

# ASEAN-KOREA CENTRE

A KEY CHANNEL FOR ENHANCING  
ASEAN-KOREA PARTNERSHIP



ASEAN-KOREA CENTRE

## Building Trust, Bringing Happiness

Dec. 11 – 12, 2014  
BEXCO, Busan, Korea



“

*We recognized the role and contribution of the ASEAN-Korea Centre in promoting trade, investment, tourism, and cultural exchanges between ASEAN and the ROK, and appreciated the continuous commitment and support of the ROK for the Centre.*

”

### JOINT STATEMENT OF THE ASEAN-REPUBLIC OF KOREA COMMEMORATIVE SUMMIT

12 DECEMBER 2014  
BUSAN, KOREA

“

*We took note of the importance of the ASEAN-China Centre, ASEAN-Japan Centre and ASEAN-ROK Centre in promoting trade, investment, tourism and people-to-people contacts. We further urged the full utilisation of the Centres to promote trade and investment in the larger context of the ASEAN Plus Three cooperation.*

”

### CHAIRMAN'S STATEMENT OF THE 17TH ASEAN PLUS THREE SUMMIT

13 NOVEMBER 2014  
NAY PYI TAW, MYANMAR

# Secretary General's Message

2015 is a momentous year for ASEAN, as it is the year in which the ASEAN Community will be launched. In order to meet the goal of realizing a community comprising political-security, economic, and socio-cultural pillars by the end of the year, ASEAN is proceeding apace towards opening up a new chapter in the history of ASEAN integration.

The formation of the ASEAN Community, which would give rise to a single economic bloc consisting of 640 million people and a combined total GDP of 3 trillion USD, is pivotal in many aspects. It would accelerate East Asian integration, provide a growth engine for the global economy, and become a turning-point in ASEAN-Korea cooperation, which shall bring about numerous positive ripple effects.

The cooperative partnership between ASEAN and Korea has made splendid progress since dialogue relations were first established in 1989. In December 2014, the ASEAN-ROK Commemorative Summit celebrating the 25th anniversary of the ASEAN-ROK dialogue relations was convened successfully in Busan, Korea. Building on the outstanding achievements of the two regions during the last quarter-century, a new blueprint of cooperation for the next 25 years was unveiled at the Summit, which not only upgraded the ASEAN-ROK Strategic Partnership, but also broadened the boundaries of bilateral cooperation to global dimensions.

ASEAN is now the second largest trading partner and investment destination, the region from which Korea receives the second most construction orders, as well as the top destination for Korean outbound travelers. In the course of the last 25 years, there has been a 17 fold increase in bilateral trade, a 20 fold hike in Korea's FDI to ASEAN, and a 25 fold leap in

people to people exchanges. In addition, socio-cultural communication and exchanges have become more vigorous; Hallyu (Korean wave) has blossomed in ASEAN and flourished beyond, while in Korea, Southeast Asian food & culture are increasingly gaining more popularity.

Since its inception in 2009, the ASEAN-Korea Centre has implemented various work programs aimed at forging a mutually beneficial partnership, and will continue to play a key role in taking the partnership to a higher level. In particular, the Centre will place special emphasis on realizing the vision of the Joint Statement of the 2014 ASEAN-ROK Commemorative Summit, put forward by the leaders of the two regions. The Centre will carry out work programs such as the ASEAN Trade Fair, ASEAN Connectivity Forum and various ASEAN-Korea SME Support programs to promote trade expansion and balanced trade, as well as contribute to narrowing the development gap among the ASEAN region. Moreover, through culture & tourism and people-to-people exchanges programs, such as the ASEAN Culture and Tourism Fair, ASEAN-Korea Tourism Development Workshop, ASEAN-Korea Youth Network and so forth, the Centre will strive to bring ASEAN and Korea closer together, connecting the hearts of the peoples of the two regions.

We sincerely look forward to your continued interest in, and support for the activities of the ASEAN-Korea Centre.



Amb. Kim Young-sun  
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 on 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.

