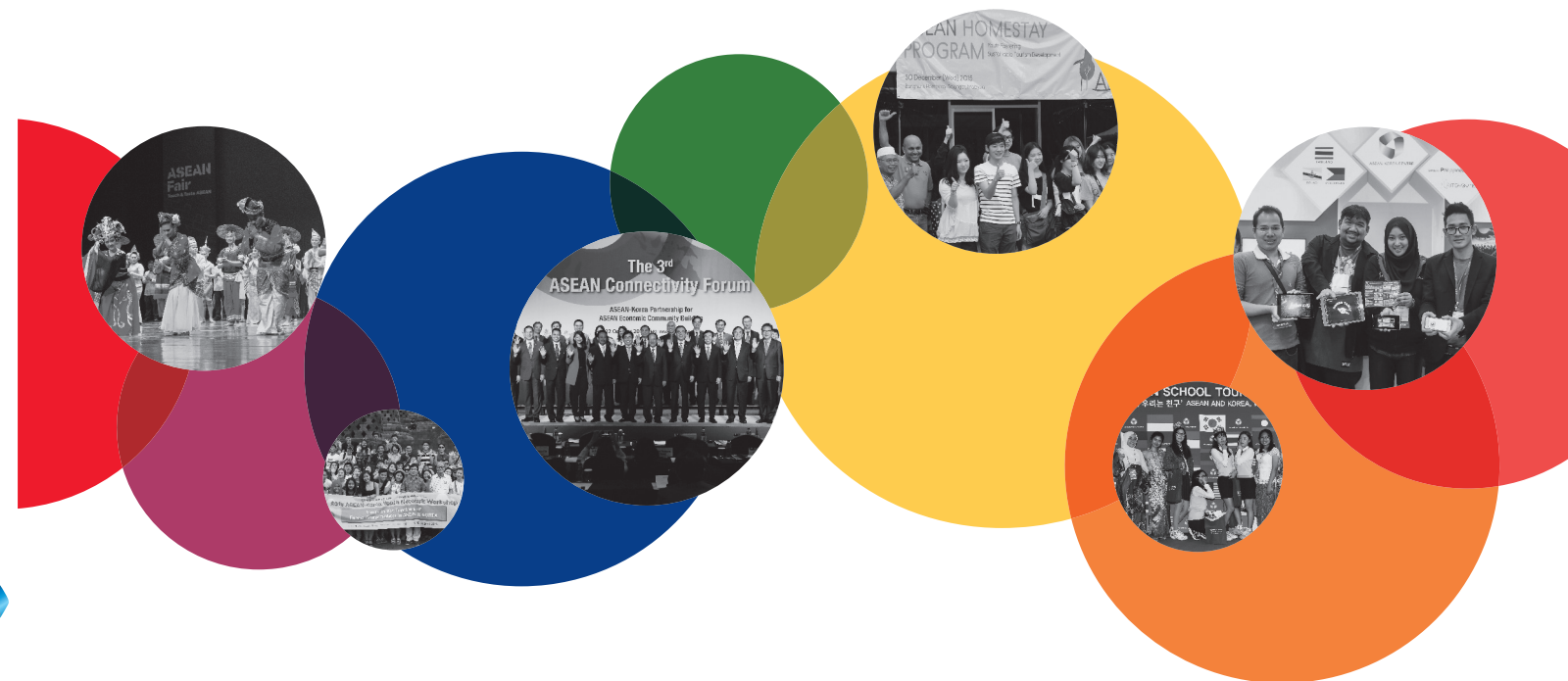




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"We commended the role played by the ASEAN-Korea Centre in promoting trade, investment, tourism, cultural exchanges, people-to-people contacts and to raise awareness of ASEAN in the ROK, in line with the Centre’s vision to build a genuine partnership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

Chairman’s Statement of The 17th ASEAN-Republic of Korea 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

# ASEAN-KOREA CENTRE AT A GLANCE

The ASEAN-Korea Centre was inaugurated as an intergovernmental organization consisting of ten ASEAN Member States and Korea in March 2009, the year which marked the 20th Anniversary of the Dialogue Partnership between ASEAN and Korea. The inauguration of the Centre essentially reflects shared recognition of the growing importance of ASEAN-Korea relations and the need to institutionalize cooperation for a strong and enduring partnership. It was founded in accordance with the Memorandum of Understanding (MOU) signed by the Foreign Ministers of Korea and ten ASEAN Member States at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007.

The Centre is mandated to increase trade volume, accelerate investment flows, invigorate tourism, and enrich cultural exchanges between ASEAN Member States and Korea with emphasis on the promotion of mutual understanding through people-to-people exchanges. To fulfill these mandates, the Centre actively engages with governments, business communities, academia, and other relevant stakeholders in ASEAN and Korea. Its actions will be guided by a set of values that include respect for diversity, mutual trust, and fellowship.

As an effective channel for enhancing ASEAN-Korea relations, the Centre’s Vision is to be a key player in building a lasting and genuine partnership between ASEAN Member States and Korea, thereby helping to enhance regional integration and contribute to the ASEAN Community-building process.

# MESSAGE FROM THE SECRETARY-GENERAL

“Taking advantage of the networks it has built in the past and building on the momentum of the establishment of the ASEAN Community, the Centre is committed to exert efforts to achieve its goal of being a key player in building a lasting and genuine partnership between ASEAN and Korea”

I am delighted to present the Annual Report of the ASEAN-Korea Centre for the Fiscal Year 2015, covering the period from March 2015 to February 2016. This report provides an overview of the efforts of the Centre toward building a lasting and genuine partnership between the ASEAN Member States and the Republic of Korea, thereby enhancing regional integration and contributing to the ASEAN Community building process, as stated in our vision.

Having started from the level of sectoral dialogue almost three decades ago, the ASEAN-Korea strategic partnership has now conquered incredible milestones. The ASEAN-Korea trade volume soared from USD 8.2 billion in 1989 to USD 138 billion in 2015, placing ASEAN as Korea’s second largest trading partner. Foreign direct investment from Korea to ASEAN now amounts to USD 4.1 billion, a 40-fold leap from USD92 million at the dawn of the relations. People-to-people exchanges between ASEAN and Korea have also been vigorous. The number of Korean tourist arrivals in ASEAN grew by 50 times, making ASEAN the number one outbound travel destination for Korean people.

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. Bearing in mind these substantial contributions, the ASEAN leaders have recognized the Centre at the 17th ASEAN-Republic of Korea Summit held in Malaysia in 2015, commending “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.”



Preparing for the long-awaited establishment of the ASEAN Community at the end of 2015, the Centre intensified its efforts not only to support ASEAN integration, but also to further deepen the ASEAN-Korea partnership and promote mutual understanding among its peoples. For FY2015, a total of 22 work programs comprised of 61 sub-programs were conducted in the areas of Trade and Investment, Culture and Tourism, and Public Relations and Information Services. Furthermore, to strengthen the trilateral cooperation with ASEAN-China Centre and ASEAN-Japan Centre, the Secretaries-General of the two Centres were invited to the ASEAN Trade Fair, which is one of the flagship programs of the Centre.

Taking advantage of the networks it has built in the past and building on the momentum of the establishment of the ASEAN Community, the Centre is committed to exert efforts to achieve its goal of being a key player in building a lasting and genuine partnership between ASEAN and Korea. As the Secretary General, I personally assure the strong determination of the Centre to continue future-oriented projects that will offer ASEAN and Korea opportunities to deepen their partnership and build a new order of peace, prosperity and progress in the East Asian region.

**KIM Young-sun**  
Secretary-General

# FY2015 HIGHLIGHTS

## I. INTRODUCTION

The ASEAN-Korea Centre continued to pursue its vision to be a key player in building a lasting and genuine partnership between ASEAN and Korea through its FY2015 programs and activities. A total of 22 work programs comprised of 61 sub-programs were implemented under the Chapters of Trade and Investment, Culture and Tourism, and Public Relations and Information Services, to pursue the Centre’s mandates of increasing trade volume, accelerating investment flows, invigorating tourism, and enriching cultural and people-to- people exchanges.

## II. WORK PROGRAMS

### 1. Trade and Investment

Under the Trade and Investment Chapter, the Centre undertook 8 work programs, comprised of 26 sub-programs: *ASEAN Goods Exhibitions, ASEAN Trade Fair, Exploring Korean Market Opportunities for ASEAN SMEs, Product Development Workshops, ASEAN-Korea Technology Cooperation Workshop, Investment and Business Environment Seminars, Investment and Market Research Missions, and ASEAN Connectivity Forum.*

**1.1** For the **ASEAN Goods Exhibitions**, the Centre participated in two exhibitions, namely the Korea International Furniture & Interior Fair (17-24 August) and the G- Star 2015 (10-15 November). The Centre also participated in the **Seoul International Sourcing Fair** (2-5 March 2016) as part of its FY2015 work programs. Each ASEAN Member State was to choose one of the three Exhibitions to participate in. These Exhibitions were held to further promote the ASEAN products to the Korean market, and support the establishment of business links between ASEAN companies and potential Korean buyers.

