGET	KRW 270,00,000

Main Activities

The troupe, consisting of 32 performers, presented traditional chamber music and traditional Korean dances to audiences in Indonesia (Jakarta and Surabaya) and Brunei Darussalam. The troupe also held a student workshop in Brunei Darussalam, with approximately 80 students and teachers of Jerudong International School (JIS), providing them a chance to learn Bu-Chae-Chum, a traditional Korean fan dance. Participants consisted of various nationalities including Brunei, England, U.S.A., China, Korea, etc.



Outcome and Impact

The *Festival* was an opportunity to introduce Korea's traditional performing arts to the ASEAN public. Moreover, this *Festival* was a unique chance to reveal the new facets of Korean traditional culture by showcasing traditional music alongside K-pop. In that sense, traditional chamber music and traditional Korean dances introduced at the *Festival* successfully captured the attention and drew enthusiastic responses from the audiences.

In addition, the student workshop held in Brunei Darussalam was also successful in providing an opportunity to students JIS Arts Centre to learn more about Korea's traditional performing arts directly from Korea performers.

ASEAN TOURISM GUIDE BOOK

The *ASEAN Tourism Guide Book*, first published in 2010, continued to serve as an effective tool to promote major tourist destinations of the ten ASEAN Member States and disseminate up-to-date information, including detailed maps and photos of must-see attractions, food, and lodging, to Korean travelers. In FY2013, the 3rd edition of the *Guide Book* has been distributed at various events of the Centre all year round. The Centre also updated information and maintained technical services for the mobile application of the *ASEAN Tourism Guide Book* titled the 'ASEAN Travel' for iOS and Android platforms.

LANGUAGE	Korean
PARTICIPANTS	Main tourist attractions, food, festivals, lodging, visa info, etc.
APPROVED BUDGET	KRW 30,000,000

Main Activities

The Centre continued to update text, pictures, and maps of the mobile application 'ASEAN Travel' according to the 3rd edition of the *Guide Book*. The updated *Guide Book* and application were promoted through a newly-launched promotion campaign, which utilized various outlets including mobile, online, and offline channels, and was distributed to ASEAN Embassies and NTOs in Korea, participants of the Centre's programs, etc.

Outcome and Impact

The newly-developed promotion campaigns improved popularity of the *Guide Book* and application and significantly increased the number of downloads.

The application has recorded 35,950 downloads in FY2013, contributing to 67,045 total downloads since its launch in May 2011. The application also generated 36,683 visits and 473,482 page views in FY2013.

As for the *Guide Book*, 14,236 copies have been distributed through various channels in FY2013.



SECTION 2

Technical Cooperation / Capacity Building

In 2013, the number of visitors between ASEAN and Korea outnumbered 6.5 million, while over 4.9 million Korean tourists traveled to ASEAN countries. In this regard, technical cooperation and capacity building programs organized by the Centre have been great opportunities for ASEAN tourism professionals to better understand the Korean tourism market and trends, and to develop Korean language proficiency.

The *ASEAN Tourism Human Resources Development (HRD) Program* was carried out in five ASEAN Member States, namely, Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam. The Centre also updated and handed over maintenance tasks for the *Tourism Promotion Websites (Korean) for CLMV Countries*, which continued to provide easy access on tourism resources of Cambodia, Lao PDR, Myanmar, and Vietnam for the Korean public. Furthermore, the *Korean Language Training Course* was conducted in five ASEAN Member States: Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Singapore.

ASEAN TOURISM HRD PROGRAM

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

DATE AND VENUE	Lao PDR: Luang Prabang, 24–25 June Vietnam: Da Nang, 27–28 June Cambodia: Siem Reap, 22–23 August Myanmar: Yangon, 26–27 August Thailand: Chiang Mai, 29–30 August
PARTICIPANTS	Around 60 ASEAN tourism professionals and students majoring in Hotel Management per country
APPROVED BUDGET	KRW 125,000,000

Main Activities

The *Program*, in FY2013, continued to serve the first round of five countries, Lao PDR, Vietnam, Cambodia, Myanmar, and Thailand, and the baton will be passed on to Brunei Darussalam, Indonesia, Malaysia, Philippines, and Singapore, who will participate in the Program in FY2014.

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

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

Outcome and Impact

The results of the survey, which were taken upon completion of each *Program*, participants showed high satisfaction with the overall program and found the information useful and directly applicable to their job.

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



TOURISM PROMOTION WEBSITES (KOREAN) FOR CLMV COUNTRIES

The Centre continued to manage *National Tourism Organizations (NTOs) Websites* for Cambodia, Lao PDR, Myanmar, and Vietnam (CLMV) in Korean, in order to provide easy access to the latest tourism information on CLMV countries for Korean tourists, and an effective online promotional tool for CLMV NTOs. Owing to the success during the past three years, the Centre transferred the operational ownership to each respective country in FY2013, with provided training and consultation necessary to maintain the *Websites*.

DATE	Year-round
APPROVED BUDGET	KRW 15,000,000

Main Activities

In FY2013, the Centre reviewed the uploaded contents on the *Websites*, produced manual books for maintenance tasks, then communicated with each CLMV country to check the necessary processes to hand over the operational ownership of the *Websites*. The staff of the Centre, with professional technicians, then conducted duty trips to the respective countries to educate the local personnel on the structure and the processes of website maintenance and management, and provided any necessary assistance. In addition, the *Websites* were promoted through various online and offline channels.

Outcome and Impact

By providing the latest tourist information of CLMV countries through the *Websites*, the Centre added another dimension to further promoting ASEAN tourism among the Korean public. Since the launch in December 2011, these *Websites for CLMV Countries* have been visited by more than 152,000 internet users as of February 2014.

The *Websites* continued to draw attention from related organizations in Korea. The contents were introduced in Korea Rail Network Authority - Culture Magazine and 'Ansan Multicultural Forum,' which further contributed to the dissemination of ASEAN tourism information among the Korean public. Furthermore, the Centre's handover of operational ownership to the NTOs enhanced the accessibility of Korean tourists to the latest tourism information on CLMV countries by allowing respective countries to directly upload timely information and photos.

KOREAN LANGUAGE TRAINING COURSE

To enhance the Korean language proficiency of ASEAN tourism professionals from both public and private sectors, which would help them to provide tourism services tailored to the needs of Korean tourists, the Centre continued to implement the *Korean Language Training Course*. Participants in the *Courses* included professionals in the tourism sector, including tour guides, travel agents, hoteliers, as well as related government officials in Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Singapore. *Courses* for the remaining five Member States were conducted in FY2012.

DATE AND VENUE	<p>Indonesia (Jakarta): 12-25 June (2 weeks, 60 hours)</p> <p>Singapore: 9 July - 17 September (10 weeks, 60 hours)</p> <p>Philippines (Angeles City): 7-20 August (10 days, 60 hours)</p> <p>Malaysia (Putrajaya): 19-30 August (10 days, 60 hours)</p> <p>Brunei Darussalam (Bandar Seri Begawan): 17-30 October (10 days, 60 hours)</p>
PARTICIPANTS	30-50 tourism professionals and related government officials
APPROVED BUDGET	KRW 110,000,000

Main Activities

Based on the feedback from FY2012, the Centre revised the program and updated the curriculum, after consultations with professionals of Korean language training for foreigners, to better fit the needs of the tourism professionals. The Centre also communicated with ASEAN NTOs to make logistical arrangements for the program and celebrate a successful conclusion by presenting participants with completion certificates.

Outcome and Impact

The updated curriculum and custom-developed textbooks for the *Korean Language Training Course* solidified introductory Korean language skills for around 200 ASEAN tourism professionals, helping them to offer tailored-services to Korean tourists. The program received high level of satisfaction from all of the five ASEAN countries, and most of the students answered that they would recommend the *Course* to their colleagues.



SECTION 3 Cultural Exchanges

As part of the efforts to strengthen cultural exchanges and boost mutual understanding among the people of ASEAN and Korea, the Centre organized various cultural exchange programs during the past years, which have gained much popularity among the ASEAN community and Korea's general public. In light of the success, the Centre continued to organize cultural exchange programs, namely the *ASEAN-Korea Cultural Exhibition*, *Bravo! ASEAN in Korea 2013*, as well as the newly-implemented *Multiculturalism Workshop*, to provide opportunities for the people of ASEAN and Korea to explore ASEAN culture imbued with cherished values, diversity, and harmony.



ASEAN-KOREA CULTURAL EXHIBITION

The Centre organized the 4th ASEAN-Korea Cultural Exhibition, held alternately with the ASEAN Multimedia Competition (MMC) in FY2012, on the theme of 'Parallax ASEAN: Changing Landscapes and Wandering Stars,' to enhance public awareness and intercultural understanding on diverse culture and arts of ASEAN. Artists from ASEAN Member States and Korea were invited to exhibit diverse contents, such as photography and media art, design, handicraft, and animation, in three cities: Seoul, Hanam, and Gyeongju.

TITLE	Parallax ASEAN: Changing Landscapes and Wandering Stars
DATE AND VENUE	28 November ~ 5 December: NEMO, Blue Square, Seoul 3~13 December: Citizens Plaza, Seoul City Hall, Seoul 19 December ~ 10 January 2014: Exhibition Hall, Hanam Art Center, Hanam 21 January 2014 ~ 23 February 2014: Gyeongju Arts Center, Gyeongju
PARTICIPANTS	18 artists from ASEAN Member States and 5 artists from Korea
APPROVED BUDGET	KRW 140,000,000

Main Activities

The Centre invited 18 artists from ten ASEAN Member States and received selected artworks to print and frame in Korea. Five Korean artists were given the opportunity to visit the ASEAN countries to produce their artworks for the *Exhibition*. The selected artworks were displayed at exhibition venues in Seoul and provincial cities - Hanam and Gyeongju – which served as an opportunity for the general public to enjoy contemporary photography, video, and installation art from ASEAN, as well as view ASEAN from the perspective of Korean artists.

The Centre also set up an online Cyber Gallery at the Centre's website, as well as the Naver Photo Gallery, to reach out to a wider audience.

Outcome and Impact

The Centre showcased 93 contemporary artworks, including photography, video, and installation art that reflect the theme. The *Exhibition* attracted 5,500 visitors in Seoul, 1,859 visitors in Hanam, and 2,100 visitors in Gyeongju, raising public awareness on the



diverse cultures and arts of ASEAN Member States to not only in Seoul but also in local provinces; and also serving as a good learning opportunity for Korea's future generation.

The Naver Photo Gallery, which is the cyber gallery of Korea's most widely used portal site, and the *Online Cyber Gallery* of the Centre further contributed to widening the reach of the *Exhibition* by allowing internet users to appreciate various artworks of ASEAN and Korean artists.

Five renowned Korean artists visited ASEAN countries to work on their artworks, which caught the attention of numerous media and press.

CULTURAL PROGRAM: BRAVO! ASEAN IN KOREA 2013

In FY2013, the Centre continued to organize the cultural program titled *Bravo! ASEAN in Korea 2013*, a talent contest including song and dance performances of ASEAN residents in Korea, traditional and contemporary performances of ASEAN countries, as well as Korean pop music and dance. The contest provided an opportunity to cultivate fellowship and cultural exchanges between the people of ASEAN and Korea.

DATE AND VENUE	• Preliminary Round : 28 September / Man-nam Square, Ansan 5 October / Outdoor Stage around Hong-ik University, Seoul • Main Event: 26 October / New Millenium Hall, Konkuk University, Seoul
PARTICIPANTS	ASEAN Nationals residing in Korea – Total 44 teams (143 persons) auditioned for the Preliminary Round – 10 selected teams performed at the Main Event
APPROVED BUDGET	KRW 230,000,000

Main Activities

This year, the program consisted of two Preliminary Events in a festival format, one at Man-nam Square in Ansan City, where many migrant workers reside; and the other on the streets near Hongik University, where many students from ASEAN have easy access to. The outdoor stages attracted a wider range of audiences, where performers received a chance to express their talents, regardless of the results of final evaluation. The Preliminary Rounds also hosted several cultural programs, such as exhibitions, food corners, and other activities, to draw public interest during an all-day event.