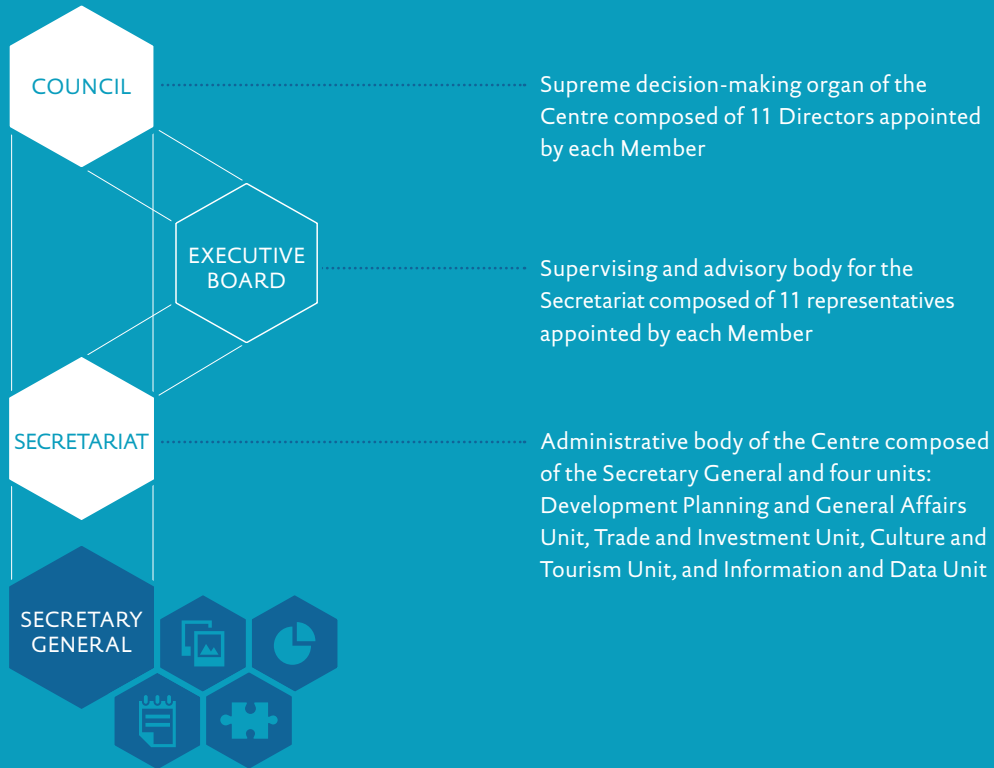
## ACTIVITIES

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



## 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
- Provides information on ASEAN and its relations with Korea
- Organizes activities to increase public awareness of the Centre
- Manages Centre's website and operates information corner

# Members

SOURCE ASEAN Secretariat, Statistics Korea

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

## MYANMAR



- 676,577 km<sup>2</sup>
- 61.5 million
- Burmese
- Nay Pyi Taw
- Kyat
- 54.0

## LAO PDR



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

## THAILAND



- 513,120 km<sup>2</sup>
- 68.2 million
- Thai
- Bangkok
- Baht
- 377.0

## CAMBODIA



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

## INDONESIA



- 1,860,360 km<sup>2</sup>
- 248 million
- Bahasa Indonesia
- Jakarta
- Rp(Rupiah)
- 894.9

## KOREA (SOUTH)



- 100,266 km<sup>2</sup>
- 50 million
- Korean
- Seoul
- Won
- 1,151.3

## VIETNAM



- 330,951 km<sup>2</sup>
- 89.7 million
- Vietnamese
- Hanoi
- Dong
- 137.7

## PHILIPPINES



- 300,000 km<sup>2</sup>
- 99.3 million
- Filipino (based on Tagalog), English
- Manila
- Peso
- 240.7

## BRUNEI



- 5,769 km<sup>2</sup>
- 0.4 million
- Malay
- Bandar Seri Begawan
- BND (Brunei Dollar)
- 16.9

## SINGAPORE



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

## MALAYSIA



- 330,290 km<sup>2</sup>
- 29.9 million
- Bahasa Malaysia
- Kuala Lumpur
- RM (Ringgit Malaysia)
- 307.2

# Activities



Trade & Investment



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## ASEAN Trade Fair

Raises awareness of ASEAN products in Korea by organizing a large-scale independent ASEAN trade exhibition and provides business opportunities between ASEAN and Korean companies

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## ASEAN Goods Exhibition

Introduces ASEAN products by sector and provides business opportunities between ASEAN and Korean companies

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## Exploring Korean Market Opportunities for ASEAN SMEs

Provides market-oriented capacity building opportunities to ASEAN SMEs and supports their global market penetration through dispatching Korean marketing experts to ASEAN Member States

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## Product Development Workshop

Enhances product development capacity of ASEAN SMEs by dispatching Korean product development experts to ASEAN Member States to share knowledge and knowhow

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## ASEAN-Korea Technology Cooperation Workshop for ASEAN SMEs

Introduces Korean technology applicable to ASEAN SMEs and promotes cooperation through discussion on technology exchanges between Korean and ASEAN SMEs

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## Investment and Business Environment Seminar

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

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## Investment and Market Research Mission

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

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## ASEAN Connectivity Forum

Holds a forum to share the latest information on ASEAN Connectivity - a core component in advancing the ASEAN Economic Community – as well as to identify new investment opportunities in infrastructure (transportation and energy) & ICT