**1.2** The **ASEAN Trade Fair**, held on 18-21 November in COEX, Seoul, had the objective of promoting the ASEAN products in the Korean market, and consequently to further increase trade between ASEAN and Korea. This year, around 100 ASEAN companies from the food and beverage sector, ten from each ASEAN Member State, exhibited their products at the fair, and a total of 1,642 one-on-one business meetings took place between the ASEAN exhibitors and the potential Korean buyers. Prior to the fair, the Centre also organized an

interactive workshop under the title *Trade Facilitation Seminar on the Food Industry between ASEAN and Korea* to give the ASEAN participants information on the Korean importation and quarantine regulations of food products, which could help them to further expand into the Korean market. This year, the ASEAN Trade Fair was organized in conjunction with the ASEAN Culture and Tourism Fair in order to enhance its visibility and impact.

**1.3** The Centre carried out four seminars under the program entitled **Exploring Korean Market Opportunities for ASEAN SMEs** in Cambodia (10-12 May), Vietnam (13-15 May), Myanmar (1-7 July), and Lao PDR (26-29 January). The objective of this program was to provide up-to-date information on penetrating into the Korean market, as well as market-oriented capacity building opportunities to the ASEAN SMEs. The main activities of the program included organizing the Korean Market Access Seminar, arranging one-on-one business meetings, and providing on-site consultations during industrial visits.

**1.4** The **Product Development Workshops** were organized in Indonesia (26 April-2 May), the Philippines (20-23 May), Thailand (20-23 July), and Malaysia (15-17 February). The objective of the workshops was to help the ASEAN manufacturers build capacities in developing their products, which could facilitate their entrance into the Korean market. Main activities included holding lectures, producing sample products, and visiting companies for on-site consultations.

**1.5** The **ASEAN-Korea Technology Cooperation Workshop** for ASEAN SMEs was held on 31 August-4 September in Seoul, with the objective of sharing knowledge with the relevant ASEAN SMEs, particularly on the fermentation technology for ethnic foods. The workshop also helped ASEAN SMEs establish intellectual property rights for their ethnic fermented foods.

**1.6** The **Investment and Business Environment Seminars** were held in Seoul and other provincial cities in Korea for Thailand (8-12 September) and Indonesia (5-8 October). The Centre also carried out this program with the Philippines (outbound, 21-25 February 2016) and Malaysia (2-5 March 2016). The seminars provided the Korean business community with up-to-date information on the investment policies, incentives, and government support of the ASEAN Member States, as well as success strategies for investment and business expansion in the region. They also provided networking opportunities between the Korean business community and the ASEAN public and private sector personnel.

### 2. Culture and Tourism

Under the Culture and Tourism Chapter, 8 work programs, comprised of 13 sub-programs, were undertaken to enhance the cultural and tourism exchanges between ASEAN and Korea: *ASEAN Culture and Tourism Fair, ASEAN Travel Mobile Application, Participation in Tourism Exhibitions and ASEAN Tourism Forum, ASEAN-Korea Tourism Development Workshop, ASEAN-Korea Culture and Tourism Promotion Workshops, ASEAN Community-based Tourism Program, ASEAN-Korea Cultural Show, and ASEAN Tourism Documentary Production.*

**2.1** To increase public awareness of ASEAN Member States in Korea and to enhance the cultural exchanges between ASEAN and Korea, the Centre organized the **ASEAN Culture and Tourism Fair** on 18-21 November 2015 at COEX, Seoul and the Gyeonggi Arts Centre in Gyeonggi Province. The fair provided an opportunity for the Korean public to experience

**1.7** The **Investment and Market Research Missions** were dispatched to four ASEAN Member States, namely Vietnam (13-17 July), Myanmar (12-16 January 2016), and Cambodia and Laos (27 January-3 February 2016). The objectives of the missions were to provide information to Korean investors on the investment climate and opportunities in the ASEAN Member States, and to facilitate networking between the potential Korean investors and the relevant ASEAN counterparts. Main activities included presentations on the investment climate, policies, and incentives provided by the ASEAN governments, as well as business meetings, and industrial site visits.

**1.8** Addressing the need to discuss practical means to support ASEAN Connectivity as part of the efforts to build the ASEAN Community, the **3rd ASEAN Connectivity Forum** was held in Seoul on 22 October, jointly with the Federation of Korean Industries (FKI). This forum is the first of its kind in Korea that aims to enhance the awareness of the ASEAN Connectivity initiatives, provide an overview the current status of the Master Plan on ASEAN Connectivity (MPAC), and explore the utilization of Public-Private Partnership (PPP) methods for the ASEAN Connectivity projects. This year, the ASEAN Secretary-General and the Chair of the ASEAN Connectivity Coordinating Committee were also present at the forum, which helped raise further awareness of the importance of these initiatives among the Korean business community.

comprehensively the cultures of ASEAN, through cultural performances, ASEAN food and beverage, art, and tourism. Approximately 40,000 people visited booth exhibitions, and approximately 2,300 audiences enjoyed the cultural performances.



**2.2** The Centre updated the information and improved the user interface and user experience (UI/UX) of its **ASEAN Travel Mobile Application**, in order to deliver accurate travel information and further promote the use of this application. The mobile application is the only Korean mobile application for ASEAN Tourism. Promotion events were also organized to increase the number of users.

**2.3** The Centre participated in various tourism exhibitions, meetings, and fora in FY2015. Participation in the **Korea World Travel Fair (KOTFA)** held on 11-14 June 2015, helped stimulate the interests of the Korean public in the tourism destinations of the ten ASEAN Member States. The Centre also participated in the **Senior Officials Meeting on the Culture and Arts (SOMCA) + Three Centres Meeting** (ASEAN-China Centre, ASEAN-Japan Centre, and ASEAN-Korea Centre), on 14 May 2015 to discuss possible collaboration in the future. At the **National Tourism Organizations (NTO) Meeting** held on 27-29 May 2015, the Centre highlighted and shared the progress of its tourism-related activities, and exchanged views on its current work programs with the ASEAN Member States. At the **ASEAN Tourism Forum (ATF)** held on 18-25 January 2016, the Centre engaged in discussions to further enhance cultural and tourism exchanges between ASEAN and Korea, and to develop ideas for future programs of the Centre.

**2.4** To strengthen the ASEAN-Korea tourism business network by sharing current tourism trends, successful marketing strategies, and the best practices of each country, the Centre organized the **ASEAN-Korea Tourism Development Workshop** on the theme of *Creative Tourism & Travel—Rediscover ASEAN* on 15-19 June 2015 in Seoul and Gangwon Province (Wonju, Nami Island). The workshop, comprised of presentations by Korean tourism experts on the latest trends and best practices, and those by ASEAN Member States on the tourism products of hidden tourist destinations in ASEAN, was followed by in-depth discussions and field trips. The workshop helped build a solid basis for future discussions and further business opportunities for the tourism industries of both ASEAN and Korea.

**2.5** The **ASEAN-Korea Culture and Tourism Promotion Workshops** were organized by the Centre in Cambodia (18-19 May), Vietnam (3 July), Myanmar (6 July), Lao PDR (4

September), and Thailand (7 September) during FY2015. The main objectives of the workshops were to increase the competitiveness of the ASEAN tourism industry, and to equip the ASEAN tourism professionals with the knowledge of Korean culture and characteristics to help them attract and better accommodate Korean tourists. The workshops comprised of lectures, discussions, and business meetings, as well as sideline meetings with tourism ministries and boards in ASEAN, and relevant organizations.

**2.6** In an effort to promote sustainable community-based tourism in ASEAN and spread tourism benefits to the ASEAN local communities, the Centre organized the **ASEAN Community-based Tourism Program** on 28 December 2015-7 January 2016 in Selangor, Malaysia. 20 students from different universities received an introduction to the culture and tourism of ASEAN local communities and engaged in Social Network Services (SNS) promotions, which further raised awareness of community-based tourism in ASEAN.

**2.7** The **ASEAN Roadshow** was held on 5-14 November 2015 in Seoul, Gwangju, and Busan, to enhance public awareness and intercultural understanding on the diverse culture and arts of ASEAN. The 10-day tour of a customized vehicle wrapped with images of ASEAN landmarks and equipped with various hands-on activities, allowed people to experience ASEAN culture and tourism. Activity zones such as the ASEAN Cultural Library, ASEAN Quiz, and ASEAN Traditional Costume Experience were set up inside the vehicle.

**2.8** In an effort to promote ASEAN culture and tourism, the Centre collaborated with MBC TV (Munhwa Broadcasting Corporation), the largest private broadcasting company in Korea, to produce the **ASEAN Culture & Tourism Documentary**. The documentary generally delivered the cultural aspects and daily lives of the ASEAN people, and showed hidden charms and strengths of ASEAN as it strives for growth and prosperity. In addition, it explored the border areas of ASEAN, capturing the real scenes of ASEAN integration. The documentary aired on 28 March and 4 April 2016.