Ten teams / individuals were selected to perform at the Main Event held at the New Millennium Hall, Konkuk University, Seoul, entertaining more than 1,000 audiences. With short promotional videos to attract the interest of the general public, the program was advertised through various media channels such as cable TV, websites, SNS pages, etc. The Main Event was organized in a non-competitive, festival format, to create a friendlier atmosphere, and was broadcasted on television to reach a wider audience.

Evaluation

Serving as a venue for cultural exchanges, the *Bravo! ASEAN in Korea 2013* provided an opportunity for ASEAN residents in Korea to cultivate friendship among themselves, as well as with Koreans.

In this year's event, 44 teams participated for the Preliminary Round. The quality of performance was upgraded and diversified, attracting more than 1,000 audiences including ASEAN diplomatic corps, students, foreign residents, media personnel, and representatives from cultural organizations.

A wide range of ASEAN people participated in the program as two Preliminary Rounds were organized in two different cities, Seoul and Ansan. The outdoor stage of Preliminary Rounds made the participants and the audiences enjoy the events as a festival.



MULTILATERALISM WORKSHOP

As the number of multicultural families increases rapidly, the Centre has put its endeavors to launch a one-day workshop and a series of lectures to identify the difficulties that the ASEAN expatriate community faces; put forth recommendations for addressing such challenges; and to raise awareness of multiculturalism, related social issues, and ASEAN culture, among the Korean public; so as to help make a smooth transition into a truly diverse, multicultural society.

Workshop on Multiculturalism in Korea and ASEAN's Contribution

The *Workshop on Multiculturalism in Korea and ASEAN's Contribution* invited 21 speakers, discussants, and moderators consisting of Korean and ASEAN scholars and researchers to contribute. A total of 130 people from various fields, including governments, academia, educational institutions, etc., as well as the general public attended the *Workshop*. This *Workshop* was the first of its kind since the Centre's inception and gathered valuable perspectives from both Korea and ASEAN experts, to explore important issues on multiculturalism and draw desirable future directions.

DATE AND VENUE	16 May 2013/ Lotte Hotel, Seoul
PARTICIPANTS	<ul style="list-style-type: none"> • 21 speakers, discussants, and moderators consisting of Korean and ASEAN scholars/researchers on multiculturalism • A total of 130 people attended the workshop from various fields including governments, academia, educational institutions, etc.

Main Activities

The Centre invited presenters, discussants, and experts on multiculturalism to participate in the *Workshop*. Over 300 relevant organizations, such as research institutes, schools with a high proportion of multicultural students, multicultural family support centers, ASEAN immigrant communities, media companies, were also invited.

Three sessions were held on different topics on multiculturalism. Key insights from the discussions were distributed to eight relevant Ministries of Korea.

Evaluation

This *Workshop* was a first of its kind since the Centre's inception, and brought together 21 Korean and ASEAN experts on multiculturalism to explore current issues of multiculturalism and its desirable future direction, with a focus on ASEAN's prominent role.

The *Workshop* brought together a global network of stakeholders related to multiculturalism in Korea, as decision-makers and working level staff from the central and local governments, research institutes, civic groups, educational institutions, etc., attended the workshop as either participant or audience member.

Multicultural Lecture Series

The *Multicultural Lecture Series* was held in 16 provincial cities in Korea from August to December 2013 (a total of 19 sessions) with around 50 participants per session. The *Series* delivered lectures targeting multicultural families and the members of the local community, to enhance the understanding of Southeast Asian culture, and underscore the importance of embracing cultural diversity.

DATE AND VENUE	<ul style="list-style-type: none"> • In Gwangju & Suncheon: 30 August • In Cheongju & Jincheon: 12 September • In Changwon: 24 September • In Jecheon & Chungju: 25 September • In Pohang & Gyeongju: 30 September • In Busan (Dong-gu): 24 October • In Yeongju & Andong: 29 October • In Paju: 14 November • In Busan (Haeundae-gu): 26 November • In Busan (Saha-gu): 27 November • In Jeungpyeong & Eumsung: 29 November
PARTICIPANTS	Multicultural families and the related people (Around 50 persons per each region)

Main Activities

The Centre shared the summary of the *Workshop on Multiculturalism in Korea and ASEAN'S Contribution* with 16 provinces of Korea to request cooperation in organizing the 'Multiculturalism Lecture Series,' consulted with experts to draw out proper issues to be dealt with at the lecture, and confirmed the outline of the lecture program. To enhance understanding on the global trend towards multicultural society and its main issues in Korea society, a promotional video for the multiculturalism lecture was produced.

Inviting experts in multiculturalism such as professors, authors, and researchers who have professional knowledge on the multicultural trend and ASEAN's diverse culture, 22 lectures were held in 16 provincial areas with close cooperation with local governments.

Evaluation

The lectures provided opportunities for local multicultural families to understand the changing global trend towards multicultural society and draw lessons from the ASEAN community, which represents a harmony of various cultures.

They also brought to attention of the local governments the necessity for encouraging local communities to view the culture of international marriage as a two-way effort, between immigrants and their family members or neighbors, to understand each other.

The officers from local governments expressed appreciation for organizing the lectures, mentioning that the number of programs related to multicultural issues have been insufficient compared to the increasing number of marriage immigrants.



ADDITIONAL ACTIVITIES

The Centre also participated in two additional tourism exhibitions, namely the *Korea World Travel Fair 2013* and the *16th Busan International Travel Fair*, where the Centre distributed its key publications and materials from ASEAN Embassies and NTOs, exhibited ASEAN musical instruments along with interactive e-books, and played promotional videos clipped from the *ASEAN Culture and Tourism Festival* and Cultural Program: *Bravo! ASEAN 2012* on PDP display.

FY2013 WORK PROGRAMS

CHAPTER 3

PUBLIC RELATIONS & INFORMATION SERVICE

ASEAN Awareness Programs & PR Activities
Information Services



SECTION 1 ASEAN Awareness Programs & PR Activities

As Korea transforms into a multicultural society, programs to raise the awareness on ASEAN are in high demand among general public. In FY2013, ASEAN awareness-raising activities, such as *Lecture Series on ASEAN*, *ASEAN Brownbag Seminar*, *School Tour Program*, and *ASEAN Language Course Program* and *Youth Visit Program* helped provide opportunities for the Korean public to enhance their understanding on ASEAN, ASEAN Member States, and ASEAN-Korea relations. Furthermore, the *Training Course for Trainers* was also newly implemented to enhance the teachers' level of understanding on ASEAN and ASEAN-Korea relations.

APPROVED BUDGET: KRW 113,000,000

The Centre organized 21 sessions of the *Lecture Series* in Seoul and provincial cities on diverse topics. The *Lectures* consisted of presentations by distinguished scholars and experts with information materials regarding the lecture topics, followed by Q&A sessions for the participants.

Title of Series: Former Ambassadors' Lecture

DATE	3 May, 29 May, 4 June 2013
VENUE	Daejeon, Busan and Gwangju
PARTICIPANTS	120 attendees (approximately 40 per session / 3 sessions in total)

Main Activities

DATE	TOPIC	LECTURER	VENUE
5/3	Emerging ASEAN and Korea	H.E. Amb. SHIN Jeong Seung, Former Ambassador to China	Daejeon Chamber of Commerce and Industry
5/29		H.E. Amb. LEE Sun Jin, Former Ambassador to Indonesia	Busan Chamber of Commerce and Industry
6/4		H.E. Amb. YANG Bong Ryul, Former Ambassador to Malaysia	Gwangju Chamber of Commerce and Industry

Outcome and Impact

The *Lectures* served as a platform on which the former ROK Ambassadors to relevant Asian countries shared their expertise and experiences in doing business in ASEAN countries with the business communities in provincial cities. During the Q&A session that followed each lecture, the audience showed a high level of interest in learning about the business environment in ASEAN countries. Overall, the *Lecture Series* was viewed as a valuable opportunity to meet the needs of SMEs in provincial cities.



Title of Series: Inner & Outer Look of Southeast Asia

DATE	5 September ~ 21 November 2013 (every Thursday 19:00~20:30)
VENUE	ASEAN Hall
PARTICIPANTS	600 attendees (approximately 60 per session / 10 sessions in total)

Main Activities

DATE	LECTURER	TOPIC
9/5	Prof. Park Jang Sik, Busan University of Foreign Studies	World Cultural Heritage Sites in Southeast Asia
9/12	Prof. Park Kyung Eun, Hankuk University of Foreign Studies	Nine Keywords for Thai Culture
9/26	Prof. Yeo Woon Kyung, Sogang University	Indonesia's Nationalism Seen through its Architecture
10/10	Prof. Oh Myung Suk, Seoul National University	Islamic Culture Seen through Halal Food
10/17	Prof. Yoon Dae Young, Sogang University	Vietnam-Korea Relations during the Colonial Period
10/24	Prof. Kang Hee Jung, Sogang University	Chinese Cultures within Peranakan and Southeast Asia
10/31	Prof. Kim Min Jung, Gangwon University	Filipino's Lifelong Rituals
11/7	Prof. Hong Suk Joon, Mokpo National University	Maritime Silk Road and Southeast Asia's Maritime World
11/14	Prof. Kim Eje, Gyeongin National University of Education	Southeast Asia's Festivals and Food Culture
11/21	Mr. Son Ki In, Association of Museum Education in Korea	Architectural Designs and Patterns of Southeast Asian Countries

Outcome and Impact

The *Lectures Series*, which were held after office hours, attracted a wide range of audiences, including students, teachers, government officials, researchers, journalists, entrepreneurs, professionals, and office workers, who are interested in ASEAN. According to the survey, 92% of the participants found the topic of the lecture useful and satisfactory and the same percentage of the participants were satisfied with lecturers.

With continuous effort to develop diverse *Lecture Series* on various topics, the Centre will further endeavor to position the *Lecture Series* as one of the main programs for the Korean public to learn more about ASEAN.

ASEAN BROWNBAG SEMINAR

The *ASEAN Brownbag Seminar* invited experts from ASEAN Embassies in Korea provided presentations and shared views on ASEAN with the theme 'Different ASEAN: A New Economic Opportunity in ASEAN Member States.' The program was held during lunch time (12:00-13:00) to develop new audiences, such as office workers around the Centre. The lecturers shared updated information and statistics on new economic opportunities in respective ASEAN Member States. Seven sessions were held in total by representatives from Brunei Darussalam, Cambodia, Indonesia, Myanmar, the Philippines, Thailand, and Vietnam.

DATE	15 October ~ 26 November 2013
VENUE	ASEAN Hall
PARTICIPANTS	350 attendees (approximately 50 per session / 10 sessions in total)

Main Activities

DATE	LECTURER	TOPIC
10/15	Mr. Chu Thang Trung, Commercial Counselor Embassy of the Socialist Republic of Vietnam	Vietnam
10/22	Ms. DK. Amalina Bakar, Second Secretary Embassy of Brunei Darussalam	Brunei Darussalam
10/29	Ms. Dewi Gustina Tobing, Minister Counsellor Embassy of the Republic of Indonesia	Indonesia
11/5	Mr. Thant Zin, Head of Trade and Investment Unit ASEAN-Korea Centre	Myanmar
11/12	Mr. Tith Rithpol, Commercial Counselor Royal Embassy of Cambodia	Cambodia
11/19	Ms. Achara Chaiyasan, First Secretary Royal Thai Embassy	Thailand
11/26	Mr. Nic Bautista, Commercial Counselor Embassy of the Republic of the Philippines	The Philippines

Outcome and Impact

The *ASEAN Brownbag Seminar* served as a friendly and informative platform for the Korean general public to get to know the fast changing ASEAN as it marches towards the establishment of the ASEAN Economic Community by 2015. The presentations delivered by diplomats from ASEAN Embassies were perceived as a fresh experience to the participants. The audiences were very eager to talk with the diplomats for their businesses even after the seminar.



