

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



# Secretary General's Message

We will continue to endeavor to increase two-way trade, accelerate investment flow, invigorate tourism and enrich cultural and youth exchanges between the two regions.



“

*The ASEAN Leaders encouraged more efforts to optimize many activities held by the ASEAN-Korea Centre to promote ASEAN-Korea cooperation, mainly in the three areas of trade and investment, culture and tourism, and public relations and information, which includes, among others, the development of Small and Medium Enterprises (SMEs).*

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#### CHAIRMAN'S STATEMENT OF THE 16TH ASEAN-REPUBLIC OF KOREA (ROK) SUMMIT

9 OCTOBER 2013  
BANDAR SERI BEGAWAN  
BRUNEI DARUSSALAM

“

*We acknowledged the important role played by the ASEAN-China Centre, ASEAN-Japan Centre, and ASEAN-Korea Centre, in promoting trade, investment, tourism, and cultural exchanges between ASEAN and the Plus Three countries. In this connection, we welcomed the suggestion for the Centres to exchange ideas and experiences in order to consolidate cooperative projects in ASEAN. We further urged for the full utilization of the Centres in promoting trade and investment under the larger context of the ASEAN Plus Three cooperation.*

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#### CHAIRMAN'S STATEMENT OF THE 16TH ASEAN PLUS THREE SUMMIT

10 OCTOBER 2013  
BANDAR SERI BEGAWAN  
BRUNEI DARUSSALAM

2014 is a very significant year in ASEAN-Korea relations, as it marks the 25th anniversary of the establishment of ASEAN-ROK Dialogue Relations and the 5th anniversary of the inauguration of the ASEAN-Korea Centre. In addition to the ASEAN-ROK Special Summit, planned to be held in December, diverse programs to celebrate the importance of ASEAN-Korea relations will be organized throughout the year.

Since its inception in 1967, ASEAN has been striving to strengthen institutions, infrastructure and connectivity, and to deepen integration within the region, under the ambitious goal of launching the Politico-security, Economic and Socio-cultural Community in 2015. The ASEAN Community signifies not only the advent of a single market and production base of over 600 million people in Southeast Asia, but also implies the emergence of a colossal growth engine for the world and another momentous step for ASEAN-Korea relations. In this journey, ASEAN has emerged as the main driving force of East Asia cooperation and integration, which is anticipated to be fuelled further with the launch of the ASEAN Community.

Founded upon a set of shared values, mutual respect and understanding, ASEAN-Korea relations has flourished since the establishment of the Dialogue Partnership in 1989, and continues to deepen and expand, as proven by the entry into full force of the ASEAN-Korea FTA, elevation to a Strategic Partnership in 2010 and the official opening of the Mission of the Republic of Korea to ASEAN in 2012. ASEAN has risen as a core partner of economic cooperation for Korea, becoming Korea's no.2 foreign direct investment destination and trade partner in 2013. What also merits our attention is the socio-cultural landscape of

the two regions. ASEAN-Korea people-to-people exchanges reached 6.5 million in 2013, of which 4.9 million accounted for ASEAN-bound Korean people, making ASEAN the most visited region by Koreans and Korea the third most visited country for ASEAN citizens. Triggered by K-pop and K-drama, Hallyu has spread to various fields such as fashion, consumer goods and publication, working as a catalyst to connect the hearts of the peoples of ASEAN and Korea. Having fully bloomed in ASEAN, Hallyu's popularity sees no border across the world. Furthermore, the ASEAN peoples residing in Korea who have become an important constituent in Korea's transformation to a mature multi-cultural society, have made big contributions to invigorating communication and exchange among the two regions.

Building on the achievements of the last 5 years, the ASEAN-Korea Centre, which serves as the key channel for ASEAN-Korea partnership, will continue to endeavor to increase two-way trade, accelerate investment flow, invigorate tourism and enrich cultural and youth exchanges between the two regions. At the same time, through implementing creative and future-oriented work programs, the Centre will put its utmost efforts towards intensifying and forging ties between ASEAN and Korea – the partners that will together lead the future of peace and prosperity in East Asia.

