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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).

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.

Chairman’s Statement of the 16th ASEAN Plus Three Summit
10 October 2013, Bandar Seri Begawan, Brunei Darussalam

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 Anni-versary 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.

FOREWORD

“ASEAN-Korea Centre's endeavors will contribute to a more balanced and mutually beneficial relationship, as well as to the ASEAN community-building process.”



I am delighted to present the Annual Report for Fiscal Year 2014 of the ASEAN-Korea Centre, covering the period from March 2014 to February 2015. This report illustrates the Centre’s efforts toward ‘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.

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. ASEAN is now the second largest trading partner and investment destination from Korea, and the region from which it receives the second most construction orders, as well as the top destination for its outbound travelers. During 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 exchange. The year 2014 witnessed a momentous milestone as it marks the 25th Anniversary of the establishment of ASEAN-ROK Dialogue Relations. To commemorate this historic event, the ASEAN-ROK Commemorative Summit was held in December 2014 in Busan, Korea.

In an effort to tap into the potentials of further strengthening and deepening the ASEAN-Korea Strategic Partnership, a wide range of activities geared up towards fulfilling its mandates; 22 work programs as part of the Trade and Investment, Culture and Tourism, and Public Relations and Information Service Chapters were successfully established. In conjunction with the 2014 ASEAN-ROK Commemorative Summit, the Centre organized the biggest ever ASEAN Trade Fair under the theme, “100 tastes from 10 ASEAN countries” and the ASEAN Culture and Tourism Fair in Busan and Incheon during the Asian Games. In addition, four special programs titled ‘ASEAN Film Festival’, ‘Jewels of ASEAN’, ‘ASEAN Road Show’ and ‘ASEAN-Korea Youth Forum’ under the theme ‘Best of ASEAN’ were organized to enhance the understanding on ASEAN by providing a unique, multi-cultural experience, and to deepen the “Partnership for Trust and Happiness” between ASEAN Member States and Korea.

As Secretary General, I strongly believe that the ASEAN-Korea Centre’s endeavors will contribute to a more balanced and mutually beneficial relationship, as well as to the ASEAN community-building process. Therefore, I would like to see the Centre evolve into a more solid organization, which facilitates seamless cooperation with the ASEAN Member States. With this in mind, the Centre should now seek higher efficiency of its programs by focusing more on programs that have proven to be successful over the years.

It is encouraging to note that the ASEAN-Korea Centre has proven itself as an effective and successful intergovernmental organization since its inception in March 2009, bolstering the partnership between ASEAN and Korea based on the accumulation of its achievements, expertise, and know-how. The Centre will continue to implement mutually beneficial programs that address the specific needs of ASEAN Member States and Korea, and also develop new projects that are in line with ASEAN’s efforts toward forming the ASEAN Community. Last but not least, I would like to call upon your unwavering support and cooperation, which is paramount for the continued advancement of the ASEAN-Korea Centre.

Young-sun KIM
Secretary General

FY2014 HIGHLIGHTS

Continuing the efforts to fulfill the Centre's mandates, 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, a total of 22 work programs have been implemented under the Chapters of Trade and Investment, Culture and Tourism, and Public Relations and Information Service in FY 2014. In addition, the ASEAN-Korea Centre carried out a series of special programs, in line with the 2014 ASEAN-ROK Commemorative Summit that was held in Busan on 11-12 December, to celebrate 25 years of ASEAN-Korea Dialogue Relations, including the Centre's six successful years of operation since its inauguration.

Trade and Investment

Under the Trade and Investment Chapter, the Centre undertook 7 work programs, comprised of 21 sub-programs: *ASEAN Goods Exhibitions, ASEAN Trade Fair 2014, Knowledge Sharing and Benchmarking Workshop (KSBW), Product Development Workshop, Investment and Business Environment Seminar, Investment and Market Research Mission, and Korea's Contribution to ASEAN Connectivity (Infrastructure Investment Opportunities).*

ASEAN GOODS EXHIBITIONS

The Centre participated in three exhibitions, namely, *Seoul Furniture & Home Living Fair 2014* (24-27 Apr), *Seoul International Textile Fair 2014* (3-5 Sept), and *G-Star 2014* (20-22 Nov); to promote and raise public awareness of diverse products from ASEAN Member States and provide business meeting opportunities. The *ASEAN Goods Exhibitions* set up the 'ASEAN Pavilion' to introduce ASEAN's exquisite identity by introducing more diverse products to the Korean market 40 companies from ASEAN Member States exhibited their products at the three *Exhibitions*. Also, a total of 993 business meetings were held and was expected to gain approximately USD 61 million within three years after the exhibition.

ASEAN TRADE FAIR 2014

As one of the flagship programs to celebrate the 2014 ASEAN-ROK Commemorative Summit, the *ASEAN Trade Fair 2014* was held on 12-15 November at COEX as the first-ever *Fair* held solely for ASEAN Member states, and the largest Southeast Asian food and beverage fair to take place in Korea. Under the theme '100 tastes from 10 ASEAN countries', a wide selection of quality products including processed tropical fruits, frozen fisheries, various dried foods, coffee and tea, were exhibited by each ASEAN exhibitors. It consisted of an unprecedented scale of 90 companies and ten representatives of Trade Promotion Organizations (TPOs) from ASEAN Member States participating in the exhibition. 100 food and beverage companies from 10 ASEAN countries were invited, with 40,000 visitors and 2,000 business meetings held during the 4-day show. This event was covered 95 times from 50 media channels.

KNOWLEDGE SHARING AND BENCHMARKING WORKSHOP

The *Workshop* was held on 22-26 April at the ASEAN Hall, to build capacity in the ICT sector and set a stage to share Korea's economic development experiences through technological progress. It provided a venue for participating officials to establish network with relevant experts in Korea. 17 Ministry govern-

ment officials from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand, and Vietnam, participated.

PRODUCT DEVELOPMENT WORKSHOP

The *Workshop* was organized to help ASEAN manufacturers better understand the Korean market and improve expertise on product development, which would facilitate entrance into the Korean market. In FY2014, Workshops were held in Brunei Darussalam and Vietnam in the food sector; in Lao PDR in the agriculture sector; in Cambodia on packaging technology; in Myanmar on food quality management, product designs, and key considerations to be made, when exporting ASEAN products to Korea. There was an average of 100 participants in individual *Workshops*.

INVESTMENT AND BUSINESS ENVIRONMENT SEMINARS

The *seminar* was held to provide potential Korean investors with up-to-date information on investment climate, policies, and opportunities in the respective ASEAN Member States. The *Investment and Business Environment Seminars* were held in Seoul for five ASEAN Member States, namely Brunei Darussalam, Cambodia, Lao PDR, Myanmar, and Vietnam. With almost 120 participants on average, Seminars featured information to Korean companies on business environments, investment opportunities and policies of ASEAN Member States. A total of 125 *business meetings* were held between ASEAN officials and Korean businessmen.

INVESTMENT AND MARKET RESEARCH MISSIONS

The *Missions* were held to provide potential Korean investors with up-to-date information on the investment climate, policies, and opportunities in the ASEAN Member States. *Missions* were dispatched to five ASEAN Member States, namely Indonesia, Malaysia, Philippines, Singapore, and Thailand. Grouped by identified sectors of interest, in consultation with the Investment Promotion Agencies (IPAs) of each Member State, almost 120 potential Korean investors participated in the Mission to gain a first-hand experience of the latest investment climate and explore new business opportunities in ASEAN.

KOREA'S CONTRIBUTION TO ASEAN CONNECTIVITY (Infrastructure Investment Opportunities)

The *Connectivity Forum* was organized to share with related Korean companies and investors information on the current status and challenges of projects being implemented under the Master Plan on ASEAN Connectivity (MPAC), as well as Public Private Partnership (PPP) projects. Co-hosted by the Centre with the Federation of Korean Industries (FKI) and the International Contractors Association of Korea (ICAK), 1 senior government official from each ASEAN Member State and Asian Development Bank (ADB), including approximately 140 Korean businessmen with high interest in undertaking infrastructure projects attended the *Forum*.

Culture and Tourism

Under the Culture and Tourism Chapter, the Centre undertook 9 work programs, comprised of 32 sub-programs: *ASEAN Culture and Tourism Fair, ASEAN-Korea Festival, ASEAN Tourism Guide Book, Participation in Tourism Exhibitions and the ASEAN Tourism Forum (ATF), ASEAN Tourism HRD Program, Tourism Promotion Websites (Korean) for CLMV Countries, Korean Language Training Course, ASEAN-Korea Multimedia Competition and Multiculturalism Lecture Series.*

ASEAN CULTURE AND TOURISM FAIR

As one of the Centre's flagship programs, the 6th *ASEAN Culture and Tourism Fair* was held in Busan Citizens Park and Incheon Asiad Main Stadium, consecutively (26 Sept-2 Oct) to complement the host cities of the 2014 ASEAN-ROK Commemorative Summit and the 17th Asian Games. Particularly, the involvement of the Busan National Gugak Center marked the first year that a Korean performance was integrated with the *ASEAN Culture and Tourism Fair* allowing mutual cultural exchanges between Korea and ASEAN. In addition, the 'Colors of ASEAN' Photo Exhibition in Busan attracted approximately 3,500 visitors, while the ASEAN Living Collection in Incheon drew 3,076 national and international visitors during the Incheon Asian Games.

ASEAN-KOREA FESTIVAL

The *festival* which was held in Cambodia, Lao PDR and Myanmar on 19, 21 and 25 March respectively, introduced Korea's diverse cultural contents to the ASEAN public through the performance of a renowned Korean cultural troupe, the Gyeonggi Provincial Dance Company. The traditional performing arts troupe successfully drew the attention of more than 2,200 audiences in all three countries.

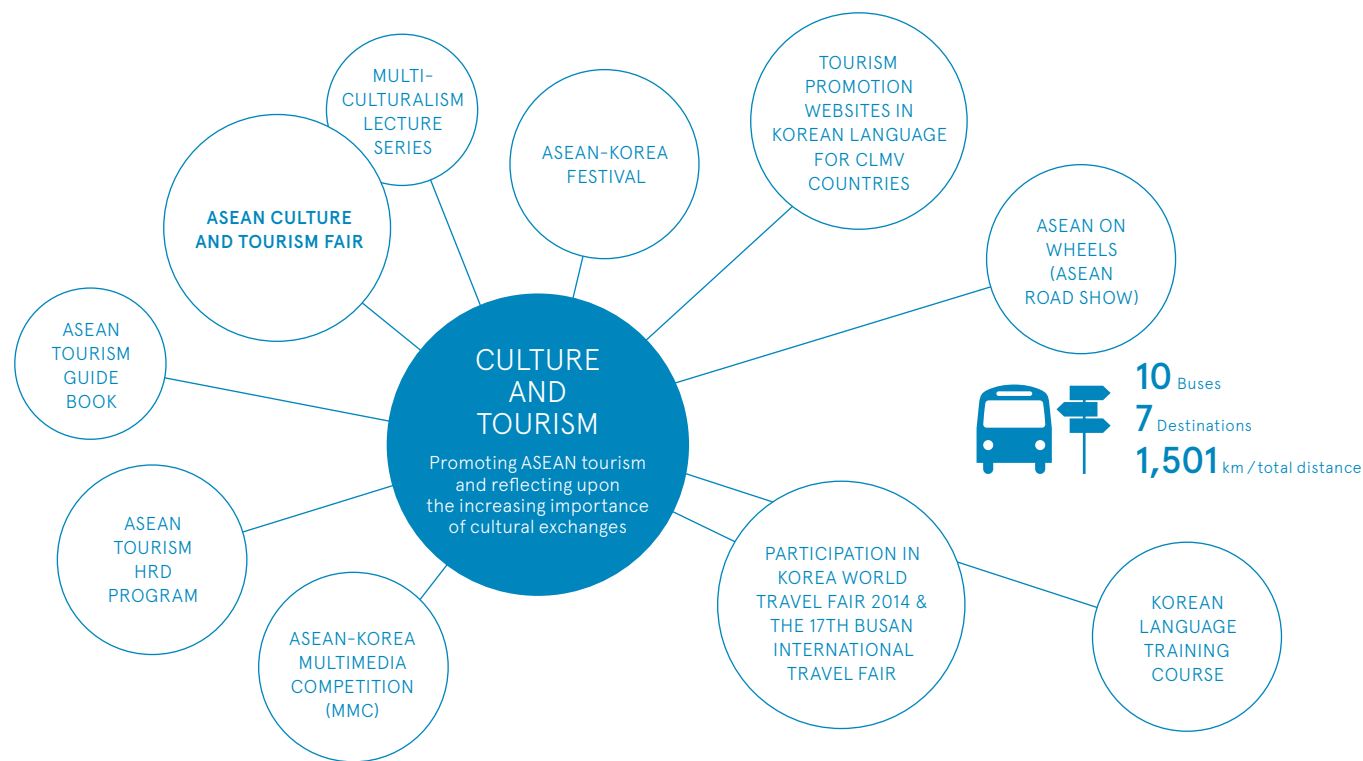
ASEAN TOURISM GUIDE BOOK

First published in 2010, the *ASEAN Tourism Guide Book* serves as an effective tool to promote major tourist attractions of the 10 ASEAN Member States and disseminate up-to-date information to potential Korean travelers. In this regard, the Centre continued to update the information and maintain technical services for the mobile application of the *ASEAN Tourism Guide Book* titled the 'ASEAN Travel' for iOS and Android platforms. In FY2014, promotional activities in collaboration with the flagship events of the Centre contributed to a remarkable increase of downloads and distribution of the *Guidebook*. A total of 12,810 copies were distributed to the Korean public and 5,379 downloads of the mobile application were recorded.

PARTICIPATION IN KOREA WORLD TRAVEL FAIR 2014 & THE 17TH BUSAN INTERNATIONAL TRAVEL FAIR

The Centre participated in culture and tourism promotion exhibitions, namely the Busan International Travel Fair (BITF) and the Korea World Travel Fair (KOTFA) to exchange ideas and share up-to-date information on the centre's activities. In total, more than 222,534 people visited the exhibitions, and most of them visited





the ASEAN-Korea Centre's Booth. The Centre also continued to attend the ASEAN Tourism Forum (ATF) on 22-29 January 2015 at Nay Pyi Taw, Myanmar. The program successfully gathered 2,000 delegates from 50 countries, including tourism ministers and NTO Officials. In addition, the Centre attended the 25th Meeting of the ASEAN+3 NTOs on 15-19 May 2014 at Legazpi, Philippines as a part of a cooperative efforts to promote the ASEAN region as a multi-faceted single tourist destination.

ASEAN TOURISM HRD (Human Resources Development) PROGRAM

Held in five Member States, namely Brunei Darussalam, Indonesia, Malaysia, Philippines, and Singapore, the program comprised of lectures on Korean tourism trends, culture, and language to strengthen the capacity of invited tourism professionals. The main focus of the program was to help professionals better communicate with Korean tourists and attract more visitors. The program was attended by approximately 400 tourism frontlines, related government officials, and local students majoring in tourism.

TOURISM PROMOTION WEBSITES IN KOREAN LANGUAGE FOR CLMV COUNTRIES

The Centre supported the maintenance of the Korean language website for CLMV countries. The *websites* were designed to provide up-to-date information on CLMV Countries. The websites have had more than 400,000 page views as of March 2015 since its launch in December 2011.

KOREAN LANGUAGE TRAINING COURSE

Conducted in Brunei, Cambodia, Lao PDR, Malaysia, Myan-

mar, Philippines, Singapore, and Thailand, the 60-hour training course gathered around 40~50 participants and cultivated introductory Korean language skills of tourism professionals in ASEAN. Total of 330 professionals from the tourism sector participated including tour guides, travel agents, hoteliers, as well as related government officials.

ASEAN-KOREA MULTIMEDIA COMPETITION (MMC)

Recognizing the need to foster mutual understanding among the young generation of ASEAN and Korea, the competition entitled 'Lifestyle of ASEAN' gathered artworks that captured ASEAN's diverse world of fashion, craftsmanship, food, architecture, culture and other elements of the daily life. Artworks of the winners were exhibited in the Gallery Moon in Dongdaemun Design Plaza in Seoul (9-18 Jan 2015), the Hanam Arts Center in Gyeonggi province (27 Jan-15 Feb 2015), and the Gyeongju Arts Center in North Gyeongsang province (3-29 Mar 2015).

ASEAN ON WHEELS (ASEAN ROAD SHOW)

The newly implemented program was a road show project which was organized on 3-13 December as a part of the *Best of ASEAN* project in celebration of the 25th anniversary of ASEAN-Korea Dialogue Relations and the 2014 ASEAN-ROK Commemorative Summit held in Busan. Ten buses wrapped with images that represent the culture and tourism of each ASEAN Member State toured around major cities in Korea including Seoul, Gyeonggi, Cheongju, Daejeon, Gwangju, Ulsan, and Busan. The program also offered various promotional activities, such as 'ASEAN Culture and Tourism Library', savoring ASEAN snacks and drinks, and message writing activities to the ten ASEAN Member States through 'Wish Tree Tag'. The moving caravans traveled a total

distance of 1,501 km from Seoul to Busan and the exposure population to the program was about 1 million in total.

MULTICULTURALISM LECTURE SERIES

Held at Tongyeong (14 Nov), Jeonggwan and Gijang (13 Jan 2015) as part of the Centre's effort to reach out to the multicultural families and ASEAN people residing in Korea, the *lectures* gathered 250 local community members and related officials. It provided opportunities for local communities to understand the changing global trend towards multicultural society.

Public Relations and Information Service

Under the Public Relations and Information Service Chapter, 5 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 Services.*

ASEAN AWARENESS PROGRAMS

Activities to raise awareness of ASEAN, such as *ASEAN-Korea Youth Network, ASEAN School Tour Program, ASEAN Lecture Series, ASEAN Language Course Program, and Training Course for Trainers* provided opportunities for the Korean public to enhance their understanding on ASEAN, ASEAN Member States, and ASEAN-Korea relations.

ASEAN-Korea Youth Network

Organized to strengthen networks and invigorate exchanges among the youths of ASEAN and Korea. The *Workshop*, under the theme 'Sustainable Water Resources Management – Shar-

ing Korea's Experience,' was held in Seoul (24-26 Jul) and in Da Nang, Vietnam (19-23 Aug), with 70 university students from ASEAN (based in Korea) and Korea, including 30 students for the *Workshop* in Vietnam as participants. The outbound program was held in Da Nang, Hoi An, and My Son, Vietnam.

School Tour Program

Held for six consecutive years (2009-2014), the Centre continued to hold the *School Tour Program* at ten elementary schools in Chungcheongbuk-do, Seoul, and Gyeonggi-do, to boost awareness of ASEAN and ASEAN-Korea relations among students. The program enabled students to experience ASEAN's diverse culture through creative activities such as ASEAN Booth Activities, Cultural Performances and ASEAN Information Corner. It attracted approximately 1,700 students.

ASEAN Lecture Series

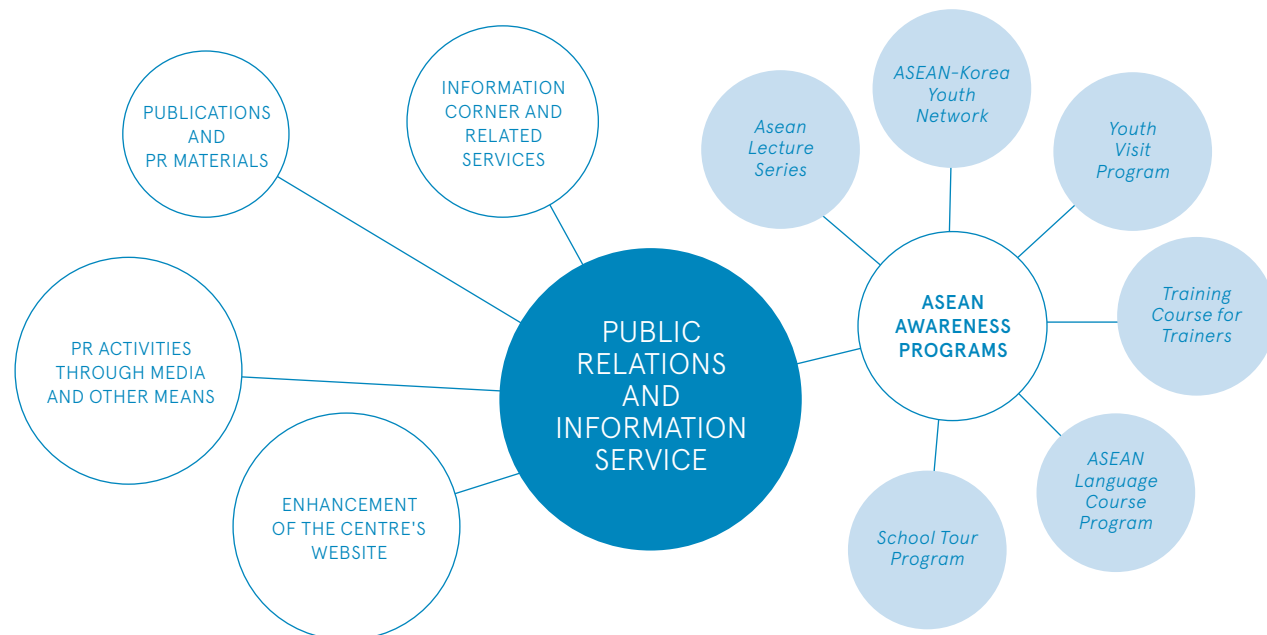
Held at the ASEAN Hall, the *ASEAN Lecture series* comprised of presentations by experts on the topic of 'Living Culture in Southeast Asia' and 'ASEAN Community 2015: Where Korea Stands in ASEAN's 4Cs.' Lectures were held after office hours for the general public and attracted a total of 660 participants, including students, teachers, government officials, researchers, journalists, entrepreneurs, professionals, and office workers who are interested in ASEAN.

ASEAN Language Course Program

Organized in cooperation with the Sogang University Institute for East Asian Studies, the Centre continued to provide *Courses* in Indonesian, Thai, and Vietnamese, Burmese, Tagalog, and Khmer for those interested in learning ASEAN languages. Around 300 registrants attended the *Courses*.