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

YOUTH VISIT PROGRAM

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

DATE	Year-round		
VENUE	ASEAN Hall		
PARTICIPATING SCHOOLS	DATE	ORGANIZATION	NO.PARTICIPANTS
	5/3	Changdong High School	35
	6/7	Sungduk Girls' High School	20
	7/9	TCS Young Ambassadors' Program	32
	7/26	Mokgam Elementary School	15
	8/27	ASEAN-ROK Future Network Program	19
	10/15	Aarhus University, Denmark	60
	11/20	Choongang High School	80
	11/22	Byeollae High School	29
	11/26	Duksung Womens' University	40
	2014/2/7	Pusan National University	8
	Total	338	

Main Activities

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

Outcome and Impact

The student participants 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 and university students in Korea.



SCHOOL TOUR PROGRAM

As part of its outreach programs, the Centre continued to organize the *School Tour Program* at 18 elementary, middle, and high schools, as well as universities in Seoul and provincial cities in Korea and Thailand to boost awareness of ASEAN and ASEAN-Korea relations among students. The *Program* consisted of a presentation on ASEAN, cultural performances and activities, arts and crafts, physical activities, and quiz sessions, among others.

DATE	10 April – 18 December 2013
VENUE	17 elementary, middle, and high schools, as well as universities in Korea and Chulalongkorn University in Thailand
PARTICIPANTS	approx. 2,500 students

Main Activities

NO.	DATE	CITY	NAME OF SCHOOL	NUMBER OF STUDENTS
1	4/10	Busan	Busan International High School*	250
2	4/10	Busan	Dong-A University*	60
3	4/23	Seoul	Hanyang University*	200
4	6/20	Bangkok, Thailand	Chulalongkorn University*	50
5	9/11	Seoul	Sogang University*	70
6	9/23	Seoul	SookMyung Womens' University*	100
7	10/1	Seoul	Hankuk University of Foreign Studies*	50
8	10/2	Sejong	Korea University*	40
9	11/7	Sejong	Jochiwon Sinbong Elementary School	4-6 th /225
10	11/12	Seoul	Youngsin Elementary School	6 th /212
11	11/21	Seoul	Galsan Elementary School	3 th /165
12	11/26	Cheonan, Chungcheongnam-do	Cheonanseo Elementary School	6 th /180
13	11/26	Busan	Pusan National University*	50
14	12/5	Seoul	Gain Elementary School	4 th /125
15	12/9	Incheon	Incheon Hannuri Multicultural School	100
16	12/11	Siheung, Gyeonggi-do	Sihwa Elementary School	3-4 th /140
17	12/18	Seoul	Yongsan Technical High School	600

* Secretary General's Special Lecture

Total : 2,617

Outcome and Impact

The *Program* was held at 17 schools and universities with a total of over 2,500 students and extended to other cities to reach out the students in provincial cities of Korea in FY2013. This year, the *Program* was also held at the elementary schools with students from multicultural background.

Educational contents, compared to its previous years, were diversified and better-attuned to the level of participating students. In FY2013, the *Program* extended to school with large number of students from multicultural families. The *Program* effectively underscored the importance of ASEAN-Korea relations in align with the main theme of 'ASEAN and Korea, We are Friends,' gaining positive responses from students and teachers. In particular, visual and audio aids were effective in keeping the students interested throughout

the entire session, while the ASEAN Quiz and games helped accentuate salient points previously delivered through the lectures. The cultural performances also helped broadened the students' perception on ASEAN culture.

For high school and university students, the Secretary General gave special lectures on 'Emerging ASEAN and ASEAN-KOREA Partnership and East Asia Cooperation.'



ASEAN-KOREA YOUTH NETWORK

In FY2013, the Centre continuously organized *ASEAN-Korea Youth Network*, as an effort to respond to the growing demand for establishing networks between ASEAN and Korean youths, and to further enhance mutual understanding between the youths from two regions.

DATE	27-29 September 2013
VENUE	International Youth Center of NCYOK (Seoul), Yangpyeong
PARTICIPANTS	85 university (and graduate school) students of ASEAN (based in Korea) and Korea

Main Activities

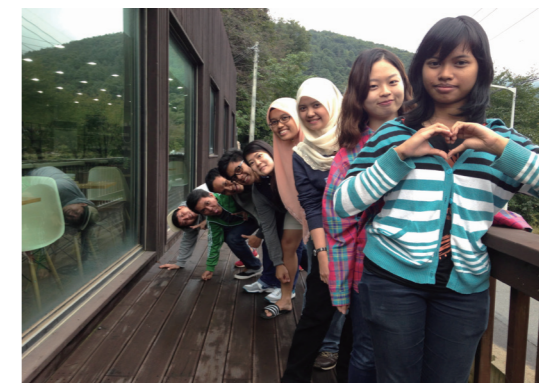
In FY2013, the Centre expanded its program, to include lectures and outdoor activities, so that participants, many of whom might play a leadership role in their countries in the future, may gain an insight on vital issues of the world.

The workshop, under the theme of 'A Path to Cleaner, Greener, Sustainable Development – Sharing Korea's Experience,' was held at the International Youth Center of NCYOK in Seoul on 27-28 September, and the Green Lifestyle Activities were conducted in Yangpyeong-gun, Gyeonggi Province on 29 September, with university students from ASEAN (based in Korea) and Korea as participants. Six lecture sessions were arranged to give valuable information in concerning topics and to learn about Korea's leading roles both in the green growth and the environment protection, as well as the ASEAN

and Korea cooperation in the related fields. Through the activities, students could experience eco-friendly lifestyle and also interact with other nation's students and build partnership among them.

Outcome and Impact

The workshop program, which was joined by 85 university students from ASEAN and Korea, was covered extensively by the media, including a two-minute video coverage released by the *Seoul Shinmun*. The *ASEAN-Korea Youth Network* was viewed as a solid platform for ASEAN and Korean youths in which they could interact, collaborate, and establish networks. A great number of participants were satisfied with the lectures and outdoor activities. According to the survey, 95% of the participants found the lectures valuable and 98% were agreed that the overall workshop was well-organized.



ASEAN LANGUAGE COURSE PROGRAM

The Centre continued to provide *Courses* in Indonesian, Thai, and Vietnamese and added *Courses* in Burmese, Tagalog, and Khmer to better address the demands of those who are interested in learning the ASEAN languages. Around 200 registrants attended the *Courses* at the ASEAN Hall and Sogang University, in cooperation with the Sogang University Institute for East Asian Studies.

DATE	Spring Semester: March - June 2013 (12 weeks) Fall Semester: September - December 2013 (12 weeks)
VENUE	ASEAN Hall and Sogang University
LANGUAGES	Indonesian, Thai, Vietnamese, Myanmar, Khmer, Tagalog
PARTICIPANTS	General public (around 15 participants per class)

Outcome and Impact

The Centre has co-organized the *ASEAN Language Course Program*, in order to provide learning opportunities for the Korean public, with the Sogang University Institute for East Asian Studies. Considering that there are only a few places that

offer the opportunity to learn ASEAN languages, this *Language Course Program* was effective towards promoting ASEAN language as part of ASEAN culture, thus further enhancing cultural understanding on ASEAN among the general Korean public.



TRAINING COURSE FOR TRAINERS

The *Training Course for Trainers* was organized to raise the awareness of ASEAN among teachers of junior and high schools in Korea. The program was carried out in cooperation with the Ministry of Education and Seoul Education Training Institute.

DATE	29 November 2013
VENUE	ASEAN Hall
PARTICIPANTS	37 education trainers, teachers and principals of middle and high schools

Main Activities

The program curriculum was designed in consultation with the Seoul Education Training Institute to qualify as a training course, which upon completion, participants would receive credits recognized by the Institute. To implement the training course, the 'ASEAN Source Book' was compiled by the Centre with infographics to help improve knowledge of Korean teachers in ASEAN, ASEAN culture, and ASEAN-Korea relations. The books were distributed to participants to be utilized as a guide book in planning secondary education curricula or teach students about the Southeast Asian region.

Three sessions of 4-hour training courses were organized in an effort to enhance the understanding of ASEAN culture and ASEAN-Korea relations. The first session was delivered by Prof. Sang Kook LEE on 'Multi-cultural Society in Southeast Asia,' followed by the lecture on 'Understanding ASEAN Culture' by Ms. Patrana Pattiya, Acting Head of Information and Data Unit. Lastly,

Ms. Jin Sook YOO, Deputy Head of Information and Data Unit, delivered the lecture on 'ASEAN-Korea Relations & Introduction to the ASEAN-Korea Centre.'

Outcome and Impact

The program was newly organized in FY2013 to enhance the level of understanding of secondary education professionals on ASEAN and ASEAN-Korea relations. According to the survey conducted by Seoul Education Training Institute, 96% of the surveyed participants were very satisfied with each session. The participants also considered the sessions as "eye-opening" in many aspects.

Seoul Education Training Institute expressed its satisfaction of the *Training Course* and indicated the possibility to continue the *Course* for the following years. The Centre will also continue distributing lecture materials, including the 'ASEAN Source Book' to school teachers upon request.



PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

In FY2013, the Centre continued to expand its PR activities with emphasis on online PR, integrating the SNS channels for more effective information circulation and refurbishing its interface. This has set a good base for implementation of more integrated and large scale online PR activities.

With regard to media coverage, the Centre's activities were exposed in a wide variety of major media platforms both in Korea and ASEAN. This was in part attributed to the cooperation with the ASEAN Secretariat in disseminating information on some of the Centre's core work programs via the Secretariat's website, which enabled wider exposure among the media in ASEAN Member States.

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

Main Activities

PR Activities consisted mainly of A) PR through Media, B) Online PR Activities, and C) External PR events.

A. PR through Media

Press releases and relevant PR materials were disseminated in a timely manner, and regular meetings were held with journalists to share information and exchange views on the Centre's activities.

For FY2013, a networking event with the media, the *Media Retreat*, which brought together journalists of major media and the diplomatic corps in Korea was newly organized. This contributed to the Centre's efforts in building stronger relations with media people and obtaining wider coverage of the Centre's activities and ASEAN.



The media coverage in FY2013 increased substantially in comparison to last fiscal year, from a total of 926 to 1,080 in FY2013. In particular, the coverage by the ASEAN media more than doubled, from 54 to 121. Also noteworthy for FY2013, is the number of contributory articles by the Secretary General to influential newspapers such as *JoongAng Ilbo* and *Seoul Shinmun*. Especially, the Secretary General contributed a total of six articles to *Seoul Shinmun* as a regular columnist. These results reflect both the Centre's efforts to reach out to the media and the growing interest of the media on ASEAN.

B. Online PR activities

The operation of blogs on Naver (major portal site in Korea) and Wordpress, and various social networking services accounts on Twitter, Facebook, and YouTube, continued to serve as an effective tool for sharing information and raising awareness of the Centre.



In particular, the Naver blog was revamped, with new design and restructuring of contents, to enhance brand identity and usability. 23 Korean blog reporters and 17 ASEAN correspondents were recruited to post articles on the Centre's blogs, thereby continuing to create quality contents on ASEAN.

As a result of the continuous efforts to share informative and interesting contents and also implementing online events alongside the work programs, the online visibility of the ASEAN-Korea Centre has been notably raised. The Centre has dominated around 30 percent of the first results page of Google images when the keyword 'ASEAN-Korea' is searched.

The online information on the ASEAN-Korea Centre and its work through other channels also increased. The SNS platforms of the Centre succeeded in drawing impressive traffic. The number of visitors to the Naver

blog jumped from an average of 300 visitors per day to 700, even reaching over 2000 visitors per day at peak.

The number of 'likes' on the official Facebook page also took a leap from 1,400 at the beginning to 2,600 at the end of the fiscal year, as well as on the official *ASEAN-Korea Youth Network* Facebook page which more than tripled, increasing from 560 to over 1900.

C. External PR Events

The Centre continued to participate in *Global Gathering**, an annual cultural festival held in Busan, the second largest city in Korea by setting up PR booths to raise awareness of ASEAN and the ASEAN Member States among the general public. The participation in the event was also part of the Centre's efforts to expand PR activities designed to help enhance understanding of ASEAN, in regions other than Seoul.

