



ASEAN-KOREA CENTRE

A KEY CHANNEL FOR ENHANCING
ASEAN-KOREA PARTNERSHIP

ASEAN
KOREA
CENTRE

“We commended the role played by the ASEAN-Korea Centre in promoting trade, investment, tourism, cultural exchanges, people-to-people contacts and to raise awareness of ASEAN in the ROK, in line with the Centre’s vision to build a genuine partnership between the two sides.”

**Chairman’s Statement of
the 17th ASEAN-ROK Summit**

22 November 2015, Kuala Lumpur, Malaysia

“We acknowledged the role played by the ASEAN-China Centre, ASEAN-Japan Centre and ASEAN-Korea Centre in promoting trade and investment, tourism and cultural exchanges.”

**Chairman’s Statement of
the 18th ASEAN Plus Three Summit**

21 November 2015, Kuala Lumpur, Malaysia



SECRETARY GENERAL’S MESSAGE

Year 2016 is the beginning of a pivotal chapter for ASEAN. With the launching of the ASEAN Community at the end of last year, the regional bloc is expected to accelerate towards achieving the visions and goals set forth in the Kuala Lumpur Declaration on ASEAN 2025.

A single economic bloc consisting of 630 million people and a combined total GDP of USD 2.6 trillion, the ASEAN Community is a game-changer in the international arena. It is seen as the driver of East Asian integration and a catalyst for growth of the global economy, attracting a great deal of attention from all over the globe. This development will also create a positive ripple effect to further strengthen the partnership between ASEAN and Korea.

The partnership between ASEAN and Korea has made splendid progress since their dialogue relations were established in 1989. With a 17-fold increase in bilateral trade and a 40-fold hike in terms of foreign direct investments, ASEAN has become the second largest trading partner and investment destination for Korea. It is also the top destination for Korean outbound travelers as of 2014, having a 50-fold leap in the number of Korean visitor arrivals. In addition, cultural exchanges have become more vigorous over the course of the last 26 years: Hallyu (the Korean wave) has blossomed in ASEAN, while in Korea, Southeast Asian food and culture are rapidly gaining more popularity.

Since its inception in 2009, the ASEAN-Korea Centre has implemented various work programs aimed at forging a mutually beneficial partnership between ASEAN and Korea. In 2016, the Centre will be taking the partnership to another level. A special emphasis will be placed on realizing the goals and aspirations declared in the ASEAN Community Vision 2025 and the ASEAN-Republic of Korea Plan of Action to Implement the Joint Declaration on Strategic Partnership for Peace and Prosperity (2016-2020).

To further support balanced trade between ASEAN and Korea and reinforce efforts to narrow the development gap among the ASEAN Member States, the Centre will carry out many work programs including the ASEAN Trade Fair, the ASEAN Connectivity Forum, and various ASEAN-Korea SME-support projects. Through culture and people-to-people exchange programs, such as the ASEAN Culture and Tourism Fair, ASEAN-Korea Tourism Development Workshop, as well as several awareness programs such as the ASEAN-Korea Youth Network, the ASEAN School Tour, and Lecture Series, the Centre will strive to bring ASEAN and Korea closer together, connecting the hearts and minds of the people.

We sincerely hope for your continued support to the various programs of the ASEAN-Korea Centre.

KIM YOUNG-SUN
Secretary General
ASEAN-Korea Centre

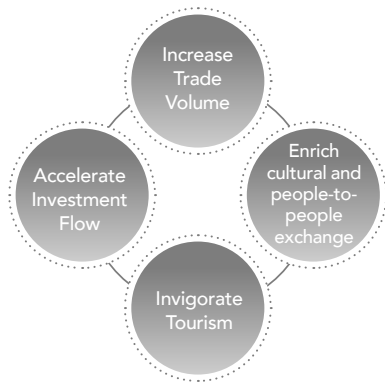
OVERVIEW

— VISION

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

— MANDATES

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



— GOALS

- Enhance ASEAN-Korea partnership
- Promote mutual understanding through cultural exchange and people-to-people contact
- Support ASEAN integration efforts

— INAUGURATION

The ASEAN-Korea Centre was established as an intergovernmental organization with the aim to promote exchanges among Korea and the 10 ASEAN Member States. It was officially inaugurated in 13 March 2009, the year which marked the 20th anniversary of the Dialogue Partnership between ASEAN and Korea in accordance with the Memorandum of Understanding (MOU) signed at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007 and entered into force in December 2008.