### ASEAN Culture and Tourism Fair

Provides an experience for the Korean public to enjoy traditional cultural performances and access up-to-date tourism information of the ten ASEAN Member States in one venue

### ASEAN Road Show

Holds a road show of vehicles such as buses that are wrapped with images of landmarks and cultural heritages of each ASEAN Member State, in order to promote ASEAN culture and tourism

### ASEAN-Korea Tourism Development Workshop

Provides a platform for stakeholders in the tourism sector of ASEAN and Korea to exchange views and share best practices to further increase tourism competitiveness of ASEAN Member States

### ASEAN Culture & Tourism Documentary Production

Produces short documentary films on diverse culture and tourism destinations of ASEAN to raise awareness and attract wider Korean public attention

### ASEAN-Korea Culture & Tourism Promotion Workshop

Consists of lectures on Korean language, culture and tourism marketing strategies aimed at strengthening the capacity of ASEAN tourism professionals and thereby support the development of ASEAN tourism industries

### ASEAN Tourism Mobile Application & Tourism Promotion Websites (Korean) for CLMV (Cambodia, Lao PDR, Myanmar, Vietnam) Countries

Provides up-to-date ASEAN travel information to promote the region and raise awareness of the Korean public on ASEAN

# Activities



## Information & Data



### ASEAN Awareness Program

Organizes diverse awareness programs to promote a higher level of understanding on ASEAN among wide audiences, including children, youths, education professionals and the general public

- *ASEAN-Korea Youth Network*

Conducts a workshop for youths of ASEAN and Korea to participate in network building activities, lectures, discussions etc. which offer insight on global issues and an opportunity to foster friendship

- *ASEAN Lecture Series*

Holds an open lecture series for the public in which ASEAN experts cover a diverse range of topics related to ASEAN including its culture, economy, politics, religion etc.

- *ASEAN School Tour*

Provides lectures and creative activities for students of all ages with the aim to raise awareness of ASEAN and generate sensitivity on cultural diversity

- *Training Course for Trainers*

Offers training for education professionals on better understanding the importance of ASEAN and ASEAN-Korea relations in order to ultimately enhance the effectiveness of ASEAN education among students

### 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 various educational multimedia resources

### Information Corner & Related Services

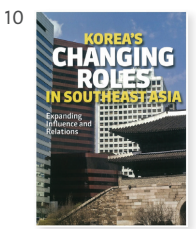
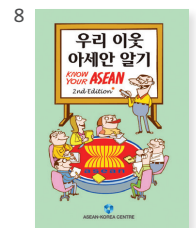
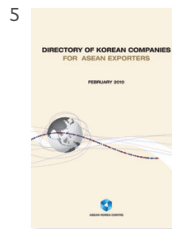
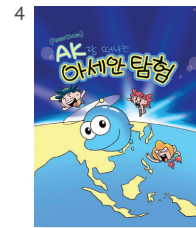
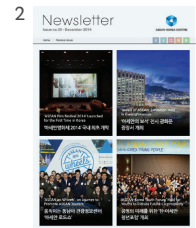
Operates the Information Corner which offers a collection of books, periodicals, and multimedia materials on ASEAN and ASEAN-Korea relations to the visitors

### Youth Visit Program at the ASEAN Hall

Provides learning activities on ASEAN for students of all ages who visit the ASEAN Hall

# Publications

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)**  
Introduction of the country, main tourist attractions, maps, history, culture, customs, festivals, and practical information on 10 ASEAN Member States
4. **GUIDE FOR KIDS: "EXPLORING ASEAN WITH AK" \* KOREAN (2012)**  
Illustrated children's book on ASEAN Member States
5. **DIRECTORY OF KOREAN COMPANIES FOR ASEAN EXPORTERS ENGLISH (2010)**  
A directory providing up-to-date information on Korean companies importing from ASEAN countries (1,300 companies)
6. **IMPORT PROCEDURES IN KOREA FOR ASEAN PRODUCTS ENGLISH (2010)**  
A guide presenting import rules and regulations in Korea and overall flow chart of import procedures
7. **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)
11. **UNDERSTANDING ASEAN THROUGH 4CS**  
Educational publication on ASEAN's journey of integration from its inception to the launch of ASEAN community, explained through 4Cs (Community, Charter, Connectivity, Centrality)



Materials marked with (\*) are available on the Centre's website

# 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

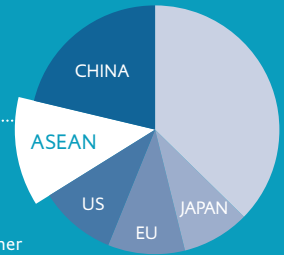
## ASEAN-KOREA TRADE 2014

**138** billion  
USD

Total 1 trillion 99 billion USD

**2<sup>ND</sup> / 13%**

ASEAN, Korea's  
second largest trading partner



|            |       |                   |            |
|------------|-------|-------------------|------------|
| <b>1st</b> | China | 235.4 billion USD | <b>21%</b> |
| <b>3rd</b> | US    | 115.6 billion USD | <b>11%</b> |
| <b>4th</b> | EU    | 114.1 billion USD | <b>10%</b> |
| <b>5th</b> | Japan | 86 billion USD    | <b>8%</b>  |