Training Course for Trainers

Implemented to raise awareness of ASEAN, ASEAN-Korea relations, as well as the Centre to secondary education profession-



als, including school teachers, researchers, and commissioners. The *Course*, under the theme of 'ASEAN, its Culture and Multiculturalism in Korea' was held on 28 November in cooperation with Chungcheongbuk-do Office of Education. A total of 54 education trainers, teachers and principals of middle and high schools attended the *Program*.

PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

The Centre expanded its *PR activities* through various channels including major media and social networking services (Blogs, Facebook, Twitter, Youtube). The official blogs recorded about 30,000 monthly pageviews each, while the *Facebook* page recorded 4,308 visitors (as of 30 Jan). Highlights include coverage by some of Korea's biggest television networks, such as *KBS, MBC, YTN, Arirang TV*, and major newspapers such as *Chosunilbo, Munhwa-ilbo, The Korea Herald, The Korea Economic Daily*, and many more. The event was highly exposed to major broadcasters such as *KBS, KNN, Arirang TV* and *K-TV* where a special documentary on the ASEAN-ROK Summit was recorded by KBS TV which highlighted each individual program of the Best of ASEAN.

PUBLICATIONS AND PR MATERIALS

In FY2014, the Centre produced and disseminated a wide range of publications for diverse target groups ranging from youngsters to businessmen. In celebration of the 25th Anniversary of ASEAN-ROK relationship and the 5th Anniversary of the Centre's inauguration, a newly special booklet titled *Understanding ASEAN through 4Cs* was published and gained much popularity among University students. The annual statistical booklet, *2014 ASEAN & Korea in Figures* has received continuous positive feedback. Updates version of updated editions of the Centre's brochure, monthly e-newsletter, and an illustrated book for children titled *Exploring ASEAN with AK*.

ENHANCEMENT OF THE CENTRE'S WEBSITE

The *Centre's Official Website* provides comprehensive information on ASEAN, ASEAN-Korea relations, and updates. The monthly page view reached 120,000 on average in FY2014. In addition, in order to celebrate the *2014 ASEAN-ROK Commemorative Summit*, the Centre launched the Best of ASEAN website and shares information of the event via websites of other organizations such as the ASEAN Secretariat, and the Seoul Metropolitan Government. In terms of PR effects, the media coverage totaled over 500 times including SNS postings and articles. It is used as a venue for events, such as *Lecture Series, Youth Visit Program*, and *ASEAN Language Course Program* and many more.

INFORMATION CORNER AND RELATED SERVICES

On a regular basis, the Centre introduced new additions to the *Information Corner* located at the ASEAN Hall, which houses a publications, periodicals, and audio-visual materials on ASEAN Member States and ASEAN-Korea relations. The *ASEAN Hall* is a multi-purpose space utilized for exhibitions, lectures, seminars, and various other events that promote inter-cultural understanding between ASEAN and Korea. It is used as a venue for

events, such as *Lecture Series, Youth Visit Program*, and *ASEAN Language Course Program*. In FY2014, the *ASEAN Hall* was visited by a wide range of visitors including over 100 events, as well as group and individual visits from universities, governments, academia, etc amounting to a total of 6,300 visitors.

Celebrating the 2014 ASEAN-ROK Commemorative Summit, 'Best of ASEAN'

In commemoration of the 25th Anniversary of the ASEAN-ROK Dialogue Relations and to celebrate the *2014 ASEAN-ROK Commemorative Summit* in Busan, the Centre organized the *Best of ASEAN* from 27 November to 14 December, which comprises four special programs, '*ASEAN Film Festival*,' '*Jewels of ASEAN*,' '*ASEAN on Wheels*,' and '*ASEAN Korea Youth Forum*.'

ASEAN Film Festival 2014 (ASEFF) held on 27 November to 4 December at the National Museum for Modern and Contemporary Arts (MMCA), was the first-ever film festival to be held in Korea to present films from ten ASEAN Member States. Directors, actors, and related persons from the ASEAN film industry were invited to Korea for the Opening Ceremony. The *Festival* gathered over 1,500 film viewers.

Jewels of ASEAN was held from 2 December to 14 December at the Gwanghwamun Square, Seoul. The program was designated to symbolize the cultural significance of the ten representative landmarks, and to signify the partnership of peace, prosperity and progress among the ASEAN Member States. The program attracted approximately 98,000 people.

ASEAN on Wheels (ASEAN Road Show), a newly implemented program held on 3-13 December. 10 busses wrapped with images that represent culture and tourism of each of the ASEAN Member States traveled major cities of Korea to introduce its colorful attractions. The moving caravans traveled a total distance of 1,501 km from Seoul to Busan and the exposure population to the program was about 1 million in total.

ASEAN-Korea Youth Forum 2014 was held on 3 December at the Seoul City Hall under the theme '*ASEAN & Korea Young People: Building a Shared Future*.' This *Forum* provided a platform for 200 youth of Korea and ASEAN countries, including 20 young journalists from ASEAN Member States, to discuss issues of common interest and encourage them to exchanges ideas on how to confront the current and future challenges together.

OUTREACH ACTIVITIES

THE CENTRE'S EXTERNAL CONTRIBUTION

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 spotlight the presence of the Centre, further promote awareness of ASEAN and ASEAN-Korea relations, and expand the horizon of cooperation. Some of the Secretary General's notable contributions include:

- Seminar on ASEAN Economic Community: from the Perspective of Korea (11 Feb) / delivered the Opening Remarks
- 11th ASEAN Leadership Forum in Nay Pyi Taw, Myanmar (11 May) / moderated the session on "ASEAN Economic Community – Creating Regional Prosperity, Resilience and Opportunities"
- Jeju Peace Forum for Peace and Prosperity organized by the Jeju Peace Institute (27 May) / participated as discussant for the session on "ASEAN Community and East Asia Cooperation."
- Workshop on ASEAN-Korea Partnership co-organized by ROK Embassy in Singapore and ISEAS (24 Oct) / participated as presenter for the session on "Ideas for the ASEAN-ROK Partnership beyond 2015."
- 10+3 Connectivity Partnership International Forum in Nanning, China (21 Nov) / participated as presenter on "From '10+3 Connectivity to East Asian Connectivity."
- 2014 ASEAN-ROK CEO Summit (11 Dec, Busan, Korea) Secretary General moderated the session, "Fostering Dynamism: Learning from ASEAN Entrepreneurship."

Building on the significance of the informal meetings among the Secretaries General of ASEAN-Korea (AKC), ASEAN-China (ACC), and ASEAN-Japan Centres (AJC), on the sidelines of the *ASEAN Tourism Forum*, the ACC hosted the 4th Meeting among the Secretaries General on 18-21 June in Beijing, to further discuss areas of co-work that would further cooperation among ASEAN Plus Three nations. H.E. Hae Moon Chung, Secretary General of the AKC, Mr. Yoshikuni Ohnishi, Secretary General of the AJC, and H.E Mingqiang Ma, Secretary General of the ACC, attended the meeting and discussed extensively and in-depth, ways of future cooperation, such as implementing joint work programs, personnel exchange and sharing information and best practices.

To show the Centre's commitment in fostering cooperation among the three Centres, Secretary General Chung invited the two Secretaries General to the *ASEAN Trade Fair 2014* held in Seoul, in which Secretary General Ohnishi contributed his presence to the Opening Ceremony. In exchange, Secretary General Ohnishi invited H.E. Chung, to attend the *Seminar on ASEAN Economic Community 2015* in Tokyo on 17 December. The Secretaries General reconvened on the sidelines of *ASEAN Tourism Forum* at Nay Pyi Taw, Myanmar on 25 January 2015.

CHAPTER 1 TRADE AND INVESTMENT

Building on the experiences over the past years,
The Centre's trade work programs have been streamlined to
better meet the needs of ASEAN Member States.





The Centre has continued to undertake various trade promotion activities to further increase trade between ASEAN and Korea. Building on the experiences over the past years, trade work programs have been streamlined to better meet the needs of ASEAN Member States. As for exhibitions for trade promotion, the Centre has further increased ASEAN's presence in Korea and raised the level of awareness of ASEAN products to Korean consumers by organizing an independent exhibition, the *ASEAN Trade Fair 2014*. Furthermore, the Centre organized the *ASEAN Goods Exhibitions* to serve the varying interests of ASEAN.

The year 2014 was indeed significant for both ASEAN and Korea, celebrating the 5th Anniversary since the ASEAN-Korea Free Trade Agreement (AKFTA) came into full force, the inauguration of the ASEAN-Korea Centre, as well as the 25th Anniversary since the establishment of ASEAN-Korea Dialogue Partnership. Organizing an unprecedented trade exhibition for FY2014 has contributed to the anticipated bilateral trade volume of USD 150 billion by 2015. The *ASEAN Trade Fair 2014* and *ASEAN Goods Exhibition 2014* were a purpose-driven effort geared towards mutual prosperity of ASEAN and Korea.

ASEAN Goods Exhibition

The Centre participated in three exhibitions, namely, *Seoul Furniture & Home Living Fair 2014*, *Seoul International Textile Fair 2014*, and *Global Game Exhibition 2014*, to provide an opportunity for ten ASEAN Member States to further promote their products that have global competitiveness in the Korean market and also to establish business links with potential Korean buyers. Building on experiences of FY2013, the Centre continued to undertake *ASEAN Goods*

Exhibitions, which were streamlined to promote diverse ASEAN products. The *ASEAN Goods Exhibitions 2014* set up the 'ASEAN Pavilion' to introduce ASEAN's exquisite identity by introducing more diverse products to the Korean market. 40 companies from ASEAN Member States exhibited their products at three *Exhibitions*. A total of 993 *business meetings* were held; approximately *USD 61 million* is expected to be gained within three years following the exhibition.

	Seoul Furniture & Home Living Fair 2014	Seoul International Textile Fair 2014	Global Game Exhibition G-Star 2014
DATE	24-27 Apr	3-5 Sep	20-22 Nov
EXHIBITION VENUE	KINTEX (Korea International Exhibition Cnter)	COEX (Convention & Exhibition Center)	BEXCO (Busan Exhibition & Convention Center)
EXHIBIT ITEMS	Furniture, household goods	Textile	Game contents
PARTICIPANTS (2 companies per each member state)	Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, and Vietnam	Brunei, Cambodia, Indonesia, Lao PDR, Myanmar, Thailand, and Vietnam	Brunei Darussalam, Malaysia, Philippines, Singapore, and Thailand

MAIN ACTIVITIES

Seoul Furniture & Home Living Fair 2014

The ASEAN Pavilion showcased furniture and interior products of Southeast Asia with the participation of a total of 16 companies from 8 ASEAN Member States (Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore and Vietnam). The *Fair* was held to promote ASEAN furniture and interior products in the Korean market, as well as to provide opportunities for ASEAN companies to establish business contacts with Korean buyers. The Member States exhibited and promoted their interior and lifestyle products that have been designed to represent the unique characteristics of each country.

Seoul International Textile Fair 2014

ASEAN textile products were exhibited at the ASEAN Pavilion to promote ASEAN textile and textile accessories in the Korean market as well as to provide networking opportunities between ASEAN companies and Korean buyers. 14 textile and interior companies from 7 ASEAN Member States of Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Myanmar, Thailand, and Vietnam, put on display to promote a range of high-quality textile products including silk, cotton, linen fabric, embroidery, and lace. Products that have unique designs that embrace a mix of Southeast Asian tradition and modernity were introduced.

Global Games Exhibition G-Star 2014

10 companies from 5 ASEAN Member States, Brunei, Malaysia, Philippines, Singapore, and Thailand, promoted ASEAN game contents at the *Exhibition* and built new business contacts with Korean buyers. A wide selection of ASEAN game contents was displayed including mobile games, PC games and e-payment. A total number of 379 business meetings were held between the ASEAN exhibitors and potential Korean buyers during the exhibition period. The *Exhibition* aimed to support the value chain connection between Korea and ASEAN in the game (online & mobile) industry, which is an industry that has the potential to generate high added value.

OUTCOME AND IMPACT

Seoul Furniture & Home Living Fair 2014

In total, 366 business meetings were held between the ASEAN exhibitors and potential Korean buyers during the Exhibition, and the sales amount expected to be gained in 3 years through the ASEAN Goods Exhibition in the furniture sector is around USD 25 million. The Centre provided interpretation services at the ASEAN Pavilion in an effort to facilitate communication between exhibitors and buyers. The Centre also offered a trade mission program in order to enable ASEAN businessmen to gain a better understanding on the status of the Korean furniture market and quality management plan through lectures, which included information on the latest trend of the Korean furniture market. A market research was conducted by making visits to prominent furniture stores in Korea including Livart and Hanssem.

Seoul International Textile Fair 2014

A total number of 248 business meetings were held between the ASEAN exhibitors and potential Korean buyers during the exhibition period. According to the survey on the participants, the sales amount expected to gain in 3 years through the ASEAN Goods Exhibition in the sector of textile is approximately USD 11 million. The trade mission program enabled ASEAN businessmen to gain a better understanding on quality management plan of textile as well as the latest market trends in Korea through lectures and market research to Dongdaemun textile market and Casamia, which are major textile product stores in Korea.

Global Game Exhibition G-Star 2014

The purpose of this initiative was to expand the opportunity for ASEAN countries with labor intensive industrial structure to foster more knowledge-intensive and high value added industries. The trade mission program offered a lecture on the current status of the Korean furniture market. A market research was also conducted by taking visits to prominent game companies including Intivsoft, Park E.S.M., and Treenod, in order to better understand the latest trend of the Korean game contents market.



ASEAN Trade Fair 2014

In celebration of the 2014 ASEAN-ROK Commemorative Summit, the ASEAN Trade Fair 2014 was held on 12-15 November at COEX. It was the first-ever Fair held solely for ASEAN Member states, and the largest Southeast Asian food and beverage fair to take place in Korea. It was also the biggest such event the ASEAN-Korea Centre has implemented since its inception in 2009.

The year 2014 not only set a milestone in the overall ASEAN-Korea relations on its 25th Anniversary of the establishment of Dialogue Partnership, but also in terms of trade relations, for it has been five years since the ASEAN-Korea Free Trade Agreement (AKFTA) came into full effect. In order to maximize business opportunities in this unprecedented Fair, ASEAN food industry was especially selected in view of its high competitive factor.

DATE	12-15 Nov
VENUE	COEX, Seoul
PARTICIPANTS	90 ASEAN companies and 10 representatives of TPO

MAIN ACTIVITIES

A total of 90 ASEAN companies and 10 representatives of Trade Promotion Organizations (TPOs) participated to showcase diverse food and beverage products with competitive edge, representing each of the 10 ASEAN Member States. The Centre provided each Member State with a National Pavilion. The Fair was held in efforts to introduce and promote ASEAN food and beverage products in the Korean market as well as the potentiality of ASEAN as a permanent trading partner to Korean buyers. A wide selection of quality products including processed tropical fruits, frozen fisheries, various dried foods, coffee and tea, were exhibited by each ASEAN exhibitors.

Several events were conducted to enhance the understanding of ASEAN food and beverages. The cooking demonstration was the highlight of the *Fair*, as professional chefs utilized the exhibited items to show how Southeast Asian food ingredients can be incorporated into Korean dishes. A total of 23 cooking demonstrations were conducted to familiarize the Korean buyers and visitors with ASEAN products. The Centre provided mission members with opportunities to visit *E-Mart* and *Hanaro Mart* in Yangjae-dong, the largest retailers in Korea, to better understand the Korean market trend and to research the distribution channel for fresh products.

Seminars for mission members (Trade Facilitation Seminar on the Food Industry between ASEAN and Korea) helped ASEAN participants obtain information that can be readily applied to the real work setting such as procedures for plant quarantine & import permit of Korea, food safety policy for imported goods, effective utilization of ASEAN-Korea FTA, and customs procedures in the food industry. Five seminars for Korean visitors (Seminar on ASEAN Food Industry) provided Korean buyers and consumers with the knowledge of food sourcing network in ASEAN, coffee & tea industry of ASEAN, prospects of halal in international trade, and the health food industry of ASEAN.

Trade Facilitation Seminar on the Food Industry between ASEAN and Korea

LECTURE 1	Procedures for Plant Quarantine & Import Permit of Korea By Young-Tae Kim, Deputy Director Plant Quarantine Department of Animal and Plant Quarantine Agency (QIA)
LECTURE 2	Food Safety Policy for Imported Goods By Gyu-Ho Choi, Assistant Director Ministry of Food and Drug Safety (MFDS)
LECTURE 3	Effective Utilization of ASEAN-Korea FTA in the Food Industry By Young-Man Byun, Director General FTA Information and Business Support Center
LECTURE 4	Customs Procedures in Food Industry By Jin-Kyu Kim, Licensed Customs Attorney Hanyoung Customs Law Firm

Seminar on ASEAN Food Industry

Coffee & Tea Industry of ASEAN Sinouk Coffee, Gryphon Tea Company, Thuriya Win, Destileria Limtuaco, Htoo Mar & Pop Pop, Hapro Vietnam
Building Food Sourcing Network in ASEAN Brunei Darussalam, Myanmar, Indonesia, Lao PDR, Malaysia
Prospect of Halal in International Trade MATRADE, Halal Industry Innovation Center
Building Food Sourcing Network in ASEAN Cambodia, Singapore, Thailand, Vietnam
Health Food Industry of ASEAN Nghe An Foods, Eu Yan Sang International, Soyato Foods International, Raw Brown Sugar, Khaolaor Laboratories, Ganda Kota, Lao Agro 2000, Mitratani Dua Tujuh, Soma Group, Snowberry

OUTCOME AND IMPACT

The overall program had achieved the primary objective of successfully supporting ASEAN exhibitors in promoting their items through buyer matchmaking and in attaining a better understanding of Korean market trends and regulations. In terms of the total expected sales amount within three years after the exhibition, approximately *USD 213 million* was estimated. A total of *2,082 business meetings* were held between ASEAN companies and Korean buyers. There was an extensive coverage of the Fair in the Korean media; a total of 95 articles from 50 media covered the news including *Korea Joongang Daily*, *Hankyung*, *The Korea Times*, *Korea Times*, *KBS*, *SBS*, *Arirang TV*, *Hankyung TV*, *Maeil Business*, *Yonhap News*, *ASEAN Today*, etc.

The *ASEAN Trade Fair 2014* provided a venue for raising awareness of the new cooperation paradigm between ASEAN and Korea to Korean businessmen and consumers, so as to strengthen ASEAN's identity in Korea and the familiarity of ASEAN products to the Korean public. According to COEX, 47,437 people visited the *Fair* during the 4 days of the exhibition period.



TECHNICAL COOPERATION /
CAPACITY BUILDING



The Centre undertook various activities geared towards facilitating technical cooperation and capacity-building of ASEAN Member States to boost trade and investment between ASEAN and Korea. These activities are part of the Centre's efforts to support ASEAN's small and medium sized enterprises to enter the Korean market. This section includes the *Knowledge Sharing and Benchmarking Workshop (KSBW)* and *Product Development Workshop*. The *KSBW* was a vehicle to share economic development experiences of Korea. The *Product Development Workshop* continued to support the capacity-building of ASEAN companies in developing product design and packaging.

Knowledge Sharing and Benchmarking Workshop

As the world's no.1 country in ICT competitiveness, Korea is the most optimal location to host the *Knowledge Sharing and Benchmarking Workshop* in regards to the ICT sector. As part of the capacity-building programs, the *Knowledge Sharing and Benchmarking Workshop* provided a stage to share Korea's ICT development experiences with ASEAN Member States. ICT is considered as a new growth engine for ASEAN and an important means in propelling the ASEAN Community. Diverse efforts have been made to cultivate the ICT sector since the ASEAN ICT Master Plan was adopted in 2011, including human capital development, reducing the digital divide, and innovation.

The *Workshop* was held to provide an opportunity for ASEAN Member States to build capacity in the ICT sector and set a stage to share Korea's economic development experiences through technological advancement. It provided a venue for participating officials to establish network with relevant experts in Korea.

TECHNICAL COOPERATION / CAPACITY BUILDING

DATE	22-26 Apr 2014
VENUE	ASEAN Hall, ASEAN-Korea Centre
PARTICIPANTS	17 persons from 9 ASEAN Member States (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand and Vietnam)

MAIN ACTIVITIES

17 government officials from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand, and Vietnam, participated. The *Workshop* was composed of lectures by Korean ICT experts from Korea Information Society Development Institute (KISDI) and National Information Society Agency (NIA) on Korea's digital economy policies and how ICT is applied to life in Korea. The lectures entitled 'Korea's ICT Application' and 'Digital Economy Policy in Korea' shared Korea's experience of an innovation-led rapid growth in the ICT sector. Furthermore, visits were made to relevant organizations such as SK T.um, Korea Development Institute (KDI) in Sejong City and Daedeok Innopolis (Daedeok Science Town) in Daejeon city, to provide access to the latest industrial trends.

DATE	DETAILS	
23 APR	Welcoming Remarks	H.E. Hae Moon Chung, Secretary General of the ASEAN-Korea Centre
	Lecture I	Digital Economy Policy in Korea (Mr. Sangwon KO, Executive Director of the Korea Information Society Development Institute, KISDI)
	Industrial Visit I	SK T.um – SK Telecom's ICT Museum Tour
24 APR	Industrial Visit II	Korea Development Institute (KDI), Sejong City Introduction of KDI and Knowledge Sharing Program (KSP)
	Industrial Visit III	Daedeok Innopolis (Daedeok Science Town), Daejeon City
25 APR	Lecture II	ICT Application in Korea (Mr. Sung-Nam Choi, Principal Manager of the National Information Society Agency, NIA)
	Cultural Activity	Seoul City Tour – Namsan N-Tower, Korea Folk Village, Kyung-bok Palace



OUTCOME AND IMPACT

The *Knowledge Sharing and Benchmarking Workshop* served as a vehicle for ASEAN participants to benchmark Korea's industrial innovation experiences, adding new perspective and information for the participants. Through the *Workshop*, Korean experts shared Korea's ICT development experiences by providing an opportunity for ASEAN Member States to build innovative capacity in the ICT sector. It provided a venue for ASEAN delegation related to the ICT sector to establish networks with experts in Korea. The *Workshop* provided the latest information and ICT trends in Korea to ASEAN Member States.