### 3. Public Relations and Information Service

Under the Public Relations and Information Service Chapter, the Centre undertook 5 work programs, comprised of 22 sub-programs, focusing on raising awareness of ASEAN as well as increasing the visibility of the Centre: *ASEAN Awareness Programs, Public Relations Activities through Media and Other Means, Publications and PR Materials, Enhancement of the Centre's Website, and ASEAN Hall & Information Related Services.*

#### 3.1 ASEAN Awareness Programs

The Centre carried out diverse programs focused on raising awareness of ASEAN in Korea, successfully attracting a wider range of audiences and increasing the visibility of the Centre. The **ASEAN School Tour Program** gathered 22 schools in Gwangju and 16 in Sejong and Chungcheongbuk Province. Approximately 650 students participated in each of the venues. The **ASEAN-Korea Youth Network Workshop**, which was held in collaboration with the ASEAN-ROK Forest Cooperation Organization (AFoCO), further enhanced the network and genuine friendship among the ASEAN and Korean Youth. 55 ASEAN and 45 Korean students participated in the inbound program in Gangwondo Province and Seoul (10-13 August), and 36 ASEAN and 34 Korean students participated in an outbound program in Jakarta and Yogyakarta, Indonesia (13-18 August). The **ASEAN Youth Culture Nights** were organized to provide support for and reactivate the ASEAN Youth Network in Korea, as well as to help strengthen the relationships between ASEAN and Korean students. Participated by 300 students in total, the Culture Nights included the ASEAN Youth Short Film Festival, the ASEAN Dessert-making Workshop, and the ASEAN Youth Yearend Party. Last but not least, the two semesters of the **ASEAN Lecture Series** were (4 June-9 July and 27 October-8 December) under the titles Understanding the ASEAN Economic Community through Economic Giants in ASEAN and The Puzzle of ASEAN Culture and Arts: Diversity vs. Unity. Around 780 people attended the lectures (an average of 65 people per session).

#### 3.2 Public Relations Activities through the Media and Other Means

To raise the public profile of the Centre as well as that of the ASEAN and ASEAN-Korea relations, the Centre utilized a wide range of tools, including traditional media and social networking services (SNS). It also pursued efforts to serve as a channel to provide information on ASEAN in order to promote mutual understanding between ASEAN and Korea.

In terms of **PR Activities through the Media**, the Centre disseminated timely press releases and PR materials, and promoted the visibility of its programs by maximizing media exposures. Highlights include coverage by some of Korea's major broadsheets such as Dong-A Ilbo, JoongAng Ilbo, Maeil Business Daily, Korea Economic Daily, Korea Times, Korea Herald, Korea JoongAng Daily, and Yonhap News Agency, as well as television networks such as SBS, MBC, and KTV. The Centre also invited ASEAN journalists to the Centre's flagship programs: for example, 30 ASEAN journalists attended the ASEAN Fair and the ASEAN Connectivity Forum.

The Centre also carried out **Online PR Activities** by intensifying the utilization of its website, SNS platforms, and blogs, thereby attracting a significant number of online subscribers. The number of likes of the Centre's official Facebook page doubled from 4,409 at the beginning of FY2015 to 8,401 as of February 2016. The number of ASEAN-Korea Youth Network Facebook page visitors also reached 7,673 as of February 2016. The Centre's Naver blog recorded total of 226,051 page views, while the Word Press blog recorded total 46,981 page views.

#### 3.3 Publications and PR Materials

In FY2015, the Centre produced various publications and PR materials introducing ASEAN, ASEAN-Korea relations, and the Centre's activities for diverse target groups. These materials were distributed to the visitors to the Centre, participants of the Centre's activities, relevant organizations, and individuals in the ten ASEAN Member States. The publications that were produced are the following: The Centre's brochure; FY2014 Annual Report; the monthly e-newsletter; 2015 ASEAN and Korea in Figures; the Centre's 2015 Lecture Series Program booklets, namely Understanding ASEAN through 4C and Understanding ASEAN Economic Community through Economic Giants in Southeast Asia; a special booklet on the ASEAN Community entitled ASEAN at the Heart of Asia; and Fast Facts on ASEAN-Korea relations.

The Centre also developed the ASEAN E-library into a comprehensive reservoir of information on ASEAN and ASEAN-Korea relations. The online library can be accessed on [www.elibrary.aseankorea.org](http://www.elibrary.aseankorea.org).

3.4 Enhancement of the Centre’s Website & ASEAN Hall and Information Related Services

The Centre’s official website continued to provide its visitors with comprehensive information on the Centre and its activities, about ASEAN, and ASEAN-Korea relations. In FY2015, the website was enhanced to make it more interactive and improve its quality, not only in technical aspects, but

also for accessibility and convenience ([www.aseankorea.org](http://www.aseankorea.org), [elibrary.aseankorea.org](http://elibrary.aseankorea.org), [blog.aseankorea.org](http://blog.aseankorea.org)). The ASEAN Hall is a multi-purpose space utilized for exhibitions, lectures, seminars, and other various events that promote inter-cultural understanding between ASEAN and Korea, which consists of the ASEAN Culture Exhibition Space, the ASEAN Information Corner, and the ASEAN Learning Space. The ASEAN Hall was also used as a venue for various events of the Centre such as the Lecture Series, ASEAN Youth Network Workshop, ASEAN Youth Culture Nights, and external visits, including youth visit programs for schools in Korea and from ASEAN Member States.

III. EXTERNAL RELATIONS

The launch of the ASEAN by the end of 2015 will become a significant step forward in East Asia Cooperation, which the China, Japan, and Korea have been promoting since 1997. Also, as encouraged by the APT Leaders, “the full utilization of the Centres [...] in the larger context of the APT cooperation,” the Centre felt that it was only logical that the three Centres extend our cooperation to not only the ASEAN-China and ASEAN-Japan Centres, but also the ASEAN Secretariat and the Trilateral Cooperation Secretariat.

To show the Centre’s commitment to fostering cooperation among the three Centres, Secretary-General Kim Young-sun invited the two Secretaries-General to the ASEAN Fair 2015 held in Seoul, in which Secretary-General Fujita Masataka of the ASEAN-Japan Centre contributed his presence to the Opening Ceremony to give congratulatory remarks. The Secretaries-General reconvened on the sidelines of the ASEAN Tourism Forum on 22 January 2016 in Manila, Philippines; and the 7th Meeting of the Secretaries-General of the ASEAN-Korea, ASEAN-China, and ASEAN-Japan Centres will be hosted by the ASEAN-Japan Centre in Tokyo, Japan, in 18-19 April.

EXTERNAL ACTIVITIES

EXTERNAL CONTRIBUTIONS OF THE ASEAN-KOREA CENTRE

To further increase the awareness of ASEAN and ASEAN-Korea relations as well as broaden the cooperation networks of the Centre, the Secretary-General actively reached out to a wide spectrum of audiences by conducting lectures and presentations at several academic forums, and delivering key remarks at major international conferences. The notable external contributions of the Secretary-General in FY2015 are the following:

- 8th ASEAN-Korea Forum
  - Organized by Korea Foundation on 25–29 July in Kuala Lumpur, Malaysia
  - Delivered the closing remarks
- 2nd Trilateral People-to-people Exchange Forum & the Inaugural Ceremony of the Network of Trilateral Cooperation Think-tanks
  - Organized by Trilateral Cooperation Secretariat on 31 August in Jangchun, China
  - Participated as a speaker
- The 3rd ASEAN Connectivity Symposium
  - Organized by the ASEAN-Malaysia National Secretariat of the Ministry of Foreign Affairs of Malaysia on 16 October in Kuala Lumpur, Malaysia
  - Attended as a participant
- ASEAN in 50 Years: Forged, Ahead, and Together? a regional roundtable on ASEAN's future in a rapidly changing World
  - Organized by the Institute of Strategic and International Studies (ISIS) on 3–4 February 2016 in Kuala Lumpur, Malaysia
  - Participated as a speaker on the topic “ASEAN and World Order: The Next 50 Years”
- Asian Regional Cooperation Organization Roundtable: Boao Forum for Asia Annual Conference 2016
  - Organized on 22-25 March 2016 in Hainan, China
  - Participated as a speaker on the topic “Asian’s New Trend: Inclusive, Interactive, Integrative for a Common Destiny”



Furthermore, to show the Centre’s commitment in fostering trilateral cooperation between the ASEAN-China Centre and ASEAN-Japan Centre, Secretary-General Kim Young-sun invited the two Secretaries-General to the ASEAN Fair 2015 held in Seoul, in which Secretary-General Fujita Masataka of the ASEAN-Japan Centre graced the Opening Ceremony with his presence and extended his congratulatory remarks at the event. The three Secretaries General reconvened on the sidelines of the ASEAN Tourism Forum which was held on 20 January 2016 in Manila, Philippines.



# CHAPTER 1

# TRADE AND INVESTMENT

## SECTION 1

ASEAN Trade Promotion

## SECTION 2

Technical Cooperation/  
Capacity Building

## SECTION 3

ASEAN Investment Promotion





# SECTION 1. ASEAN TRADE PROMOTION

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 Member States. As for exhibitions for trade promotion, the Centre further increased ASEAN’s presence in Korea and raise the level of awareness of ASEAN products to Korean consumers.

With the anticipated bilateral trade volume of USD 150 billion by 2015, the *ASEAN Trade Fair 2015* and the *ASEAN Goods Exhibitions* were a purpose-driven effort towards mutual prosperity of ASEAN and Korea. Furthermore, *Exploring Korean Market Opportunities for ASEAN SMEs* was a new program that have been devised to expand trade promotion opportunities for Small and Medium Enterprises (SMEs) of ASEAN.

## ASEAN GOODS EXHIBITION

The Centre continued to organize the *ASEAN Goods Exhibition* in FY2015 to raise awareness of the new cooperation paradigm between ASEAN and Korea to the Korean public, thus strengthening ASEAN’s identity in Korea and the familiarity of ASEAN products among Korean buyers and consumers.