Chung Hae-moon  
Secretary General

# Overview

## VISION

To be a key player in building a lasting and genuine partnership between ASEAN and Korea

## MANDATES

-  Increase trade volume
-  Accelerate investment flow
-  Invigorate tourism
-  Enrich cultural and people-to-people exchange

## GOALS

-  Enhance ASEAN-Korea Partnership
-  Promote Mutual Understanding through Cultural Exchange and People-to-People Contact
-  Support ASEAN Integration Efforts

## INAUGURATION

The ASEAN-Korea Centre was established as an intergovernmental organization with the aim to promote exchanges among Korea and the ten ASEAN Member States. It was officially inaugurated in 13 March 2009, the year which marked the 20th anniversary of the Dialogue Partnership between ASEAN and Korea in accordance with the Memorandum of Understanding (MOU) signed at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007, and entered into force in December 2008.

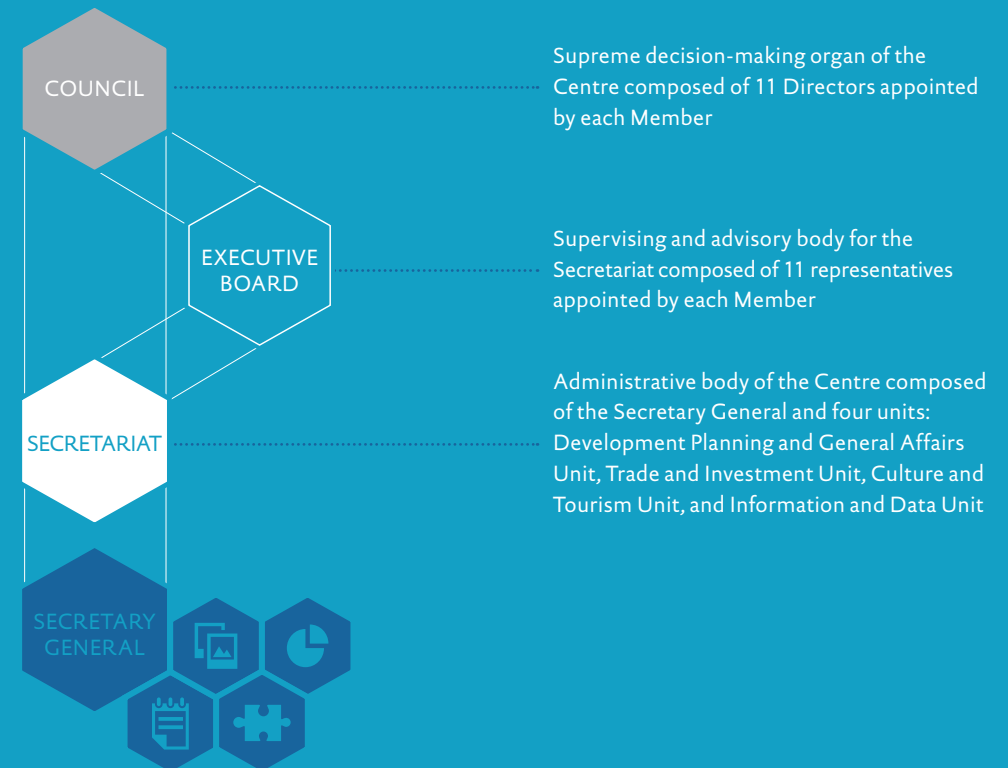
## ACTIVITIES

The ASEAN-Korea Centre implements diverse work programs and activities to strengthen mutual cooperation and deepen friendship among the ASEAN Member States and Korea through increasing trade volume, accelerating investment flow, invigorating tourism and enriching cultural and people-to-people exchange.