Product Development Workshop

The *Product Development Workshop* was organized to help ASEAN manufacturers better understand the Korean market and improve expertise on product development, which would facilitate entrance into the Korean market. First initiated in 2011, this program has received favorable feedback from the ASEAN Member States. In FY2014, Workshops were held in Brunei Darussalam and Vietnam in the food sector; in Lao PDR in the agriculture sector; in Cambodia on packaging technology; in Myanmar on food quality management, product designs, and key considerations to be made, when exporting ASEAN products to Korea.

	Brunei	Cambodia	Myanmar	Vietnam	Lao PDR
DATE	12-16 May	22-26 July	24-28 Aug	27-31 Oct	25-29 Jan 2015
SECTOR	Food	Packaging Technology	Food Quality Management	Food	Agriculture
PARTICIPANTS	90	82	110	136	92

MAIN ACTIVITIES

In the *Product Development Workshops 2014*, lectures were given by Korean experts on quality management, product designs, and key considerations to take into account when exporting ASEAN products to Korea. The lectures focused on product design trends in the Korean market and product development techniques. Simulation exercises were conducted to apply their learning into practice. In addition, industrial visits to relevant organizations were arranged for on-site consulting.

OUTCOME AND IMPACT

The *Product Development Workshop* furthered the potential of ASEAN products and enhanced capacity of ASEAN manufacturers. The *Workshop* allowed participants to gain insight on effective product design and current design trends in Korea, as well as effective measures for entering the Korean market. It served to help ASEAN manufacturers better understand the Korean market and strengthen product capacity for the *ASEAN Trade Fair 2014* & other exhibition programs. There was an average of 100 participants in individual Workshops.



In order to further stimulate investment flow between ASEAN and Korea, the Centre continued to implement the *Investment and Business Environment Seminar* and the *Investment and Market Research Mission*. The *Investment and Business Environment Seminar* was held for Brunei Darussalam, Cambodia, Lao PDR, Myanmar, and Vietnam, while the *Investment and Market Research Mission* was dispatched to Indonesia, Malaysia, the Philippines, Singapore, and Thailand. Aside from the aforementioned programs, *Korea's Contribution to ASEAN Connectivity (Infrastructure Investment Opportunities)* was also held in FY2014 to faster investment opportunities on infrastructure of the ASEAN Member States and ultimately to contribute to ASEAN Connectivity.

Investment and Business Environment Seminar

Building on the positive response from the Korean business community, the Centre continued to organize the *Investment and Business Environment Seminar* to provide potential Korean investors with up-to-date information on investment climate, policies, and opportunities in the respective ASEAN Member States. The *Investment and Business Environment Seminars* were held in Seoul for five ASEAN Member States, namely Brunei Darussalam, Cambodia, Lao PDR, Myanmar, and Vietnam.

*38 attended on an individual basis

	Brunei	Cambodia	Lao PDR	Myanmar	Vietnam
DATE	4-7 March 2015	16-19 Apr	25-28 Jun	15-13 Dec	31 Aug-3 Sept
SECTOR	Food	Wood Processing	Food Processing	Agriculture, Hydropower	Food Processing
PARTICIPANTS	44	90	87	50	135
DELEGATION	8	10	*48	9	10
TOTAL	52	100	135	59	145

VENUE	Korea
FROM ASEAN	Government officials in the related sector; Representatives from the related institutions; Representatives from Korean companies based in ASEAN; Private sector representatives
FROM KOREA	Korean business people

MAIN ACTIVITIES

With almost 120 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 *2014 Investment and Business Environment Seminar* was mainly composed of presentations, business networking luncheon and one-on-one business meetings. The delegations also had the opportunity to visit relevant industrial sites in Korea.

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Brunei	Sector Halal and Bio Industry	Opening Ceremony	H.E. Hae Moon Chung Secretary General of ASEAN-Korea Centre
		Investment Seminar 4-7 March 2015 Plaza Hotel, Seoul	H.E. Hajah Hasnah binti Haji Ibrahim Deputy Permanent Secretary of Ministry of Industry and Primary Resources
		Industrial Visits 5 March Seoil Farm (Anseong City, Gyeonggi-do) / Epice Co., Ltd. Factory (Chungnam)	
		Presentation 1 Incentives and Policies for Investment in Brunei Darussalam	Ms. Jessica Lai Brunei Economic Development Board (BEDB)
		Presentation 2 Overview of and Investment Opportunities in the Halal Bio Industry	Mr. Gary Ho, SQW
Cambodia	Sector Electronics, Furniture, and Wood Processing	Presentation 3 Overview of and Business Opportunities in the Halal Food Industry	Ms. Feby Latip Ghanim International Corporation
		Presentation 4 FDI Success Story	Ms. Karen Yap Golden Corporation Sdn Bhd
		Welcoming Remarks	H.E. Hae Moon Chung Secretary General of ASEAN-Korea Centre
		Keynote Speech	H.E. Chea Vuthy Deputy Secretary General, Cambodian Investment Board, Council for the Development of Cambodia
		Presentation 1 Investment Environment and Opportunities in Cambodia	Mr. Youn Heng Director Project evaluation and Incentive Department, Council for the Development of Cambodia

COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Cambodia (continued)		Presentation 2 Cambodian Electronics Market	Mr. Sok Piseth President Young Entrepreneurs Association of Cambodia (YEAC)
		Presentation 3 Business Experience of Korean Company in Cambodia	Mr. Byung Kun Back President BNA(CAM) Corp.
Lao PDR	Sector Hydroelectric Power and Agricultural Product Development	Opening Remarks	H.E. Hae Moon Chung Secretary General of ASEAN-Korea Centre
		Congratulatory Remarks	H.E. Khamla Xavachack Ambassador Lao People's Democratic Republic to ROK
		Investment Seminar 16 December 2014 Plaza Hotel, Seoul	
		Industrial Visits 15 & 17 December 2014 Pulmuone (Foodmerce & Mengli Farm)/ Dae-chung dam and K-water	
		Presentation 1 Investment Climate and Policy of Lao PDR	Mr. Phouthasack Souvannasao Deputy Director Ministry of Planning and Investment
Myanmar	Sector Food Processing	Presentation 2 Lao's Experience in Hydropower Project Financing	Mr. Akhomdeth Vongsay Director Ministry of Energy and Mines
		Presentation 3 Foreign Direct Investment in Agriculture Sector in Lao PDR	Mr. Ketkeo Phouangphet Director Ministry of Agriculture and Forestry
		Welcoming Remarks	H.E. Hae Moon Chung Secretary General of ASEAN-Korea Centre
		Investment Seminar 2 Sep 2014 Plaza Hotel, Seoul	
		Industrial Visits 1 Sep 2014 Industrial Bank of Korea, Daesang Corporation, and Lotte Group	
		Keynote Speech	H.E. Lei Lei Thein Ministry of National Planning and Economic Development (MNPED)
		Presentation 1 Korea's participation in the Banking Sector in Myanmar	Ms. Sandar Oo Central Bank of Myanmar
		Presentation 3 Investment policies and incentives	Ms. Aye Aye DICA



COUNTRY	DATE & VENUE	PROGRAM	SPEAKERS
Vietnam	Sector Food Processing	Welcoming Remarks	H.E. Hae Moon Chung Secretary General of ASEAN-Korea Centre
		Congratulatory Remarks	H.E. Pham Huu Chi Ambassador, Socialist Republic of Vietnam to Korea
	Investment Seminar 26 June 2014 Plaza Hotel, Seoul	Keynote Speech	H.E. Do Thang Hai, Deputy Minister, Ministry of Industry and Trade
		Presentation 1 The Market Situation and Investment Opportunities of Food Processing Industry in Vietnam	Mr. Ta Hoang Linh, Deputy Director General Vietnam Trade Promotion Agency, Ministry of Industry and Trade
	Industrial Visits 27 June 2014 CJ Cheiljedang Jincheon Plant, Lotte Mart	Presentation 2 Recent Updates on Legal Framework and Policies on Vietnam Investment	Mr. Nguyen Ba Cuong Deputy Director Foreign Investment Agency, Ministry of Planning and Investment
		Presentation 3 Development Plans on Vietnam Food Processing Industry	Ms. Pham Hong Hanh Head of Global Integration and Foreign Investment Division, Ministry of Agriculture and Rural Development
		Presentation 4 Potentials, Development Opportunities and Investment Policies of Dong Thap Province	Mr. Nguyen Van Duong Vice Chairman Provincial People's Committee Dong Thap Province
		Presentation 5 CSV Model for Agriculture Development in Rural Vietnam	Mr. Bok Sang Chang CEO, Vietnam CJ Corporation

OUTCOME AND IMPACT

The Seminars not only provided the Korean business community with up-to-date information, but also served as a venue for establishing business networks between potential Korean investors and ASEAN government officials. A total of 125 business meetings were held between ASEAN officials and Korean businessmen.

INVESTMENT AND
MARKET RESEARCH MISSION



Building on the positive response from the Korean business community and ASEAN Investment Promotion Agencies (IPAs), the Centre continued to organize the *Investment Market Research Mission* to provide potential Korean investors with up-to-date information on the investment climate, policies, and opportunities in the ASEAN Member States. *Investment and Market Research Missions* were dispatched to five ASEAN Member States, namely Indonesia, Malaysia, Philippines, Singapore, and Thailand. Grouped by identified sectors of interest, in consultation with the IPAs of each Member State, potential Korean investors participated in the Mission to gain a first-hand experience of the latest investment climate and explore new business opportunities in ASEAN.

	Indonesia	Malaysia	Philippines	Singapore	Thailand
DATE	6-10 May	18-20 Jan 2015	28 Sept-2 Oct	2-6 Jun	20-24 Jan 2015
SECTOR	Infrastructure Development	Renewable Energy	Manufacturing	Water	Renewable Energy

MAIN ACTIVITIES

The *Mission* involved presentations by ASEAN government officials or representatives of relevant institutions on investment climate and police, including incentives for FDI. The program also included briefings by ASEAN IPAs and relevant Ministries, as well as visits to investment-related government agencies and local industrial sites.

OUTCOME AND IMPACT

The *Mission* provided an opportunity to promote investment from the Korean business community to ASEAN. The *Mission* was a valuable program that allowed Korean investors to acquire information on the investment climate and opportunities of ASEAN Member States. Furthermore, it facilitated networking between potential investors and related ASEAN counterparts.

KOREA'S CONTRIBUTION TO ASEAN CONNECTIVITY

INFRASTRUCTURE INVESTMENT
OPPORTUNITIES



Strengthening connectivity among the ASEAN Member States has become a core task for a successful launch of the ASEAN Community in 2015. Against this backdrop, the *Connectivity Forum* was organized to share with related Korean companies and investors information on the current status and challenges of projects being implemented under the Master Plan on ASEAN Connectivity (MPAC), as well as Public Private Partnership (PPP) projects. The *Forum* was held to establish networks among the Korean business community, ASEAN government organizations, and experts in the infrastructure arena.

DATE	20–22 October 2014
VENUE	Federation of Korean Industries (FKI) Headquarters, Conference Centre, Seoul
PARTICIPANTS	1 Senior government official from each ASEAN Member State and Asian Development Bank (ADB), around 140 Korean businessmen

MAIN ACTIVITIES

Specific ready-to-tender infrastructure projects were introduced by government officials of related ministry or institution of the ASEAN and the Asian Development Bank (ADB). The *Forum* was composed of 11 presentations, a business networking luncheon, and 80 one-on-one business meetings, which were held between Korean participants (potential investors, constructors) and the ASEAN delegation.

ASEAN TRADE PROMOTION

VENUE	PROGRAM	DETAILS
FKI	Registration and VIP meeting	
FKI Conference Centre Emerald Hall (3rd Floor)	Opening Session	Opening Remarks H.E. Hae Moon Chung Secretary General of the ASEAN–Korea Centre Welcoming Remarks H.E. Youn-Soo Lee Advisor Ambassador of the Federation of Korean Industries Congratulatory Remarks H.E. Raul S. Hernandez Ambassador of the Republic of the Philippines to Korea
	Session I	Priority Infrastructure Projects of Cambodia, Lao PDR, Myanmar, Vietnam, and Thailand Presentations by the government officials from Cambodia, Lao PDR, Myanmar, Vietnam, and Thailand Presentation by Mr. Jin Wook Cyhn from the <i>Asian Development Bank (ADB)</i> <i>This session provided information on the major initiatives (including cases of project financing) that have been undertaken by the ADB</i>
	Session II	Priority Infrastructure Projects of Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Singapore Presentations by the Government officials from Brunei Darussalam, Indonesia, Malaysia, the Philippines, and Singapore
FKI Tower Topaz Hall (2nd Floor)	VIP Luncheon hosted by ASEAN–Korea Centre	
FKI Tower (3rd Floor)	One-on-One business meetings	<i>The individual business meetings between Korean participants and ASEAN delegation (ten ASEAN Member States and ADB) were held for networking and discussing on possible areas of cooperation.</i>

OUTCOME AND IMPACT

The *ASEAN Connectivity Forum* provided an opportunity for ASEAN Member States to share ready-to-tender infrastructure project plans with Korean construction companies, potential investors, and related institutions. The Centre expanded and solidified partnership with the Federation of Korean Industries (FKI) and the International Contractors Association of Korea (ICAK) to co-host the Forum.

The *Forum* broadened access and communications with relevant stakeholders such as constructors and financing institutions in Korea who are highly interested in participating in infrastructure projects in ASEAN. The business meetings were carefully planned and matched between the ASEAN delegation and Korean representatives.

Recognizing the importance of ASEAN Connectivity and potential investment opportunities, a large number of companies with high interest in undertaking infrastructure projects attended the *Forum*. It was a valuable opportunity to hold constructive and meaningful discussions with the ASEAN delegation during one-on-one business meetings.

CHAPTER 2 — CULTURE AND TOURISM

The Centre continued to carry out ASEAN tourism promotional programs to raise awareness of the rich culture of ASEAN and to effectively provide diverse tourism information to the Korean public.



ASEAN-KOREA CULTURE AND TOURISM PROMOTION



In FY2014, the Centre continued to carry out ASEAN tourism promotional programs to raise awareness of the rich culture of ASEAN and to effectively provide diverse tourism information to the Korean public, thus ultimately facilitating travel to ASEAN countries for Korean tourists. The Centre continued to organize the *ASEAN Culture and Tourism Fair (ACTF)*, building upon its success for the past five years, as a platform to promote ASEAN culture and tourism. The Centre also implemented 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 continued to update and promote the *ASEAN Tourism Guidebook* and its mobile application, '*ASEAN Travel*.'

ASEAN Culture and Tourism Fair

As one of the Centre's flagship programs, the 6th *ASEAN Culture and Tourism Fair* was held in the fall of 2014 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	26 September – 2 October 2014
VENUE	Dasom Madang, Busan Citizens Park (27-28 September) Northern Square Stage Incheon Asiad Main Stadium (30 September)
PARTICIPANTS	A total of 79 delegates from 10 ASEAN Member States (including 11 NTO representatives) / 4,500 attendees from the general public

MAIN ACTIVITIES

In celebration of two significant occasions, which are the ASEAN-Republic of Korea Commemorative Summit 2014 and the 17th Incheon Asian Games, the *ASEAN Culture and Tourism Fair 2014* was held in Busan Citizens Park and the Incheon Asiad Main Stadium, consecutively. ASEAN cultural performances by respective national performance groups and cultural activities were organized. As a complement, ASEAN tourism information was also distributed during the fair to raise public awareness of ASEAN in Korea. In addition, *ACTF 2014* showcased special performances by the Busan National Gugak Center, presenting the beauty and traditional culture of Korea to the ASEAN delegation and the public. During *ACTF 2014* specific exhibitions and promotional activities were held as follows:

ASEAN Pavilion (27-28 September, Busan): Featured 10 ASEAN NTO (National Tourism Organization) Booths, the ASEAN-Korea Centre Promotional Booth, as well as the ASEAN Café, which provided an opportunity for the Korean public to experience the unique taste of ASEAN through tasting ASEAN beverages and snacks.

Colors of ASEAN (27-28 September, Busan): Displaying 30 exhibits portraying ASEAN's tourist attractions and lifestyles to showcase ASEAN's distinctive culture.

ASEAN Living Collection (19 September – 4 October, Incheon): Displayed design products that represent the uniqueness of ASEAN culture.

OUTCOME AND IMPACT

Cultural performances that ranged from traditional dances to instrumental and singing performances offered a cultural ground of diversity of ASEAN countries to the Korean public, which drew approximately 4,500 audiences. Particularly, the participation of the Busan National Gugak Center added variety to the cultural diversity of ASEAN and Korea. This marked the first year that a Korean performance was integrated at an *ASEAN Culture and Tourism Fair* which allowed mutual cultural exchanges between Korean and ASEAN.

The “Colors of ASEAN” Photo Exhibition in Busan drew approximately 3,500 visitors. The



exhibits were published in the October edition of the Travie's travel magazine, highlighting each of the 10 ASEAN Member States through 14 pages of colorful segments. While in Incheon, the ASEAN Living Collection displayed design products of unique culture that allowed the general public to experience the diversity of ASEAN culture and its people. The collection has drawn 3,076 national and international visitors from 19 September to 4 October, during the Incheon Asian Games.

ASEAN-Korea Festival

The *ASEAN-Korea Festival* in FY2014 introduced Korea's diverse cultural contents to the ASEAN public through the performance of a renowned Korean cultural troupe, the Gyeonggi Provincial Dance Company. The Festival, held in Cambodia, Lao PDR, and Myanmar, showcased Korea's traditional dance and singing to further promote cultural exchange and friendship between ASEAN and Korea.

DATE & VENUE	19 March 2014	Prasat Bayon, Angkor Tomb, Siem Reap, Cambodia
	21 March 2014	Don Chan Palace Convention Hall A, Vientiane, Lao PDR
	25 March 2014	Ottora Hall, Karaweik Hall, Yangon, Myanmar
PARTICIPANTS	33 people from Gyeonggi Provincial Dance Company / 2,200 audiences in 3 countries	

MAIN ACTIVITIES

The troupe, consisting of 33 performers, presented Korean traditional songs, dances and performances. This was complemented with the local ASEAN performances such as, the Cambodian fan dance and the Lao PDR's modern dance.



OUTCOME AND IMPACT

The traditional performing arts troupe successfully drew attention of more than 2,200 audiences in all three countries, drawing more than 500 spectators in each country. The festival provided an opportunity for genuine bilateral cultural exchanges, where traditional Korean culture and Korean drama OST were introduced alongside ASEAN local performances. The collaborative local performances that were incorporated added a unique feature to the festival and made the cultural program more meaningful for all countries involved (Cambodia, Lao PDR, Myanmar, and Korea).

ASEAN Tourism Guide Book

The *ASEAN Tourism Guide Book*, first published in 2010, continued to serve as an effective tool to promote major tourist attractions of the 10 ASEAN Member States and disseminate up-to-date information to potential Korean travelers, including detailed maps and photos of must-see attractions, cuisine, and accommodation. In FY2014, the Centre continued to update the information and maintain technical services for the mobile application of the *ASEAN Tourism Guide Book* titled the '*ASEAN Travel*' for iOS and Android platforms.

LANGUAGE	Korean
SCOPE	Main tourist attractions, cuisine, festivals, lodging, visa information, etc

MAIN ACTIVITIES

The Centre continued to disseminate the *ASEAN Tourism Guide Book* through culture and tourism programs held throughout FY2014. Additionally, the Center updated information and maintained technical services for the mobile application '*ASEAN Travel*' with support from professional technicians.

Participating Tourism Exhibition and ASEAN Tourism Forum

As part of the efforts to promote and raise awareness of ASEAN as well as sharing up-to-date information and exchange of ideas on the Centre's activities, the Centre participated in culture and tourism promotion exhibitions and tourism meetings throughout FY2014. This include the Busan International Travel Fair (BITF), Korea World Travel Fair (KOTFA), ASEAN Tourism Forum (ATF), and NTOs Meeting.

DATE & VENUE	BITF	12-15 September 2014: Hall 3, Exhibition Center 1, BEXCO, Busan
	KOTFA	29 May-1June 2014: Hall A, 1st floor, COEX, Seoul
	ATF	22-29 January 2015: Myanmar International Convention Center, Nay Pyi Taw, Myanmar
	NTO	15-19 June 2014: The Oriental, Legazpi, Philippines

MAIN ACTIVITIES

Through the KOTFA and BITF, the Centre set up the ASEAN Tourism Promotion Booth to distribute tourism promotional materials submitted by the 10 ASEAN Member States and various publications produced by the Centre, which include the *ASEAN Tourism Guidebook*, comprising tourism information of all 10 ASEAN Member States in Korean Language. To further increase participation and enhance attraction to the booth, the Centre organized promotional activities such as the 'ASEAN Quiz' and tasting ASEAN snacks and drinks. During BITF, the 'ASEAN Living Collection Exhibition' was held, where approximately 80 designed products that showcase the unique culture of ASEAN were displayed.

At the ASEAN Tourism Forum and the NTOs Meeting, the Centre presented culture and tourism work programs, networked with ASEAN officials, as well as shared ideas with the ASEAN Member States on future activities and the activities being implemented.

OUTCOME AND IMPACT

Through the KOTFA and BITF, the Centre successfully promoted ASEAN tourism through various materials, including publications, photos, and websites. In total, more than 222,534 people visited the exhibitions, whom most of them visited the ASEAN-Korea Centre's Booth. The exhibitions provided a good opportunity not only to raise awareness of ASEAN tourism, but also to introduce the Centre and its activities.

Through the ASEAN Tourism Forum and the NTOs Meeting, the Centre strengthened networks with representatives from ASEAN NTOs and ASEAN+3 countries, ASEAN Secretariat, tourism related government officials, and other related stakeholders, and received positive response from ASEAN Member States to continuously support ASEAN-Korea Centre's activities that promote ASEAN culture and tourism.



TECHNICAL COOPERATION &
CAPACITY BUILDING



As the people-to-people exchange between ASEAN and Korea has increased significantly, main tourist attractions of the ASEAN Member States have become attractive travel destinations to the Korean public. In line with this trend, the Centre continued to implement the *ASEAN Tourism Human Resource Development (HRD) Program* for ASEAN tourism professionals in order to assist in enhancing human resources capacity and provide better services for Korean tourists. The Centre also continued to support CLMV countries in managing the *Tourism Promotion Websites in Korean Language for the CLMV Countries* upon close communication with each country to provide an online promotional tool with the latest information on various tourism resources and trends of CLMV countries for prospective Korean tourists.