— ACTIVITIES

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

— MEMBERS

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

ORGANIZATION

COUNCIL

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

EXECUTIVE BOARD

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

SECRETARIAT

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

Secretary General

- Chief Executive of the Centre

Development Planning & General Affairs Unit

- Devises annual work programs
- Evaluates the outcome of work programs
- Operates the general budget of the Centre

Trade & Investment Unit

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

Culture & Tourism Unit

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

Information & Data Unit

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

ACTIVITIES

Trade & Investment



ASEAN Connectivity Forum



ASEAN Fair 'Touch & Taste ASEAN'

Investment and Business Environment Seminar

Aims to update the Korean business community on the latest business and investment opportunities in the ASEAN Member States, including current investment regime, policies, incentives, and promising sectors, and establish close networks among the public and private sectors in ASEAN through seminars and discussions

Investment and Market Research Mission

Promotes investment to ASEAN among the members of the Korean business community by providing opportunities to acquire information on investment climate and current developments in the ASEAN Member States while facilitating networking between related ASEAN counterparts through forum and industrial visits

ASEAN Connectivity Forum

Aims to contribute to the ASEAN Connectivity by providing Korean potential investors, constructors, and related institutions with information on investment opportunities related to the infrastructure projects, and facilitating the establishment of networks among ASEAN related government officials and Korean potential investors through forum and business meetings

ASEAN Trade Fair

Lays out a platform for top ASEAN companies to expose their product potentials to the Korean business community, which could lead to their larger presence in Korea as well as the possibility of addressing trade imbalances between ASEAN and Korea

ASEAN Goods Exhibition

Raises awareness of the new cooperation paradigm between ASEAN and Korea to the Korean public, thus enhancing the profile of ASEAN and its products among Korean buyers and consumers

Product Development Workshop

Strengthens the competitiveness of ASEAN products and the actual capacity-building of ASEAN manufacturer, ultimately facilitating their entrance into the Korean market

ASEAN-Korea Technical Cooperation Workshop

Introduces technology trends needed by companies of the ASEAN Member States and provides platform for building cooperative technology partnerships between ASEAN and Korea

Culture & Tourism



ASEAN Culture and Tourism Fair



ASEAN Community-based Tourism Program

ASEAN Culture and Tourism Fair

Promotes cultural exchanges and mutual understanding between the ASEAN Member States and Korea by showcasing a diversity of ASEAN cultural experiences for the general public of Korea

ASEAN Culinary Festival

Introduces the unique and diverse culinary culture of ASEAN to the Korean public through providing opportunities for various cooking demonstrations and taste tests of ASEAN delicacies

ASEAN Community-Based Tourism (CBT) Program

Aims to introduce community-based tourism in ASEAN to both ASEAN and Korean students by enabling them to experience the local community culture and encouraging them to actively engage in volunteering activities for environmental preservation

ASEAN-Korea Tourism Development Workshop on Ecotourism

Provides an avenue for tourism development stakeholders in ASEAN and Korea to exchange knowledge and experiences, and share best practices for enhancing competitiveness of ASEAN as a single tourism destination with a focus on the theme of ecotourism

ASEAN Tourism Capacity Building Workshop

Fosters technical cooperation in tourism development between ASEAN and Korea by organizing workshops on a tailor made tourism program for each ASEAN Member State to strengthen competitiveness of their respective tourism destinations



ACTIVITIES

Information & Data



ASEAN-Korea Youth Network Workshop



ASEAN School Tour Program

ASEAN Awareness Programs

Consist of a broad range of awareness-raising programs to promote a higher level of understanding on ASEAN among wide audiences, including children, youths and the general public

- **ASEAN-Korea Youth Network Workshop**

Provides the youth of ASEAN and Korea with an opportunity to fortify friendships among them and gain insights on global issues through lectures and discussions

- **ASEAN-Korea Youth Forum**

Aims to enhance entrepreneurship and leadership skills of the ASEAN and Korean youth through lectures, discussions, and knowledge-sharing

- **ASEAN Youth Culture Nights (in collaboration with ASEAN Youth Network in Korea)**

Aims to facilitate exchanges and cooperation among ASEAN and Korean students residing in Korea and deepen their understanding on ASEAN and ASEAN-Korea relations through various programs such as educational activities, film screening, and gatherings

- **ASEAN School Tour**

Aims to raise awareness of ASEAN and ASEAN-Korea relations among Korean students of all levels through lectures, talk shows, and various experiential programs

- **Youth Visit Program at the ASEAN Hall**

Provides the youth who visit the ASEAN Hall with learning activities on ASEAN and ASEAN-Korea relations

- **ASEAN Lecture Series at the ASEAN Hall**

Aims to raise awareness on ASEAN and ASEAN-Korea relations by holding an open series of lectures conducted by ASEAN experts on a diverse range of topics related to ASEAN including its culture, economy, politics, religion, etc.