## MEMBERS

The Members of the ASEAN-Korea Centre consist of Korea and the 10 ASEAN Member States: Brunei Darussalam, Kingdom of Cambodia, Republic of Indonesia, Republic of Korea, Lao People's Democratic Republic, Malaysia, Republic of the Union of Myanmar, Republic of the Philippines, Republic of Singapore, Kingdom of Thailand, and Socialist Republic of Vietnam.


# Organization



Supreme decision-making organ of the Centre composed of 11 Directors appointed by each Member


Supervising and advisory body for the Secretariat composed of 11 representatives appointed by each Member

Administrative body of the Centre composed of the Secretary General and four units: Development Planning and General Affairs Unit, Trade and Investment Unit, Culture and Tourism Unit, and Information and Data Unit

-  **DEVELOPMENT PLANNING & GENERAL AFFAIRS UNIT**
  - Devises annual work programs
  - Evaluates the outcome of work programs
  - Operates the general budget of the Centre

-  **TRADE & INVESTMENT UNIT**
  - Introduces business opportunities for ASEAN Member States in Korea
  - Assists and advises Korean and ASEAN enterprises involved in ASEAN-Korea trade
  - Holds appropriate events on trade and investment
  - Conducts research and studies on trade and investment

-  **CULTURE & TOURISM UNIT**
  - Holds cultural events promoting mutual understanding
  - Provides information on ASEAN tourism resources within Korea
  - Holds appropriate events promoting tourism between ASEAN Member States and Korea
  - Conducts research and studies on cultural exchange and tourism

-  **INFORMATION & DATA UNIT**
  - Produces publications and PR materials
  - Maintains website for the Centre
  - Provides information on ASEAN and its relations with Korea
  - Organizes activities to increase public awareness of the Centre

# Members

- LAND AREA
- POPULATION
- MAJOR LANGUAGE
- CAPITAL CITY
- CURRENCY
- GDP (BILLION USD)

## MYANMAR

- 653,520 km<sup>2</sup>
- 63 million
- Burmese
- Nay Pyi Taw
- Kyat
- 54.0

## LAO PDR

- 236,800 km<sup>2</sup>
- 6.4 million
- Lao
- Vientiane
- Kip
- 9.3

## THAILAND

- 510,890 km<sup>2</sup>
- 64.5 million
- Thai
- Bangkok
- Baht
- 377.0

## CAMBODIA

- 181,035 km<sup>2</sup>
- 15.3 million
- Khmer
- Phnom Penh
- Riel
- 14.2

## INDONESIA

- 1,811,570 km<sup>2</sup>
- 244.5 million
- Bahasa Indonesia
- Jakarta
- Rp(Rupiah)
- 894.9

## MALAYSIA

- 328,550 km<sup>2</sup>
- 29 million
- Bahasa Malaysia
- Kuala Lumpur
- RM(Ringgit Malaysia)
- 307.2

## KOREA (SOUTH)

- 97,100 km<sup>2</sup>
- 50.0 million
- Korean
- Seoul
- Won
- 1,151.3

## VIETNAM

- 310,070 km<sup>2</sup>
- 89.4 million
- Vietnamese
- Hanoi
- Dong
- 137.7

## PHILIPPINES

- 298,170 km<sup>2</sup>
- 97.7 million
- Filipino (based on Tagalog), English
- Manila
- Peso
- 240.7

## BRUNEI

- 5,270 km<sup>2</sup>
- 0.43 million
- Malay
- Bandar Seri Begawan
- BND (Brunei Dollar)
- 16.9

## SINGAPORE

- 700 km<sup>2</sup>
- 5.4 million
- English, Mandarin, Malay
- Singapore
- SGD (Singapore dollar)
- 267.9



## ASEAN GOODS EXHIBITION

Furniture • Textile • ICT • Game

Promotes and raises public awareness of diverse products from ASEAN Member States and provides business meeting opportunities