ASEAN Tourism HRD Program

In an effort to enhance intercultural awareness and practical knowledge on Korea among ASEAN tourism professionals, assist in providing 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 & VENUE	Singapore Malaysia Indonesia Brunei Philippines	6 June 2014 9-10 June 2014 20-21 August 2014 25-26 August 2014 17-18 November 2014	Auditorium, Singapore Tourism Board Casa Del Rio, Melaka Sheraton Bali Kuta Resort, Bali Radisson Hotel Brunei, Bandar Seri Begawan Seda Abreeza Hotel, Davao
PARTICIPANTS	Approximately 400 tourism frontlines, related government officials, and local students majoring in tourism		

MAIN ACTIVITIES

In FY2014, the *ASEAN Tourism HRD Program* was held in Singapore, Malaysia, Indonesia, Brunei, and the Philippines, respectively. Each country was offered a one to two-day program consisting of lectures providing information on tourism market trends and prospects of the Korean tourism market, Korean history, lifestyle, and culture that aim to facilitate understanding of incoming Korean tourists. The *Program* also provided a series of practical language training courses tailored to the tourism professionals of the respective country for them to provide better services to Korean tourists. Upon completing the program, certificates were provided to participants who have fully completed the program.

OUTCOME AND IMPACT

The HRD Program was held not only in the capital cities, but also in destinations with potential as future tourist destinations, thereby increasing the visibility of local tourism resources and networks to a wider range of participants. The Program strengthened the capacity of invited tourism professionals, so as to help them better communicate with Korean tourists and attract more visitors.

The results of the survey taken after the program showed that participants were highly satisfied with the overall program, and found the information useful and directly applicable to their job. Moreover, some of them suggested lengthening the duration of the program as well as learning more on Korean traditional dance, songs, and customs.

Tourism Promotion Websites (Korean) for CLMV Countries

The Centre continued to support the National Tourism Organizations (NTOs) Websites for Cambodia, Lao PDR, Myanmar, and Vietnam (CLMV) in Korean, by providing technical assis-



tance in maintaining the websites in order to continue to provide easier access to the latest tourism information on CLMV countries for Korean tourists. It is also an effective online promotional tool for CLMV NTOs.

DATE & VENUE

Year-round (on-going)

MAIN ACTIVITIES

In FY2014, the Centre reviewed the uploaded contents on the Websites and communicated with each CLMV country to check necessary assistance on the Websites. In FY2014, the Centre assisted tourism websites of Lao PDR and Vietnam by translating requested materials for the respective websites. The *Websites* continued to be promoted through various online and offline channels.

OUTCOME AND IMPACT

Since its launch in December 2011, the Websites for CLMV countries have been visited by more than 200,000 internet users, in which more than 80% are returning users. Since the Centre's handover the operational ownership to the NTOs in FY2013, the websites provided 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, Cambodia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, and Thailand.

DATE & VENUE

Brunei: 9-14 February 2015	Multipurpose Hall, Ministry of Industry and Primary Resources, Bandar Seri Begawan
Cambodia: 31 October – 18 November 2014	Cambodia University for Specialties, Siem Reap
Lao PDR: 4-18 July 2014	Tourism Training Centre, Ministry of Information, Culture and Tourism, Vientiane
Malaysia: 9-20 June 2014	Human Capital Development Centre, Tourism Malaysia, Putrajaya
Myanmar: 17-28 November 2014	Tourism Training School, Ministry of Hotels and Tourism, Yangon
Philippines: 3-14 November 2014	The O Hotel, Bacolod City

DATE & VENUE (continued)	Singapore: 18 August – 27 October 2014	Auditorium, Singapore Tourism Board
	Thailand: 2 July – 20 August 2014	Department of Tourism, Ministry of Tourism and Sports
PARTICIPANTS	Total of 330 tourism frontlines and related government officials	

MAIN ACTIVITIES

Based on the feedback from FY2013, 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 celebrated a successful conclusion by presenting participants with completion certificates.

OUTCOME AND IMPACT

Most participants were highly satisfied with the updated curriculum of the Korean Language Training Course, which included the 'Kimchi-making class' as an additional course activity. Participating lecturers commented that experience-based learning programs motivated participants to study Korean language by letting them experience actual expressions participants learned in class.



As part of the efforts to strengthen cultural exchanges and boost mutual understanding among the people of ASEAN and Korea, the Centre continued to organize various cultural exchange programs in FY2014, namely the *ASEAN-Korea Multimedia Competition*, *Multiculturalism Lecture Series*, and the newly implemented *ASEAN on Wheels (ASEAN Road Show)*, which has been organized as part of the *Best of ASEAN* commemorative activities in celebration of the 25th Anniversary of the ASEAN-ROK Dialogue Relations and the 2014 ASEAN-Korea Commemorative Summit held in Busan.

ASEAN-Korea Multimedia Competition

Recognizing the need to foster mutual understanding among the young generation of ASEAN and Korea, the Centre continued to organize the *ASEAN-Korea Multimedia Competition*, targeting talented university students and young artists. Conducted every other year alternately with the *ASEAN-Korea Cultural Exhibition*, the Competition entitled 'Lifestyle of ASEAN' gathered artworks that captured ASEAN's diverse world of fashion, craftsmanship, food, architecture, culture and other elements of the daily life through creative and fresh new media artworks (photography, video, multimedia).

DATE & VENUE	Submission	23 May–23 July 2014	Online
	Exhibition 1	8–18 January 2015	Gallery Moon, Dongdaemun Design Plaza, Seoul
	Exhibition 2	27 January–15 February 2015	Hanam Art Center, Gyeonggi
	Exhibition 3	3–29 March 2015	Gyeongju Arts Center, North Gyeongsang
	Workshop	7–10 January 2015	Seoul
PARTICIPANTS	University students and young artists of ASEAN and Korea		

MAIN ACTIVITIES

The Centre organized the *ASEAN-Korea Multimedia Competition* by receiving submissions and carefully selecting winning entries as the first step of the program. More than 500 entries were submitted, among which 44 artworks from 11 winners and 22 honorable mention candidates were selected as finalists for the exhibitions. Their artworks were exhibited in the Gallery Moon in Dongdaemun Design Plaza in Seoul, the Hanam Art Center in Gyeonggi province, and the Gyeongju Arts Center in North Gyeongsang province from January to March 2015. The winning artworks were also exhibited on-line at the Centre's cyber gallery (<http://www.aseankorea.org/kr/page50/page54-1.asp>).

The eleven winners from ASEAN and Korea were prized with a trip to Korea to attend the opening ceremony, as well as the workshop organized by the Centre that included cultural experiences and museum visits. Participants visited the Seoul National Museum of Contemporary Art, the Leeum Samsung Museum of Art, and the exhibition “Korean True-view Landscape Paintings” at the Dongdaemun Design Plaza, which offered them a glimpse of current trends of multimedia and contemporary art in Korea.

OUTCOME AND IMPACT

The *ASEAN-Korea Multimedia Competition* and exhibitions have exposed the unique culture and arts of ASEAN to a wider audience in local cities by continuing the exhibition in provincial areas of Hanam and Gyeongju. The exhibitions attracted more than 5,000 visitors in Seoul and the provincial areas.

Furthermore, for the eleven winners, the workshop served as a venue to exchange views on contemporary art in Korea and ASEAN countries, thereby further strengthening mutual understanding and enhancing competitiveness in their future professions. The cultural exchange program held at the ASEAN Hall facilitated the understanding of ASEAN countries and Korea by providing ASEAN artists an opportunity to hear first-hand experiences of 20 ASEAN students from Daejeon University who are currently residing in Korea.



ASEAN on Wheels (ASEAN Road Show)

The newly implemented program, *The ASEAN Road Show*, was organized as part of the *Best of ASEAN* project in celebration of the 25th anniversary of ASEAN-Korea Dialogue Relations and the 2014 ASEAN-ROK Commemorative Summit held in Busan. The ASEAN Road Show aimed to raise awareness and understanding of ASEAN culture among the Korean public by displaying iconic photographs of ASEAN tourist destinations on buses that travel from Seoul to Busan.

DATE & VENUE	3-13 December 2014 Seoul, Gyeonggi, Cheongju, Daejeon, Gwangju, Ulsan, and Busan
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MAIN ACTIVITIES

Ten wrapped buses featuring tourist attractions of ASEAN Member States traveled through major cities of Korea, namely Seoul, Gyeonggi, Cheongju, Daejeon, Gwangju, Ulsan, and Busan. The moving caravan organized various public-friendly events and activities along the way, as a pathway to encourage the participation of the general public and facilitate their cultural understanding of ASEAN Member States. A total of 535 ASEAN Expedition (a diverse group of Korean and ASEAN students from both high schools and universities formed to act as honorary cultural ambassadors of ASEAN countries) from six major cities joined the Centre's activities in promoting ASEAN to a wider public. Major activities of the moving caravan were:

ASEAN Culture and Tourism Library

Separated in three themes, 'Know ASEAN, Taste ASEAN, and Explore ASEAN,' the library provided various materials including promotional books and brochures that contain information on ASEAN culture and tourism, offered ASEAN traditional snacks for the Korean public to taste their unique texture and flavor, and provided video clips featuring ASEAN cultural landscape through which the visitors can visually experience ASEAN countries inside the buses.

SNS Photo Event

Promoted and publicized 'ASEAN on Wheels' and ASEAN culture and tourism through upload- ing creative photos on popular social networking including Facebook, Twitter and Instagram under the theme of 'ASEAN on Wheels.'

'Wish Tree Tag' Message Writing

Encouraged the general public to write meaningful messages to ASEAN Member States. Messages were decorated in each wrapped bus during the bus tour.

ASEAN Quiz

The 'OX Quiz' guerilla event held in the cities visited provided information on ASEAN to the general public in a lively and creative way.

OUTCOME AND IMPACT

Various tourist and cultural attractions of ASEAN countries projected on the bus led the gen- eral public to discover richness of ASEAN cultural landscapes and to enhance the positive perceptions of ASEAN countries throughout major cities in Korea. The buses traveled 1,501 km from Seoul to Busan exposing its lively iconic images to approximately 1 million people.

2014 ASEAN Road Show fully utilized the inside and outside spaces of the buses to maximize promotional effects of the program by organizing various participatory and public-friendly events and activities including ASEAN Cultural & Tourism Library, SNS Photo Event, and ASEAN Quiz Event etc. in addition to the operation of the buses. Also, participation of ASEAN Expedition was especially meaningful in that both ASEAN and Korean students from high school and universities in the major cities played a role as an honorary cultural ambassador of the ASEAN countries.



Furthermore, active PR activities increased public awareness of the ASEAN Road Show by featuring a total of 115 articles from over 60 media, including Korea Joongang Daily, the Korea Herald, MBC, KBS, YTN, ASEAN Today, and Yonhap News.

Multiculturalism Lecture Series

As the number of multicultural families increases rapidly, the Centre continued its endeavors in organizing the *Multiculturalism Lecture Series* in order to identify the difficulties that ASEAN expatriate community faces; put forth recommendations for addressed challenges; and raise awareness of multiculturalism, related social issues, and ASEAN culture among the Korean public; so as to assist in smooth transition into a truly diverse, multicultural society.

DATE & VENUE	14 November 2014 13 January 2015 13 January 2015	Multicultural Family Support Center, Tongyeong Residents' Association Center, Jeonggwan Conference Room, Gijang
PARTICIPANTS	250 local community members and related officials	

MAIN ACTIVITIES

The Centre consulted with experts to draw out relevant issues to be discussed and addressed during the lecture and confirmed the outline of the lecture program.

OUTCOME AND IMPACT

By demonstrating the harmony of various cultures, the lectures provided opportunities for local communities to understand the changing global trend towards multicultural society. Also, local governments showed appreciation for the Centre's efforts in building understand- ing among marriage immigrants, local family members, and neighbors.

CHAPTER 3 PUBLIC RELATIONS AND INFORMATION SERVICE

The Centre's Public Relations and Information Service Programs are considered as a key channel that satisfies the growing interest on ASEAN among the general public in Korea.



ASEAN AWARENESS PROGRAM & PR ACTIVITIES



The Centre's ASEAN Awareness Programs are considered as a key channel that satisfies the growing interest on ASEAN among the general public in Korea. On the occasion of the 25th Anniversary since the establishment of ASEAN-Korea Dialogue Partnership, the Centre provided diverse opportunities for the Korean public to enhance their understanding on ASEAN by expanding the programs in FY2014, namely the *ASEAN-Korea Youth Network*, *ASEAN School Tour Program*, *ASEAN Lecture Series*, *ASEAN Language Course Program*, and *Training Course for Teachers*, to wider regions in order to respond to the growing interests in provincial areas.

ASEAN-Korea Youth Network

The Centre has been spearheading great efforts in strengthening networks and invigorating exchanges among youths of ASEAN and Korea. In order to respond to the growing demand for establishing networks between ASEAN and Korean youths, the Centre expanded the ASEAN-Korea Youth Network to include lectures and outdoor activities.

DATE & VENUE	24-26 July, 2014 19-23 August, 2014	Seoul Olympic Parktel, Seoul in Korea Da Nang, Hoi An and My Son in Vietnam
PARTICIPANTS	70 university and graduate students of ASEAN (based in Korea) and Korea for Workshop in Korea / 30 students for Workshop in Vietnam	

MAIN ACTIVITIES

The workshop, under the theme of 'Sustainable Water Resources Management – Sharing Korea's Experience' was composed of ice-breaking activities, team missions (making poster & UCC), lectures, and visit to K-Water Corporation Chungju Branch, located in Chungcheongbuk-do Province, Korea. The Outbound workshop held in Vietnam was newly organized in FY2014. 30 selected students from *ASEAN-Korea Youth Network* visited World Heritage Sites, participated in the student exchange programs with Da Nang University of Economics and carried out team missions.

PROGRAM SUMMARY

Inbound Workshop Program		
24-26 July, 2014 Seoul Olympic Parktel, Seoul in Korea	Opening Remarks at Seoul Hall, Seoul Olympic Parktel	H.E. Amb. CHUNG Hae-moon Secretary General of ASEAN-Korea Centre
	Lecture 1 Importance of Water Resources Management and the Present State in Korea	Ph D. NOH Joon-woo K-water Institute
	Lecture 2 Water Quality Management in Korea: Challenges and Reponses	Prof. KIM Sung-pyo Korea University
	Lecture 3 Vulnerabilities and Counter- measures of Climate Change in Water Resources Management	Dr. KIM Yeon-Joo Research Scientist of Korea Environment Institute
	Site Visit K-Water Corporation Chungju Branch, Korea (Power plant & Exhibit Hall)	
	Closing Ceremony at Olympia Hall, Seoul Olympic Parktel, Thank you speech by the representative of the participants	



Outbound Workshop Program

19-23 August, 2014
Da Nang, Hoi An and
My Son in Vietnam

Friendship and network building activities among visiting students and Vietnamese Students	
Welcome Remarks	Dr. Dao Huu Hoa Vice Rector of University of Economics
Presentation On ASEAN-Korea Centre and ASEAN- Korea Youth Network Program	Ms. Patranan Pattiya Acting Head of Information and Data Unit
Presentation	ASEAN-Korea Youth Network Student Representative
Calligraphy performance, Cultural and cuisine exchange, Art performances	
UNESCO World Heritage Sites Visit, Eco Tour Programs	

OUTCOME AND IMPACT

ASEAN-Korea Youth Network has successfully responded to the growing demand for establishing networks between ASEAN and Korean youths, further enhancing mutual understanding between the youths among the two regions. The workshop program was covered extensively by both Korean and Vietnam media, including a two-minute video coverage released by the Vietnam local press. The ASEAN-Korea Youth Network was viewed as a solid platform for ASEAN and Korean youth, in which they could interact, collaborate, and establish networks as well as obtain critical views on main concerns of ASEAN and Korea. According to the survey, 99% of the participants agreed that the overall workshop was well organized and the same percentage of the students answered that they would definitely join future programs organized by our Centre. The main highlight of the event was the newly organized outbound workshop which provided interactive activities with local students from Da Nang University of Economics through the student exchange programs.



ASEAN School Tour Program

To promote awareness on ASEAN and underscore ASEAN-Korea relations to students, the Centre continued to hold the School Tour Program at 14 elementary, middle, and high schools, as well as universities in Seoul and provincial cities in Korea. Embassies of ASEAN member states in Korea contributed to the program by providing cultural materials and participating in the program as a major guest country. This year, the Secretary General gave special lectures on ASEAN-Korea Partnership and the ASEAN Community 2015 for university students.

DATE	19-22 May, 27-31 October 2014
VENUE	14 Elementary schools and universities in Korea
PARTICIPANTS	Approx. 1,700 students



MAIN ACTIVITIES

Opening	· Welcoming Remarks by School Principal · Congratulatory Remarks by the Representative of the ASEAN Embassy · Opening Remarks by Secretary General
Intro to ASEAN & ASEAN-Korea Relation	· Presentation on ASEAN and ASEAN-Korea Relations · Kids Video on ASEAN
Activities: Experiential Booths and Cultural Zones	· ASEAN Booths · ASEAN Dress Zone · ASEAN Musical Instrument Zone · ASEAN Food Zone · ASEAN Flash Game Zone
ASEAN Quiz	· Golden Bell Quiz
Cultural Performance	· Introduction about performance · Interactive performance

SCHOOL TOUR PROGRAM SCHEDULE

NO.	NAME	REGION	DATE	NO. OF STUDENTS / GRADE	GUEST COUNTRY
1st Part 5 schools in Chungcheongbuk-do					
1	Samyang Elementary School	Okcheon-gun	May 19	170/5-6	Vietnam
2	Sanseong Elementary School	Cheongju-si	May 20	185/6	Indonesia
3	Hanbol Elementary School	Cheongju-si	May 21	200/5-6	Thailand
4	Judeok Elementary School	Chungju-si	May 22	127/1-6	Philippines
5	Daeso Elementary School	Eumseong-gun	May 23	180/6	Myanmar
2nd Part 5 schools in Seoul and Gyeonggi-do					
6	Mapo Elementary School	Mapo-gu, Seoul	Oct 27	146/6	Thailand
7	Daemyeong Elementary School	Gangdong-gu, Seoul	Oct 28	177/6	-
8	Deoksoo Elementary School	Jung-gu, Seoul	Oct 29	150/3-4	-
9	Changsin Elementary School	Jongno-gu, Seoul	Oct 30	168/6	Lao PDR
10	Dasol Elementary School	Jangan-gu, Suwon	Oct 31	163/6	Brunei Darussalam



SPECIAL LECTURES IN UNIVERSITIES

NO.	NAME	REGION	DATE	LECTURER	NO. OF PARTICIPANTS
1	Korea University	Sejong City	May 26	H.E. Amb. CHUNG Hae-moon Secretary General of ASEAN-Korea Centre	80
2	Unam Middle School	Gwangju, Jeollanam-do	May 30	Mr. KIM Jung-gan Head of Development and General Affairs Unit	50
3	KyungPook National University	Daegu, Gyeongsang-buk-do	Nov 17	H.E. Amb. CHUNG Hae-moon Secretary General of ASEAN-Korea Centre	300
4	Myongji University	Seoul	Dec 5	H.E. Amb. CHUNG Hae-moon Secretary General of ASEAN-Korea Centre	100
5	Kyeongbuk College	Youngju, Gyeongsang-buk-do	Nov 25	Ms. YOO Jin Sook Deputy Head of Information and Data Unit, ASEAN-Korea Centre	200

OUTCOME AND IMPACT

Diverse activities were conducted in the *School Tour Program* for elementary students such as ASEAN Booth Activities, Cultural Performances and ASEAN Information Corner that effectively caught the attention of the students and further stimulate their interest in ASEAN. Due to the success and popularity of the first part, the Program received active support from Seoul Metropolitan Office of Education and Chungcheongbuk-do Office of Education.

The *School Tour Program* in FY2014 is also successful in terms of PR activities. It was featured in various News and magazine programs over 30 times, including Ambassadors of ASEAN Member States in Korea and Secretary General's presence in several TV and radio interviews.



Training Course for Trainers

The Training Course for Trainers was organized to raise the awareness on ASEAN among teachers of junior and high schools in Korea. Lectures were provided to enhance the effectiveness of ASEAN education for education professionals. The program was executed in cooperation with Chungcheongbuk-do Office of Education.

DATE	28 November 2014
VENUE	ASEAN Hall
PARTICIPANTS	54 education trainers, teachers and principals of middle and high schools

MAIN ACTIVITIES

Lecture I ASEAN and ASEAN-Korea Relations	Ms. YOO Jin-sook Deputy Head of Information and Data Unit, ASEAN-Korea Centre
Lecture II ASEAN Culture	Lecture by Ms. Patranan PATTIYA Acting Head of Information and Data Unit, ASEAN-Korea Centre
Lecture III Understanding multiculturalism in Korea	Lecture by Mr. JUNG Bub-mo Research Fellow of Asia Center, Seoul National University

OUTCOME AND IMPACT

Building upon the favorable response towards the program that was newly organized in FY 2013, the Centre continued to implement the program to enhance the level of understanding of elementary and secondary education professionals on ASEAN and its member countries, ASEAN-Korea relations, and multiculturalism in Korea.

The program was well carried out and participants showed high satisfaction. It helped maximize the knowledge of Korean teachers on ASEAN Awareness as efforts to further disseminate information on the Southeast Asian region to students.

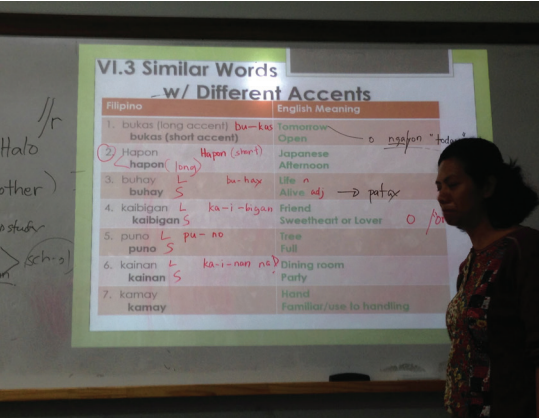
ASEAN Language Course Program

With the objective of promoting the Southeast Asian Language and culture to the Korean public and enhancing the level of proficiency on Southeast Asian Language of the Korea public, the Centre conducted the ASEAN Language Course Program at ASEAN Hall and Sogang University. The program covered 6 major Southeast Asian languages including Khmer (Cambodia), Indonesian, Myanmar, Tagalog (Philippines), Thai and Vietnamese over a course of two semesters: 12 weeks from March to April; and 12 weeks from September to December.