## OUTLINE

	Furniture	G-star	Seoul International Sourcing Fair
Date	17-24 August 2015	10-15 November 2015	29 February-6 March 2016
Venue	Goyang	Busan	Seoul
Sector	Furniture	Game	Consumer Goods
Participants	4 Indonesian Companies	10 companies from 3 ASEAN Member States	10 companies from 5 ASEAN Member States
Total	4	10	10

## MAIN ACTIVITIES

While mainly featuring ASEAN goods, the exhibition included arranging a market research to offer the participants a better understanding of the Korean market trends. A trade facilitation seminar on the designated sector as well as one-on-one business meetings between ASEAN exhibitors and potential Korean buyers were also organized.

## OUTCOME AND IMPACT

The *ASEAN Goods Exhibition* was highly successful considering the high level of satisfaction shown by the exhibitors and the promotional programs for the exhibited items. Over 100 business meetings were held between the ASEAN exhibitors and Korean buyers during the exhibition. It is also projected that, through the *ASEAN Goods Exhibition*, the sales amount expected to be gained in 3 years in each sector would be more than USD 10 million.





## ASEAN FAIR 2015

The Centre held the *2015 ASEAN Fair* to boost the trade between the ASEAN Member States and Korea. The fair laid 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 the Korean market as well as the possibility of addressing trade imbalances between ASEAN and Korea.



### OUTLINE

Date	18-21 November 2015
Venue	COEX, Seoul
Sector	Food & Beverage
Participants	152 participants from ASEAN companies and ASEAN Trade Promotion Organizations

### MAIN ACTIVITIES

Several activities were conducted to achieve the objectives of the *2015 ASEAN Trade Fair*. The 152 participants from ASEAN companies and ASEAN Trade Promotion Organizations had the opportunity to expose their food and beverage products to roughly 80,000 visitors to the fair. A total number of 1,642 business meetings were also held between the ASEAN exhibitors and potential Korean buyers during the exhibition period.

The Centre also held a market research mission as a part of the itinerary of the participants. A visit to E-Mart, the largest retailer in Korea, was arranged to offer the participants a better understanding of the Korean market trend and to research on the distribution channel for fresh products.

Furthermore, a trade facilitation seminar entitled *Trade Facilitation Seminar on the Food Industry between ASEAN and Korea* was organized, providing the participants with practical information on the area of ASEAN-Korea import and export. The seminar was composed of 4 main presentations and active questions and answer sessions.

Trade Facilitation Seminar on Korean Food Industry	
Lecture 1	Purchasing Trends and Import Procedures By Mr. Lee Chang-hoon, General Manager, EMART
Lecture 2	Purchasing Trends and Import Procedures By Mr. Lee Ho-yeon, General Director, CJ Cheiljedang
Lecture 3	Plant Quarantine Procedures of Korea By Mr. Kim Young-tae, Deputy Director, of Plant Quarantine Department, Animal and Plant Quarantine Agency (QIA)
Lecture 4	Safety Control Policy for Imported Food in Korea By Mr. Choi Gyu-ho, Assistant Director, Ministry of Food and Drug Safety (MFDS)





OUTCOME AND IMPACT

The overall program of the *ASEAN Trade Fair 2015* achieved the main objective of exposing ASEAN products to the Korean business community. A wide selection of competitive food and beverage products such as tropical fruits, flat rice noodles, durian pie & cracker, coconut related products (drinks, sugar, salt and oil), processed nuts, dried fruits, sauces, spices, alcoholic beverages, roasted coffee beans, natural herb tea, and palm oil products were exhibited and introduced to 80,000 Korean buyers and importers.

The fair also successfully provided the participants with a better understanding of the import and quarantine procedures of Korea through lectures. Practical knowledge and information that are directly applicable to their work were also provided to them through their visit to EMART. Evaluations showed that 95% of the participants agreed that the program was satisfying and that they would like to attend this exhibition again next year.

In terms of media coverage, the fair was widely promoted within and outside Korea. It was covered 197 times by Korean news agencies and 12 times by newspapers in ASEAN Member States.



MAIN ACTIVITIES

The program was customized to suit the requests of individual Member States. A seminar on Korean market was held to give the participants a better understanding of the latest Korean market trends and up-to-date policy regulations, which are a prerequisite to tapping into the Korean market. One-on-one business meetings were also held to establish business links between the participating ASEAN manufacturers and their Korean counterparts. In addition, on-site consultations were provided through industrial visits.

EXPLORING KOREAN MARKET OPPORTUNITIES FOR ASEAN SMEs

The *Exploring Korean Market Opportunities for ASEAN SMEs* is annually organized by the Centre to help ASEAN SMEs penetrate into the Korean market more effectively by providing valuable opportunities for ASEAN manufacturers and exporters to meet directly with their Korean counterparts. In FY2015, the program focused on the food and handicraft sectors of the CLMV countries.

OUTLINE

	Cambodia	Vietnam	Myanmar	Laos
Date	10-12 May 2015	13-15 May 2015	1-7 July 2015	26-29 January 2016
Venue	Phnom Penh	Ho Chi Minh	Taunggyi and Yangon	Vientiane
Sector	Food	Food	Handicraft	Handicraft
Participants	90	161	184	55

OUTCOME AND IMPACT

The *2015 Exploring Korean Market Opportunities for ASEAN SMEs* delivered successful outcomes. The seminars were well organized, and the cooperation between the ASEAN Korea Centre and the government of the ASEAN member states was active and timely. The contents of the lectures were also practical and helpful to the penetration of the participating ASEAN manufacturers to the Korean market. In terms of the overall programs in the 4 countries and the usefulness of the information, 99% of the participants agreed that they were satisfied. The same figure also rated interpretation and the itinerary prepared by the Centre as effective.



## SECTION 2. TECHNICAL COOPERATION/CAPACITY BUILDING

The Centre has undertaken various activities geared towards facilitating technical cooperation and capacity-building of Member States to boost trade and investment between ASEAN and Korea. This section included the *Product Development Workshops* and the *ASEAN-Korea Technology Cooperation Workshop*. The *Product Development Workshops* have continued to reinforce the capacity-building of ASEAN companies in developing market oriented products. And as a new program, the *ASEAN-Korea Technology Cooperation Workshop* has fulfilled the requests of Member States for a technology cooperation program.

### ASEAN-KOREA TECHNOLOGY COOPERATION WORKSHOP FOR ASEAN SMEs

In order to strengthen the competitiveness and productivity of ASEAN SMEs, it is important to introduce and enhance the understanding of appropriate technology to ASEAN producers. If the appropriate technology that has been developed and verified for commercial purposes in Korea could be applied to ASEAN manufacturers’ production activities, increase in the competitive advantages of ASEAN companies and expansion of their overseas markets could be expected. To this end, the Centre introduced technology trends needed by SMEs of Member States and provided the platform for building cooperative technology partnerships between ASEAN and Korea.

#### OUTLINE

Date	31 August–4 September 2015
Venue	Seoul
Sector	Fermentation
Participants	19 ASEAN participants



#### MAIN ACTIVITIES

The *ASEAN-Korea Technology Cooperation Workshop for ASEAN SMEs* provided the participants technical knowledge in the field of food fermentation. The program activities included lectures on technology trends and applications. Consultative meetings between Korean experts and ASEAN SMEs were also organized to discuss and realize technological cooperation. Furthermore, industrial visits were arranged in order for the participants to have a first-hand experience of the technology that Korea used in fermentation.

#### Activities

##### General Session

- World Ethnic Foods and Korean Fermented Foods  
By Dr. Kwon Dae-young, Former President, Korea Food Research Institute

- Commercialization Strategy for Traditional Ethnic Foods  
Mr. Hurh Byung-serk, Research Director, Sempio Fermentation Research Center

- Introduction to the Journal of Ethnic Foods  
Dr. Jang Dai-ja, Researcher, Korea Food Research Institute

- Q&A

##### Luncheon hosted by AKC

##### Session I

- Fermentation Process and Products of ASEAN Member States  
Group 1 : Cambodia, Indonesia and Lao PDR

##### Session II

- Fermentation Process and Products of ASEAN Member States  
Group 2 : Malaysia, Myanmar and Philippines



Session III

- Fermentation Process and Products of ASEAN Member States
- Group 3 : Singapore, Thailand and Vietnam

Market Research, Industrial Visits and Practical Exercises

Industrial Site	Activity
Myung-in Kimchi	Market Research/ Practical Exercise
Institute of Sunchang Fermented Soybean Products	Industrial Visit/ Practical Exercise
Sempio Fermentation Research Center	Industrial Visit
Food Analysis Research Center at Suwon Women’s University	Practical Exercise

OUTCOME AND IMPACT

The *2015 ASEAN-Korea Technology Cooperation Workshop for ASEAN SMEs* successfully yielded promising results. The lectures were designed to help the ASEAN Member States to apply the necessary advanced technology to the fermented food for the gaining of competitiveness in the global food market, while the needed expertise was shared in the forms of presentations, market research, industrial visits, and practical exercises. The practical exercises during the industrial visits also helped the participants gain practical experiences for adding values to their products.

All the participants were satisfied in terms of the overall activities of the workshop and the usefulness of the information laid out at the lectures. They particularly noted that the speakers were knowledgeable and experienced in the sector of fermented foods, and the active discussions, which were held afterwards, were insightful and provided valuable information. They also showed high satisfaction in terms of the itinerary and the interpretation service provided by the Centre.