## KNOWLEDGE SHARING & BENCHMARKING WORKSHOP

Provides training programs to build the capacity of ASEAN Member States

## PRODUCT DEVELOPMENT WORKSHOP

Organizes workshops by dispatching experts to ASEAN Member States to help build their product development capacity

## INVESTMENT & BUSINESS ENVIRONMENT SEMINAR

Provides information to Korean companies on business environments, investment opportunities & policies of ASEAN Member States

## INVESTMENT & MARKET RESEARCH MISSION

Dispatches missions composed of Korean businessmen to facilitate understanding of business environments and investment opportunities in ASEAN Member States

## KOREA'S CONTRIBUTION TO ASEAN CONNECTIVITY

Infrastructure Investment Opportunities

Provides latest information on the ASEAN Connectivity and infrastructure investment opportunities of ASEAN Member States

NEW

## ASEAN TRADE FAIR 2014

Promotes and raises public awareness of diverse ASEAN products with marketability in Korea, through launching an independent ASEAN trade exhibition to support the entry of ASEAN products to the Korean market and to boost trade between ASEAN and Korea



## ASEAN CULTURE & TOURISM FAIR

Presents diverse cultures of ASEAN to the Korean public with its traditional dances, folk songs and instrumental music, and promotes tourism destinations of ASEAN Member States

## ASEAN-KOREA FESTIVAL

Provides the platform to present and share diverse cultures of Korea to the ASEAN public, by dispatching cultural troupes to introduce Korea's cultural contents to ASEAN Member States

## ASEAN TOURISM GUIDE BOOK

Provides potential Korean tourists with the latest tourism information on the ASEAN Member States which are available both online (mobile application) and in book form

## PARTICIPATION IN TOURISM EXHIBITION & ASEAN TOURISM FORUM

Participates in international tourism exhibitions in Korea and promotes ASEAN tourism to the Korean public by disseminating information on tourism resources of the 10 ASEAN Member States

## ASEAN TOURISM HRD PROGRAM

Consists of lectures on Korean culture, tourism marketing strategy, as well as Korean language, aiming to help enhance capacities of ASEAN tourism stakeholders and support the development of ASEAN tourism industries

## TOURISM PROMOTION WEBSITES (KOREAN) FOR CLMV COUNTRIES

Provides up-to-date tourism information on CLMV countries (Cambodia, Lao PDR, Myanmar, and Vietnam) by supporting the maintenance of their Korean language websites

## KOREAN LANGUAGE TRAINING COURSE

Provides opportunities for ASEAN tourism professionals to enhance their Korean language proficiency

## ASEAN-KOREA CULTURAL EXHIBITION ASEAN Multimedia Competition

Presents opportunities to further deepen mutual understanding between ASEAN and Korea through cultural exchanges such as multimedia artworks

## MULTICULTURALISM LECTURE SERIES

Enhances the multicultural families' and communities' understanding of Southeast Asian culture and underscores the importance of embracing cultural diversity





## ASEAN AWARENESS PROGRAM

- School Tour
- Lecture Series on ASEAN
- ASEAN Language Course
- ASEAN-Korea Youth Network
- Training Course for Trainers

Organizes ASEAN Awareness Programs to promote a higher level of understanding on ASEAN among the Korean public

## PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

Conducts PR activities through various channels including major media and social networking services (Blogs, Facebook, Twitter, Youtube)

## PUBLICATIONS AND PR MATERIALS

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

## ENHANCEMENT OF THE CENTRE'S WEBSITE

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

## INFORMATION CORNER & RELATED SERVICES

Operates the Information Corner which offers a collection of books, periodicals, and multi-media materials on ASEAN and ASEAN-Korea relations to the visitors