DATE	Spring Semester March – June 2014 (12 weeks) Fall Semester September to December 2014 (12 weeks)
VENUE	ASEAN-Korea Centre (ASEAN Hall), Sogang University
LANGUAGES	Tagalog, Myanmar, Thai, Vietnamese, Khmer, Indonesian
PARTICIPANTS	General Public (around 15 participants per class)

OUTCOME AND IMPACT

To serve the growing interest of the Korean General Public on Southeast Asia Languages, the program has been grown as an effective channel to learn about ASEAN languages as part of ASEAN culture.



ASEAN Lecture Series

The Centre organized 11 sessions of the ASEAN Lecture Series on diverse topics related to the ASEAN region. The first Lecture Series was conducted under the title ‘Living Culture in Southeast Asia,’ in corporation with the Institute for Southeast Asian Studies of Busan University of Foreign Studies, and the second was carried out under the theme ‘ASEAN Community 2015: Where Korea Stands in ASEAN’s 4Cs ’. Lectures consisted of presentations by distinguished scholars with information materials regarding the particular topic, followed by a Q&A session for the participants.

DATE	26 June - 24 July, 2014 (Thursdays, 19:00~20:10, 5 sessions) 4 November - 9 December 2014 (Tuesdays, 19:00~20:10, 6 sessions)
VENUE	ASEAN Hall
PARTICIPANTS	660 attendees (approximately 60 per session)

MAIN ACTIVITIES

Lecture Series "Living Culture in Southeast Asia"		
DATE	LECTURER	TOPIC
26 Jun	Prof. PARK Sa Myung Gangwon National University	ASEAN Community and Acculturation in Southeast Asia
03 Jul	Prof. JEONG Yeon Sik Changwon National University	Cambodia's Religion and Life (Ahimsa and Khmer Rouge)
10 Jul	Prof. KU Ha Won Hankook University of Foreign Studies	Mosque Architecture and Modern Islam in Southeast Asia
17 Jul	Prof. YOUN Dae Yeong Sogang University	Daily Life and Culture of Vietnam
24 Jul	Prof. KIM In Gyu Busan University of Foreign Studies	Daily Life and Craft Arts in Southeast Asia (Ceramics and Lacquer Wares)
Lecture Series "ASEAN Community 2015: Where Korea Stands in ASEAN’s 4Cs?"		
DATE	LECTURER	TOPIC
4 Nov	Prof. BAE Geung Chan Department of Asian and Pacific Studies, Korea National Diplomatic Academy	What are the Traces and Vision of ASEAN? How Does it Operate?
11 Nov	Prof. LEE Choong Lyol Korea University Economics	What is the ASEAN Economic Community? What Lies Ahead?
18 Nov	Prof. KIM Hyung-Jong International Relations, Changwon National University	What are the ASEAN Political- Security and the Socio-Cultural Community? What are the Prospects?

25 Nov	H.E. CHUNG Hae Moon Secretary General, ASEAN-Korea Centre	Southeast Asia in the Global Limelight through ASEAN
2 Dec	Dr. CHOI KyungHee Seoul National University Asia Center	How are ASEAN’s Physical Infrastructure, People and Institutions Connected?
9 Dec	Prof. KIM Hong Koo Department of Thai, Busan University of Foreign Studies	Communal ASEAN - Korea Cooperation Beyond Strategy

OUTCOME AND IMPACT

The ASEAN Lecture 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, 96% of the participants found the topic of the lecture useful and satisfactory and 91% of them were satisfied with how the lecturers conducted the lecture. Compared to the previous lecture series, we have succeeded in attracting a larger group of younger people. The percentage of participants who are in their 30s and below has increased from 31% to 59% by issuing certificates and by promoting the program in corporation with relevant institutes and universities.



PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS



Workshop boosts network of Korean, ASEAN youths

The Association of Southeast Asian Nations (ASEAN) Korea Center hosted a youth workshop in Vietnam, aimed at promoting cultural exchange and understanding among university students from Korea and Southeast Asia.

The center held the five-day event in Da Nang, Vietnam, as a continuation of "ASEAN-Korea Youth Workshop 2014," held in Seoul in July. Thirty students participated in the workshop, chosen from 80 Korean and foreign students residing in Korea.

Whereas previous workshops discussed issues such as sustainable water resources management, the Vietnam event focused on creating a venue for future leaders of ASEAN and Korea. "We are trying to enhance mutual understanding, cooperation and friendship for one another," ASEAN-Korea Center official Kim So young said.

Participants visited the UNESCO World Heritage site of Hoi An, met with local Vietnamese in marketplaces, and attended a cultural performance. An exchange program with Da Nang University students allowed ASEAN students to make friends and helped strengthen students' networks, according to the center.

Marian Alcantara, a Philippine participant said, "The uniqueness of my country's culture has



Korea, China, Japan build bridges

Secretaries-general of Korean, Chinese and Japanese ASEAN centers hold Beijing confab

By Philip Yip/Reuters

Beijing, China (AP) — Three secretaries-general of the Association of Southeast Asian Nations (ASEAN) centers in Korea, China and Japan met in Beijing from June 18-20 to discuss ways to strengthen cooperation among the ASEAN Plus Three countries.

The meeting marked the fourth such regional confab between the ASEAN centers of Japan, China and Korea.

The three met previously, first at the 13th ASEAN Trilateral Forum in June in January 2013, in Seoul, and the 14th ASEAN Trilateral Forum in April 2014 in the addition of the 13th ASEAN Trilateral Forum.

The three representatives discussed cooperative activities, exchange of personnel, and sharing best practices and other information among the three centers.

They also talked about common projects, such as human resources development, Asian economic cooperation, as well as the potential exchange programs at our centers," said Chung.

The study of the three centers meet annually on the addition of the ASEAN Trilateral Forum, and once more in an exclusive meeting, Chung said he would like to

“과거서·영토분쟁 없는 韓·아세안, 파트너로 최적”

수령 공동 주최 ‘韓·아세안 관계조망 국제세미나’에서 열린 토론

국제기구인 아세안(ASEAN) 동남아시아의 대표 기관인 아세안-한국 센터(ASEAN-Korea Center)가 18일, 조진원 본가 부원장 서울 중구 동대문로에서 열린 ‘과거서·영토분쟁 없는 韓·아세안, 파트너로 최적’이라는 주제로 국제세미나에서 2014년 ‘아세안(ASEAN)-동남아시아국가연합(ASEAN-Plus Three)’의 협력과 발전에 대해 의견을 교환했다. 이날 행사에는 아세안-한국 센터의 대표인 조진원 본가 부원장과 아세안-중국 센터의 대표인 마 위량(馬維良) 센터장, 아세안-일본 센터의 대표인 요시타카 차노(吉田孝孝) 센터장이 참석했다.

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OUTCOME AND IMPACT

MEDIA COVERAGE

INDICATOR	FY2013	FY2014
Media Coverage in Korea	959	1075
Media Coverage in ASEAN*	121	86
Total	1080	1161

Media Coverage by Major Korean Media March 2014 – February 2015

NO.	NAME	TYPE	DATE	TITLE
1	The Korea Herald	Newspaper	2-Mar-14	Korea, Southeast Asia Discuss Improving Regional Ties
2	Yonhap News Agency	Newspaper	19-Mar-14	ASEAN-Korea Centre Holds Seminar on Myanmar Agricultural Products
3	The Korea Times	Newspaper	20-Apr-14	Asean-Korea Center to Host Knowledge Workshop
4	Maeil Business News-paper	Newspaper	23-Apr-14	Cambodia boasts best investment conditions in ASEAN
5	MBC Cheongju	TV	24-May-14	Prime Interview: ASEAN School Tour
6	The Munhwa Ilbo	Newspaper	19-Jun-14	Meeting Among Secretary Generals of 3 ASEAN Centres in Northeast Asia
7	Korea JoongAng Daily	Newspaper	25-Sep-14	Festival Aims to Boost ASEAN Tourism
8	KTV	TV	10-Dec-14	Events to Celebrate ASEAN Traditional Culture... A Step Closer to ASEAN
9	KBS	TV	11-Dec-14	Special Documentary on 2014 ASEAN-ROK Commemorative Summit
10	YTN	TV	12-Dec-14	Creating Value through Expanding Economic Cooperation and Cultural Exchanges

Media Coverage by Major ASEAN Media March 2014 – February 2015

NO.	NAME	TYPE	DATE	TITLE
1	Lao News Agency	Newspaper	21-Mar-14	ASEAN-Korea Festival Attracts Vientiane Residents
2	The Brunei Times	Newspaper	15-May-14	Strong Brunei-Korea Ties Can Boost Trade
3	Phnom Penh Post	Newspaper	17-July-14	Seminar on the Effective Utilization of Packaging Technology for the Cambodian Consumer Goods Industry



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

PR ACTIVITIES THROUGH MEDIA AND OTHER MEANS

4	Tuoitre TV	TV	22-Aug-14	ASEAN-Korea Youth Network
5	Bali TV	TV	23-Aug-14	ASEAN Tourism Hrd Program 2014
6	Philstar	Newspaper	7-Oct-14	12 Korean Firms Seek Opportunities in Phl
7	Vietnam News Agency	Newspaper	29-Oct-14	Vietnamese, ROK Companies Tighten Food Trade Links
8	Bernama	Newspaper	23-Nov-14	Best of ASEAN Programme to Celebrate ASEAN-ROK Commemorative Summit
9	The Nation	Newspaper	27-Nov-14	Korea Gets to See Southeast Asian Films
10	BruDirect	Newspaper	4-Dec-14	ASEAN-Korea Youth Forum to Raise Awareness on Importance of Cooperation

BEST OF ASEAN

The media coverage on AKC peaked due to the ‘Best of ASEAN’ programs and the ‘ASEAN-ROK Commemorative Summit’. Over 500 times, media mentioned the AKC when counting coverage on the Centre.

In particular, KBS-TV highlighted each individual program of the *Best of ASEAN* through its documentary program on preview of ASEAN-ROK Summit. KBS recorded this documentary by shooting at the ASEAN Hall with a *Hallyu* star Lee Young-Ae, and conducted interviews with the Secretary General and some of the Centre’s officials.

The *ASEAN Film Festival* has been covered over 100 times through big media such as KBS, Arirang-TV, K-TV, Cover story by Cine 21, including articles by Korea Herald, JoongAng Sunday, etc. *Jewels of ASEAN* also attracted much media attention where the Centre focused on the PR concept of ‘How to experience ASEAN in the heart of Seoul. The welcoming event for the 10 wrapped busses arrival to Busan for the *ASEAN on Wheels* was largely highlighted by a wide range of media outlets. KBS, MBS and KNN reported this event and conducted interviews with the Secretary General on the sport of the ceremony. *ASEAN-Korea Youth Forum* was also a success in terms of PR because 16 young ASEAN attended the event as participants.

ONLINE PR – SNS VISITORS AND ‘LIKES’

The number of visitors to the Centre’s official Facebook page has been showing a continuous increase with the number of likes growing from 2,600 to 4,395 in FY2014 based on efforts to share informative and interesting contents.

The number of visitors to the ASEAN-Korea Youth Network Facebook page also took a big leap from 1,900 to 6,599 during FY2014 due to the good publicity gained from inviting journalists to participate in Centre’s work programs such as the Outbound ASEAN-Korea Youth Network Workshop.

The number of visitors to the Centre’s blogs, especially the Naver blog, has maintained a steady level, varying from 20 thousand to 27 thousand visits per month.

INFORMATION SERVICE



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 FY2014 the Centre produced various materials including *2014 ASEAN & Korea in Figures*, the Centre’s e-newsletter, Annual Report, and new publication entitled *Understanding ASEAN through 4Cs* which aims to increase awareness on ASEAN Community to the general public in celebration of the 25th Anniversary of ASEAN-ROK relations.

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.

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.

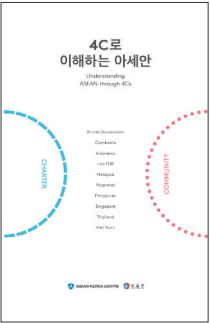
Publications and PR Materials

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.

LIST OF PUBLICATIONS AND PR MATERIALS

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 delivered to subscribers via e-mail
2014 ASEAN & Korea in Figures English, Korean	2,000	Annually	Key statistical data on ASEAN countries and Korea covering trade, investment, and tourism
Understanding ASEAN through 4Cs Korean	1,000	-	Introduction of ASEAN to the general public in Korea with keyword 4Cs, namely Charter, Community, Connectivity, and Centrality
Guide for Kids Exploring ASEAN with AK Korean	3,000 (updated)	Annually	Illustrated book for children introducing ASEAN Member States
Publications for ASEAN Film Festival English, Korean	-	-	PR Publications for ASEAN Film Festival



OUTCOME AND IMPACT

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 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, monthly e-newsletter was sent out to over 6,000 recipients as well.

The annual statistical booklet *2014 ASEAN & Korea in Figures* was 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 its readers, the booklet was made available at the Centre's website in e-book format.

In FY2014, in celebration of the 25th Anniversary of ASEAN-ROK relationship and the 5th Anniversary of the Centre's inauguration, a special booklet titled *Understanding ASEAN through 4Cs* was published. The booklet contains information on ASEAN in general and also introduces 4 keywords of ASEAN, namely Charter, Community, Connectivity, and Centrality.

An illustrated book for children titled *Exploring ASEAN with AK* containing information on ASEAN, ASEAN Member States, and ASEAN-Korea relations was reprinted again in FY2014 upon requests from schools and relevant institutions. These publications will continue to be utilized as effective learning materials.

Enhancement of the Centre's Website

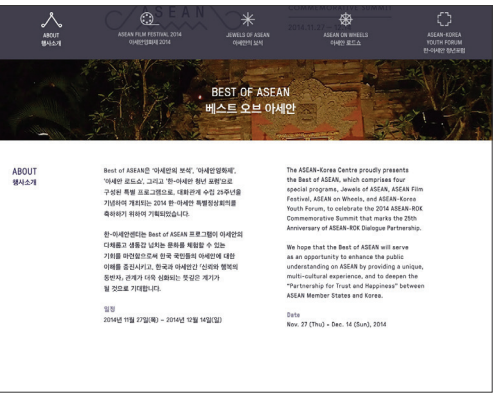
The Centre's Official Website provided its visitors with comprehensive information on ASEAN, ASEAN-Korea relations, as well as updates on the Centre's activities. In FY2014, the Centre created the Best of ASEAN website to promote the 2014 ASEAN-ROK Commemorative Summit.

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.

OUTCOME AND IMPACT

The Centre's Website continued to provide visitors with information on the Centre's activities and ASEAN-Korea relations, including statistical data on trade, investment, culture, and tourism. Throughout the year, 300 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 FY2014. In addition, the Centre has fully dominated the first results page of *Goggle* when the keyword 'ASEAN-Korea' is searched.



Information Corner & Related Service

The ASEAN Hall is a multi-purpose space utilized for exhibitions, lectures, seminars, and various other events that promote inter-cultural understanding between ASEAN and Korea. It consists of the ASEAN Culture Exhibition Space, ASEAN Information Corner and ASEAN Learning Space.

MAIN ACTIVITIES

The ASEAN Culture Exhibition Space exhibits handicrafts, artworks, design items, textiles, and traditional musical instruments of the 10 Member States year-round for visitors to see and experience the diverse cultures of ASEAN.

The ASEAN Information Corner houses a collection of publications, periodicals, and audio-visual materials on ASEAN, its Member States and ASEAN-Korea relations for the public. 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 ASEAN Learning Space provides a venue for ASEAN Awareness programs for youths and the general public, in the form of lectures, seminars, workshops, etc. to enhance understanding of ASEAN. Furthermore, it provides a space for group visit programs in which participants have the opportunity to learn about ASEAN, ASEAN-Korea relations, and the ASEAN-Korea centre.

In FY2014 the Centre has received a substantially increased number of visitors to its Information Corner at the ASEAN Hall.

OUTCOME AND IMPACT

The Centre utilized the ASEAN Hall as the venue for events such as *Lecture Series*, *Youth Visit Program*, *ASEAN Language Course Program*, and special exhibitions in cooperation with external stakeholders such as ASEAN & Korea Students’ Photo Exhibition ‘*The Good: Sight*’ with Nalge photographers project and Photo Exhibition ‘*Efforts Against Forest Disasters*’ with AFoCO to utilize its multi-purpose facility at its full capacity.

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.

In FY2014, 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 6,300 visitors.



PROGRAMS AT
THE ASEAN HALL

6,300 visitors
in total

YOUTH VISIT
junior-high and
university students
22 groups

MEDIA
3 groups

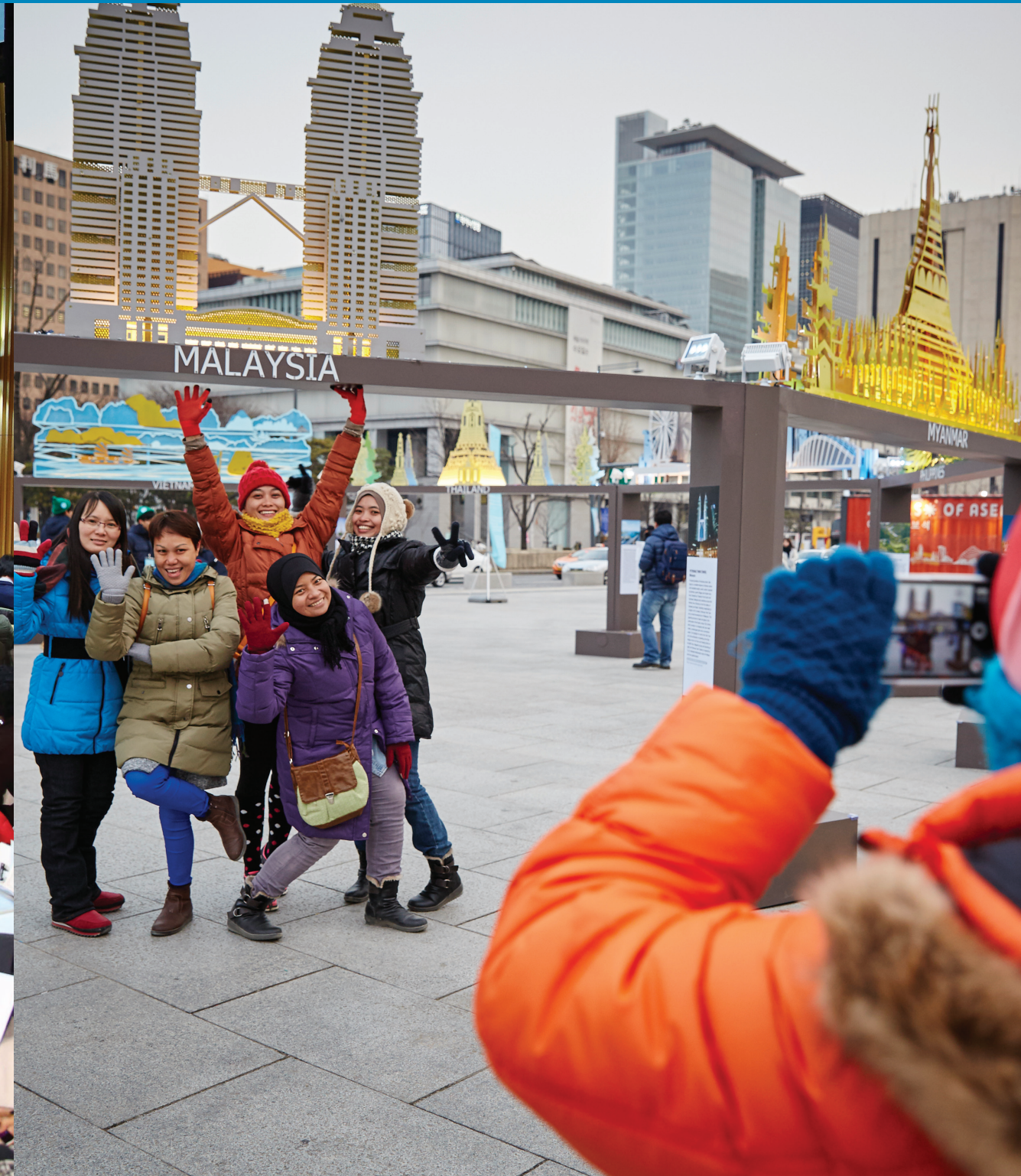
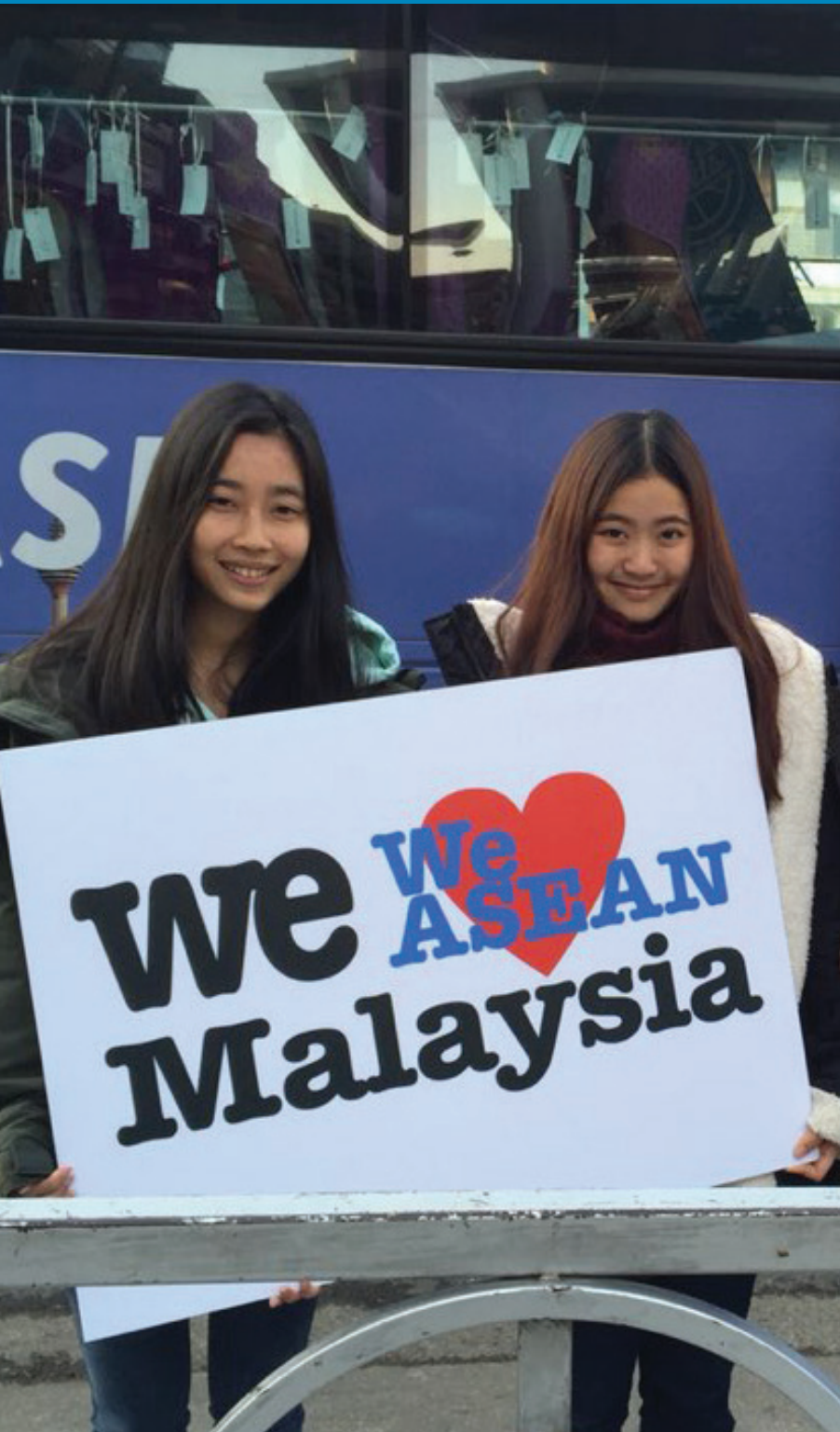
RELEVANT
ORGANIZATIONS &
PERSONNELS
9 groups