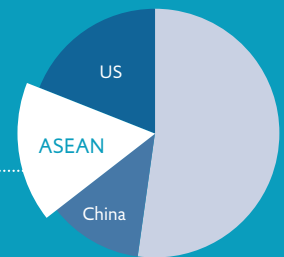
## FDI FROM KOREA TO ASEAN 2014

**4.0** billion  
USD

(based on total  
invested amount)  
Total 25 billion USD

**2<sup>ND</sup> / 16%**

ASEAN, Korea's  
second largest investment destination



|            |       |                 |            |
|------------|-------|-----------------|------------|
| <b>1st</b> | US    | 5.1 billion USD | <b>20%</b> |
| <b>3rd</b> | China | 3 billion USD   | <b>12%</b> |

## ASEAN-Korea Visitors 2014

**6.75** million  
visitors / **1<sup>ST</sup>** ASEAN, top travel  
destination for Koreans

|                 |                              |
|-----------------|------------------------------|
| <b>To ASEAN</b> | 4.95 million Korean visitors |
| <b>To Korea</b> | 1.8 million ASEAN visitors   |

## 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 pivotal 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 particular, the convening of the ASEAN-ROK Commemorative Summit in 2014 on the occasion of the 25th anniversary of the ASEAN-ROK Dialogue Relations gave further momentum to the Strategic Partnership. Furthermore, 2015 – the year in which the ASEAN Community is to be launched – 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 of economic cooperation in the areas of trade, investment, and construction. The trade volume between the two regions has increased 17 fold from 8.2 billion USD in 1989 to 138 billion USD (Export: 84.6 billion USD, Import: 53.4 billion USD) in 2014, and ASEAN has surpassed US, EU and Japan to become Korea's second largest trade partner after China. Since the ASEAN-Korea FTA came into full force in 2009, economic cooperation has expanded in various areas such as in investment and service, making ASEAN the second largest investment destination. Moreover, once negotiations to further liberalize the ASEAN-Korea FTA bear fruit, the goal of achieving the target of 150 billion USD in bilateral trade by 2015 and 200 billion USD by 2020 will gain impetus. Together with the invigoration of business related to ASEAN Connectivity – a core component of ASEAN Economic Community – the mutually beneficial ASEAN-Korea partnership is also expected to grow stronger.

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

People-to-people exchanges have been vigorous between ASEAN and Korea. In 2014, 4.95 million Korean people visited the ASEAN region, making it the most popular travel destination for Koreans. Meanwhile, Korea received nearly 1.8 million visitors from ASEAN countries during the same period, which is the third largest number of foreign visitors to Korea 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. In addition, the 370 thousand ASEAN people residing in Korea and the 300 thousand Korean people in ASEAN are acting as a bridge between the regions to connect the two peoples.

## 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-led RCEP (Regional Comprehensive Economic Partnership) and is maintaining close cooperation with ASEAN to realize the 'East Asia Economic Community by 2020' – an initiative put forward by the Korea-led East Asia Vision Group (EAVG II).

# 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 Taeyeongno 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, Taeyeongno  
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. Ever since, ASEAN has made remarkable progress and has set a good example of a successful regional organization. Through the adoption of the Bali Concord II at the 9th ASEAN Summit in 2003 and the Cebu Declaration at the 12th ASEAN Summit in 2007, ASEAN came to agree on a landmark decision to launch the ASEAN Community in 2015, based on the three pillars of politico-security, economy and socio-culture. To this end, ASEAN has gradually moved forward, adopting the ASEAN Charter in 2007 which embodies the vision of the ASEAN Community, and the Master Plan on ASEAN Connectivity in 2010 that lays out ways to strengthen 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 and a combined GDP of 3 trillion USD, is anticipated to mark a significant milestone in elevating the status of ASEAN and shore up its influence in the global community.

## Facts on ASEAN 2013

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|----------------------|---|
| <b>POPULATION</b>    | 625 million (third largest globally)  |
| <b>LAND AREA</b>     | 4.436 million km <sup>2</sup>   |
| <b>ECONOMY</b>       | GDP 2.4 trillion USD (3% of total world GDP, 7th highest globally)  |
| <b>TRADE</b>         | 2.51 trillion USD<br>(Export: 1.27, Import: 1.24)   |
| <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.






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

Inquiries on Group Visits to ASEAN Hall

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