PRODUCT DEVELOPMENT WORKSHOPS

To help ASEAN manufacturers build capacity in their product development, which could ultimately facilitate their entrance into the Korean market, the Centre continued to organized the *Product Development Workshops* in FY2015 in four ASEAN Member States, namely Indonesia, Philippines, Thailand, and Malaysia. Initiated in 2011, the workshop cover different industries. In FY2015, furniture, food, and fashion were the industries that the workshop aimed to develop.

OUTLINE

	Indonesia	Philippines	Thailand	Malaysia	
Date	26 April-2 May 2015	20-23 May 2015	20-23 July 2015	15-17 February 2016	
Venue	Jakarta and Solo	Manila	Bangkok	Kuala Lumpur	
Sector	Furniture	Food and Food Packaging	Fashion	Fashion	
Participants	ASEAN	149	120	42	100
		Officials from related private and public sectors			
	Korea	5	19	5	4
		Korean lecturers and business people from related sector			
Total	154	139	47	104	





MAIN ACTIVITIES

The workshops featured several activities to enhance the capacity of the participating ASEAN manufacturers. In-depth lectures by Korean experts on product development techniques and trends relevant to the Korean market, and on-site consultations were organized to provide the participants with technical guidance to help strengthen their competitiveness of ASEAN products. To enhance their knowledge on product design, the participants were asked to produce sample designs attractive to the Korean market. Business meetings between ASEAN and Korean participants were also arranged to establish business networks among them.

OUTCOME AND IMPACT

The Centre delivered success on the set objectives *2015 Product Development Workshops*. The sectors that the seminar focused on were deemed significant by manufacturers in the 4 ASEAN Member States, thus, the program was able to attract a large number of participants, including those who were based in distant provinces. The workshops also enabled the participants to obtain knowledge and technical guidance to help strengthen their competitiveness as well as deepen their understanding of the Korean market. Indeed, based on the overall survey results made after each workshop, 83% of the participants showed a high level of satisfaction. In terms of interpretation service, 97% of them indicated a positive response.



SECTION 3. ASEAN INVESTMENT PROMOTION

In order to further stimulate investment flow between ASEAN and Korea, the Centre continued to implement the *Investment and Business Environment Seminars* and the *Investment and Market Research Missions*.

The Centre co-hosted the seminars and missions with relevant stakeholders, including the Korea Chamber of Commerce and Industry (KCCI), the Federation of Korean Industries (FKI), and the International Contractors Association of Korea (ICAK) to make the investment promotion programs more effective and fruitful.

Aside from the aforementioned programs, the *2015 ASEAN Connectivity Forum* was also held in FY2015, to further support investment in the areas of physical infrastructure and Information & Communication Technology (ICT) for the ASEAN Member States and ultimately contribute to ASEAN Connectivity by providing Korean investors, constructors, and other relevant institutions with in-depth information on investment opportunities related to upcoming ASEAN infrastructure and ICT projects that are related to ASEAN Connectivity.

INVESTMENT AND BUSINESS ENVIRONMENT SEMINARS

Building on the positive responses from the Korean business community, the Centre continued to organize *Investment and Business Environment Seminars* to provide potential Korean investors with up-to-date information on investment climate, policies and opportunities in the ASEAN Member States. For FY2015, the *Investment and Business Environment Seminars* were held in Seoul for four ASEAN Member States, namely Indonesia, Malaysia, Philippines, and Thailand. The sectors that were focused on by the seminars were food, medical devices, infrastructure, and software.

OUTLINE

	Indonesia	Malaysia	Philippines <sup>1</sup>	Thailand <sup>2</sup>	
Date	5-8 October 2015	2-5 March 2016	21-25 February 2016	8-12 September	
Venue	Seoul		Manila	Seoul and Daegu	
Sector	Food	Medical Device	Infrastructure	Software	
	10	10	87	22 <sup>3</sup>	
Participants	ASEAN	Government officials in the related sector; representatives from the related institutions; representatives from Korean companies based in ASEAN; private sector representatives			
	Korea	54	53	18	78
		Korean business people from related sector			
Total	64	63	105	100	

<sup>1</sup> The seminar for the Philippines was held in Manila due to the country's request.  
<sup>2</sup> There were two seminars held for Thailand: one in Seoul and one in Daegu.  
<sup>3</sup> 12 out of the 22 members of the delegation were sponsored by the Board of Investment of Thailand.

MAIN ACTIVITIES

With 83 participants on average, the seminars featured presentations on investment climate and policies conducted by ASEAN government officials, and on successful business experiences given by the representatives of Korean companies in ASEAN countries. The *2015 Investment and Business Environment Seminars* were mainly composed of presentations, business networking luncheon, and one-on-one business meetings. The delegations were also provided with the opportunity to visit relevant industrial sites.

OUTCOME AND IMPACT

The *2015 Investment and Business Seminars* were successful in obtaining its goal of providing potential Korean investors with up-to-date information on investment climate, policies, and opportunities in the ASEAN Member States. The delegation showed a high level of satisfaction from industrial visits as they were able to experience advanced technology and get inspiration to develop the industry. The participants, on the other hand, were satisfied with the information provided by the government officials and private sector representatives.



INVESTMENT AND MARKET RESEARCH MISSIONS

Building on the positive responses from the Korean business communities, the Centre continued to organize the *Investment and Market Research Missions* to provide potential Korean investors with up-to-date information on investment climate, policies, and opportunities in the ASEAN Member States. In FY2015, *Investment and Market Research Missions* were held in four Member States of ASEAN: Cambodia, Lao PDR, Myanmar and Vietnam.

OUTLINE

	Cambodia	Lao PDR	Myanmar	Vietnam
Date	27 January-3 February 2016		12-16 January 2016	13-17 July 2015
Venue	Phnom Penh	Vientiane	Yangon, Thilawa, and Thanlyin	Hanoi, Ha Nam, and Hai Phong
Sector	Agricultural Development & Food Processing		Infrastructure	Electronics
Participants	Members of the Korean Business Community			

MAIN ACTIVITIES

The program activities of the missions consisted of presentations by ASEAN government officials on investment climate and policies, including incentives for FDI, and by representatives from ASEAN institutions on the designated sector. Visits to investment-related institutions and local industrial sites were also organized.

OUTCOME AND IMPACT

The delegation showed a high level of satisfaction from industrial visits as they were able to experience the current level of technology and status of the industry in the member states. They also agreed that the presentations provided by the Korean business representatives from ASEAN-based Korean organizations such as KOTRA and KOICA were very informative and useful. Furthermore, the delegations and the private sector representatives of the ASEAN Member States showed high level of satisfaction at one-on-one business meetings in which they were able to build potential business relationships.





## ASEAN CONNECTIVITY FORUM

Aiming to bring forward further contribution to ASEAN Connectivity, the Centre continued to hold the *ASEAN Connectivity Forum* in FY2015. Organized on 21-23 October, the forum focused on providing detailed information on investment opportunities in the areas of physical infrastructure and Information & Communication Technology (ICT) that were ready to be tendered by ASEAN Member States.



### OUTLINE

Date	21-23 October 2015	
Venue	Federation of Korean Industries (FKI), Seoul	
Participants	Korea	172 participants (members of the Korean business community)
	ASEAN	30 participants (officials and representatives from the relevant public and private sectors of each ASEAN Member State)
	Relevant Institutions and Organizations	10 participants (heads of relevant organizations and institutions)

### MAIN ACTIVITIES

The forum featured presentations by representatives from the ASEAN Member States regarding the latest infrastructure projects related to ASEAN Connectivity. It also provided the participants the opportunity to enhance their networks and establish partnerships through business meetings.

#### Wednesday 21 October 2015

Time	Program
17:00-18:00	Orientation on administration and logistics
18:00-20:00	Welcoming Dinner “ASEAN Night” hosted by Mr. Huh Chang-soo, Chairman, FKI

#### Thursday 22 October 2015

Time	Program
09:00-09:30	Registration
09:30-09:55	Opening session <ul style="list-style-type: none"><li>Opening remarks by H.E. Kim Young-sun, Secretary-General, ASEAN-Korea Centre</li><li>Welcoming remarks by Mr. Lee Seung-cheol, Vice Chairman &amp; CEO, FKI</li><li>Congratulatory remarks by H.E. Le Luong Minh, Secretary General, ASEAN</li><li>Congratulatory remarks by H.E. Cho Tae-yul, 2<sup>nd</sup> Vice Minister, Ministry of Foreign Affairs of the Republic of Korea</li></ul>
09:55-10:00	Photo Session
10:00-10:30	Keynote Speech <ul style="list-style-type: none"><li>H.E. Hasnudin Hamzah, Chairman, ASEAN Connectivity Coordinating Committee (ACCC)</li></ul>
10:30-11:30	Session I: Master Plan for ASEAN Connectivity – Current Status and Challenges <ul style="list-style-type: none"><li>Presentation by Mr. Lim Chze Cheen, Assistant Director of the ASEAN Connectivity Division, ASEAN Secretariat</li><li>Presentation by Mr. Peter O’Neill, Chief of Transport Policy and Development Section, UN ESCAP</li><li>Presentation by Dr. Fauziah Zen, Economist, Economic Research Institute for ASEAN and East Asia (ERIA)</li><li>Moderator: Dr. Park Jin, Former Chairman of Unification, Foreign Affairs and Trade Committee, National Assembly of the Republic of Korea</li></ul>