Media Coverage by Major Korean Media (March 2013 – February 2014)

NO.	NAME	TYPE	TITLE	DATE
1	Munhwa Ilbo	Newspaper	'2013 한-아세안 페스티벌' 개최 (2013 ASEAN-Korea Festival)	8-Mar-13
2	Newsis	News Agency	필리핀 투자 · 비즈니스 환경설명회 (Investment and Business Environment Seminar on the Philippines)	7-May-13
3	Arirang TV	Broadcasting	ASEAN-Korea, People-to-People Exchanges	20-May-13
4	JoongAng Ilbo	Newspaper	한-아세안센터 국제 워크숍 (International Workshop on Multiculturalism)	15-May-13
5	Financial News	Newspaper	한 · 아세안센터, 경제발전경험 공유 워크숍 개최 (Knowledge Sharing and Benchmarking Workshop)	14-Jun-13
6	Seoul Shinmun	Newspaper / Broadcasting	한-아세안센터, '2013 한-아세안 청년 워크숍' 개최 (2013 ASEAN-Korea Youth Network)	27-Sep-13
7	Seoul Shinmun	Newspaper	동북아와 동남아 (Column by Secretary General in Seoul Shinmun – 'Northeast Asia and Southeast Asia')	30-Sep-13
8	YTN	Broadcasting	2013 아세안 축제 전주서 열려 (2013 ASEAN Culture and Tourism Fair)	2-Oct-13
9	Yonhap News	News Agency	한-아세안센터, '아세안 연계성 포럼' 개최 (ASEAN Connectivity Forum)	21-Oct-13

* Global Gathering is one of the biggest cultural events in the city of Busan. Local foreign communities, international organizations, schools, cultural centers etc., join the event where tens of thousands of spectators attend to experience diverse cultures.

10	JoongAng Sunday	Newspaper	카메라에 담은 아세안 10개국 삶 (ASEAN-Korea Contemporary Media Art Exhibition)	1-Dec-13
11	Korea JoongAng Daily	Newspaper	ASEAN-Korea Relationship, the Subject of Retreat Event	15-Jan-13
12	Chosun Ilbo	Newspaper	"아세안(ASEAN) 글로벌 경제, 포스트 차이나 시대 열 것" (International Conference on the Prospects of ASEAN-Korea Relations)	25-Feb-14

Media Coverage by Major ASEAN Media (March 2013 – February 2014)

NO.	NAME	TYPE	COUNTRY	TITLE	DATE
1	Philippines News Agency	Newspaper	Philippines	ASEAN-Korea Centre hosts the '2013 ASEAN-Korea Festival'	6 Mar 13
2	KOMPAS	Newspaper	Indonesia	40 Seniman Korea Tampil di Surabaya	9 Mar 13
3	Borneo Bulletin	Newspaper	Brunei	Introducing Beauty of Korean Culture to Brunei	13 Mar 13
4	Jakarta Post	Newspaper	Indonesia	ASEAN-Korea Centre Holds Seminar on RI	6 Apr 13
5	Vietnam+	Newspaper	Vietnam	Vietnam Attends Int'l Workshop on Multiculturalism in ROK	20 May 13
6	Eleven Myanmar	Newspaper	Myanmar	ASEAN-Korea Center invites Myanmar Businessmen to Seoul Gift Show 2013	24 Jul 13
7	Chiangmai City News	Newspaper	Thailand	ASEAN-Korea Centre Holds 'ASEAN Tourism Human Resources Development Program' in Cambodia, Myanmar and Thailand - Promoting Tourism Exchange through Building Service Capacities of Tourism Professionals	30 Aug 13
8	Brunei Times	Newspaper	Brunei	South Korea to Host 2-day ASEAN Connectivity Forum	19 Oct 13
9	The Cambodia Herald	Newspaper	Cambodia	2-Day ASEAN Connectivity Forum to Begin Oct 21	19 Oct 13
10	Vientiane Times	Newspaper	Newspaper	Lao Products Wanted in Korea : Specialist	31 Oct 13

Outcome and Impact

INDICATOR	FY2012	FY2013
Media Coverage in Korea	872	959
Media Coverage in ASEAN*	54	121
Total	926	1080

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



**SECTION 2
Information Services**

Recognizing the importance of collecting and disseminating key information on ASEAN, the Centre strives to keep its readers informed on myriads of topics on ASEAN through its expanded collection of publications, PR materials, and websites. In FY2013, the Centre produced various materials including *2013 ASEAN & Korea in Figures*, the Centre's *E-newsletter*, and *Annual Report*.

To serve as a useful online channel, the Centre's website featured user-friendly tools and up-to-date contents on the Centre's activities and ASEAN. As a result of such effort, the monthly page view of the Centre's website reached 120,000 on average in FY2013.

Furthermore, 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. Currently, the main exhibition of musical instruments of ASEAN countries is on display, together with e-books on the music of ASEAN countries. The items have also been lent to other exhibitions and various cultural activities.

PUBLICATIONS AND PR MATERIALS

In FY2013, the Centre produced various publications and PR materials introducing ASEAN, ASEAN-Korea relations, and the Centre's activities for diverse target groups ranging from youngsters to businessmen. These materials were distributed to visitors to the Centre, participants of the Centre's activities, and relevant organizations and individuals in ten ASEAN Member States and Korea.

DATE	Year-round
APPROVED BUDGET	KRW 74,000,000



List of PR Materials and Publications

TITLE - LANGUAGE(S)	NO. OF COPIES	FREQUENCY	CONTENTS
Brochure - English, Korean	10,000	Annually	Introduction to the Centre and its activities
E-newsletter - English, Korean	6,000 recipients	Monthly	Past and upcoming events of the Centre (including the Information Corner Bulletin) delivered to subscribers via e-mail
2013 ASEAN & Korea in Figures - English, Korean	3,000	Annually	Key statistical data on ASEAN countries and Korea covering trade, investment, and tourism
Guide for Youth ASEAN and Korea, We are Friends - Korean	2,000 (updated)	Annually	Introductory information on ASEAN for junior high and high school students in Korea
Guide for Kids Exploring ASEAN with AK - Korean	3,000 (updated)	Annually	Illustrated book for children introducing ASEAN Member States

Evaluation

The Centre's brochure and the monthly e-newsletters were effective tools in raising the visibility of the Centre and its activities. Over 10,000 copies of the brochure were distributed to relevant organizations and individuals both in ASEAN Member States and Korea, and to the public at the events organized by the Centre. To keep its readers updated with the latest news of the Centre, the monthly e-newsletter was sent out to over 6,000 recipients as well.

The annual statistical booklet *2013 ASEAN & Korea in Figures* was of popular demand as it is the only publication in Korea focusing on the statistical data of ASEAN Member States and ASEAN-Korea relations.

Since its initial distribution, the Centre has continuously received requests for extra copies. For online readers, the booklet was made available at the Centre's *Website* in e-book format with regular updates.

A guide for youth titled *ASEAN and Korea, We are Friends* and an illustrated book for children titled *Exploring ASEAN with AK* containing information on ASEAN, ASEAN Member States, and ASEAN-Korea relations were reprinted in FY2013 upon requests from schools and relevant institutions. These regularly updated publications will continue to be utilized as effective learning materials.

ENHANCEMENT OF THE CENTRE'S WEBSITE

The Centre's *Official Website* provided its visitors with comprehensive information on ASEAN, ASEAN-Korea relations, as well as updates on the Centre's activities. In FY2013, the Centre revamped its official website with the latest technology and trends. With simplified structure and navigation, visitors can find information in just a couple of clicks.

DATE	Year-round
APPROVED BUDGET	KRW 180,000,000

Main Activities

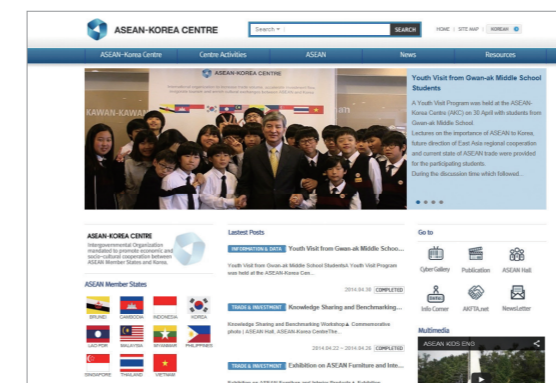
The Centre compiled useful data, uploaded contents, and posted updated information on the *Website*. The *Website* was also utilized to launch various online events to further promote the Centre's work programs, and to provide links to the *NTO Websites of CLMV Countries, ASEAN-Korea FTA Integrated Information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

In FY2013, the Centre's *Official Website* was revamped. Contents from last four years were successfully imported and well-organized, so that visitors can easily find information. The *Extended Online Library* took the first step to collect and categorize information accumulated from various outcomes of the Centre's publications, lectures, seminars, workshops, etc., as well as from other credible online sources.

Evaluation

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. Throughout the year, 250 Centre's activities were newly posted in English and Korean.

With user-friendly layout and tools, the monthly page view reached 120,000 on average in FY2013.



INFORMATION CORNER & RELATED SERVICES

The *Information Corner* houses a collection of publications, periodicals, and audio-visual materials on ASEAN, its Member States and ASEAN-Korea relations. On a regular basis, the Centre introduced new additions to the *Corner* as an effort to respond to the growing interest among the general public in ASEAN. The Embassies of ASEAN Member States also provided the publications and audio-visual kits to distribute to the visitors. In FY2013, the Centre received a substantially increased number of visitors to its *Information Corner* at the ASEAN Hall.

The Centre utilized the ASEAN Hall as the venue for the Centre's events such as *Lecture Series*, *Youth Visit Program*, and *ASEAN Language Course Program*. To utilize its multi-purpose facility at its full capacity, the ASEAN Hall was available for outside organizations or groups to conduct their relevant activities free of charge.

DATE	Year-round
APPROVED BUDGET	KRW 50,000,000

Main Activities

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

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



Evaluation

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

The Centre released the monthly *Information Corner Bulletin*, which had been sent with e-Newsletter of the Centre introducing new additions and recommended readings to over 6,000 recipients.

In FY2013, the ASEAN Hall was continuously visited by a wide range of visitors including 100 of group visits, as well as individual visits from universities, governments, academia, etc., and also there were more than 100 programs held at the ASEAN Hall. Throughout the year, there were over 6,000 visitors, an increase of 30% relative to the previous year.

ADMINISTRATION AND FINANCE (FY2013)



ADMINISTRATION AND FINANCE (FY2013)

THE COUNCIL

The 6th Annual Council Meeting was held on 12-13 February 2014 at Lotte Hotel Seoul, attended by Council Directors and Executive Board Members of the ASEAN-Korea Centre from ten ASEAN Member States and Korea. The meeting was chaired by Mr. Myo Thant Pe, Charge d' Affaires and Minister-Counsellor of the Embassy of the Republic of the Union of Myanmar.

At the meeting, the Council Directors reviewed the Centre's activities for FY2013 and subsequently approved the Draft Work Programs and Budget for FY2014. The Council Directors also commended the Centre and the Korean government for the successful implementation of FY2013 programs and for the

continuing support for the activities of the ASEAN-Korea Centre. Moreover, the Council Directors also congratulated the Secretary General and Staff Members of the Secretariat for the successful conduct of the work programs for the last five years since the establishment of the Centre.

The Council also conveyed their appreciation for generously increasing the budget for FY2014 aimed at further strengthening the programs of the Centre. The Council Directors also took note of the efforts being given by the Centre to commemorate the 25th Anniversary of the ASEAN-ROK Dialogue Relations.



EXECUTIVE BOARD

The Executive Board convened its final session for FY2013 on 13 January 2014. The Members of the Board discussed and finalized the Draft Annual Work Program and Budget for FY2014, which was subsequently submitted to the Council for approval. The Executive Board also made a thorough deliberation of the new programs for the upcoming fiscal year, the secondment of ASEAN officials to the Centre, Internal Financial Procedures, and other administrative concerns within the Secretariat. All matters discussed during the session were subsequently elevated to the Council for approval.