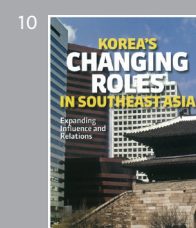
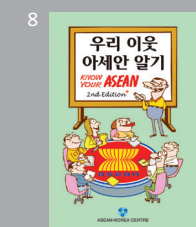
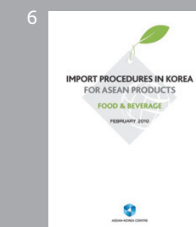
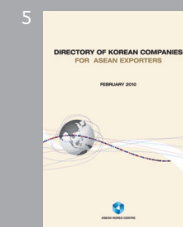
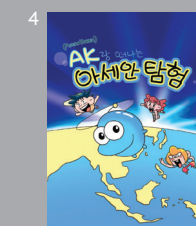
## YOUTH VISIT PROGRAM AT THE ASEAN HALL

Provides ASEAN learning activities for students of all ages on group visit occasions

## Special Program to Celebrate the ASEAN-ROK Commemorative Summit on the Occasion of the 25<sup>th</sup> Anniversary of ASEAN-KOREA Dialogue Relations

- 4 events under the title 'Best of ASEAN'**
- ASEAN Film Festival
  - Jewels of ASEAN (ASEAN Theme park)
  - ASEAN on Wheels
  - ASEAN-Korea Youth Forum

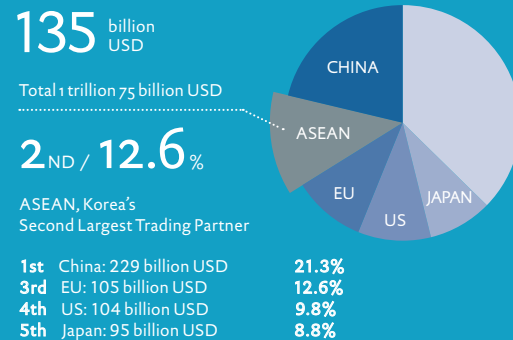
1. **BROCHURE\* KOREAN-ENGLISH**  
Introduction of the Centre and its activities
2. **E-NEWSLETTER\* KOREAN-ENGLISH**  
Monthly news with up-to-date information on the Centre's activities delivered via email
3. **ASEAN TOURISM GUIDE\* KOREAN (2013)**  
Main tourist attractions, maps, history, culture, customs, festivals, and practical information on 10 ASEAN Member States
4. **GUIDE FOR KIDS: "EXPLORING ASEAN WITH AK" \* KOREAN (2012)**  
Illustrated children's book on ASEAN Member States
5. **DIRECTORY OF KOREAN COMPANIES FOR ASEAN EXPORTERS ENGLISH (2010)**  
Information on Korean companies importing from ASEAN Member States
6. **IMPORT PROCEDURES IN KOREA FOR ASEAN PRODUCTS ENGLISH (2010)**  
Import rules and regulations in Korea and overall flow chart of import procedures
7. **GUIDE FOR YOUTH "ASEAN AND KOREA, WE ARE FRIENDS" \*\* KOREAN (2012)**  
Introductory information on ASEAN designed for junior and high school students in Korea
8. **KNOW YOUR ASEAN KOREAN (2011)**  
Korean language version of *Know Your ASEAN* 2nd edition published by ISEAS (Institute of Southeast Asian Studies, Singapore)
9. **STATISTICAL BOOKLET: "ASEAN & KOREA IN FIGURES" \*\* KOREAN-ENGLISH**  
Annual compilation of statistics on ASEAN Member States and Korea providing comprehensive data on trade, investment, socio-cultural and tourism sectors
10. **KOREA'S CHANGING ROLES IN SOUTHEAST ASIA ENGLISH (2010)**  
Publication co-published with ISEAS (Institute of Southeast Asian Studies, Singapore)