11:30-12:30	<div>Session II: Financial Solutions for ASEAN Connectivity</div> <ul style="list-style-type: none"><li>• Presentation by Dr. Jin W. Cyhn, Principal Economist, Asian Development Bank</li><li>• Presentation by Mr. Yang Koo-jung, Director of Business Development Department, Korea Export-Import Bank</li><li>• Moderator: Dr. Choi Soon-hong, Former Assistant Secretary-General, the United Nations</li></ul>	
12:30-13:30	<div>Luncheon hosted by ASEAN-Korea Centre</div> <ul style="list-style-type: none"><li>• Speech: ODA’s Role in promoting ASEAN Connectivity by H.E. Kim Young-mok, President, KOICA</li></ul>	
13:30-15:00	<div>Projects of 5 countries I</div> <div>Cambodia, Lao PDR, Myanmar,Thailand, Vietnam</div> <ul style="list-style-type: none"><li>• Moderator: Dr. Jin W. Cyhn</li></ul>	<div>Projects of 5 countries II</div> <div>Brunei, Indonesia, Malaysia, Philippines, Singapore</div> <ul style="list-style-type: none"><li>• Moderator: Dr. Bae Ki-hyun, Assistant Professor, Sogang University</li></ul>
15:00-17:00	<div>One-on-one business meetings (expected to participate)</div> <ul style="list-style-type: none"><li>• Participants: Samsung, GS Engineering &amp; Construction corp., Hyundai Engineering co., Lotte Engineering &amp; Construction, LG International Corporation, Daewoo International Corporation, Hanjin Heavy Industry &amp; Construction, Hanwha Corporation, Aju Corporation, Doosan Heavy Industries &amp; Construction, Pyunghwa Engineering Consultants Ltd., Daelim Industrial co., Kumho Industrial co.</li></ul>	

OUTCOME AND IMPACT

The *2015 ASEAN Connectivity Forum* successfully provided information on investment opportunities in physical infrastructure and Information & Communication Technology (ICT) in ASEAN. The participants of the forum showed a great interest toward the newly introduced projects of ASEAN Member States. The volume of request for business meetings was also large. In terms of the number of participants, the forum exceeded the target, having accommodated a total of 212 participants. Furthermore, several VIPs such as ASEAN Secretary-General Le Luong Minh, ACCC Chairman Dato Hasnudin Hamzah, and the Korean Vice Minister of Foreign Affairs Cho Tae-yul graced the event with their presence and delivered key remarks. In addition, UN ESCAP and ADB dispatched their professionals to the forum to share their policies and plans. This year, the Centre was also able to solidify partnership with the FKI and strengthen its network with the ASEAN Secretariat, Asian Development Bank, the Ministry of Foreign Affairs, and International Contractors Association of Korea.



# CHAPTER 2

## CULTURE AND TOURISM

### SECTION 1

Culture and Tourism Promotion

### SECTION 2

Technical Cooperation/  
Capacity Building

### SECTION 3

Cultural Exchanges





# SECTION 1. CULTURE AND TOURISM PROMOTION

In FY2015, the Centre continued to carry out various ASEAN culture and tourism promotional programs to raise public awareness of the rich and diverse culture of ASEAN, and promote tourism products and destinations of its Member States. The 6<sup>th</sup> *ASEAN Culture and Tourism Fair* was organized in conjunction with the *ASEAN Trade Fair* on 18-21 November 2015. The *ASEAN Travel Mobile Application* was relaunched with enhanced user-friendly features and updated tourism information of ten ASEAN Member States in Korean language. To effectively promote tourism of ASEAN among the Korean public, the Centre has continued to participate in the *Korea World Travel Fair (KOTFA)* by setting up the ASEAN Booth on 11-14 June 2015. The *ASEAN-Korea Tourism Development Workshop* was held under the theme of *Rediscover ASEAN: Creative Tourism & Travel* on 15-19 June 2015. As part of the workshop, a short ASEAN tourism promotional video entitled *Hidden Jewels of ASEAN* was produced. The Centre also participated in major meetings and fora on ASEAN Tourism, Culture, and Arts, including the *Senior Officials Meeting on Culture and Arts (SOMCA)* on 14 May 2015 held in Jakarta, Indonesia, the *National Tourism Organizations (NTOs) Meeting* on 27-29 May 2015 in Singapore, and the *ASEAN Tourism Forum (ATF)* on 20-22 January 2016 in Manila, Philippines.

## ASEAN CULTURE AND TOURISM FAIR 2015

The *ASEAN Culture and Tourism Fair* is one of the flagship programs of the Centre that raise awareness and promote understanding on the diverse cultures of ASEAN among the Korean public. To create a bigger impact and further raise the visibility of the Centre, the fair in FY2015 was organized in conjunction with the *ASEAN Trade Fair 2015* that was held on 18-21 November 2015.



### OUTLINE

Date	17-22 November 2015
Venue	COEX, Seoul and Gyeonggi Arts Center, Gyeonggi Province
Participants	<ul style="list-style-type: none"><li>• Invitees: Representatives of the National Tourism Organizations (NTOs) and cultural performance groups from the ten ASEAN Member States (70 persons)</li><li>• Participants: The Korean general public</li></ul>

### MAIN ACTIVITIES

#### ASEAN Tourism Promotional Booths

The National Tourism Organizations (NTOs) from the ten ASEAN Member States, together with the local tourism offices in Seoul, set up ASEAN tourism promotional booths which provided tourism information and souvenirs, and showcased cultural experiences in order to promote ASEAN tourism.

#### ASEAN Café

Different varieties of coffee from the ASEAN Member States were featured at the *ASEAN Café* to widely promote the excellence of ASEAN coffees. On the sideline, a professional barista demonstrated latte arts and presented ASEAN coffee stories.

#### A SEAN Cultural Performance

Cultural performance groups from the ten ASEAN Member States showcased traditional and contemporary dances and live music performances of ASEAN.



Program Summary

Date	Venue	Program Details	
17 November	Incheon	Arrival of delegations from ASEAN	
18 November	COEX, Seoul	Opening ASEAN Cultural Performances	
19 November	Gyeonggi Arts Center, Gyeonggi Province	Gyeonggi Performance	ASEAN Tourism Promotional Booths & Sideline Events (COEX)
20 November	COEX, Seoul	Pop-up ASEAN Cultural Performance	
21 November	COEX, Seoul	Pop-up ASEAN Cultural Performance	
22 November	Incheon	Departure of delegations from ASEAN	

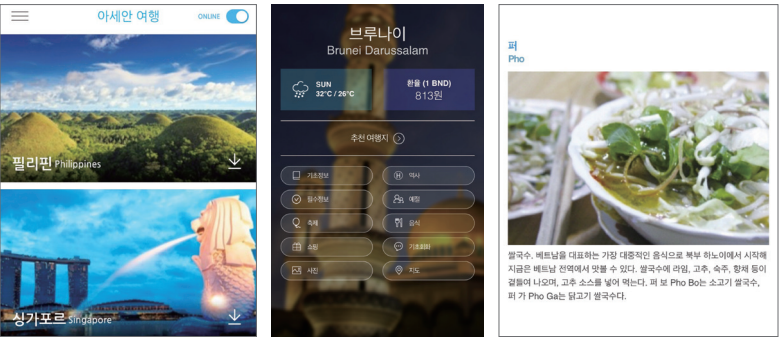
OUTCOME AND IMPACT

Under the theme of *Touch and Taste ASEAN*, the *ASEAN Culture and Tourism Fair 2015* was organized together with the *ASEAN Trade Fair* as part of the *ASEAN Fair 2015* at COEX, a major convention and exhibition center located at the heart of business and cultural district of Seoul, Korea. Targeting the visitors to the *Food Week Korea 2015*, which was also held at the COEX, various promotional events were conducted including ASEAN coffee tasting, ASEAN traditional and contemporary dances, live music performances, and re-launch of the *ASEAN Travel Mobile Application*. The fair was opened by the Ambassadors from Brunei Darussalam, Cambodia, Lao PDR, Malaysia, and Vietnam. As a result, the public attention multiplied and a total of 39,761 visited the ASEAN Pavilion alone. Over 90% of visitors found the fair useful to better understand the diverse and unique culture and tourism of ASEAN destinations.

The ASEAN Cultural Performances held both at COEX in Seoul and at the Gyeonggi Arts Center in Suwon, Gyeonggi Province, featured fast-tempo and lively cultural performances. The performances received enthusiastic responses from the general public, especially young generation, and made great appeal to the professionals in the cultural sector and foreigners residing in Seoul including those came from the ASEAN Member States.

ASEAN TRAVEL MOBILE APPLICATION

First launched in 2011, the *ASEAN Travel Mobile Application*, the only Korean mobile application for ASEAN Tourism, continued to serve as an effective tool to promote culture and major tourist attractions of the ten ASEAN Member States as the use of mobile applications has been steadily increasing. In FY2015, the Centre focused on enriching the contents and introducing updated information on culture and tourism destinations of ASEAN as well as enhancing user friendly features of the mobile application.



FEATURES

Available in Korean language, the upgraded *ASEAN Travel Mobile Application* offers enhanced user-friendly features and updated tourism information of the ten ASEAN Member States on the following categories: weather, currency exchange rate, country information, history, culture and customs, cuisines, tourist destinations, festivals, shopping, basic conversation language, photos, and map.

The *ASEAN Travel App* can be downloaded on App Store (iOS) and Google Play (Android) using its Korean title 아세안 여행, and can be utilized online and offline.