PR Activities through Media and Other Means

Aims to raise awareness on ASEAN and ASEAN-Korea partnership among the general public of Korea by utilizing various media outlets and social networking sites in disseminating press releases

Publications

Enhances the knowledge of the public on ASEAN and ASEAN-Korea relations through a wide range of publications such as the Introductory Brochure, Statistical Booklet, Guide for Youth/Kids, and various educational multimedia resources.

The AKC Website

Provides up-to-date information on the activities of the Centre and developments on ASEAN and ASEAN-Korea partnership

External Relations



Cooperation with the ASEAN Secretariat •



Cooperation among the Three ASEAN Centres ••

Cooperation with the ASEAN Secretariat

Maintains close relations with the ASEAN Secretariat to enhance the partnership between ASEAN and Korea and seek ways to contribute to ASEAN's efforts toward integration and narrowing the development gap

Cooperation among the Three ASEAN Plus Three Centres

Seeks practical measures of exchange and cooperation with the ASEAN-Japan Centre and ASEAN-China Centre to share best practices, further improve the Centre's programs, and expand the horizon of cooperation to a larger ASEAN Plus Three framework

- Kim Young-sun, Secretary General of the ASEAN-Korea Centre with Le Luong Minh, Secretary General of the ASEAN Secretariat

- Kim Young-sun, Secretary General of the ASEAN-Korea Centre, Masataka Fujita, Secretary General of the ASEAN-Japan Centre, Yang Xiuping, Secretary General of ASEAN-China Centre



Jin Liqun, President of AIIB with Kim Young-sun, Secretary General of the ASEAN-Korea Centre

PUBLICATIONS



1 ASEAN Community at the Heart of Asia | Korean, 2016

An informative publication that delves into the ASEAN Community and ASEAN Vision 2025 through the lenses of ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community

2 Puzzle of ASEAN Culture and Arts: Diversity vs. Unity | Korean, 2016

An educational publication on the cultures of Southeast Asia, focusing on its diversity, infra-culture, Indian-Chinese-Islamic cultures, and the cultural hybridity

3 Understanding ASEAN Economic Community through Economic Giants in Southeast Asia | Korean, 2015

Educational publication on ASEAN's economic integration efforts ahead of the establishment of the AEC

4 Understanding ASEAN through 4Cs | Korean, 2014

Educational publication on ASEAN's journey of integration from its inception to the launch of ASEAN community, explained through 4Cs (Community, Charter, Connectivity, Centrality)

5 Guide for Kids: «Exploring ASEAN with AK» | Korean, 2012

Illustrated children's book on ASEAN Member States

6 Know Your ASEAN | Korean, 2011

Korean language version of Know Your ASEAN 2nd edition published by ISEAS (Institute of Southeast Asian Studies, Singapore)

7 Korea's Changing Roles in Southeast Asia | English, 2010

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

8 Statistical Booklet: «ASEAN & Korea in Figures» | Korean-English

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

9 Brochure | Korean-English

Introduction of the Centre and its activities

10 E-Newsletter | Korean-English

Monthly news with up-to-date information on the Centre's activities delivered via email

ASEAN HALL & INFORMATION CORNER



The ASEAN Hall is multi-purpose venue utilized for exhibitions, lectures, seminars, and other programs that promote awareness of and mutual understanding between ASEAN and Korea. It also houses educational materials such as books and multimedia resources on ASEAN Member States, ASEAN-Korea relations, and activities of the ASEAN-Korea Centre, that can be accessed by the public.

Opening Hours 9:30am ~ 5:30pm (closed on weekends and Korean national holidays)
Location ASEAN-Korea Centre, 8th Floor, Press Center
Contact +82-2-2287-1177 / info@aseankorea.org

E-LIBRARY

elibrary.aseankorea.org

An online database that offers information on ASEAN and ASEAN-Korea relations.