WORKING GROUPS

The Working Groups on Trade and Investment and Culture and Tourism gathered on separate occasions prior to the Meeting of the Executive Board to have an informal consultation on the Draft Annual Work Program and Budget for FY2014.

A continuation of core activities with slight changes on the manner of its implementation, the *ASEAN Trade Fair*, and a follow-up program related to ASEAN Connectivity were discussed by the Working Group on Trade and Investment during their meeting.

On the other hand, the Working Group on Culture and Tourism discussed the proposal new programs that will be implemented as part of the commemoration of the 25th Anniversary of the ASEAN-ROK Dialogue Relations, as well as the 5th anniversary of the establishment of the Centre. Moreover, the members of the Working Group on Culture and Tourism also discussed the improvement of other existing culture and tourism programs aimed at further increasing the understanding of the Korean public on the diverse cultures of ASEAN.

SECRETARIAT

In FY2013, the Centre continued its efforts to enhance the effectiveness, impact, and visibility of its activities. Mindful of the developments in ASEAN-ROK relations, the Centre endeavored to fulfill the following key priorities: further promoting of ASEAN-Korea trade and investment interactions; helping build capacities of ASEAN, including the human resources development based on the needs of the ASEAN Member States; boosting intercultural awareness and mutual understanding between the peoples of ASEAN and Korea; promoting tourism; and supporting ASEAN integration efforts in line with the Master Plan on ASEAN Connectivity.

APPENDICES

(FY2013)

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

As for the organization's Senior Staff Members, one government official from the Republic of the Union of Myanmar has been added to the roster of ASEAN officials seconded to the Centre. Based on the Guidelines related to the secondment of ASEAN Officials, Mr. Thant Zin, Minister Counsellor at the Embassy of Myanmar to Korea was appointed as the Head of the Trade and Investment Unit in FY2013. On the other hand, Mr. KIM Jung Han, of the Ministry of Foreign Affairs (MOFA) of Korea has been seconded as the Head of the Development Planning & General Affairs Unit.

FINANCE

The Approved Annual Budget for FY2013 was KRW 6 billion, which represents the contribution of the Korean government. Based on the total amount of budget, a total of KRW 3,377,000,000 was allocated for the programs and activities of the Centre, while KRW 2,623,000,000 was allocated for administrative expenses. The increase in budget covered the new programs for trade, investment, and culture & tourism to better meet the needs of the ASEAN Member States and optimize the existing programs, by introducing slight changes on the manner of its implementation. The increased in budget was also used to augment the administrative aspects of the Centre.



LIST OF COUNCIL DIRECTORS AND EXECUTIVE BOARD MEMBERS

LIST OF COUNCIL DIRECTORS

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

LIST OF EXECUTIVE BOARD MEMBERS

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

LIST OF PARTICIPANTS IN FY2013 WORK PROGRAMS

ASEAN FOOD & BEVERAGE EXHIBITION

List of Exhibitors

COUNTRY	COMPANY NAME
Brunei Darussalam	ASLI-KTM Sdn. Bhd.
	Golden Corporation Sdn. Bhd.
	Royal Brunei Catering
	Sahamada Corporations Sdn. Bhd.
Cambodia	Coffee MK Mondulkiri Co., Ltd.
	Khmer Brewery Ltd.
	Khmer Jyoryu Co., Ltd.
Indonesia	The Khmer Mekong Food
	Inni Pioneer Food Industry
	Medan Tropical Canning & Frozen
	Santos Jaya Abadi
Lao PDR	Sari Segar Husada
	Association Des Groupements De Producteurs De Café Du Plateau Des Bolovens (AGPC)
	Khamphengphet Chansavang Agriculture
	LAO AGRO 2000 Co., Ltd.
Malaysia	Vieng Thong Trading Co., Ltd.
	Al-Khaleej Industries Sdn. Bhd.
	Blossom View Sdn. Bhd.
	Hajjah Aminah Food Industries Sdn. Bhd.
Myanmar	Hernan Corporation Sdn. Bhd.
	Dagon Foods Ltd.
	Myanmar Golden Produce Co., Ltd.
Philippines	Myo Daw Biscuit
	Soe San Preserved Fruits
	Asian Wave Seafood Corp.
	Kingford Enterprises
Singapore	RDEX Food International Phils. Inc.
	RFM Corporation
	Eu Yan Sang International Ltd.
	Ngo Chew Hong Edible Oil Pte. Ltd.
	Sinhua Hock Kee Trading (S) Pte. Ltd.

COUNTRY	COMPANY NAME
Thailand	Cal Intertrade Co., Ltd.
	Epic Thai Foods Co., Ltd.
	Hi-Q Food Products Co., Ltd.
Vietnam	OISHI Trading Co., Ltd.
	AP FISH Co.
	Hanoi Trade Corporation (Hapro Vietnam)
	Hoang Gia Vietnam Jsc.
	VEGETEXCO 1 Hanoi

ASEAN CONSUMER GOODS EXHIBITIONS

ASEAN Furniture & Interior Exhibition

List of Exhibitors

COUNTRY	COMPANY NAME
Brunei Darussalam	Batik Desamas
	Muhammad Mustaqim Enterprise
	Syarikat Rosmawey
Indonesia	PT. Diraja Surya Furniture
	Rota Living
Lao PDR	CV Sinarmas Furniture
	DANLAO Co., Ltd.
Malaysia	Nikone Handicraft
	Xaoban Handicraft
Thailand	Jukraf Furniture Sdn. Bhd.
	Simewood Product Sdn. Bhd.
	BJ Cabinet Enterprise Sdn. Bhd.
Vietnam	Deesawat Industries Co., Ltd.
	Kunakij Furniture Industry Co., Ltd.
	Performax Co., Ltd.
	Eden Park Company Ltd.
	Hanoi Trade Corporation (HAPRO Vietnam)
	Saigon Trade and Production Development Corporation (SADACO)

ASEAN Gift & Lifestyle Products Exhibition

List of Exhibitors

COUNTRY	COMPANY
Brunei Darussalam	Enya Bijoux
	Muhammad Mustaqim Enterprise
	Syarikat Asnika
Cambodia	Khmer Artisanry
	Lady Penh Designs
	Mekong Arts
Indonesia	Baliluna
	LANILANTERA
Lao PDR	PROCYRO ADIKARYA
	Kheuamai Handicraft
	Phaeng Mai Gallery
Malaysia	Phontong Co-op Handicraft and CAMACRAFT
	Arch Collection Sdn. Bhd.
	Pak Nik Success Resources Sdn. Bhd.
Myanmar	Tang's Art Sdn. Bhd.
	Bagan House
	Bella Interiors
Philippines	Kyo lone
	Chelsi Leather and Services
	Crystal Seas Handwoven & Handcrafted Products
Singapore	CSM Philippines Inc.
	APEXX Marketing
	Core Modus Pte.
Thailand	Tredan Connections Pte. Ltd.
	OST Overseas Co., Ltd.
	Precious Memory Co., Ltd.
Vietnam	Zenith Enterprise Co., Ltd.
	C21 Development & Trade Promotion Jsc.
	Doma Vina Production Trading Company
	LV & Oriental Pearl Co., Ltd.

B2C Exhibition

List of Exhibitors

COUNTRY	COMPANY NAME
Cambodia	Khmer Silk Processing Association (KSPA)
	Mekong Quilts & Mekong Creations
	Villageworks Songkhem Co., Ltd.
Philippines	Industria

Myanmar*

PARTICIPANTS	ORGANIZATIONS / COMPANIES
Jae Kwan WHANG	Yonsei University
Dong Ho CHUN	Professional Engineer Food Stuff Association of Korea
Jung Hee CHOI	Baekseok University
Gyu Ho CHOI	Ministry of Food and Drug Safety
Yeong Hun KIM	Pulmuone

*At the request of Myanmar TPO for capacity building support, the Centre organized the Korean Market Access Seminar on Myanmar Agricultural Products instead of holding a B2C Exhibition.

TRADE MISSION

List of Participants

THAILAND

NAME	AFFILIATION/COMPANY
Young Il KIM	CASAMIA
Ja Young HEO	E-mart
Jong Min CHOI	LIVART
Kil Bong KIM	
Nam Hee CHO	
Eun Hee JEONG	
Arina KIM	JANG IN
Jae Min JO	
Dong Seok YANG	Emons
Kyung Bean NA	
Kwang Soo JUNG	
Hyun Ju DO	CHERISH
Jun Shik YOO	
Ah Ram NAM	DONG SEO
Hyun Hae PARK	
Hyun Suk KANG	Tae Jong
Tae Kyum KIM	Viva City
Kwang Bum LEE	Jefferson
Myung Hyuk CHOI	Rom Furniture
Sang Hoon CHO	SEIN GALLERY
Tok Pong AHN	Il Kwang
Tae Hoon LEE	
Shin Chon HAN	Decorom
Chang Yeob CHOO	EDDAS
Chil Sang YOU	Artmac
Jung Hee OH	
In Ho PARK	
Eun Hee CHO	Liz Furniture
Sun Sek LEE	
Ki Chang YOON	Segos

PHILIPPINES

NAME	AFFILIATION/COMPANY
Hoyeon LEE	CJ Cheil Jedang
Dong Hwan LEE	
Chang Hun LEE	E-mart
Kang Hyuk LEE	
Donggu KANG	KITA
Jin Kie SHIM	Korea Packaging Center
Kyoung Sok KIM	Pulmuone
Wooseung CHOI	Daelim University College (Industry-Academic Cooperation Foundation)
Min Young JUNG	
Useok YANG	Family Intl. Co., Ltd.
In Youb PARK	FF Corporation
HyuncheoL KIM	FI KOREA
Youngjin KIM	G&F co., Ltd.
Byung Oh KIM	H&S Food
Young-sang HAN	Irvine Business Group Inc.
Dong-guk AHN	Mango Planet
Yong Weon CHUNG	Metro B&F Co., Ltd.
Jin Kun CHUNG	
Sungja RYU	Nileland Co., Ltd.
Hanyul PARK	Reon Co., Ltd.
Seung Yong HEO	Ssol Korea
Joon Sung KIM	Vilgreen
Jin Hwan LEE	J2 KOREA

SINGAPORE - INBOUND

NAME	COMPANY
Siu Ki CHAN	Cartals
Heng Lee ANN	Micko Singapore
Beng Ngiap Randy LIM	Tredan Connections
Eng Kiat CHIA	

VIETNAM

NAME	AFFILIATION/COMPANY
Ho Yeon LEE	CJ Cheiljedang
Chang-hun LEE	E-mart
Nam Hyung KIM	Pulmuone
Eun Young PARK	Designer
Jin soo KIM	JIN SUNNG FM
Sang Won PARK	
Kwang Hun YOON	ILSHIN NAPU
Byung Oh KIM	H&S FOOD
Ji Woong PARK	Il Jee company
Su Il HAN	Food Koguryeo
Ki Hong KIM	Hankyung Food System Co., Ltd.

MALAYSIA

NAME	AFFILIATION/COMPANY
Ja Young HUH	E-mart
Chang-hun LEE	
Jung Han SHIN	HANSSEM
Woo Joong KIM	LOTTE HiMart Co., Ltd.
Chil Sang YOU	Eddas Co., Ltd
Weon Beom KIM	YE WEON Precision & Industrial Co., Ltd.
Sang Yong PARK	SAMICK Furniture. Co., Ltd.
Soo Youl HONG	GBS Technology Co., Ltd.
Jae Woo NOH	Jung Pyung Mobile Computer Technology Co., Ltd.
Byung Cheol LEE	E Land Retail Ltd.