DATE	ACTIVITIES
March 5, 2014	AKC Logo Design Competition Awards Ceremony
March 12 – April 16, 2014 (2 times/week)	Philippines Language Course
March 13 – June 5, 2014 (2 times/week)	Myanmar Language Course, Spring semester
April 4, 2014	Special conference on Emerging Markets in ASEAN co-organized by AKC and SNUAC(Seoul National University Asia Center)
April 7, 2014	Visit by students of Seoul National University
April 9, 2014	Visit by students of Hae-Seong Girls' High School
April 22 – 25, 2014	Knowledge Sharing and Benchmarking Workshop
April 30, 2014	Visit by students of Gwan-ak Middle School
May 30, 2014	Visit by Incheon Asia Game Supporters for Brunei
June 12, 2014	Visit by University Students from Brunei Darussalam
June 13, 2014	Visit by students of Soongduk Girls' High School
June 26 – July 24, 2014 (every Thursdays)	ASEAN Lecture Series "Living Culture in Southeast Asia"
June 26, 2014	Blog Reporters Meeting
June 27, 2014	Visit by Incheon Asia Game Supporters for Lao PDR
July 7, 2014	Visit by Philippines Ambassador and delegations
July 14, 2014	Blog Reporters Meeting
July 18, 2014	Orientation for ASEAN-Korea Youth Network
July 21, 2014	Visit by Vietnam Youth Delegation(Korea Youth Work Agency)
August 6, 2014	Visit by Young Ambassador Program (YAP) interns from the Trilateral Cooperation Secretariat
August 26, 2014	Visit by NHK Correspondent
August 27, 2014	Visit by ASEAN Media Personnel (MOFA)
August 28, 2014	Visit by Cambodia Students' Association in Korea
September 15 – Dec 1, 2014 (2 times/week)	Myanmar Language Course, Fall semester
September 15 – 30, 2014	Nalge Project Photo Exhibition on ASEAN "The Good: Sight"
September 16, 2014	Special lecture by H.E. Pham Huu Chi, Ambassador of the Socialist Republic of Vietnam, co-organized by AKC and Asia Society Korea Center
September 17, 2014	Gathering of Student Representatives of the ASEAN Community-Network
September 19, 2014	Meeting of Representatives of Southeast Asian Students' Associations in Korea
September 19, 2014	Visit by students of Seohyeon middle school
September 25, 2014	Seminar organized by Korea Association of Newspapers
October 6-30, 2014	AFoCo Photography Exhibition "Efforts Against Forest Disasters"
October 16, 2014	Visit by Participants of the Korea-Malaysia Officers Exchange Program
October 20, 2014	Visit by students of Seoul National University
October 22, 2014	Visit by students of Soodong Middle School
October 29, 2014	Special lecture by H.E. Kulkumut Singhara Na Ayudhaya, Ambassador of the Kingdom of Thailand, co-organized by AKC and Asia Society Korea Center
October 31, 2014	Meeting of Representatives of Southeast Asian Students' Associations in Korea
November 3, 2014	Visit by Youth Participants of the Intergovernmental Youth Exchange Program
November 4 – Dec 9, 2014 (every Tuesdays)	ASEAN Lecture Series "ASEAN Community 2015: Where Korea Stands in ASEAN's 4Cs?"
November 6, 2014	Visit by students of Sungsan Middle School
November 19, 2014	Visit by students of Jipyeong Middle School
December 1, 2014	Visit by ASEAN Media group organized by Korea Foundation
December 3, 2014	Orientation meeting for ASEAN Road Show
January 8, 2015	2014 Multimedia Competition_Discussion Session Workshop
January 27, 2015	Visit by students of Myongji Univ.
February 4, 2015	Visit by students of Chonnam National Univ

CHAPTER 4

CELEBRATING THE 2014 ASEAN-ROK COMMEMORATIVE SUMMIT

The Centre's Public Relations and Information Service Programs are considered as a key channel that satisfies the growing interest on ASEAN among the general public in Korea.



CELEBRATING THE 2014 ASEAN-ROK COMMEMORATIVE SUMMIT



In commemoration of the 25th Anniversary of the ASEAN-ROK Dialogue Relations and to celebrate the 2014 ASEAN-ROK Commemorative Summit in Busan, the Centre organized the Best of ASEAN from 27 November to 14 December, which is comprised of four special programs, the 'ASEAN Film Festival,' 'Jewels of ASEAN,' 'ASEAN on Wheels,' and 'ASEAN-Korea Youth Forum.' The series of activities in a festival format maximized exposure to the public and media, and served as an opportunity to enhance the understanding on ASEAN by providing a unique, multi-cultural experience, and to deepen the "Partnership for Trust and Happiness" between ASEAN Member States and Korea.

ASEAN Film Festival 2014 (ASEFF)

The ASEAN Film Festival 2014 was the first-ever film festival held in Korea to present films from all ten ASEAN Member States. Directors, actors, and related persons from the ASEAN film industry were invited to Korea to meet and interact with film enthusiasts and establish networks with Korean experts in the field of culture and the arts. This event was made in close cooperation between ASEFF Organizing Committee and the Preparatory Office for the 2014 ASEAN-ROK Commemorative Summit.

DATE & VENUE	27 November - 4 December
VENUE	National Museum for Modern and Contemporary Arts (MMCA)
PARTICIPANTS	Over 1,500 film viewers / 10 guests from 10 ASEAN countries

CELEBRATING THE 2014 ASEAN-ROK COMMEMORATIVE SUMMIT

MAIN ACTIVITIES

The Festival selected and screened one film from each ASEAN Member State and invited the Director, actor/actress, or representative to Korea.

COUNTRY	TITLE	REPRESENTED BY
Brunei Darussalam	What's So Special About Rina	Harlif Mohamad (Director) and Nurain Abdullah (Producer)
Cambodia	The Missing Picture	Mang Sarith (Set Designer)
Indonesia	Maida's House	Teddy Soeriaatmadja (Director)
Lao PDR	Chanthaly	Mattie Do (Director)
Malaysia	KL Zombi	Woo Ming Jin (Director)
Myanmar	Kayan Beauties	Thein Htun Aung (Director)
Philippines	If Only	Jerrold Tarog (Director)
Singapore	Ilo Ilo	Yeo Yann Yann (Actress)
Thailand	Teacher's Diary	Nithiwat Tharatorn (Director)
Vietnam	Once Upon a Time in Vietnam	Dustin Nguyen (Director)

SPECIAL PROGRAMS

Opening Reception

DATE & TIME	27 November 2014, 6:00pm
VENUE	National Museum of Modern and Contemporary Art B1 Lobby, Seoul
ACTIVITY	Hold a reception as a representative opening ceremony of the "Best of ASEAN," followed by screening of the film
PARTICIPANTS	200 guests including media people (Diplomatic community, film, art, and culture)



DETAILED SCHEDULE

TIME	DETAILS
18:00~18:20 (20’)	Standing reception
18:20~18:30 (10’)	Opening remarks <ul style="list-style-type: none">• H.E. Hae Moon CHUNG (Secretary General, ASEAN–Korea Centre)• Mr. Nam Soon YOON (Acting Director, MMCA)
18:30~18:50 (20’)	Congratulatory remarks <ul style="list-style-type: none">• Dong-ik SHIN (Deputy Minister for Multilateral and Global Affairs of MOFA)• H.E. Dato Rohana Ramli (Ambassador of Malaysia)• Hong Joon AHN (President of ASEAN–Korea Forum)• Kwon-taek IM(Film Director)
18:50~19:15 (25’)	<ul style="list-style-type: none">• Introduce VIP guests• Photo session
19:15~20:45 (90’)	Watching film “Maida’s House”

Director’s Talk

DATE	27 – 3 December 2014
ACTIVITY	Invite film directors, actress, and producer of the screening film for personal interactions with Korean audiences for about 30 minutes after the screening of each film

PARTICIPANTS

DATE	FILM	GUEST	OCCUPATION
11.27 (Thur)	What’s so Special about Rina	Harif Haji Mohamad	Film Director
11.28 (Fri)	The Missing Picture	Mang Sarith	Set Designer
	Chanthaly	Mattie Do	Film Director
	KL Zombi	Woo Ming Jin	Film Director
11.29 (Sat)	Kayan Beauties	Aung Ko Latt	Film Director
	The Teacher’s Diary	Nithiwat Tharathorn	Film Director
	Once Upon a Time in Vietnam	Dustin Nguyen	Film Director
11.30 (Sun)	If Only	Jerrold Tarog	Film Director
12.3 (Wed)	Ilo Ilo	Yeo Yann Yann	Actress of “Ilo Ilo”

ASEAN Director’s Networking Day

DATE & TIME	30 November 2014, 11:30am
VENUE	The Plaza Hotel, Seoul
PARTICIPANTS	Mr. Nagyong CHOI(Executive Director of the ASEFF, Vice president of Baekdu Daegan), Mr. Seokpil KANG(Executive Manager of Incheon Film Commision), Mr. Sangjin JUNG(President of the Art Theater ArtNine), Ms. Hyosook HONG(Programmer of Busan International Film Festival, Director of Asia Cine Fund)
ACTIVITY:	Share ideas on film industry’s trends and development in each country and introduce professionals in the Korean film market as well as producers to build a network between ASEAN and Korea

*Indonesian film director, Teddy Soeriaatmadja, was introduced as a representative guest in the opening ceremony.

OUTCOME AND IMPACT

The *Festival* offered the first-time ever occasion for the filmmakers from ten ASEAN Member States to participate together in an international film festival. The events held in conjunction with the *Festival* were considered an invaluable opportunity for them to become more closely acquainted with the Korean audiences and filmmakers, and to strengthen networks among film industries across the region. Overall, the *Festival* contributed to enhancing the awareness of the cultural scene in ASEAN, as well as providing a better understanding of ASEAN in general.

The special programs for the general public such as *Director’s Talk* and *Jump Talk* enabled a more successful festival. The programs provided a better understanding of ASEAN and have helped the overall promotion of each film by inviting the 10 film directors from each ASEAN countries to Korea. The events held in conjunction with the festival were considered to be an invaluable opportunity for Korean audiences and ASEAN directors to discuss and strengthen linkages among the film industries across the region.

Effective promotional strategies were employed to maximize the number of audiences, including printed materials distributed to diverse organizations and popular venues; online activities using Social Networking Services (SNS) accounts including Facebook and YouTube; and major media outlets, such as *KBS*, *YTN*, *Yonhap News*, *Hankyoreh*, *The Korea Herald*, *Arirang TV*, *Cine21*, etc. that published over 121 articles on the event. The *Festival* brought together over 1,500 film viewers.

*The Festival was also introduced to the First Ladies of ASEAN Member States during the 2014 ASEAN–Korea Commemorative Summit as one of special programs at the Busan Cinema Centre. A collection of trailers of all ten films presented to the First Ladies the essence of each film.

DATE & TIME	FILM TITLE	NUMBER OF VISITORS
27 Nov (Thur)	15:00 <i>What’s so Special about Rina</i>	70
	19:00 <i>Maida’s House</i>	100
28 Nov (Fri)	12:00 <i>The Missing Picture</i>	53
	15:00 <i>Chanthaly</i>	47
	18:30 <i>KL Zombi</i>	40
29 Nov (Sat)	12:00 <i>Kayan Beauties</i>	47
	15:00 <i>The Teacher’s Diary</i>	Sold Out (110)
	18:30 <i>Once Upon a Time in Vietnam</i>	Sold Out (110)
30 Nov (Sun)	12:00 <i>If Only</i>	83
	15:00 <i>Ilo Ilo</i>	Sold Out (110)
	18:30 <i>What’s So Special about Rina</i>	Sold Out (110)
2 Dec (Tue)	12:00 <i>The Teacher’s Diary</i>	83
	15:00 <i>Maida’s House</i>	Sold Out (110)
	18:30 <i>Chanthaly</i>	30
3 Dec (Wed)	12:00 <i>Ilo Ilo</i>	59
	15:00 <i>KL Zombi</i>	51
	18:30 <i>Kayan Beauties</i>	72
4 Dec (Thur)	12:00 <i>Once Upon a Time in Vietnam</i>	30
	15:00 <i>If Only</i>	Sold Out (110)
	18:30 <i>The Missing Picture</i>	89
TOTAL		1,508

Jewels of ASEAN (ASEAN Theme Park)

The *Jewels of ASEAN* was designed to symbolize the cultural significance of the ten representative landmarks, and to signify the partnership of peace, prosperity, and progress among the ASEAN Member States. By connecting each landmark in a hand-holding, crown-like shape, this public art installation, which stood tall at the heart of Gwanghwamun Square, Seoul, illustrated ASEAN as the ‘jewels’ of a crown.

DATE & VENUE	2 – 14 December
VENUE	Gwanghwamun Square, Seoul
PARTICIPANTS	98,000 visitors

MAIN ACTIVITIES

The program selected ten representative landmarks from each ASEAN Member State, which were re-created by a group of artists named *Tomorrow* into a 3-dimensional public art installation that lights up at night.

EXHIBITION

The *ASEAN Tourism Booth* set up nearside the installation was decorated with artifacts that introduce the ASEAN Member States. The visitors were provided with diverse tourism infor-



mation materials, such as info-graphic cards, leaflets, and books; as well as interactive activities including trivia quizzes about ASEAN countries, silk screen printing for pencil cases as souvenirs. A photo wall was also installed for people to further promote the ASEAN tourism destinations.

Size
13x13x3.4 m, colored in steel

Landmarks

COUNTRY	LANDMARK
Brunei Darussalam	Sultan Omar Ali Saifuddin
Cambodia	Ankor Wat
Indonesia	Borobudur
Lao PDR	That Luang
Malaysia	Petronas Twin Tower
Myanmar	Shewedagon Pagoda
Philippines	Banaue Rice Terrace and Jeepney
Singapore	Singapore Skyline
Thailand	Wat Arun
Vietnam	Ha Long Bay

OUTCOME AND IMPACT

Installed outdoors at the Gwanghwamun Square, visitors were able to freely and closely view the artwork and read the explanations of each landmark, allowing them to further understand their cultural and historical values. The total number of visitors recorded 98,000, and the estimated number of total viewers including drivers and passersby is about 8 million. The rather large crowd compared to the average number of visitors to Gwanghwamun Square during winter season attracted much media attention resulting in a total of 84 coverages.

Overall, the program emphasized the importance of partnership between ASEAN and Korea by introducing ASEAN landmarks that reflect the unique histories, cultures, and economic development of each country.



ASEAN on Wheels (ASEAN Road Show)

Refer to: Chapter 2 <Culture and Tourism> 2.3.2 ASEAN on Wheels (ASEAN Road Show)



ASEAN-Korea Youth Forum

The 2014 ASEAN-Korea Youth Forum was held under the theme ‘ASEAN & Korea Young People: Building a Shared Future’. The forum provided a platform for the young generations of Korea and ASEAN countries to discuss issues of common interest and encourage them to exchange ideas on how to confront the current and future challenges together. The *Forum’s* main object was to gather the youth to discuss significant issues on education, entrepreneurship, employment and community to create a declaration to tackle the challenges in the future.

DATE	3 December 2014
VENUE	Conference Hall of the Seoul City Hall
PARTICIPANTS	Approx. 200 Youth from ASEAN and Korea residing in Korea (including 20 young journalists and professionals from ASEAN residing in Korea)

MAIN ACTIVITIES

- One day meeting including a combination of experts’ presentations and panel discussions
- The Youth participants were expected to sign a declaration at the end of the Forum to be submitted to relevant organizations or institutions
- Student organizations of ASEAN countries in Korea were actively involved in the process of preparations for the Forum (e.g. Program coordination, PR activities, etc.)

TIME	SESSION	MODERATOR / SPEAKER	PANELS
09:00-09:50	Welcome Remarks	H.E. CHUNG Hae Moon Secretary General of the ASEAN-Korea Centre	
	Congratulatory Remarks	Mr. JUNG Hyo Sung Vice Mayor 1 of Administrative Affairs of Seoul Metropolitan Government	
	Keynote Speech	H.E. Raul S. Hernandez, Ambassador of the Republic of the Philippines to ROK	
09:50-10:50	1 st Session: Promoting Under-standing and Leadership Values among Youth through Education	Dr. Aileen Park Professor of Asian Center for Women’s Studies at Ewha Womans University	Dr. LIM Kim Hui Professor of Dept. of Malay-Indonesian at Hankuk University of Foreign Studies Dr. CHOI Yu Kang CEO of Dream Touch for All Student leader (Korea)
10:50-11:00	Coffee Break		
11:00-12:00	2 nd Session: Empowering the Youth through Entrepreneurship and Employment	Mr. KIM Jung Tae CEO of Merry Year Social Company	Mr. SONG In Hyuk Sebasi Conference Curator Ms. SEO Sun Mi Founder of PlayPlanet Student leader (Indonesia)
12:00-13:30	Lunch Break		
13:30-14:30	3 rd Session: Youth at the Fore-front of Community Development through Volunteerism	Dr. Kilaparti Ramakrishna Director of UNESCAP ENEA	Ms. Anne Marie Sloth Carlsen, Director of UNDP Seoul Policy Centre Mr. PARK Jong Min Director of World Friends Coordination Team, KOICA Student leader (Malaysia)
14:30-16:30	Group Discussion		

16:30-17:10	Presentation of & Response to the Declaration
17:10-17:30	Launching Ceremony of ASEAN Youth Network in Korea (AYNK)
17:30-17:50	Closing



OUTCOME AND IMPACT

The ASEAN-Korea Youth Forum successfully provided youths from all ASEAN Member States and Korea an opportunity to strengthen their entrepreneurship skills, leadership values and youth volunteerism, in ensuring the development and sustainability of the ASEAN countries, and to shape the future together beyond 2015.

- A high level of satisfaction was expressed among participants upon their feedbacks after the Forum
- The first youth oriented forum only targeting the young generation from ASEAN Member States and Korea was held.
- ASEAN Youth Network in Korea(AYNK) launched at the latter part of the Forum where members of the AYNK will also actively participate in the Centre’s upcoming youth-related activities as supporters

In terms of PR, 16 young ASEAN journalists reported their experiences at the youth interaction program. The experiences and networks acquired through the ASEAN-Korea Youth Forum are expected to make a significant contribution in enhancing awareness of ASEAN-Korea Relations among the young generation who will lead future of ASEAN-Korea Partnership.development of each country.

ADMINISTRATION AND FINANCE



THE COUNCIL

The 7th Annual Meeting of the Council was held on 13-14 February 2015 at Lotte Hotel Seoul attended by Council Directors and Executive Board Members of the ASEAN-Korea Centre from the ten ASEAN Member States and Korea. The meeting was chaired by Ms. Astanah Abdul Aziz, Deputy Director-General of the ASEAN-Malaysia National Secretariat, Ministry of Foreign Affairs of Malaysia.

At the meeting, the Council Directors reviewed the Centre’s activities for FY2014 and subsequently approved the Draft Work Programs and Budget for FY2015. The Council Directors also commended the Centre for the successful implementation of FY2014 programs and the Korean government for its financial support for the activities of the ASEAN-Korea Centre. Moreover, the Council Directors congratulated Secretary General Chung Hae-moon for his able leadership during his three years of tenure and anticipated the continuance of hard work and dedication from the Centre’s staff.

EXECUTIVE BOARD

The Executive Board convened its final session for FY2014 on 18 December 2014. The Members of the Board reviewed the results of the programs conducted throughout the year and discussed new programs for the upcoming fiscal year, upon presentations made by the Secretariat. The presentations were supplemented by reports of the Working Groups on Trade and Investment, and Culture and Tourism, as informal consultative bodies of the Centre.

The Board also commended the seconded ASEAN officials, whose terms end in December, for their dedication and hard work during their near three years of service; and anticipated the next round of countries to second able officials to the Secretariat.

The Board deliberated and finalized the Draft Annual Work Program and Budget for FY2014, which was subsequently presented to the Council.