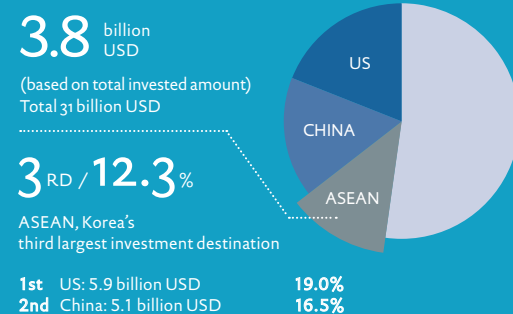
# ASEAN-Korea Relations Chronology

- **2014** **DECEMBER**  
ASEAN-ROK Commemorative Summit (Busan, Korea)
- **2012** **SEPTEMBER**  
Establishment of the Mission to the Republic of Korea to ASEAN (Jakarta, Indonesia)
- **2011** **OCTOBER**  
First Mekong-ROK Foreign Ministers' Meeting (Seoul, Korea)
- **2010** **OCTOBER**  
Adoption of the Joint Declaration and its Action Plan on the ASEAN-ROK Strategic Partnership for Peace and Prosperity
- **2009** **MAY & SEPTEMBER**  
Entry into force of ASEAN-Korea FTAs on Service and Investment
- **JUNE**  
ASEAN-ROK Commemorative Summit (Jeju, Korea)
- **MARCH**  
Inauguration of the ASEAN-Korea Centre
- **2008** **DECEMBER**  
Entry into force of the MOU on the Establishment of the ASEAN-Korea Centre
- **2007** **NOVEMBER**  
Signing of the MOU on the Establishment of the ASEAN-Korea Centre
- **JUNE**  
Entry into force of ASEAN-Korea FTA on Trade in Goods
- **2005** **DECEMBER**  
Adoption of the ASEAN-ROK Plan of Action Signing of the ASEAN-ROK Framework Agreement on Comprehensive Economic Cooperation
- **2004** **NOVEMBER**  
Signing of the Joint Declaration on Comprehensive Cooperation Partnership between the ASEAN and the ROK
- **1997** **DECEMBER**  
First ASEAN-ROK Summit, First ASEAN+3 Summit
- **1991** **JULY**  
ASEAN-ROK Full Dialogue Partnership
- **1989** **NOVEMBER**  
ASEAN-ROK Sectoral Partnership

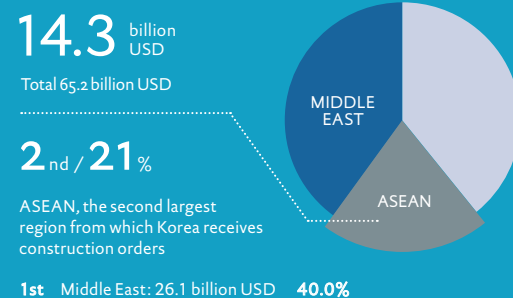
## ASEAN-KOREA TRADE 2013



## FDI FROM KOREA TO ASEAN 2013



## KOREA'S RECEIPT OF OVERSEAS CONSTRUCTION ORDERS FROM ASEAN 2013



## ASEAN-Korea Visitors 2013



## ASEAN AND KOREA, 'A PARTNERSHIP OF TRUST AND HAPPINESS'

ASEAN-Korea relations have prospered and reached new heights during the last twenty five years, since the Sectoral Dialogue Partnership was established in 1989. This can be witnessed through a series of momentous events such as the institutionalization of the ASEAN-ROK Summit in 1997, the launch of the ASEAN-Korea Centre, holding of the Commemorative Summit in Jeju, Korea, and the conclusion of the ASEAN-Korea FTA in 2009, the elevation of the ASEAN-Korea relationship to a Strategic Partnership in 2010, and the inauguration of the Mission of the Republic of Korea to ASEAN in 2012. In keeping with this progress, 2014 is anticipated to become an even more meaningful year as it celebrates the 25th anniversary of the ASEAN-Korea Dialogue Relations and is the year in which the ASEAN-Korea Commemorative Summit will be convened. Meanwhile 2015, the year of the launch of the ASEAN Community, will become a milestone for the relations to take yet another leap. The ASEAN-Korea partnership, a partnership based upon trust and happiness, is now looking forward to another fruitful twenty five years in which the two sides go beyond bilateral dimensions and cooperate more closely to address regional and global issues of common interest.