KOREAN MARKET ACCESS SEMINAR ON ASEAN AGRICULTURAL PRODUCTS

List of Delegation

COUNTY	NAME	ORGANIZATION / COMPANY NAME
Brunei Darussalam	Dedey Johari	Ministry of Foreign Affairs and Trade
	Maslina Yuliah Abdullah	BioSecurity Division, MIPR
	Wanidawati Tamat	
	Khairulazman Tamin	Marimin Sdn. Bhd
Cambodia	Savin Ouch	Trade Promotion Department, Ministry of Commerce
	Rithy Sok	Ministry of Foreign Affairs and International Cooperation
	Vanny Peou	Department of Agricultural Extension
	Mao Vong	Cooperative of Samaki Sen Preah Ream
Indonesia	Pranowo Kiki	Ministry of Agriculture
	Boentoro Oetomo	PT Bintang Tunggal Sejati (Exporter)
	Dadan Adi Nugraha	Ministry of Agriculture
	Mochamad Amir	
Lao PDR	Soulaphone Inthavong	Department of Agriculture, Ministry of Agriculture and Forestry
	Manichanh Sonekhamxay	Trade and Product Promotion, Ministry of Industry and Commerce
	Phonvilay Songbandith	Pavina Agriculture Company Ltd.
	Khammany Douangmala	Khamphengphet Chengsavang Export -Import Co., Ltd.
Malaysia	Ahmad Nasaruddin Mohd Noor	Malaysia External Trade Development Corporation (MATRADE)
	Che Hartene Binti Che Samsudin	Ministry of Plantation Industries and Commodities
	Mazlan Bin Saadon	Ministry of Agriculture
	Asmah Binti Abdullah	Muhazrin Holdings Sdn. Bhd.
Myanmar	Mya Mya Sein	Department of Trade Promotion, Ministry of Commerce
	Win Myint Thein	Ministry of Agriculture and Irrigation
	Sein Thaug oo	Myanmar Food Processors and Exporters Association
	Eaik Haw	
Philippines	Senen Perlada	Export Marketing Bureau (EMB) (Former BETP)
	Caroline C. Duller	Licensing and Registration Division, Center for Food Research and Regulation, Food and Drug Administration
	Leandro H. Gazmin	Department of Agriculture
	Roselle M. Florendo	Integrated Food Manufacturers and Producers for Productivity, Inc.(INFOMAPP)
Singapore	Lo Fang Lin	Shanghai Fruits Pte. Ltd.
	Toh Boon Ho	International Enterprise Singapore
	Tan Cai Zhao	Ban Choon Marketing Pte. Ltd.
Thailand	Napajaree Weoratana	Department of International Trade Promotion (DITP)
	Wipawee Wanapongs	
	Rujira Janaram	The National Bureau of Agricultural Commodity and Food Standards (ACFS)
	Oratai Euatrakool	Office of Agricultural Regulation Department of Agriculture
Vietnam	Vu Hong Ha	Vietnam Trade Promotion Agency, Ministry of Industry and Trade
	Nguyen Bai Duong	Agency of Processing Agro-forestry, Fisheries Products and Salt Production, Ministry of Agriculture and Rural Development
	Ong Thi Kim Ngan	Vietnam Association of Seafood Exporters and Producers (VASEP)
	Le Thi Hoang Yen	Vilfood Co., Ltd.

ADDITIONAL ACTIVITIES TO THE TRADE PROMOTION PROGRAM

ASEAN Horticulture Exhibition

List of Exhibitors

COUNTRY	COMPANY NAME
Cambodia	Khmer Rajana Rattan Handicraft
Indonesia	PT. Interlinkstone Nusa Niaga
Lao PDR	Burapha Agroforestry Co., Ltd.
Malaysia	Oriwina Sdn. Bhd.
Myanmar	Ministry of Commerce
Philippines	Green Terrafirma Pte. Ltd.
Thailand	QGI International Products Co., Ltd.
Vietnam	Thien Dieu Joint Stock Company

ASEAN Well-Being Food Exhibition

List of Exhibitors

COUNTRY	COMPANY NAME
Brunei Darussalam	E MAS ANA BATEK Collection
	Syarikat Rosmawey
Cambodia	Cambodian Craft Cooperation (C.C.C)
	Khmer Artisanry
Indonesia	Kreasi Insan Mandiri Indonesia
	Inuecraft
Lao PDR	Phouvong Jewelry
	Siorn Handicraft
Malaysia	Brilliant Merchandising Sdn. Bhd.
	Roshfin Keramik Sdn. Bhd.
Myanmar	Ever Stand Lacquerware Workshop
	Tun Handicrafts
Philippines	CSM Philippines Inc.
	Arden Classic, Inc.
Singapore	Headwind Top Print (S) Pte. Ltd.
	Yoonly Enterprise Pte. Ltd.
Thailand	Good Job Co., Ltd.
	Thai Frame & Accessories Co., Ltd.
Vietnam	Gia Long Fine Arts Company
	Phong Chau Co., Ltd.

KNOWLEDGE SHARING AND BENCHMARKING WORKSHOP

List of Participants

COUNTRY	NAME	ORGANIZATION
Brunei Darussalam	Haslin Dato Paduka Haji Ali	Brunei Economic Development Board (BEDB)
	Lee Kok Ting	Ministry of Foreign Affairs & Trade (MOFAT)
Cambodia	Sok Rithy	Ministry of Foreign Affairs and International Cooperation
	Ngy Laymithuna	Ministry of Economy and Finance
Indonesia	Ramadona	Ministry of Trade of Republic of Indonesia (MOT)
	Yanuar Fajari	Investment Coordinating Board (BKPM)
Lao PDR	Kaviphot Yaphichit	Ministry of Foreign Affairs
	Vannasy Phonchanheuang	Ministry of Planning and Investment (MPI)
Malaysia	Sheruluanar Bin Abd Karim	Malaysian Investment Development Authority (MIDA)
	Abang Othman Bin Abang Yusof	Ministry of Science, Technology and Innovation
Myanmar	Khin Khin Hnin	Ministry of National Planning and Economic Development (MPED)
	Win Ko	Ministry of National Planning and Economic Development (MPED)
Philippines	Lillian C. Cotaz	Board of Investment (BOI)
	Guillermo S. Laquindanum	Board of Investment (BOI)
Singapore	Tan Tong Kai	Economic Development Board (EDB)
Thailand	Wuttichai Pisatphen	Board of Investment (BOI)
	Nawaporn Inkaew	Department of International Trade Promotion (MOC)
Vietnam	Tran Thi Hue	Ministry of Planning and Investment (MPI)
	Tran Kim Oanh	Vietnam Trade Promotion Agency (VIETRADE)

PRODUCT DESIGN AND PACKAGE DEVELOPMENT WORKSHOP

List of Participants

Brunei Darussalam

NAME	COMPANY
Chong Seo PARK	Korea Agro-Fisheries & Food Trade Corp. (AT)
Dai-Ja JANG	Korea Food Research Institute
Deuk Joo KIM	DITO Brand (Package Design Company)
Young Man LEE	Korea International Trade Association (KITA)

Cambodia

NAME	COMPANY
Kyoung A JUNG	ISAE
Seong Dal KIM	Kun-kook University
Sun Tae KIM	Korea Institute of Design Promotion (KIDP)
Chae Young KIM	CH Textile Collection

Indonesia

NAME	COMPANY
Chang Hun LEE	E-mart
Nam Hyong KIM	Pulmuone
Jin Oh JANG	CJ Cheil Jedang
Jin Ki SHIM	Korea Packing Center

Lao PDR

NAME	COMPANY
Junghwa SEO	Korea Craft & Design Foundation
Yu Yeon KIM	Independent Curator
Yang JEE	Hana C&T
Jong Dae PARK	Korea Food Research Institute
Suk Lin PARK	Uli Midan Agricultural Corporation

Myanmar

NAME	COMPANY
Jae Kwan HWANG	Yonsei University
Dai Ja JANG	Korea Food Research Institute
Jin Kie SHIM	Korea Institute of Industrial Technology
Chong Suk PARK	CJ Cheil Jedang
Jae Jung SHIM	Korea Yakult

INVESTMENT AND MARKET RESEARCH MISSION

List of Participants

Brunei Darussalam

COMPANY / ORGANIZATION	SECTOR	
Daram Engineering Inc.	Energy	
Dong-A Machinery Industrial Co., Ltd.		
Hankook B&TEC Co., Ltd.		
KACO New Energy Inc.		
KLES Inc.		
PLAMA & HYPEC BLOW EX. IND.		
Samjung Boiler Ind. Co., Ltd.		
SEOKWANG ENGINEERING SERVICE		
Sookook Corporation		
SUDO Electric Co., Ltd.		
Green Enertec		
Samil Research Institute		
CLMG Co., Ltd.		Food
Daesang Information Technology		
Five Colors & Tastes Sdn. Bhd.		
Insilicogen Inc.		
Jangchungdong Wangjokbal Co., Ltd.	Other	
Korea Food Research Institute		
NSV Co., Ltd.		
Safe Medical Tour Korea		
Big Star International		
CY GLOBAL Inc.		

Cambodia

COMPANY / ORGANIZATION	SECTOR
J & M Collection	Garment
Giresco	
JEAHEE Co. Ltd.	
Korea Apparel Industry Association	Tourism
CU Convergence Co. Ltd.	
Sam Boo F&G Co. Ltd.	Food
Hai O Rum Co. Ltd.	
Korea Food Research Institute	Other
Homecon Realty Research Co. Ltd.	
NCO Co. Ltd.	

Lao PDR

COMPANY / ORGANIZATION	SECTOR
ILSHINNAPU	Food
Jangchungdong Wangjokbal Co., Ltd.	
Gusto Coffee	
Sunkwang Hi-Tech Co., Ltd.	Energy
Samyoung Information & Communication	
PLAMA & HYPEC BLOW EX. IND.	
NSV Co., Ltd.	Other
Big Star International	
Safe Medical Tour Korea	
Jin Sung F.M	
M. Foundation Co., Ltd.	
Lipmen Co., Ltd.	

Myanmar

COMPANY / ORGANIZATION	SECTOR
Korea Energy Systems	Construction / Infrastructure
Namhung Construction	
Doarm Engineering	
Flow Tech	
Sungshin Cement	
Hanjin Heavy Industries & Construction	
Namjun	Food and Beverage
Sewon Steel	
Daawon	

Vietnam

COMPANY / ORGANIZATION	SECTOR
Shinil Co., Ltd.	Manufacturing
Eziifood Food Co., Ltd.	
Hankyung Food System Co., Ltd.	
Unique Sound Co., Ltd.	
Fischbach Korea Co., Ltd.	
Youngone Nam Dinh Co., Ltd.	
Geumeang Foods Co., Ltd.	
HWA IL Electronics Co., Ltd.	
CY GLOBAL Inc.	
HANSAE YES24 HOLDINGS	
Jae Hyun Co., Ltd.	
Hwacheon Machinery Co., Ltd.	
Dong Hyun Co., Ltd.	Other
CU Convergence	

ASEAN CULTURE AND TOURISM FAIR

List of Delegation Members

COUNTRY	PERFORMING GROUP	NAME
Brunei Darussalam	Senandung Budaya	Ak. Zulkhairi bin Pg Abdul Razak (NTO) Ministry of Industry and Primary Resources
		Hj Md Nor Syahmi Bin Hj Suhaimi
		Muhammad Azri Bin Haji Yahya
		Mohd Rommyzan Mohd Irwandi
		Ramlah Binti Haji Sarbini
		Dk Siti Nurfathin Diyanah Pg Md Daud
		Tizan Jamuddin
Cambodia	Cambodian Artist Association	Som Bunnat (NTO) Ministry of Tourism
		Hou Chey Chanrith
		Nim Kakada
		Pich Raksmeay
		Kong Chandamony
		Keang Srey Leap
		Sok Sodamony
Indonesia	Artina Production	Tringsasi Agus Rini (NTO) Ministry of Tourism and Creative Economy
		Hendrika (NTO) Ministry of Tourism and Creative Economy
		Harayati
		Siti Nurmi Absa
		Yuliana
		Djoko Suko Sadono
		Wiyono Undung Wasito
		Yuli Bhimawan
		Hanny Herlina
Lao PDR	School of Arts, Ministry of Information, Culture and Tourism	Sengsoda Vanthanouvong (NTO) Ministry of Information, Culture and Tourism
		Singsamone Keochoukham
		Bouphakham Boutsas
		Lotchana Anoulack
		On a nong Seng A Phai
		Seumsouk Thongthavy
		Hongta Keomanyouk