ACTIVITIES

In order to attract more users, the Centre organized various promotional events for the *ASEAN Travel App*, both online through social media and offline in linkage with the Centre’s other programs including ASEAN Fair, ASEAN Roadshow, and ASEAN Booth at the Korea World Travel Fair (KOTFA).

OUTCOME AND IMPACT

As a result of the updated country information and upgraded features of the *ASEAN Travel Mobile Application*, along with various promotional events, the number of downloads increased to approximately 70,000 since the mobile application was first launched in May 2011. A total of 34,853 access to the mobile application and 205,152 page views were also recorded. The rate of the returning visitors to the mobile application accounts for more than 50%, which indicates a high level of satisfaction by the existing users.

## ASEAN BOOTH AT THE KOREA WORLD TRAVEL FAIR (KOTFA) 2015

To effectively promote tourism of ASEAN among the Korean public, the Centre continued to participate in the *Korea World Travel Fair (KOTFA)*, one of the largest international travel fair in Korea since 2013. *KOTFA 2015* ran for four days on 11-14 June at COEX, Seoul.



### OUTLINE

Date	11-14 June 2015
Venue	COEX, Seoul
Participants	66,516 visitors to the KOTFA (4 days)

### MAIN ACTIVITIES

The Centre set up the ASEAN Booth to effectively promote ASEAN as a single tourism destination. Tourism promotional materials received from the ten ASEAN Member States and various publications produced by the Centre were distributed to the visitors. ASEAN's contemporary and traditional handcrafts and books were displayed to showcase unique and diverse culture of ASEAN Member States. In order to further increase participation and enhance attraction to the booth, promotional interactive activities such as the *ASEAN Travel Mobile Application* download event, *ASEAN Quiz*, *ASEAN Language Teaching Session*, and public information sessions were also organized.

### OUTCOME AND IMPACT

Having combined with promotional activities, the ASEAN Booth at the *KOTFA* successfully raised awareness of ASEAN tourism and culture through presenting various materials including publications, photos, and websites. In total, 66,516 people visited the *Fair*, most of whom visited the *ASEAN Booth*. Over 85% of the visitors found the *ASEAN Booth* to be an excellent source of information on tourism in ASEAN. The visitors also showed high interest in the *ASEAN Culture and Tourism Library* which offered a useful source of information on traditional and modern aspects of ASEAN.

## PARTICIPATION IN ASEAN TOURISM FORUM AND CULTURE AND ARTS MEETINGS

The Centre participated in three meetings, namely the *Senior Officials Meeting on Culture and Arts*, *National Tourism Organizations Meeting*, and *ASEAN Tourism Forum* in 2015 as part of its efforts to raise the awareness of ASEAN and share the latest updates on its programs and activities.



### OUTLINE

	Senior Officials Meeting on Culture and Arts (SOMCA)	National Tourism Organizations (NTOs) Meeting	ASEAN Tourism Forum (ATF)
Date	14 May 2015	27-29 May 2015	20-22 January 2016
Venue	Jakarta	Singapore	Manila
Participants	Senior culture and arts officials from all ten ASEAN Member States and the three ASEAN Centres (ASEAN-Korea Centre, ASEAN-China Center, and ASEAN-Japan Centre)	Senior tourism officials from the ten ASEAN Member States, three ASEAN Centres, and United Nations World Tourism Organization (UNWTO)	Tourism Ministers from all ten ASEAN Member States and Plus Three Countries, three ASEAN Centres, and other related international organizations

### MAIN ACTIVITIES

At the three meetings, the Centre presented its work programs, shared information on its current and future activities, followed up the key issues on current status and trends in promoting tourism, culture and arts at the ASEAN level and closer cooperation with its key partners, and established and developed networking with ASEAN officials and other stakeholders related to tourism, culture, and arts.

### OUTCOME AND IMPACT

The Centre strengthened its networks and partnerships with the key stakeholders in the field of tourism, culture, and arts from the ASEAN Member States, the ASEAN Secretariat, the three ASEAN Centres, and other international organizations. The ASEAN Member States were informed about the Centre's work programs and have confirmed their strong support. The three ASEAN Centres also had opportunities to update each other with their activities and discuss the way forward for closer cooperation in promoting ASEAN.



# ASEAN-KOREA TOURISM DEVELOPMENT WORKSHOP 2015

As part of its efforts to introduce newly developed ASEAN tourism products, provide opportunities for new and attractive tourism product package development for Korean industry players to enhance sales of packages, and strengthen ASEAN-Korea tourism business networks through knowledge-sharing, the Centre organized the very first *ASEAN-Korea Tourism Development Workshop* in FY2015. Under the theme of *Rediscover ASEAN: Creative Tourism & Travel*, the workshop was held on 15-19 June 2015 in Seoul and Gangwon Province in Korea.

## OUTLINE

Date	15-19 June 2015
Venue	Seoul and Gangwon Province
Participants	<ul style="list-style-type: none"><li>• Invitees: Representatives from the ASEAN Secretariat, the National Tourism Organizations, (NTOs) and private tourism sector from the ten ASEAN Member States (a total of 18 persons)</li><li>• Participants: Officials from the Embassies and NTOs of the ASEAN Member States in Korea, key Korean tourism stakeholders including travel agencies, marketing companies, hoteliers, academia, and media personnel (154 persons)</li></ul>

## MAIN ACTIVITIES

Held in Lotte Hotel in Seoul, the workshop comprised sessions on the tourism market trends of ASEAN and Korea, successful marketing strategies, and hidden tourism destination of each ASEAN Member State. Technical visits to Korea Tourism Organization, Nami Island, and Bukchon Folk Village were also organized for the ASEAN delegations to experience best practices of the Korea’s creative tourism strategy.



## Program Summary

Date	Program
15 June	Pre-Session: Korea’s Tourism Marketing Strategy and Know-how • Marketing Success Cases of Visit Korea Committee By Ms. Katie Han, Secretary General, Visit Korea Committee
	Orientation for the ASEAN delegates
	Opening Ceremony
16 June	Session 1. ASEAN-Korea Tourism Market Trends • The Future of ASEAN in Tourism: Establishment of AEC 2015 & Future Strategies for Intra-ASEAN Tourism By Mr. Eddy Krismeidi Soemawilaga, Senior Officer, ASEAN Secretariat • Media Contents in Tourism with Best Practices of Aviareps Marketing Gardens Korea By Ms. Gina Choi, Director, Marketing & PR, Aviareps Marketing Garden in Korea
	Session 2. The Future of Tourism in ASEAN- Hidden Jewels of ASEAN • Introducing Newly Developed Tourism Products / Hidden Tourist Destinations By the ten ASEAN Member States
	Session 3. Korea’s Local Tourism Product Development • Development and Success of Island Tourism based on the case of Jeju Olle Trail By Ms. Ahn Eunjoo, Direct General, Jeju Olle Foundation
17 June	Technical Visit to Korea Tourism Organization & Nami Island in Gangwon Province
18 June	Technical Visit to Bukchon Folk Village in Seoul
19 June	Wrap-up Session
	Departure from Incheon Airport

## OUTCOME AND IMPACT

The workshop was attended by a total of 172 persons, which included representatives from the ASEAN Secretariat, ASEAN NTOs, private tourism sector in the ten ASEAN Member States, key Korean tourism related stakeholders, and Embassies and NTOs of the ASEAN Member States in Korea. The workshop provided an open platform to build business networks among participants and to exchange ideas on niche tourism markets and creative tourism package developments in ASEAN.

# SECTION 2. TECHNICAL COOPERATION/ CAPACITY BUILDING

The tourism flow between ASEAN Member States and Korea has been on the rise. To accommodate the growing interests of ASEAN Member States in better attracting and providing quality tourism services to the Korean tourists, the Centre continued to organize the *ASEAN-Korea Culture and Tourism Promotion* in five ASEAN countries. As an integral part of the community-based tourism (CBT), the *ASEAN Homestay Program* was implemented as a pilot project in collaboration with the Ministry of Tourism and Culture of Malaysia (MOTAC).

## ASEAN-KOREA CULTURE AND TOURISM PROMOTION WORKSHOPS 2015

In order to strengthen competitiveness of the tourism industries in the ASEAN Member States, the Centre continued to organize the *ASEAN-Korea Culture and Tourism Promotion Workshops* in FY2015 in five ASEAN countries, namely Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam. Having held under a unique theme in each country, the workshops consisted of activities that enabled the participating ASEAN tourism professionals to better cater the Korean tourists by providing them with information on the latest tourism trends and characteristics of Korean travelers.



## OUTLINE

	Cambodia	Lao PDR	Myanmar	Thailand	Vietnam
Date	18-19 May 2015	4 September 2015	6 July 2015	7 September 2015	3 July 2015
Venue	Siem Reap	Pakse	Yangon	Koh Samui	Ho Chi Minh
	110 participants	110 participants	90 participants	60 participants	90 participants
Participants	<ul style="list-style-type: none"><li>• Participants: Tourism operators, tour agencies, tour guides, hoteliers, food &amp; beverage operators, related government officials, and local students majoring in tourism and hospitality.</li><li>• Invitees: Korean lecturers from university, travel agencies, Korea Tourism Organization (KTO), culture and tourism related research institutes, and media personnel.</li></ul>				



## MAIN ACTIVITIES

The workshops comprised lectures by Korean tourism experts, panel discussions, and business meetings. Each workshop was tailor made to meet the needs of each country. *Understanding Korean Tourists* was the theme for the workshop in Cambodia, *Eco-tourism* for Lao PDR, *Healing Tourism* for Myanmar, *Island Tourism* for Thailand, and *Free Independent Travelers* for Vietnam.