## ASEAN, KOREA'S KEY PARTNER FOR TRADE AND INVESTMENT

ASEAN and Korea are key partners in trade, investment, and construction. The trade volume between the two regions has increased sixteen fold from 8.2 billion USD in 1989 to 135 billion USD in 2013 which for Korea accounts for 13% of its total trade (1,068 billion USD). This surpasses Korea's trade volumes with EU, Japan and the US, and places ASEAN as Korea's second largest trading partner behind China. Since the ASEAN-Korea FTA came into full force in 2009, the bilateral trade volume recorded a staggering 80% increase during the last five years (2009-2013) while economic exchanges expanded tremendously in many fronts including in the areas of investment and service. Consequently, ASEAN has now become Korea's no. 3 investment destination as well as the region from which Korea receives the second most construction orders. Moreover, in order to maximize the benefits of the ASEAN-Korea FTA, negotiations for further liberalization are currently taking place; should this bear fruit, the goal to achieve the target of 150 billion USD in bilateral trade by 2015 and 200 billion USD by 2020 is expected to gain a lot of momentum.

## ENHANCED PEOPLE-TO-PEOPLE EXCHANGE AND MUTUAL UNDERSTANDING

People-to-people exchanges have been vigorous between ASEAN and Korea. Out of the total 14 million outbound Korean tourists in 2013, 32% or 4.9 million people have chosen ASEAN Member States as their destination, making ASEAN the most popular destination for Koreans. Meanwhile, Korea receives nearly 1.6 million visitors from ASEAN countries, which is the third largest number after China and Japan. Furthermore, while Hallyu (Korean wave) has undeniably played an important role in facilitating people-to-people exchanges between ASEAN and Korea, Southeast Asian culture has been gaining huge popularity in Korea as well.

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

ASEAN people account for 23% or 330,000 people of the total number of foreign residents in Korea (1,450,000). At present, approximately 150,000 people who make up 65% of the 230,000 foreign workers in Korea (E-9 visa holders) are ASEAN nationals and 33% (76,000 people) out of some 230,000 marriage migrants and persons naturalized through marriage are from Southeast Asia. In addition 7,000 Southeast Asian students are currently studying in Korea. As these numbers suggest, people from ASEAN have become an important part in the lives of Koreans. As active constituencies of the Korean society, they contribute not only to Korea's economic development but also to its transition into a mature multicultural society.

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

In the international sphere, Korea and ASEAN are making joint efforts to establish regional integration and promote peace and co-prosperity in the East Asia region through fulfilling its due role in the ASEAN-led mechanisms such as ASEAN+3, East Asia Summit (EAS), and ASEAN Regional Forum (ARF). In addition, Korea is actively participating in forging the ASEAN-centered RCEP (Regional Comprehensive Economic Partnership) and is maintaining close cooperation with ASEAN to realize the East Asia Economic Community by 2020 – an inspiration set by the Korea-led East Asia Vision Group (EAVG II) - and ultimately the East Asia Community, as envisioned by the EAVG I.