COUNTRY	PERFORMING GROUP	NAME
Malaysia	Mal Dancer	Sharma Daisey Sundram (NTO) Malaysian Tourism Promotion Board
		Farah Syarliza Bahari (NTO) Malaysian Tourism Promotion Board
		Abdul Salim Yusoff
		Izmer Bin Khasbullah
		Mohd Azzam Che Manir
		Abdillah Firtany Abdul Malik
		Mohamad Nazarin Ahmand Zabidi
Myanmar	Myanmar Ministry	Aung Zaw Win (NTO) Ministry of Hotels & Tourism
		Hlaing Win Maung
		Cho Lay
		Min Swe
		Htay Htay Win
		Thu Zar Lin
Philippines	MassKara Festival Dancers	Aquino Virginia Parrocha (NTO) Department of Tourism
		Palermo Ana Marie
		Forton Gerton Gualbert
		Surell Jesus
		Zamora Maria Remedios
		Bayking Airick
		Espinosa Errol
		Verdeflor Sonya
		Britania Jose Carlo
		Tan Jarwen
		Tacadao Argie
		Cabalcar Segundo Jesus Jr
		Mangao Nicolas
Singapore	The People's Association Talents	Low Lee Jiau Mychele Constance (NTO) Singapore Tourism Board
		Tan Hai Fung (NTO) Singapore Tourism Board
		Ananthi D/O Govindasamy Moorthy
		Chen Luojia
		Huang Yuling
		Noormaya Binte Abdul Rasid
		Badarudin Bin Hassan
		Morgen S/O Moorthy

COUNTRY	PERFORMING GROUP	NAME
Thailand	Ploy Pailin Dance Troupe	Anchalee Vatjanarat (NTO) Tourism Authority of Thailand
		Ratchanee Sukprasert
		Umpika Eamjaroon
		Setthawut Chawhuaymak
		Kajornpong Pornpisoot
		Weerakorn Suksard
Vietnam	Vietnam National Music Dance and Song Theatre	Karun Thuamkwan-yuen
		Pham Ngoc Diep (NTO) Ministry of Culture, Sports and Tourism
		Hoang Thi Thanh Hoa
		Vu Ba Que
		Do Khac Huan
		Nguyen Quoc Hung
		Nguyen Truong Giang
Do Duc Lien		

ASEAN TOURISM HRD PROGRAM

List of Lecturers

Cambodia

NAME	POSITION/AFFILIATION
Kee Heon KIM	Executive Director, Overseas Marketing Department, Korea Tourism Organization
Seung Ryong PARK	Communications Director, KOCCA
Jae Hee PARK	Korean Studies Center, Cambodia

Lao PDR

NAME	POSITION/AFFILIATION
Kwanmi KIM	Deputy Director, Outbound Tourism Service Center of Korea Tourism Organization
Hyong-Joon KIM	CEO, Hanmac Entertainment
Tae Young PARK	President, King Sejong Institute in Luang Prabang of Ministry of Culture, Sports and Tourism

Myanmar

NAME	POSITION/AFFILIATION
Jae Sung RHEE	Vice President for Policy Project, Korea Tourism Organization
Seung Ryong PARK	Communications Director, KOCCA
Daw Nilar Tin	Lecturer, Yangon Foreign Language University
Daw Thanda Kyaw	Lecturer, Yangon Foreign Language University

Thailand

NAME	POSITION/AFFILIATION
Jae Sung RHEE	Vice President for Policy Project, Korea Tourism Organization
Taek Soo RIM	Director, Tourism & Air Transport Division, Chungcheongbuk-do
Chang Hee KIM	Korean Language Instructor, Kasetsart University, Bangkok

Vietnam

NAME	POSITION/AFFILIATION
Sun Hee JEONG	Deputy Director, Korea Tourism Organization in Hanoi
Hyong-Joon KIM	CEO of Hanmac Entertainment
Kum Yang LEE	KOICA Volunteer of Sejong Korean Language Institute in Hanoi

KOREAN LANGUAGE TRAINING COURSE

List of Lecturers

COUNTRY	LECTURER	POSITION/AFFILIATION
Brunei Darussalam	Jee Yoen BHANG	Korean Language Lecturer, Universiti Teknologi MARA in Malaysia
Indonesia	Eva Latifah	Lecturer, Korean Language & Culture at the University of Indonesia
Malaysia	Kyu Won SEO	Lecturer, Korean Language School for Advanced Korean Language Learners in Malaysia
Philippines	HWANG Jong Il	Korean Language Lecturer, the Philippines Women's University
Singapore	YOM Ju Jin	Managing Director, ezSAM Korean Language Centre

ASEAN-KOREA CULTURAL EXHIBITION

List of Artists

COUNTRY	ARTIST	TYPE OF ARTWORK	
Brunei Darussalam	Amri Haji Md. Salleh	Photography	
	Haji Jumat Haji Taha		
Cambodia	Anida Yoeu Ali		
	Sotithya Him		
Indonesia	Jim Allen Abel		
	Krisna Murti		
Korea	Jung Ki Beak	Installation	
	Han Sungpil	Photography	
	Taewon Jang		
	Moon Kim		
	Sunghee Lee		
Lao PDR	Ounla Santi	Photography	
	Noy Xayatham		
Malaysia	Nadiyah Bamadhaj		
	Eric Peris		
Myanmar	Aung Ko		Photography & Video
Philippines	Mariano III Montelibano		Video
	Jake Verzosa	Photography	
Singapore	Tay Kay Chin		
	Jason Wee		
Thailand	Wasinburee Supanichvoraparch		
	Dow Wasiksiri		
Vietnam	Nguyen The Son		

CULTURAL PROGRAM: BRAVO! ASEAN IN KOREA 2013

List of Winners

'Outstanding Performance Award'

COUNTRY	TEAM TITLE (GENRE, NUMBER OF MEMBERS)
Brunei Darussalam	Harapan (Traditional Song, 2 persons)
Cambodia	Leang Seang Meng (Playing instrument, Solo)
Indonesia	SAIYO (Traditional Dance, 15 persons)
Lao PDR	Simply Beautiful (Traditional Dance, 8 persons)
Malaysia	Liu Yong Sean (Interpretive Dance, Solo)
Myanmar	Tint Kyaw (Traditional Dance, Solo)
Philippines	Eric Christian Robles (Korean Pop Song, Solo)
Singapore	Singapore Team (Korean Pop Song, 2 persons)
Thailand & Vietnam	ASEAN L'espace (Interpretive Dance Performance, 1 person from VNM, 2 persons from THA)
Vietnam	Viet SNU (Traditional Dance, 13 persons)

Appreciation Award (Representatives of ASEAN Communities)

COUNTRY	NAME
Brunei Darussalam	Nur Diyana Binti Muhammad Hasrin
Cambodia	Vantharith Oum
Indonesia	Anatta Wahyu Budiman
Lao PDR	Lattanaphone VANNASOUK
Malaysia	Ralph Lauren Thaddeus
Myanmar	Myo Min Aung
Philippines	Eva Marie Wang
Singapore	Chua Pei Chi
Thailand	Phanthong Anuphan
Vietnam	Nguyen Thi Ha My

'Fan Favorite Award'

COUNTRY	TEAM TITLE (GENRE, NUMBER OF MEMBERS)
Thailand & Vietnam	ASEAN L'espace (Interpretive Dance Performance, 1 person from VNM, 2 persons from THA)

MULTILATERALISM WORKSHOP

Workshop on Multiculturalism in Korea and ASEAN's Contribution

List of Participants

Moderators

NAME	POSITION / AFFILIATION
Myung Seok OH	Professor, Seoul National University
Jin Pyo YOON	Professor, Sungshin Women's University
Hae Moon CHUNG	Secretary General, ASEAN-Korea Centre

Presenters

NAME	POSITION / AFFILIATION
Hyun Mee KIM	Professor, Yonsei University
Yoon Ah OH	Associate Fellow, Korea Institute for International Economic Policy (KIEP)
Nguyen Thi Hong Xoan	Dean of Sociology Faculty, National University in Ho Chi Minh City
Jean Encinas FRANCO	Assistant Professor, University of the Philippines in Diliman
Tri Nuke Pudjiastuti	Researcher, Research Center for Politics Indonesian Institute of Sciences (P2P-LIPI)
Kyung Seok OH	Director, Gyeonggi Institute of Research and Policy Development to Migrants' Human Rights
Seok Joon HONG	Professor, Mokpo National University

Discussants

NAME	POSITION / AFFILIATION
Julia Jiwon SHIN	Research Fellow, IOM Migration Research and Training Centre
Seori CHOI	Research Fellow, IOM Migration Research and Training Centre
Thi My Ha LUU	Vice President, Vietnamese Immigrants Association in Korea
Horim CHOI	Assistant Professor, Sogang Institute for East Asian Studies (SIEAS) at Sogang University
Nancy de Vera KIM	President, Asian Women's University
Minjung KIM	Associate Professor, Kangwon National University
Freddy MULY	Director, CV Titian Emas Sejati
Je Seong JEON	Associate Professor, Chonbuk National University
Joon Sik KIM	Chairman, Asian Friends
Yi Seon KIM	Research Fellow, Korean Women's Development Institute
Sun-Hye KANG	Director, Ministry of Gender Equality and Family

Multicultural Lecture Series

List of Lecturers / Professors

CITY	NAME / AFFILIATION
Gwangju	Han Hee HAM, Chonbuk National University
Suncheon	Kyung Eun PARK, Hankuk University of Foreign Studies
Cheongju	Myeong Ki YOO, Kyungpook National University
Jincheon	Yoo Ri LEE, Vietnam Community in Korea
Changwon	Dong Wan KANG, Dong-A University Sang Kuk LEE, Sogang University
Jecheon	Geon Soo HAN, Kangwon National University
Chungju	Lee Jae KIM, Gyeongin National University of Education
Pohang	Myeong Ki YOO, Kyungpook National University
Gyeongju	Lee Jae KIM, Gyeongin National University of Education
Busan	Dong Wan KANG, Dong-A University Heung Kuk CHO, Pusan National University
Youngju	Hyun Mee KIM, Yonsei University
Andong	Heung Kuk CHO, Pusan National University
Paju	Horim CHOI, Sogang University Seori CHOI, IOM Migration Research & Training Centre
Jeungpyeong	Geon Soo HAN, Kangwon National University Young Ae KIM, Hankuk University of Foreign Studies
Eumsung	
Yangsan	Jung Min SEO, Yonsei University

FINANCIAL STATEMENTS FOR FY2013 AND INDEPENDENT AUDITOR'S REPORT

ASEAN-Korea Centre Financial Statement February 28, 2014 and 2013

ASEAN-Korea Centre Index February 28, 2014 and 2013

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Report of Independent Auditors

To the Council of
ASEAN-Korea Centre

We have audited the accompanying statement of financial position of ASEAN-Korea Centre (the "Centre") as of February 28, 2014 and 2013, and the related statement of income, changes in fund balance and cash flows for the year then ended, expressed in Korean won. These financial statements are the responsibility of the Centre's management. Our responsibility is to express an opinion on these financial statements based on our audits.

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

In our opinion, the financial statements as of and for the year ended February 28, 2014 and 2013, referred to above present fairly, in all material respects, the financial position of ASEAN-Korea Centre as of February 28, 2014 and 2013, and its financial performance and cash flows for the year then ended in accordance with the Accounting Standards for Non-Public Entities in the Republic of Korea.