ASEAN Tourism Guide Mobile App

A mobile application that provides tourists with comprehensive information on ASEAN Tourism, including tourist destinations, restaurants, transportation, and accommodation.



for Google Play
(Android)



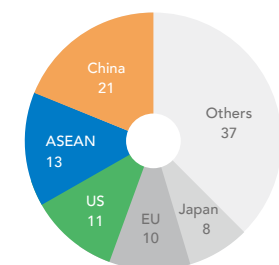
for App Store
(iOS)

CHRONOLOGY

ASEAN-Korea Relations Chronology	ASEAN Chronology
	2025 ASEAN Vision 2025
ASEAN-Korea Plan of Action to Implement the Joint Declaration on Strategic Partnership for Peace and Prosperity (2016-2020)	2015 Establishment of the ASEAN Community
The 25th Anniversary of the ASEAN-ROK Dialogue Relations ASEAN-ROK Commemorative Summit (Busan, Korea)	2014 Nay Pyi Taw Declaration on the ASEAN Community's POST-2015 Vision
Establishment of the Mission to the Republic of Korea to ASEAN	2012 ASEAN Concord III (Bali Concord III)
Joint Declaration and its Action Plan on the ASEAN-ROK Strategic Partnership for Peace and Prosperity	2010 ASEAN Connectivity Master Plan (MPAC)
The 20th Anniversary of the ASEAN-ROK Dialogue Relations ASEAN-ROK Commemorative Summit (Jeju, Korea)	2009 ASEAN Charter entry into force
Inauguration of the ASEAN-Korea Centre	2008 ASEAN Charter entry into force
Entry into force of ASEAN-Korea FTAs on Service and Investment	
Entry into force of ASEAN-Korea FTA on Trade in Goods	2007 ASEAN Charter entry into force
Joint Declaration on Comprehensive Cooperation Partnership between ASEAN and the ROK	2004 ASEAN Charter entry into force
First ASEAN-ROK Summit	2003 ASEAN Concord II (Bali Concord II)
First ASEAN+3 Summit	1999 Cambodia joined ASEAN
ASEAN Vision 2020	1997 Lao PDR and Myanmar joined ASEAN
	1995 Vietnam joined ASEAN
ASEAN-ROK Full Dialogue Partnership	1993 ASEAN Free Trade Area (AFTA) entry into force
ASEAN-ROK Sectoral Dialogue Partnership	1991 ASEAN Free Trade Area (AFTA) entry into force
	1989 ASEAN-ROK Sectoral Dialogue Partnership
	1984 Brunei Darussalam joined ASEAN
	1967 Establishment of ASEAN Indonesia, Malaysia, Philippines, Singapore, Thailand founded ASEAN

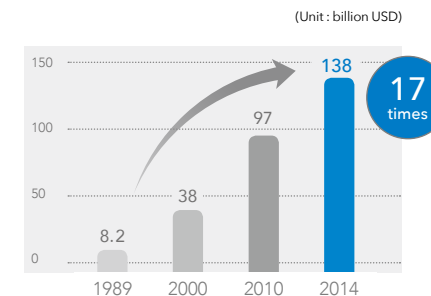
ASEAN-KOREA RELATIONS IN KEY FIGURES

Major Trading Partners of Korea 2014 (Unit : %)



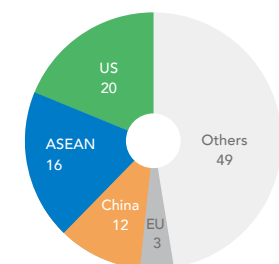
ASEAN is Korea's 2nd largest trading partner

ASEAN-Korea Trade Volume (Unit : billion USD)



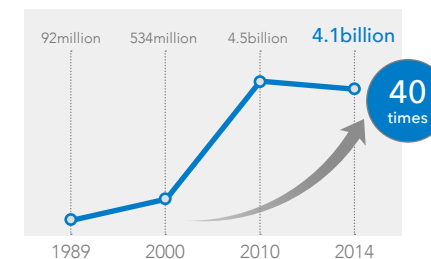
17 times increase in Trade Volume

Foreign Investment Destination of Korea 2014 (Unit : %)



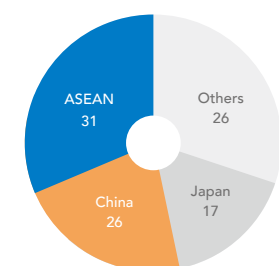
ASEAN is Korea's 2nd largest investment destination

FDI from Korea to ASEAN Based on total invested amount (Unit : USD)



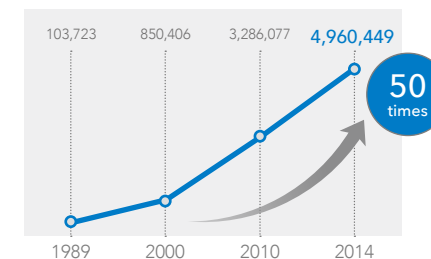
40 times increase in FDI from Korea to ASEAN