# Embassies & Offices of ASEAN Member States in Korea

## BRUNEI DARUSSALAM

### EMBASSY OF BRUNEI DARUSSALAM

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

## KINGDOM OF CAMBODIA

### ROYAL EMBASSY OF CAMBODIA

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

## REPUBLIC OF INDONESIA

### EMBASSY OF THE REPUBLIC OF INDONESIA

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

### INDONESIA TRADE PROMOTION CENTER

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

### INDONESIA TOURISM

**SEOUL** A206 Richensia, Yeouido-dong  
Yeongdeungpo-gu, Seoul 150-896  
T. +82-10-4203-0041

**BUSAN** 3rd Floor, Busan Indonesia Center  
1900 Geumgok-dong, Buk-ku, Busan 616-130  
T. +82-51-365-0041

## LAO PEOPLE'S DEMOCRATIC REPUBLIC

### EMBASSY OF LAO PDR

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

## MALAYSIA

### EMBASSY OF MALAYSIA

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

### MALAYSIA TOURISM PROMOTION BOARD SEOUL OFFICE

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

### MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)

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

## REPUBLIC OF THE UNION OF MYANMAR

### EMBASSY OF THE REPUBLIC OF THE UNION OF MYANMAR

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

## REPUBLIC OF THE PHILIPPINES

### EMBASSY OF THE REPUBLIC OF THE PHILIPPINES

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

### PHILIPPINE DEPARTMENT OF TOURISM, KOREA

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

## REPUBLIC OF SINGAPORE

### EMBASSY OF THE REPUBLIC OF SINGAPORE

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

### SINGAPORE TOURISM BOARD, SEOUL OFFICE

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

### INTERNATIONAL ENTERPRISE SINGAPORE

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

## KINGDOM OF THAILAND

### ROYAL THAI EMBASSY

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

### TOURISM AUTHORITY OF THAILAND, SEOUL OFFICE

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

### OFFICE OF TRADE AFFAIRS

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

### THAILAND BOARD OF INVESTMENT (BOI) SEOUL OFFICE

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

## SOCIALIST REPUBLIC OF VIETNAM

### EMBASSY OF THE SOCIALIST REPUBLIC OF VIETNAM

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

### TRADE OFFICE

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

# About ASEAN



The Association of Southeast Asian Nations (ASEAN) was established through the signing of the ASEAN Declaration (Bangkok Declaration) on 8 August 1967 in Bangkok, Thailand with the aim to promote regional peace and stability, and to accelerate economic growth, social progress and cultural development in Southeast Asia. Since its establishment, ASEAN has been making remarkable progress, setting a good example of a successful regional organization. Through the adoption of the Bali Concord II at the 9th ASEAN Summit in 2003, ASEAN agreed to launch the ASEAN Community based on the three pillars of politico-security, economy, and socio-culture. To this end, ASEAN adopted the ASEAN Charter in 2007 which serves as a firm foundation in achieving the ASEAN Community (set for launch in 2015),

as well as the Master Plan on ASEAN Connectivity in 2010 that lays out the guidelines and measures for strengthening connectivity – a requisite for integration.

Externally, ASEAN has been asserting its Centrality through ASEAN-centric cooperative mechanisms such as the ASEAN +3, East Asia Summit (EAS), and ASEAN Regional Forum (ARF) by leading discussions on comprehensive agendas within the East Asia region. In parallel with these efforts, the launch of the ASEAN Community, which will signify the emergence of a colossal economic bloc with a population of over 600 million, is anticipated to mark a significant milestone in elevating the status of ASEAN and bolstering its influence in the global community.

## Facts on ASEAN 2013

<b>POPULATION</b>	617 million (third largest globally)
<b>LAND AREA</b>	4.47 million <sup>km</sup>
<b>ECONOMY</b>	GDP 2.3 trillion USD (3% of total world GDP)
<b>TRADE</b>	2.47 trillion USD (Export: 1.25, Import: 1.22, 7% of total world trade)
<b>MEMBER STATES</b>	Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
<b>MOTTO</b>	One Vision, One Identity, One Community
<b>SECRETARIAT</b>	Jakarta, Indonesia (Secretary General: Le Luong Minh)

## ASEAN HALL & INFORMATION CORNER

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



<b>OPENING HOURS</b>	9:30am - 5:30pm (closed on weekends and Korean national holidays)
<b>LOCATION</b>	ASEAN-Korea Centre 8th Fl., Press Center

Inquiries on ASEAN Hall Facility Rental and/or Group Visits  
TEL 82.2.2287.1177 EMAIL info@aseankorea.org





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