*Samil PricewaterhouseCoopers, LS Yongsan Tower, 92 Hangang-daero, Yongsan-gu,
Seoul 140-702, Korea (140-600), www.samil.com*

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

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

Seoul, Korea
April 25, 2014

This report is effective as of April 25, 2014, the audit report date. Certain subsequent events or circumstances, which may occur between the audit report date and the time of reading this report, could have a material impact on the accompanying financial statements and notes thereto. Accordingly, the readers of the audit report should understand that there is a possibility that the above audit report may have to be revised to reflect the impact of such subsequent events or circumstances, if any.

**ASEAN-Korea Centre
Statements of Financial Position
February 28, 2014 and 2013**

	Notes	Korean won		Translation into U.S. dollars (Note 2)	
		2013	2012	2013	2012
Assets					
Current assets					
Cash and cash equivalents		₩ 1,460,821,762	₩ 673,803,313	\$ 1,368,195	\$ 631,079
Other accounts receivable		9,382,645	-	8,788	-
Accrued income		4,706,881	2,850,664	4,408	2,670
Prepaid expenses		1,082,693	1,126,954	1,014	1,055
Total current assets		1,475,993,981	677,780,931	1,382,405	634,805
Property and equipment, net	3	₩ 28,994,673	₩ 61,959,403	\$ 27,156	\$ 58,031
Intangible assets, net	4	188,338,146	128,647,680	176,396	120,490
Others		275,853,600	275,853,600	258,362	258,362
Total other assets		493,186,419	466,460,683	461,915	436,884
Total assets		₩ 1,969,180,400	₩ 1,144,241,614	\$ 1,844,320	\$ 1,071,688
Liabilities and Fund Balance					
Current liabilities					
Other accounts payable		₩ 510,839,601	₩ 142,078,682	\$ 478,449	\$ 133,070
Accrued expenses		67,973,836	36,783,707	63,664	34,451
Withholdings		15,992,120	13,507,800	14,978	12,651
Total current liabilities		594,805,557	192,370,189	557,091	180,173
Total liabilities		594,805,557	192,370,189	557,091	180,173
Fund Balance					
Fund balance	7	1,374,374,843	951,871,425	1,287,229	891,516
Total fund balance		1,374,374,843	951,871,425	1,287,229	891,516
Total liabilities and fund balance		₩ 1,969,180,400	₩ 1,144,241,614	\$ 1,844,320	\$ 1,071,688

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

**ASEAN-Korea Centre
Statements of Income
February 28, 2014 and 2013**

	Notes	Korean won		Translation into U.S. dollars (Note 2)	
		2013	2012	2013	2012
Revenue					
Contributions from member states	5	₩ 6,068,510,386	₩ 5,142,841,825	\$ 5,683,722	\$ 4,816,748
Donation	6	-	10,796,099	-	10,112
Funds from exchange visit of ASEAN and Korean officials		-	81,598,415	-	76,424
Other income:		68,510,386	50,447,311	64,166	47,249
Interest income		68,510,386	50,447,311	64,166	47,249
Expenses					
Projects:					
Trade and investment		3,116,330,247	2,690,258,629	2,918,732	2,519,677
Culture and tourism		1,354,570,302	1,193,589,909	1,268,681	1,117,908
Public relations and information service		362,339,848	359,705,459	339,365	336,897
Administration	8	2,529,676,721	2,251,599,978	2,369,277	2,108,832
Revenue over expenses	9	₩ 422,503,418	₩ 200,983,218	\$ 395,714	\$ 188,239

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

**ASEAN-Korea Centre
Statements of Fund Balance
February 28, 2014 and 2013**

	Notes	Translation into U.S. dollars (Note 2)	
		Korean won	
Balance as of March 1, 2012		₩ 750,888,207	\$ 703,276
Revenue over expenses	9	200,983,218	188,239
Balance as of February 28, 2013		₩ 951,871,425	\$ 891,516
Balance as of March 1, 2013		₩ 951,871,425	\$ 891,516
Revenue over expenses	9	422,503,418	395,714
Balance as of February 28, 2014		₩ 1,374,374,843	\$ 1,287,229

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

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**ASEAN-Korea Centre
Statements of Cash Flows
February 28, 2014 and 2013**

	Notes	Korean won		Translation into U.S. dollars (Note 2)	
		2013	2012	2013	2012
Cash flows from operating activities					
Revenue over expenses		₩ 422,503,418	₩ 200,983,218	\$ 395,714	\$ 188,239
Adjustments to reconcile net income to net cash provided by operating activities					
Depreciation	3	34,398,950	37,034,392	32,218	34,686
Amortization	4	70,274,534	60,356,814	65,819	56,530
		104,673,484	97,391,206	98,036	91,216
Changes in operating assets and liabilities					
Other receivables		(9,382,645)	-	(8,788)	-
Accrued income		(1,856,217)	255,384	(1,739)	239
Prepaid expenses		44,261	753,657	41	706
Other payables		304,970,919	37,490,558	285,634	35,113
Accrued expenses		31,190,129	17,361,811	29,212	16,261
Withholdings		2,484,320	183,650	2,327	172
		327,450,767	56,045,060	306,688	52,491
Net cash provided by operating activities		854,627,669	354,419,484	800,438	331,947
Cash flows from investing activities					
Acquisition of property and equipment	3	(1,434,220)	(47,686,072)	(1,343)	(44,662)
Acquisition of intangible assets	4	(66,175,000)	(66,941,630)	(61,979)	(62,697)
Net cash used in investing activities		(67,609,220)	(114,627,702)	(63,322)	(107,359)
Cash flows from financing activities					
Net cash provided by financing activities		-	-	-	-
Net increase in cash and cash equivalents	9	787,018,449	239,791,782	737,116	224,587
Cash and cash equivalents					
Beginning of year		673,803,313	434,011,531	631,079	406,492
End of year		₩ 1,460,821,762	₩ 673,803,313	\$ 1,368,195	\$ 631,079

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

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ASEAN-Korea Centre Notes to Financial Statements February 28, 2014 and 2013

1. General information

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

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

2. Significant Accounting Policies

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

2.1. Basis of presentation

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

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

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

The financial statements are stated in Korean won, the currency of the country in which the Centre operates. The translations of Korean won amounts into U.S. dollar amounts are included solely for the convenience of readers and have been made at the rate of ₩ 1067.70 to USD 1.00, the approximate rate of exchange as of February 28, 2014. Such translations should not be construed as representations that the Korean won amounts could be converted into U.S. dollars at that or any other rate.

ASEAN-Korea Centre Notes to Financial Statements February 28, 2014 and 2013

2.2. Cash and cash equivalents

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

2.3. Property and equipment

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

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

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

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

ASEAN-Korea Centre
Notes to Financial Statements
February 28, 2014 and 2013

2.4. Intangible Assets

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

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

2.5. Employee Benefits

(a) Provision for severance benefits

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

2.6. Income Tax

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

2.7. Revenue recognition

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

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

ASEAN-Korea Centre
Notes to Financial Statements
February 28, 2014 and 2013

3. Property and equipment

Changes in property and equipment for the years ended February 28, 2014 and 2013, are as follows:

2013	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Vehicles	Supplies	Total	
At March 1, 2013	₩ 10,735	₩ 51,225	₩ 61,960	\$ 58,031
Acquisitions	-	1,434	1,434	1,343
Amortization	(10,735)	(23,664)	(34,399)	(32,218)
At February 28, 2014	₩ -	₩ 28,995	₩ 28,995	\$ 27,157
Acquisition cost	₩ 53,675	₩ 503,123	₩ 556,798	\$ 521,493
Accumulated amortization	(53,675)	(474,128)	(527,803)	(494,336)

2012	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Vehicles	Supplies	Total	
At March 1, 2012	₩ 21,470	₩ 29,838	₩ 51,308	\$ 48,055
Acquisitions	-	47,686	47,686	44,662
Amortization	(10,735)	(26,299)	(37,034)	(34,686)
At February 28, 2013	₩ 10,735	₩ 51,225	₩ 61,960	\$ 58,031
Acquisition cost	₩ 53,675	₩ 501,688	₩ 555,363	\$ 520,149
Accumulated amortization	(42,940)	(450,463)	(493,403)	(462,118)

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4. Intangible Assets

Details of intangible assets as of February 28, 2014 and 2013 are as follows:

2013	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Software	Other Intangible asset	Total	
At March 1, 2013	₩ 119,470	₩ 9,178	₩ 128,648	\$ 120,491
Acquisitions	129,965	-	129,965	121,724
Amortization	(61,097)	(9,178)	(70,275)	(65,819)
At February 28, 2014	₩ 188,338	₩ -	₩ 188,338	\$ 176,396
Acquisition cost	₩ 416,158	₩ 45,890	₩ 462,048	\$ 432,751
Accumulated amortization	(227,820)	(45,890)	(273,710)	(256,354)

2012	In thousands of Korean won			Translation into U.S. dollars (Note 2)
	Software	Other Intangible asset	Total	
At March 1, 2012	₩ 103,707	₩ 18,356	₩ 122,063	\$ 114,323
Acquisitions	66,942	-	66,942	62,697
Amortization	(51,179)	(9,178)	(60,357)	(56,530)
At February 28, 2013	₩ 119,470	₩ 9,178	₩ 128,648	\$ 120,491
Acquisition cost	₩ 286,193	₩ 45,890	₩ 332,083	\$ 311,027
Accumulated amortization	(166,723)	(36,712)	(203,435)	(190,536)

5. Contribution Income

For the years ended February 28, 2014 and 2013, the Centre received a contribution from the Government of the Republic of Korea.

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

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6. Donation

There is no donation for the year ended February 28, 2014, and the details of donation for the year ended February 28, 2013, are as follows:

	In thousands of Korean won	Translation into U.S. dollars (Note 2)	Description
Royal Thai Embassy, Seoul	₩ 10,796	\$ 10,111	A grant for "Sight and Sound of ASEAN"
Total	₩ 10,796	\$ 10,111	

7. Fund Balance

Since the Centre was established based on the MOU, there is no capital stock. The details of fund balance as of February 28, 2014 and 2013, consist of the following:

2013	In thousands of Korean won	Translation into U.S. dollars (Note 2)	Description
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 493,186	\$ 461,914	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	485,411	454,632	
Unappropriated	395,778	370,683	
Total	₩ 1,374,375	\$ 1,287,230	

2012	In thousands of Korean won	Translation into U.S. dollars (Note 2)	Description
Appropriated for property and equipment, intangible assets and guarantee deposits	₩ 466,461	\$ 436,884	Not only the net book value of property and equipment and intangible assets, but also the fund balance will be reduced by depreciation
Contingency fund	182,736	171,149	
Unappropriated	302,675	283,483	
Total	₩ 951,872	\$ 891,516	

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8. Administrative expenses

Administrative expenses for the years ended February 28, 2014 and 2013, consist of the following:

	In thousands of Korean won		Translation into U.S. dollars (Note 2)	
	2013	2012	2013	2012
Salaries	₩ 1,395,032	₩ 1,251,891	\$ 1,306,576	\$ 1,172,512
Severance benefits	90,194	96,909	84,475	90,765
Welfare	169,178	69,653	158,451	65,237
Depreciation	34,399	37,034	32,218	34,686
Amortization	70,275	60,357	65,819	56,530
Rent	484,276	484,276	453,570	453,570
Office operation	286,323	251,479	268,168	235,534
Administrative expenses	₩ 2,529,677	₩ 2,251,599	\$ 2,369,277	\$ 2,108,832

9. Statement of Cash Flows

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

Significant transactions not affecting cash flows for the years ended February 28, 2014 and 2013, are as follows:

	2013		2012	
	In thousands of Korean won	Translation into U.S. dollars (Note 2)	In thousands of Korean won	Translation into U.S. dollars (Note 2)
Increase in other accounts payable due to acquisition of intangible asset	₩ 63,790	\$ 59,745	₩ -	\$ -

The Centre's statements of income for the years ended February 28, 2014 and 2013, indicate a net income of ₩ 422,503 thousand (\$395,714) and ₩ 200,983 thousand (\$188,239), respectively, with adoption of the accrual basis of accounting. However, the Centre's cash and cash equivalents increased by ₩787,018 thousand (\$737,116) and ₩239,791 thousand (\$224,587), 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.