SECRETARIAT

In FY2014, the Centre continued its efforts to enhance the effectiveness, impact, and visibility of its activities. Mindful of the great strides made in the relations between ASEAN and the Republic of Korea (ROK) and celebrating the 25th Anniversary of ASEAN-ROK Dialogue Relations, the Centre strived to fulfill its key priorities as follows: to further promote ASEAN-Korea trade and investment interactions; to help with capacity-building of ASEAN countries, including human resources development based on the needs of each Member State; to boost intercultural awareness and mutual understanding between the peoples of ASEAN and Korea; and to promote the rich tourism resources of ASEAN Member States to the Korean public.

The Center also scaled up its efforts to further solidify its programs, as well as its organizational and financial base. Furthermore, advanced efforts in its outreach activities were made to further promote the awareness of ASEAN and ASEAN-ROK relations. Based on the experiences accumulated over the past six years, the Centre has placed its priorities to developing and improving the Centre’s work programs to maximize its impact and quality. In addition, unprecedented efforts were made to maintain close relations with various national and international bodies related to ASEAN – specifically the ASEAN Secretariat, the ASEAN-China Centre and the ASEAN-Japan Centre – in order to expand the horizon of cooperation among these institutions.

As for the organization’s Senior Staff Members, Mr. Muhamad Daud Muhamad Arif was seconded to the Centre as Head of the Culture and Tourism Unit by the Ministry of Tourism and Culture of Malaysia, replacing Ms. Manisakhone Thammavongxay from the Ministry of Information, Culture, and Tourism of Lao PDR.

Four senior officers of ASEAN Member States were seconded to the Centre from 2012 to 2014: Mr. Yusdiman Saman from the Ministry of Foreign Affairs and Trade of Brunei Darussalam, appointed as Deputy Head of the Development Planning and General Affairs Unit; Mr. Thant Zin from the Ministry of Finance of the Union of the Republic of Myanmar to Korea, appointed as Head of the Trade and Investment Unit; and Ms. Patranan Pattiya from the Ministry of Foreign Affairs of Thailand, appointed as Deputy Head of the Information and Data Unit; each completed their tenure and returned to their respective ministries.

Lastly, Mr. Kim Ki-hong from the Ministry of Foreign Affairs (MOFA) of the ROK has been seconded as Head of the Development Planning and General Affairs Unit in August 2014.

FINANCE

The approved Annual Budget for FY2014 was approximately KRW 7 billion, comprised of contributions from the Korean government and the transfer of unappropriated balance from FY2011 and FY2012 to the Special Fund. The amount represents an 18% increase from the previous year’s budget. Based on the total amount of the budget, a total of approximately KRW 4.1 billion was allocated for the Centre’s activities, while approximately KRW 2.9 billion was allocated for administrative purposes.

List of Council Directors and Executive Board Members

List of Participants in FY2014 Work Programs

List of Council Directors and Executive Board Members

LIST OF COUNCIL DIRECTORS

As of the 7th Meeting of the Council

NO.	COUNTRY	NAME	POSITION	AFFILIATION
1	Brunei Darussalam	Rozaimée Abdullah	Acting Head of Trade Promotion	Ministry of Foreign Affairs and Trade
2	Cambodia	H.E. Norng Sakal	Director General	Ministry of Foreign Affairs and International Cooperation
3	Indonesia	Nus Nuzulia Ishak	Director General	Ministry of Trade
4	Lao PDR	Phongsavanh SISOULATH	Director-General	Ministry of Foreign Affairs
5	Malaysia	Astanah Abdul Aziz	Deputy Director-General	Ministry of Foreign Affairs
6	Myanmar	H.E. U Soe Lwin	Ambassador	Embassy of the Republic of the Union of Myanmar
7	Philippines	H.E. Raul S. Hernandez	Ambassador	Embassy of the Republic of the Philippines
8	Singapore	Gerard HO	Director-General	Ministry of Foreign Affairs
9	Thailand	H.E. Kulkumut Singhara Na Ayudhaya	Ambassador	Royal Thai Embassy
10	Viet Nam	Ta Hoang Linh	Deputy Director-General	Ministry of Industry and Trade
11	Korea	SUH Jeong-in	Director-General	Ministry of Foreign Affairs

LIST OF EXECUTIVE BOARD MEMBERS

As of the 7th Meeting of the Council

NO.	COUNTRY	NAME	POSITION
1	Brunei Darussalam	Dk. Amalina Bakar	Second Secretary / Embassy of Brunei Darussalam
2	Cambodia	Bophal Oung	Counsellor / Embassy of Cambodia
3	Indonesia	Tudiono	Minister Counsellor / Embassy of the Republic of Indonesia
4	Lao PDR	Somlith Khantivong	Counsellor, Deputy Chief of Mission / Embassy of Laos
5	Malaysia	Fairuz Adli Mohd Rozali	Counsellor / Embassy of Malaysia
6	Myanmar	Myo Thant Pe	Commercial Counsellor / Embassy of the Republic of the Union of Myanmar
7	Philippines	Iric C Arribas	First Secretary, Consul General / Embassy of the Republic of Philippines
8	Singapore	Jing Han WONG	First Secretary / Embassy of the Republic of Singapore
9	Thailand	Prapan Disyatat	Minister Counsellor / The Royal Thai Embassy
10	Viet Nam	Nguyen Manh Dong	Minister / Embassy of the Socialist Republic of Vietnam
10	Korea	CHUNG Eui-hae	Director / ASEAN Cooperation Division

List of Participants in FY2014 Work Programs:
Trade and Investment

ASEAN GOODS EXHIBITION
Seoul Furniture & Home Living Fair 2014

List of Exhibitors	
COUNTRY	COMPANY NAME
Cambodia	Art-wood
	Cambodian Wooden Furniture
Indonesia	CV. Yudhistira Furniture
	PT. Cahaya Sakti Furintraco
Lao PDR	Burapha Agroforestry
	Kham Pheng Furniture
Malaysia	Furnizone Industries
	TA Furniture Industries
Myanmar	Asia Wood
	Bella Interiors
Philippines	Basket & Weaves Handicrafts Manufacturing
	Prado Filipino Artisans
Singapore	Haleywood Industries
	KODA
Vietnam	Thanhbinh Rattan and Bamboo Enterprise
	Vinh Thuan Private Enterprise

ASEAN GOODS EXHIBITION
Seoul International Textile Fair 2014

List of Exhibitors	
COUNTRY	COMPANY NAME
Brunei Darussalam	Batik Desamas
	Muhammad Mustaqim
Cambodia	Neang Mliss
	Women for Women Foundation
Indonesia	Aneka Tusma
	Rumah Puteri
Lao PDR	Nikone Hand Craft Center
	Phaeng Mai Gallery
Myanmar	Hnin Witthmone-Natural Dyed Cotton Center
	Myanmar Lotus Fabric
Thailand	Bangkok Weaving Mills
	Kongkiat Textile
Vietnam	Thanh Binh Hung Yen
	Vietnam Embroidery

ASEAN GOODS EXHIBITION
Global Game Exhibition: G-Star 2014

List of Exhibitors	
COUNTRY	COMPANY NAME
Brunei Darussalam	Truevector Designs
	DotRoot Technologies
Malaysia	Frogtale Studio
	Terato Tech
Philippines	Board of Investments
	Digital Art Chefs Creative Media Studios.Inc
	GameOps
	Synergy88 Digital Inc.
Singapore	Tyler Projects
	Mol Ventures
Thailand	Dogknight Team
	Quartet Works

LIST OF PARTICIPANTS IN FY2014 WORK PROGRAMS
TRADE AND INVESTMENT

ASEAN TRADE FAIR 2014

List of Exhibitors	
COUNTRY	COMPANY NAME
Brunei Darussalam	ASLI-KTM
	Ghanim (Brunei Halal)
	Golden Corporation
	Royal Brunei Catering
	Sahamada Corporation
	Superwater Marketing
	Department of Agriculture and Agrifood
	Department of Fisheries
	Halal Industry Innovation Center
	Ministry of Foreign Affairs and Trade
Cambodia	Angkor Coffee
	Best Life Product
	Kampong Speu Plam Sugar Promotion Association
	Kurata Pepper
	Ky Siv Chheng Protein Food Enterprise
	Lyly Food Industry
	Medai G. B Enterprise
	Seng Hout Fafa Food
Indonesia	Soma Group
	Ministry of Commerce
	Aksara Fine Food and Beverage
	Dolphin
	Eka Timur Raya
	Gandum Mas Kencana
	Garuda Food
	Inni Pioneer Food Industry
	Medan Tropical Canning & Frozen
	Mitratani Dua Tujuh
	Toba Agro Mandiri
	DGNED (Directorate General for National Export Development)

COUNTRY	COMPANY NAME
Lao PDR	Khamphengphet Chengsavang
	Lao Agro 2000
	Lao Agro Industry
	Lao Organic Product
	Lao Sericulture
	Madsthanne
	Sinouk Coffee Lao
	Thipsavang Noni Juice
Malaysia	Viengthong Trading
	Trade and Product Promotion Department
	Able Perfect
	Aqina Holdings
	FFS Marketing
	Ganda Kota
	Hernan Corporation
	Inderapura Food
Myanmar	Pagoda Foods
	Snowberry
	Top Fruits
	Matrade
	Aurora Preserved Fruit
	Golden Cashew
	Green Land Coffee Plantation
	Htoo Mar & Pop Pop
	Myodaw Biscuit
	New Golden Gate
	Ocean Pacific Cold Storage
	Thuriya Win
	Zun Pwint Preserved
	Ministry of Commerce

LIST OF PARTICIPANTS IN FY2014 WORK PROGRAMS
TRADE AND INVESTMENT

COUNTRY	COMPANY NAME
Philippines	Andy Albao Enterprise
	Buco Corporation (Fresh Fruits Ingredients)
	Central Seafoods
	Destileria Limtuaco
	Fruits of Life
	Mama Sita's (Marigold Manufacturing Corporation)
	Miesto International Foods
	Prime Fruits International
	Raw Brown Sugar Milling
	Truly Natural Food
Singapore	Baker's Heaven
	Eu Yan Sang International
	Golden Bridge Foods Mfg
	Gryphon Tea Company (Lim Lam Thye)
	Seng Hwa Hng Foodstuff (Camel Nuts)
	Soyato Foods International
	Tastyfood Industries
	Unifood International
	Wanin Industries
	IE Singapore
Thailand	C.P. Intertrade
	Flower Food
	K Fresh
	Khaolaor Laboratories
	K.R.S. Spicy Food
	Kuang Pei San Food Products Public
	Mitr Phol Sugar
	Thai Tanya Interfood
	Thai Union Frozen Products
	DITP (Department of International Trade Promotion)

COUNTRY	COMPANY NAME
Vietnam	Garden Mountain (Vien Son)
	Good Life
	Haiha Confectionery
	Hanh Thong Producing & Trading
	Hapro Vietnam (Hanoi Trade Corporation)
	Hoang Mai Production and Trading
	Nghe An Foods
	Sen
	Vifon
	VIETRADE

LIST OF PARTICIPANTS IN FY2014 WORK PROGRAMS
TRADE AND INVESTMENT

KNOWLEDGE SHARING AND
BENCHMARKING WORKSHOP

PARTICIPANTS	ORGANIZATIONS / COMPANIES
Brunei Darussalam	Brunei Economic Development Board
	Authority for Info Communication Technology Industry of Brunei Darussalam
Cambodia	Council for the Development of Cambodia
	General Department of ICT, Ministry of Post and Telecommunication
Indonesia	Directorate of Promotion Development
Lao PDR	Ministry of Foreign Affairs
	ETL Public Company
Malaysia	Multimedia Development Corp, Ministry of Communications & Multimedia
	MIDA
Myanmar	Myanmar Posts and Telecommunications
	Ministry of National Planning and Economic Development
Philippines	Philippine Board of Investments
Thailand	Office of the Board Investment
	Ministry of Information and Communications Technology
Vietnam	Foreign Investment Agency, MPI
	Ministry of Information and Communications

PRODUCT DEVELOPMENT WORKSHOP

Brunei

PARTICIPANTS	ORGANIZATIONS / COMPANIES
HWANG Jae-kwan	Yonsei University
JANG Dai-ja	Korea Food Research Institute
BAI Young-hee	Osan University
KU Kyu-woo	True Blue Creative
KIM Young-boong	Korea Food Research Institute
Jalan Menteri Besar	Ministry of Industry and Primary Resources
Rozaimée Abdullah	Ministry of Foreign Affairs and Trade
Zubaidah HJ Mahmud	The Brunei Economic Development Board
Tan Too Yeo	BMC Food Industries Sdn Bhd

Cambodia

PARTICIPANTS	ORGANIZATIONS / COMPANIES
SHIM Jin-kie	Korea Institute of Industrial Technology (KITECH)
KU Kyu-woo	True Blue Creative
CHOI Chang-gyu	Plan Design
KIM Tae-soo	Artwork Package House
Savin OUCH	Ministry of Commerce
Leng CHEA	Ministry of Commerce
DY PISETH	SOMA Farm Co., Ltd
IM Vantha	Sree Agaastiaar Import Export Co., Ltd
San CHEA	SR. Quality Assurance Manager & Technological Controller / Khmer Brewery Limited
Hironobu KURATA	Kurata Pepper Co., Ltd.

Myanmar

PARTICIPANTS	ORGANIZATIONS / COMPANIES
KIM Young-tae	Animal and Plant Quarantine Agency (QIA)
CHUN Dong-ho	Professional Engineer Food Stuff Association of Korea
PARK Dong-ho	Haenam Sweet Potato Grower Association
KOWN Young-mi	Korea Venture Agriculture College
JEONG Jin-young	Korea Organic Farming Association (KOFA)
Mya Mya SEIN	Ministry of Commerce of the Republic of the Union of Myanmar
Kyaw Htoo NAING	Myanmar Phoenix Manufacturing Co., Ltd.
Moe Moe Myat KO	Kaung Ko Trading Company Limited
Hla Hla KYU	Summe Co., Ltd.
Sai Wan MAING	Green Land Coffee Plantation

Vietnam

PARTICIPANTS	ORGANIZATIONS / COMPANIES
HA Myung-geun	Sunhill Fisheries Co., Ltd.
KIM Hyun-soo	Shinsegae Food
KIM Yeong-hun	Pulmuone Food Co., Ltd.
KU Kyu-woo	True Blue Creative
LEE Ho-yeon	CJ Cheiljedang
YANG Shi-bin	Donglim Seafood Corporation
Nguyen Thi Hong Van	Ministry of Industry and Trade
Bui Thi Thanh An	Ministry of Industry and Trade
Le Ngoc Chau	Ministry of Industry and Trade
OH Jae-hack	Consulate General of the Republic of Korea
Jeong Jin Myung	Consulate General of the Republic of Korea
Dao Quoc Tuan	Tuhai Manufacturing Trading & Services Co., Ltd
Le Thi Le Dung	Hai Viet Corporation (HAVICO)
Tran Huu Loi	Vegetables and Fruits Joint Stock Company (VEGETIGI)
Francesco Tran Van Lieng	Vietnam Cacao Joint Stock Corporation

Lao PDR

PARTICIPANTS	ORGANIZATIONS / COMPANIES
PARK Dong-ho	Haenam Sweet Potato Grower Association
HWANG Jae-kwan	Yonsei University
KIM Jong-wook	JSOL
CHOI Joo-lee	Korea Oriental Medical Industry Cooperatives
H.E. KIM Soo-gwon	Embassy of the Republic of Korea to Lao PDR
LEE Sang-ho	Embassy of the Republic of Korea to Lao PDR
Somvang NINTHAVONG	Ministry of Industry and Commerce
Phanh VILAYSOM	Ministry of Industry and Commerce
Leebee BOUAPAO	Ministry of Industry and Commerce
Danouphon VONGKHILY	Ministry of Industry and Commerce
Thongmala SAYAVONG	Ministry of Industry and Commerce
KWON Sang-soo	Korea International Cooperation Agency
Khantong KHAMVILAITONG	Viengthong Trading Co., Ltd
Bouahom VONGSIPRASOM	Lao Agro 2000 Co., Ltd
Sinouk SISOMBAT	Sinouk Coffee Ltd.

INVESTMENT AND MARKET RESEARCH MISSION
 Indonesia

List of Korean Participants from Indonesia

PARTICIPANTS	ORGANIZATIONS / COMPANIES
KIM Boun	Daewoo E&C
Vera Miftahurrahmah	Daewoo E&C
PARK Sung-nam	Daelim Industrial Co., Ltd.
CHO Joon-woo	Daewoo International Corp
KIM Kang-soo	Korea Development Bank
HAN Jeong-jin	Samsung C&T
Gatot Dwi Pudjijarto	Samsung C&T
Kim Ik-soo	Samsung Engineering
LEE Jeung-hun	Samyoung
YOO U-jin	Samtan
CHOI In-kyu	Samwhan Corporation
DEOK Kyoung	Korea Exim Bank
EUM Seong Yong	Korea Exim Bank
KANG We	Ssangyong Engineering & Construction
AHN Jong-hyuk	Ssangyong Engineering & Construction
LEE Hee-rae	SK Engineering & Construction Co., Ltd.
KIM Yong-wook	PT Bank Woori Indonesia
JEON Byung-chang	National IT Industry Promotion Agency
KIM Myoung-dal	National IT Industry Promotion Agency
SHIN Kee-yup	Korean Association in Indonesia
KIM Jae-min	Korean Association in Indonesia
CHOI Wang-seok	Korea Specialty Contractors Financial Coop-erative
KIM Kwang-kyu	Dohwa Engineering Co., Ltd
PARK Won-ho	POSCO E&C
LEE Moo-kil	POSCO E&C
LEE Do-yeol	K-sure
PARK Se-won	K-water
LEE Dae-hong	K-water
KIM Ki-chang	KOMIPO
PARK Chan-sung	Hyundai E&C
GWON Young-chul	Hyundai Rotem
Feris Aldo Sihombing	Hyundai Corporation
NOH Jin-soo	Hyundai corporation
IM Byung-goo	GS E&C
KIM Nicholas	KOICA
SHIN Taik-ho	KOICA
AHN Chang-sub	KORCHAM
AHN Kevin J.	KORCHAM
LEE Joohan	KORCHAM
SONG Yoo-hwang	KOTRA
JEON Min-shik	Power Tech

SHIN Ho-jin	PT Hanindo Express
KIM Seok-rae	PT Inacon Luhur
HWANG Mi-ri	PT Inhwa Indonesia
KIM Moon-hwan	PT Jambi Resources
KIM Wonmo	PT Koin Pratama
KIM Panseok	PT Korindo Konstruksi
LEE Joo-han	PT Medison Jaya Raya
KIM Joo-han	Royal Sumatra
H.E. BAEK Seong-taek	Mission of Republic of Korea to ASEAN
Mr. KIM Seong-eun	Mission of Republic of Korea to ASEAN
Ms. CHOI Munhee	Mission of Republic of Korea to ASEAN
JIN Younghan	Korean Embassy in Indonesia
CHA Woong-ghee	Korean Embassy in Indonesia
PARK Youngsik	Korean Embassy in Indonesia
LEE Seung-hoon	Korea Global Construction Office in Indonesia
Silvanny Kurniawati	Korea Global Construction Office in Indonesia

List of Indonesian Participants

PARTICIPANTS	ORGANIZATIONS / COMPANIES
Rudy Salahuddin	Promotion Development of BKPM
Hermanto Dwiatmoko	Ministry of Transportation
Arianto Wibowo	PT Penjaminan Infrastruktur Indonesia (ICGF)
Hernadi Buhron	PT. PLN (Persero)
Koko Matthew Z	PT AKR
Aris Toh	PT Jababeka
Salahudin Rafi	PT Angkasa Pura II
Imam Santoso Ernawi	Ministry of Public Works
Dadang Mulyana	Bappeda Bekasi City
Djoko Murjanto	Ministry of Public Works
Bintang Perbowo	Indonesia Contractors Association (AKI)
Bambang Tjahyono	Ministry of Transportation
Dadang Muhammad	Investment Coordinating Board of West Java Province (BKPPMD)
Fritz Horas Silalahi	Indonesia Investment Coordinating Board (BKPM)
Dono Boestami	PT MRT Jakarta
M Ramdani Basri	PT Nusantara Infrastructure Tbk.
Achmad Gani Ghazali	Ministry of Public Works
Adolf R Tambunan	Directorate General Sea Transportation Ministry of Transportation

Ferialdy Noerlan	PT (Persero) Pelabuhan Indonesia II (Indonesia Port)
Dwi Windarto	PT Wijaya Karya (Persero) Tbk.
Tamin M Zakaria Amin	BPPSPAM
Djoko Murjanto	Directorate Bina Marga, Ministry of Public Works
Ari Soerono	Indonesia Infrastructure Finance
Emma Sri Martini	Sarana Multi Infrastruktur (SMI)
Abdulbar M Mansoer	AETRA Tangerang
Candra Purnama	PT KAI
Abdul Hadi	PT Jasa Marga
Supardi	Adhi Karya
Richard Tampi	Adaro Power
Sutiyo Siswanto	PT PLN
Kiyoshi Masaki	PT Holcim Indonesia
Jadhie Judodiniar Ardajat	Directorate of Energy, Telecommunication and Informatics, Bappenas (National Planning Agency)
Hanggoro Budi Wiryawan	Directorate General of Railways, Ministry of Transportation
Bastari Pandji Indra	Directorate of PPP Development, Bappenas (National Planning Agency)
M Prasetyo Boeditjahjono	Ministry of Transportation

INVESTMENT AND MARKET RESEARCH MISSION
 Malaysia

List of Korean Delegation

PARTICIPANTS	ORGANIZATIONS / COMPANIES
KANG Hee-su	The Korea Energy Engineers Association
LEE Chang-hoon	Electrical Industry Research Institute of Korea
KIM Sang-mo	BSR ENC
JEON Ki-sik	BSR Co., LTD
LEE Youngbok	
LEE Yong-gul	
KIM Wolyoung	Solar Light Korea Co., LTD
YANG Hye-jung	Astronergy Solar Korea
YUN Jong-ku	HyeAn Engineering
LEE Jae-won	JIU CORPORATION
CHOI Nam-hyun	E&P
CHOI Dong-joon	Buyoung CST Co.,Ltd
KIM Jin-soo	Jinsung F.M