International Travel Destination for Koreans 2014 (Unit : %)



ASEAN is the No.1 international travel destination for Koreans

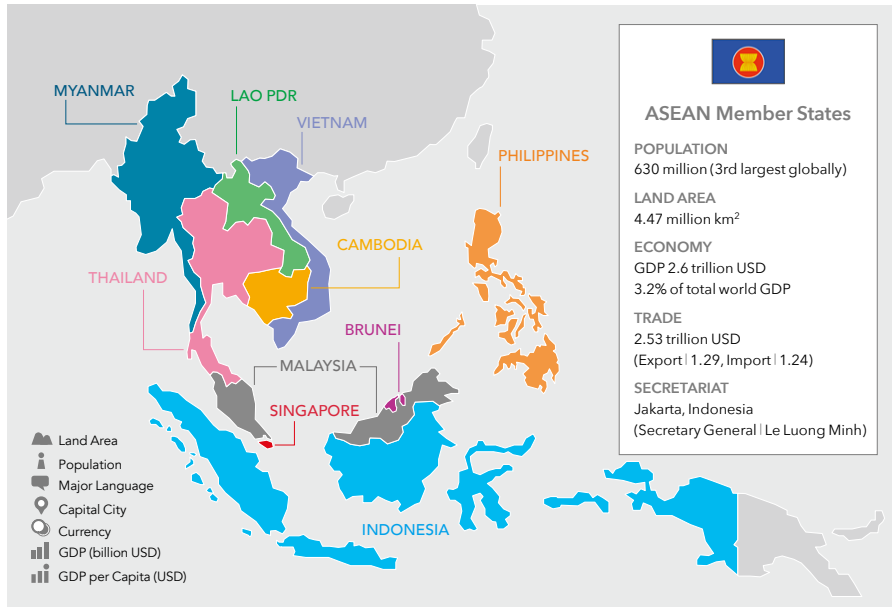
Korean Tourist Arrivals in ASEAN 2014 (Unit : Person)



Korean Tourist Arrivals in ASEAN: 4.96 million
ASEAN Tourist Arrivals in Korea: 1.79 million

ABOUT ASEAN

The Association of Southeast Asian Nations (ASEAN) was established with the aim to promote regional peace and stability, and to accelerate economic growth, social progress and cultural development in Southeast Asia. Ever since, ASEAN has made remarkable progress and came to agree on a landmark decision to launch the ASEAN Community in 2015, based on the three pillars of politico-security, economy and socio-culture. Through the *Kuala Lumpur Declaration on ASEAN 2025: Forging Ahead Together*, ASEAN declared its new vision and blueprint for the ASEAN Community for the next 10 years.



Brunei 5,769km ² 413,000 Malay Bandar Seri Begawan Bruneian Dollar (BND) 17.1 41,424	Cambodia 181,035km ² 15.2 million Khmer Phnom Penh Cambodian Riel (KHR) 16.8 1,105	Indonesia 1,860,360km ² 252.2 million Bahasa Indonesia Jakarta Indonesian Rupiah (IDR) 983.6 3,901	Lao PDR 236,800km ² 6.8 million Lao Vientiane Laotian Kip (LAK) 11.8 1,730	Malaysia 330,290km ² 30.3 million Bahasa Malaysia Kuala Lumpur Malaysian Ringgit (RM) 326.3 10,784
Myanmar 676,577km ² 51.5 million Burmese Nay Pyi Taw Myanmar Kyat (MMK) 65.8 1,278	Philippines 300,000km ² 101.2 million Filipino (based on Tagalog), Eng Manila Philippine Peso (PHP) 284.9 2,816	Singapore 716km ² 5.5 million Eng, Mandarin, Malay Singapore Singapore Dollar (SGD) 307.9 56,287	Thailand 513,120km ² 68.7 million Thai Bangkok Thai Baht (THB) 373.2 5,436	Vietnam 330,951km ² 90.6 million Vietnamese Hanoi Vietnamese Dong (VND) 186.2 2,055

EMBASSIES & OFFICES

Brunei Darussalam

Embassy of Brunei Darussalam
 133 Jahamun-ro, Jongno-gu, Seoul 03031
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Royal Embassy of Cambodia
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Indonesia Trade Promotion Center

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Indonesia Tourism

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