List of Malaysian Delegation

PARTICIPANTS	ORGANIZATIONS / COMPANIES
Chen Wei Nee	SEDA
Datuk Harjeet Singh	Ministry of Energy, Green Technology & Water
Irene Ong	Hyper Fusion
Rudy Rozaidi	International (M) Sdn. Bhd.
Khairil Annuar Khalid	Detik Aturan Sdn. Bhd.
Augustine Koh (Secretary General, Green Purchasing Netwrok Malaysia)	GES International Sdn. Bhd.
Kelvin Koh	
Simon Soh	Ruralist Sdn. Bhd.
Wilson Loh	
Joni Chan	
Saiful Nizam Othman	Kump. Melaka Berhad
Hoe De Leong	Waste Management Association Malaysia (WMAM)
Lionel Leng	Global Green Synergy Sdn. Bhd.
Lee Jia Jing	Biomass SP Sdn. Bhd.
Dato’ Leong Kin Mun	Malaysia Biomass Industries Confederation
Shadzli Abdul Wahab	Malaysia Photovoltaic Industry Association (MPIA)
Zasmadey Zahari	Universal NutriBeverage Sdn. Bhd.
Steve Lau	Madam Sun Sdn. Bhd.
Kevin Lim	Nutrifres Food & Beverage Industries Sdn. Bhd.
Jonathan Kan	Fairs & Events Management Sdn. Bhd.
Selladurai Perakasam	Bio Eneco Sdn. Bhd.
Tee Poh Kong	
Cik Nurul Jannah Abdul Jalil	
Lim Theam Aik	Superspan Sdn. Bhd.
Gan Saw Phek	
Koh Lay Mei	
Michael Sew	Bluebio Matrix Sdn. Bhd.
Lee Yee Loon	Ashmann Industries Sdn. Bhd.
Danesh Raj	Suria Infiniti Sdn. Bhd.
Dato’ Dr. Hashini Hashim	HBH Global Energy Sdn. Bhd.
Lincoln Lee Chwee Tor	Laurenz Leistung Sdn. Bhd.
Kang Chun Keong	Cycle Trend Industries Sdn. Bhd.
Lee Ai Mei	

En. Zurin Azraii Abd. Rahman	Factor Four Technology Sdn. Bhd.
Cik Juliana Abdul Rahim	
Alex Yee	
Dedi Syaripuddin	
Cik Nurul Huda Zurin Azlan	

INVESTMENT AND MARKET RESEARCH MISSION
 Philippines

List of Korean Delegation

PARTICIPANTS	ORGANIZATIONS / COMPANIES
SONG Jin-ho	KOCOM
KIM Byun-ju	KOSDAQ LISTED COMPANIES ASSOCIATION
KANG Eun-suk	Mt.H Control Valves Co., Ltd.
PARK Young-suk	Lipmen Co., Ltd.
SUH Yoon-duk	Lipmen Co., Ltd.
PARK Meen-joon	KISEONG CABLE, INC.
SONG Gu-young	Gusto Coffee
KWON You-chan	Tecsen Co., Ltd.
LEE Hyeon-ju	Top Eng Co., Ltd.
KWON Jun-hyuck	Top Construction Co., Ltd.
HAN Suil	Iljee Company
HONG Sooyoul	GBS Technology
HA Mong-yeul	Korea Electronics Association
H.E. Lee Hyuk	Embassy of Korea in the Philippines
YANG Dong-han	
KIM Dong-gon	

List from Philippines Delegation

PARTICIPANTS	ORGANIZATIONS / COMPANIES
Nora K. Terrado	Department of Trade and Industry
Raymond Albert H. Batac	Department of Trade and Industry
Angelica M. Cayas	Board of Investments
Michael Alfred V. Ignacio	Department of Trade and Industry
Raquel Echague	Board of Investments
Nestor P. Archansalin	Board of Investments

Ma. Rolienita D. Nebres	Board of Investments
Felicitas B. Macam	Department of Agriculture
Katherine Reyes	Semiconductor and Electronics Industries in the Philippines, Inc. (SEIPI)
Alexander Sy	Electronics Industries Association of the Philippines, Inc. (EIAPI)
Helen Del Rosario	Philippine Calamansi Association of the Philippines, Inc. (EIAPI)
Anna Karenina F. Buenafe	Board of Investments
China M. Pring	Board of Investments
Evelyn Havana	Board of Investments
Senen Perlada	Export Management Bureau
Lorena Lobarbio	Export Management Bureau
Esperanza Ancheta	Export Management Bureau
Dwight Alonzo	Amelco Desiccants, Inc.
James Robin Concepcion	Amelco Dessicants, Inc.
Alistair Deveza	Amelco Dessciants, In.

INVESTMENT AND MARKET RESEARCH MISSION
 Singapore

Participants from Korea

PARTICIPANTS	ORGANIZATIONS / COMPANIES
KOUN Hyoung-joon	K-water Academy
KANG Hee-jun	K-water Academy
AHN Seong-hwan	Korea Water and Wastewater Association
PARK Kee-yong	Doosan Heavy Industries & Construction
SOH Yeon-jung	
CHUNG Doo-won	Korea Chamber of Commerce and Industry
CHUNG Hae-moon	ASEAN-Korea Centre
KIM Kyu-ri	ASEAN-Korea Centre
CHOI Young-ran	ASEAN-Korea Centre

Participants from Singapore

PARTICIPANTS	ORGANIZATIONS / COMPANIES
Maurice Neo	PUB
Moh Ting Liang	PUB
Tan Soo Yong Bernard	PUB
Jason Wong	PUB

Shakura Nuha Bashir	EDB Singapore
Fabian TAN	EDB Singapore
NG Hwee Koon	IE Singapore
LEE Hyun-kyung	Korcham
AHN Kuk-jin	Ssang Yong E&C
YOON Deok-chang	Goryeo Trading
KIM Kyu-hwan	KITA
SEO Young-soo	Korcham Singapore
KIM Ho-jun	Daewoo E&C
KANG Eui-hwan	Daewoo International
KIM Sun-ki	Embassy of the Republic of Korea
KIM Kris	Head of RO Expoert Team
Mitsutaka TASHIRO	General Manager
NOH Hee-ju	PUMPRO

INVESTMENT AND MARKET RESEARCH MISSION
 Thailand

List of Korean Delegation

PARTICIPANTS	ORGANIZATIONS / COMPANIES
CHOI Nam-Hyun	E&P
Ku Yun-jong	HyeAn Engineering
KIM Wolyoung	Solarlightkorea.Co., Ltd.
LIM Ki-hyun	NDT Engineering & Aerospace Co., Ltd.
OH Joon-mo	Dass Tech
LIM Haeng-keun	HK CHEM CORPORATION
CHUNG Donghyoung	Chunil Shipping Co.,Ltd.
LEE Su-mi	Jeail Plant & Boiler Co.,Ltd
KANG Hee-soo	Green Enertec
HUR Seung-wook	Websolus
LEE In-kee	HK-b&tec
LEE Tae-yoon	HK-b&tec
LEE Changhoon	Electrical Industry Research Institute of Korea
Meen Joon PARK	KISEONG CABLE, INC.

Participants from Thailand

PARTICIPANTS	ORGANIZATIONS / COMPANIES
Hirunya Suchinai	Thailand Board of Investment
H.E. JEON Jae-man	Embassy of the Republic of Korea in Thailand

LYOO Sungwoo	Embassy of the Republic of Korea in Thailand
Yuthasak Kanasawat	Thailand Board of Investment
Krongkanoke Managitjonggol	Thailand Board of Investment, OSOS Center
Worakan Kosolpisitkul	Thailand Board of Investment, Seoul Office
Dr. Bonggot Anuroj	Thailand Board of Investment
Mr. Pornchai Patiparnprechavut	Energy Regulatory Commission
Mr. Manayos Vardhanabhuti	Energy Regulatory Commission
Mr. Suthin Pornchaisuree	Thai Havea Wood Association, The Federation of Thai Industries
Ms. Sonklin Ploymee	Thailand Board of Investment
Mrs. Supisara Chomparn	Thailand Board of Investment
Ms. Kanchana Noppun	Thailand Board of Investment

KOREA’S CONTRIBUTION TO ASEAN CONNECTIVITY (In-frastructure Investment Opportunities)

List of Presenters from ASEAN

Brunei	Ministry of Foreign Affairs and Trade	Rozaimée Abdullah
CAMBODIA	Ministry of Public Work and Transport	Cheam Sovanny
INDONESIA	Investment Coordinating Board (BKPM)	Rakhmat Yulianto
LAO PDR	Ministry of Public Works and Transport	Chanthaphone PHANVISOUK
MALAYSIA	Ministry of Foreign Affairs	Astanah Abdul Aziz
	Ministry of Transport (Self-Sponsored)	MOHD AIDI MOHD HUSSIN
MYANMAR	Ministry of National Planning & Economic Development	Kyaw Soe Thein
PHILIPPINES	Department of Trade and Industry (DTI)	Ponciano Jr. Cati-bayan MANALO
	Department of Trade and Industry (DTI) (Self-Sponsored)	Althea Antonio
SINGAPORE	Land Transport Authority	Kian Thong TAN
THAILAND	Office of the National Economic and Social Development Board (NESDB)	Poramettee Vimolsiri
	Ministry of Foreign Affairs (Self-Sponsored)	Kanisapol Sithtichoti
VIETNAM	Ministry of Transportation	Tran Thi Thanh Thuy
ASIAN DEVELOPMENT BANK	Asian Development Bank (ADB)	Jin Wook Cyhn

List of Participants from ASEAN

CAMBODIA	Royal Embassy of Cambodia	H.E. Suth Dina
INDONESIA	Embassy of the Republic of Indonesia	H.E. John A. Prasetyo
LAO PDR	Minister Counsellor, Deputy Chief of Mission / Embassy of Laos	H.E. Khamla XAYACHACK
MALAYSIA	Embassy of Malaysia	H.E. Dato' ROHANA binti RAMLI
MYANMAR	Embassy of the Republic of the Union of Myanmar	H.E. U Soe Lwin
PHILIPPINES	The Philippine Embassy	H.E. Raul S. Hernandez
SINGAPORE	Embassy of Singapore	H.E. Peter Tan Hai Chuan
THAILAND	Royal Thai Embassy	H.E. Kulkumut Singhara Na Ayudhaya
VIET NAM	Embassy of Vietnam	H.E. Pham Huu Chi
BRUNEI	Embassy of Brunei Darussalam	Dk. Amalina Bakar
CAMBODIA	Royal Embassy of Cambodia	Bophal OUNG
INDONESIA	Embassy of the Republic of Indonesia	Dewi Gustina Tobing
LAO PDR	Minister Counsellor, Deputy Chief of Mission / Embassy of Laos	Somlith Khantivong
MALAYSIA	Embassy of Malaysia	Fairuz Adli Mohd Rozali
MYANMAR	Embassy of the Republic of the Union of Myanmar	Myo Thant Pe
PHILIPPINES	The Philippine Embassy	Nicanor S. Bautista
SINGAPORE	Embassy of Singapore	Jing Han WONG
THAILAND	Royal Thai Embassy	Prapan Disyatat (Pending NV)
VIETNAM	Embassy of Vietnam	Nguyen Manh Dong
CAMBODIA	Royal Embassy of Cambodia	TITH Rithipol
INDONESIA	Indonesia Investment Promotion Center, BKPM	Imam Soejoedi
MALAYSIA	Malaysian Investment Development Authority	Nelson Samuel
SINGAPORE	Singapore Economic Development Board	Fabian Tan
THAILAND	Thailand Board of Investment, Seoul Office	Worakan Kosolpisitkul
VIETNAM	Embassy of the Socialist Republic of Vietnam	Nguyen Thi Minh Hien

List of Participants from ASEAN

H.E. CHUNG Hae-moon	ASEAN-Korea Centre
KIM Ki-hong	ASEAN-Korea Centre
Thant Zin (Myanmar)	ASEAN-Korea Centre
MOON Ki-bong	ASEAN-Korea Centre
H.E. LEE Youn-soo	Federation of Korean Industries
HO Jung-bong	Federation of Korean Industries
OH Youngkyung	Federation of Korean Industries
KIM Yon-kee	Daelim Industrial Co.
PARK Kyoung-ho	Daewoo International
GOH Gweon-seong	Dohwa Engineering Co., Ltd.
KIM Hwang-cheul	Hanwha Corporation
CHU Chin-wan	Hanwha Corporation
SHIN Sam-sup	International Contractors Association of Korea
KIM Tae-wan	International Contractors Association of Korea
CHOI Mi-dong	International Contractors Association of Korea
CHOI Hanyeol	KEPCO Overseas Project Management Dept.
YOON Junghwan	KEPCO Overseas Project Management Dept.
SHIM Euna	Korea Development Bank
KIM Kyung-joon	Korea Development Bank
HEO Yoon	Korea Development Bank
JUNG Tae-yong	Korea Development Institute
KIM Young-shik	Pyunghwa Engineering Consultants Ltd.
LIM Choon-soo	SK Engineering & Construction Co., Ltd.
NAM Hyun-tae	SK Engineering & Construction Co., Ltd.

LIST OF PARTICIPANTS IN FY2014 WORK PROGRAMS:

Culture and Tourism

ASEAN CULTURE AND TOURISM FAIR

List of Delegation Members

COUNTRY	PERFORMING GROUP	PERFORMERS
Brunei Darussalam	Daya Kreasi Seni	Ak Zulkhairi Pg Abdul Razak (NTO) Mohamed Najid bin Haji Mohamed, Hj Mohd Zahiruddin bin Haji Abd Rahman, Nur Aina Amanina Kamis, Fitriana Nur Amal Khairiyah, Khairunnisa Bazilah binti Haji Ismail, Nor Hasimah binti Awang Ramli
Cambodia	Cambodian Artist Association	Som Bunnat (NTO) Ngoun Bunleang, Nim Kakada, Seng Sam El, Kong Sorphea, Keang Srey Leap, Nim Sotheara
Indonesia	Artlna production	Ari Prasetyo (NTO) Haryati, Santi Dwi Saputri Tedjakusuma, Denok Ayu Perwari, Armen Suwandi, Juwono Ariyo Saloko, Wardiansyah
Lao P.D.R	Dok Champa Lao Team	Anousone Douangsovath (NTO) Saveng Seng Aphy, Seumsouk Tongthavy, Phoukhao Ngeune Souvanh, Souksavanh Seng Aphaï, Chanmaly Xaiyana, Anonglak Thammavong
Malaysia	The National Dance Troupe of National Department for Culture and Arts, Ministry of Tourism and Culture Malaysia	Jeong Hee HAN (NTO) Farah Shikeen binti Roslam, Nadia Syahirah binti Mohd Faizal, Nor Janatul Hajar binti Samuin, Muhammad Muhaldin bin Jamin, Mohamad Alif bin Marzuki, Mohamad Sabre bin Abd Aziz
Myanmar	Myanmar Ministry of Culture	Lei Lei Aung (NTO) Htaw Nan Phaw, Moh Moh Thet Tun, Thiha Myint Soe, Shine Aung Hein Nan Cherry, Thidar Win Htwe
Philippines	Sindaw Philippines Performing Arts Guild	Marieta Macapili Sagudo (NTO) Randy C. Guevara, Alvin P. Cano, John Ryan P. Casica, Jefferson O'Neil N. Ramirez, Percival M. Montelibano, Luther L. Ternal, Lee Smith S. Bitoon, Joana Patric C. Usana, Cherry G. Hernandez, Ana Ruth C. San Diego, Maria Angela M. Meribeles, Francis Anne R. Virtudazo
Singapore	Multi Ethnic Dance Ensemble	Pushpa D/O Ramasamy (NTO) Hew Swee Lim, Chong Ka Keong, Surendran SO Rachandran, Muhammad Shaifulbahri Bin Muhamad Ma'ruf, Hoo Wan Ting, Vijayalachumi Kannan, Nurul Janiah Bte Mohd Jani
Thailand	Cultural Center of Huachiew Charlermprakiet University	Vatjanarat Anchalee (NTO) Phailing Supat, Phosuwan Thinnawat, Chaisongkhram Somchat, Boonkham Wichan, Chatmuangpak Sirichayanun, Chinkamol Prowravee, Bamrunghanit Sukrittawat, Kaewkomol Alongkorn
Viet Nam	Thang Long Water Puppet Theatre	Pham Ngoc Diep (NTO) Dang To Nhu, Dao Lan Anh, Tran Dieu Huong, Pham Dinh Dung, Nguyen Thanh Hung, Tran Viet Trung

LIST OF PARTICIPANTS IN FY2014 WORK PROGRAMS

CULTURE AND TOURISM

ASEAN-KOREA FESTIVAL

List of Delegation Members

Kim Jong-hak
Chae Myoung-shin
Lee Yong-moon
Goog Chul-min
Lee Kyu-seok
Kil Jun-sup
An Moon-ki
Lee Yong-kyu
Chung Woo-chul
Kim Woo-seuk
Kim Sang-yeol
Park Young-il
Na Sin-young
Park Jung-mi
Yoon Hye-kyung
Hwang Seol-hee
Choi Eun-a
Park Ji-hye
Lee Seon-myung
Lee Jin-a
Jang Min-kyung
Ha Na-kyeong
Cha Min-jung
Lee Han-na
Jun Eun-ji
Kim Hyeon-ji
Park Noon-sil
Ha Jee-ah
Lee Na-hyun
Kim Hyun-joon
Jung Ju-hyun
Choi Jae-won
Hong Sung-min

ASEAN TOURISM HRD PROGRAM

Brunei	
NAME	POSITION / AFFILIATION
Hwang Yeong-hyeon	Professor, Department of International Tourism, Dong-A University, Korea
Bak Sang-mee	Professor, Cultural Anthropology, Hankuk University of Foreign Studies
Kim Ji-yeon	Professor, Language Centre, University of Brunei Darussalam

Malaysia

NAME	POSITION / AFFILIATION
Cho Sung-woock	Professor, Hallym University, Chuncheon, Korea
Park Jun-seok	Professor, Department of Asian and European Languages, Faculty of Language & Linguistics, University of Malaysia
Bhang Ji-yeon	Head of Korean Language Unit, Universiti Tekhnologi MARA

Singapore

NAME	POSITION / AFFILIATION
Cho Sung-woock	Professor, Hallym University, Chuncheon, Korea
Yoon Jae-woong	Cultural Counselor, Embassy of ROK in Singapore

Indonesia

NAME	POSITION / AFFILIATION
Kwon Byung-jeon	Director, Outbound Travel Service Center, Korea Tourism Organization
Lee Won-tae	Director for Research Planning and Coordination, Korea Culture and Tourism Institute
Tang Jong-rye	Vice President, Korean Cultural Center, Jakarta, Indonesia

Philippines

NAME	POSITION / AFFILIATION
Cho Mi-hae	Professor, Hospitality & Tourism Management, Sejong University
Kim Djun-kil	Professor, Korean history and culture, Professorial & Research Chair of Samsung Korean Studies Program, University of Asia & the Pacific, Manila, Philippines
Bae Kyung-min	Senior Lecturer, Department of Linguistics, College of Social Sciences and Philosophy, University of the Philippines-Diliman, Philippines

KOREAN LANGUAGE TRAINING COURSE

List of Lecturers

COUNTRY	LECTURER	POSITION / AFFILIATION
Brunei	Bhang Jee-yeon	Korean Language Lecturer, University Technology MARA, Malaysia
Cambodia	Park Jae-hee	President, Korean Studies Centre, Cambodia
Lao PDR	Han Mi-hwa	Lecturer of Korean Language to Lao public sector
Malaysia	Seo Kyu-won	Lecturer, Korean language school for advanced Korean language learners, Malaysia
Myanmar	Daw Tin Moe Aye	Assistant Lecturer of Korean Language, Yangon University, Myanmar
Philippines	Hwang Jong-il	Korean Language Lecturer, Philippines Women’s University
Singapore	Yom Ju-jin	Managing Director, ezSAM Korean Language Centre
Thailand	Kim Kyu-wan	Lecturer of Korean language to Thailand public sector

ASEAN-KOREA CULTURAL EXHIBITION

List of Artists

COUNTRY	ARTIST	RECOGNITION
Brunei Darussalam	Muhammad Haziq Bin Haji Sahminan	Winner
	Arif Zainal	Honorable Mention
	Norikhsan Binti Haji Abdul Majid	Honorable Mention
Cambodia	Samnangvathana Sor & Pouvchannita Sophorn	Winner
	Lina Leang	Honorable Mention
	Piset Po	Honorable Mention
Indonesia	Ahmad Faris Fachrurrobbi Silmy & Andrita Yuniza Orbandi	Winner
	Kristian Surya Dinata & Nina Ika Diana	Honorable Mention
	Fahmiranti Wida Zulfia	Honorable Mention
Korea	Seung Jun Lee	Winner
	Jae Eun Cho	Honorable Mention
	Dana Choi	Honorable Mention

Lao PDR	Chanthavikhone Louangpradith	Winner
	Saphaongern Vongthavilay	Honorable Mention
	Chittakone Mangkhalasena	Honorable Mention
Malaysia	Mei Yee Foo	Winner
	Ee May Low	Honorable Mention
	Yao Xi Yew	Honorable Mention
Myanmar	Thein Min Swe	Winner
	Mya Darli Aung	Honorable Mention
	Khin Gantgaw Kyaw	Honorable Mention
Philippines	Geric Cruz	Winner
	Bernice Beltran	Honorable Mention
	Jeffrie Po	Honorable Mention
Singapore	Leonard Yang	Winner
	Zinkie Aw	Honorable Mention
	Victor Gui	Honorable Mention
Thailand	Nuttawuth Fungfeang	Winner
	Chanathip Keawsuk	Honorable Mention
	Kriyawon Pantahome	Honorable Mention
Vietnam	Giang Vu Hoang Pham	Winner
	Thao Chi Pham Dang & Thao Nguyen Trinh	Honorable Mention
	Le Anh Duc	Honorable Mention

MULTILATERALISM WORKSHOP
 Multicultural Lecture Series

List of Lecturers / Professors

NAME/ AFFILIATION	CITY
Cho Kwan-yeon, Professor, Pusan National University	Tongyeong/Multicultural Family Support Center
Cho Heung-kuk, Professor, Pusan National University	
Kang Dong-wan, Professor, Dong-A University	Jeonggwan / Gijanggun Jeongguan Residents’ Association Center
Cho Heung-kuk, Professor, Pusan National University	