Program Summary

Key topics of the Workshops in five countries in FY2015	
Cambodia: Understanding Korean Tourists	<ul style="list-style-type: none"><li>• Significance of the Korean Outbound Market for Cambodia</li><li>• Introduction to the Korean Cultural Contents: Overview of Korean Culture and Contemporary Lifestyle</li><li>• Understanding the Korean Cultural Contents: Korean Wave from K-pop to K-Culture</li><li>• Tourism Communication Proficiency Development</li></ul>
Lao PDR: Eco-tourism	<ul style="list-style-type: none"><li>• Lao PDR Nature’s Paradise: Environmentally Friendly Tourism Destination: Effective Promotion of Eco- tourism to Korea and the World</li><li>• Lao PDR’s Unique Attraction: Creative Tourism Package Development: World Heritage for the Special Interest Travelers (SIT)</li><li>• Enhancing Lao PDR’s Tourism Competitiveness through Improving Tourism Services for the Front-liners</li></ul>
Myanmar: Healing tourism	<ul style="list-style-type: none"><li>• Creative Tourism in Myanmar: Trend of Recent Overseas Travel in Korea and How to Effectively Apply Myanmar Cultural Contents in Tourism Branding</li><li>• Understanding Authentic Korean Culture outside Media Portrayal</li><li>• Myanmar Tourism: From Religious Tourism to Healing Tourism</li></ul>
Thailand: Island tourism	<ul style="list-style-type: none"><li>• Promoting Environmentally Friendly Tourism Destinations in Thailand: Trend of Recent Overseas Travel in Korea</li><li>• Delivering High Quality Tourism Services through Deeper Cultural Understandings: Korean Case Study</li><li>• Creative Tourism Package Development for Repeat Visitors: Focusing on Island Tourism</li></ul>
Vietnam: Free independent travelers	<ul style="list-style-type: none"><li>• Creative Tourism in Vietnam: Trend of Recent Overseas Travel in Korea and Bolstering Special Interest Tourism (SIT) Market</li><li>• Understanding Authentic Korean Culture Outside Media Portrayal</li><li>• Exploring Ways to Captivate Korean FITs Interests</li></ul>

OUTCOME AND IMPACT

In FY2015, the workshops were held under specific themes that were strategically selected in close communication with the NTOs of Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam in order to better accommodate the needs of tourism professionals of each country.

According to the evaluation, approximately 91% of the participants found the workshops useful in enhancing their knowledge on the tourism trends in Korea. Especially, the two-way communications panel discussions between the participants and the Korean tourism experts provided a useful avenue for further business meetings.

ASEAN COMMUNITY-BASED TOURISM PROGRAM

As an integral part of the community-based tourism (CBT), the Centre implemented the *Homestay Program* as a pilot project in Malaysia in close collaboration with the Ministry of Tourism and Culture of Malaysia (MOTAC). Under the theme of *Youth Fostering Sustainable Tourism Development*, the program was participated by 20 Korean students majoring in Tourism or Asian Studies from different universities.



OUTLINE

Date	28 December 2015–4 January 2016
Venue	Selangor
Participants	20 Korean students majoring in tourism or Asia-related studies from 7 universities

MAIN ACTIVITIES

The program comprised hands-on cultural experiences through interaction with the homestay families and local communities, volunteering activities that contributed to the sustainable tourism practices such as tree planting and environmental conservation activities, study visits to ecotourism sites that fostered the development of CBT, and dialogue with the MOTAC policy makers and implementers of CBT programs to share ideas and expose the students to policy level discussions.

Program Summary

Date	Program
28 December 2015	Welcome Ceremony by Homestay Committee, Banghuris Homestay, District of Sepang, Selangor
29 December 2015	Technical visit to cottage industry including: <ul style="list-style-type: none"><li>• Small scale honey farm</li><li>• Tapioca and banana chips production</li><li>• Malay traditional delicacy (Karipap)</li></ul>
	Interaction with Malaysian students from University Kuala Lumpur
	Official Opening Ceremony of the ASEAN Homestay Program
	Handicraft and Traditional Games Exhibition
	Plant a Tree Program (Soursop tree)
30 December 2015	Rubber Educational Program and Coffee Processing (hands-on experience and practical knowledge)
	Traditional Dinner <ul style="list-style-type: none"><li>• Experiencing local cuisine (Nasi Ambeng)</li><li>• Local music and cultural performance</li><li>• Mock Wedding</li></ul>
31 December 2015	Planting and harvesting tapioca
	Malaysia culinary experience (learn to cook traditional cuisine)
	City tour of Kuala Lumpur
	New Year’s Eve Celebration
1 January 2016	Welcome Ceremony by Homestay Committee, Sungai Sireh Homestay in the District of Kuala Selangor
	Boat ride along Sungai Sireh Canal to view the forest reserve and traditional kampung houses along the canal
	Firefly Park Tour
2 January 2016	Visit to Malaysian Traditional House
	Visit to Paddy Field (paddy planting and eel catching)
	Preparation & discussion for presentation of assignment for all participants
3 January 2016	Visit to Carey Island: <ul style="list-style-type: none"><li>• Visit Mah Meri Cultural Village, one of the ethnic groups in Malaysia that have successfully developed their cultural uniqueness as a tourism attraction</li><li>• Kampung Bemban Cultural Village, renowned for their wood carving</li></ul>
	Preparation & discussion for presentation of assignment for all participants

	Closing Ceremony
4 January 2016	Presentation by the MOTAC (i) Presentation by the Industry Development Division on the development of the homestay program (ii) Presentation by the Tourism Promotion Board on marketing and promotion strategies
	Presentation by the seven teams of Korean participants on new and creative ideas to develop CBT
	Tour of Putrajaya (Administrative Capital of Malaysia)
15 February 2016	Awarding Ceremony

OUTCOME AND IMPACT

The *Homestay Program* successfully achieved its objectives of raising awareness of the community. It enabled the participants to share new ideas on sustainable and responsible tourism management which were promoted through online media. It also promoted inter-cultural understanding through people-to-people exchanges between the participants and their host families in Malaysia.

In terms of promotion, the program was widely promoted online and offline. The participants actively circulated the *Homestay Program* on social media, having a total of 700 photos uploaded on their individual social network sites, while a short promotional video themed *ASEAN’s Unique Rural Experience* was uploaded on the Centre’s YouTube channel for public voting through *likes*. The photos gained a total of 6,314 likes and the voting generated 18,487 *likes*, 836 *shares*, and 1,145 votes by the Korean public.

In addition, the participants submitted a short essay on creative and implementable ideas on the development of community-based tourism in ASEAN based on their homestay experiences. A report on these experiences was published for distribution to the key stakeholders.

Furthermore, the *Homestay Program* in Malaysia successfully established a firm ground for the *ASEAN Community-based Tourism*, a program that will be implemented by the Centre in other ASEAN countries in the years to come.





# SECTION 3. CULTURAL EXCHANGES

In order to strengthen cultural exchanges and mutual understanding among the people of ASEAN and Korea, the Centre has implemented ASEAN cultural programs in FY2015, namely the *ASEAN Roadshow* and the production of ASEAN Documentary Film entitled *Amazing ASEAN*.

## ASEAN ROADSHOW

The Centre continued to organize the *ASEAN Roadshow* in FY2015 to introduce the diverse culture of ASEAN to the Korean public. Under the theme of *ASEAN Reaching Out to the People of Korea*, the roadshow was organized as a ten-day promotional tour by the *ASEAN Caravan*, a truck covered with the beautiful iconic images of ASEAN and filled with various promotional materials and fun activities for the public. Offering different interactive activities to the public such as the *ASEAN Culture Library*, *ASEAN Quiz*, *ASEAN Traditional Clothing Experience*, and *ASEAN Photo Puzzle*, the *ASEAN Caravan* visited three major cities in Korea, namely Seoul, Gwangju, and Busan. The *ASEAN Roadshow* was organized in close collaboration with the Embassies and NTOs and the local governments concerned in Korea.



## OUTLINE

Date	5-14 November 2015
Venue	Seoul, Gwangju, and Busan
Participants	The Korean general public

## MAIN ACTIVITIES

### Lecture Series on ASEAN Culture and Tourism

A lecture series on ASEAN culture and tourism was also carried out in Seoul and Busan targeting high school and university students majoring in tourism and ASEAN regional studies.

### Program Summary

Date	Program	Details
5 November		• Opening Ceremony • Roadshow vehicle tour
6 November	Seoul Metropolitan City	• Stop event & Lecture on ASEAN Tourism and Culture at Daeil Tourism High school
7 November		• Stop event at Dongdaemun Timesquare
8 November		• Stop event at Cheonggye Square
9 November	Gwangju Metropolitan City	• Roadshow vehicle tour (Seoul→Gyeonggi Province→Gwangju)
10 November		• Stop event at Kimdaejung Convention Centre
11 November	Gwangju → Busan	• Stop event at Honam University • Move to Busan Metropolitan City
12 November	Busan Metropolitan City	• Stop event & Lecture on ASEAN Tourism and Culture at Busan University of Foreign Studies
13 November		• Stop event at Busan Citizen's park
14 November		• Roadshow vehicle tour (Busan→Seoul)

## OUTCOME AND IMPACT

The *ASEAN Caravan* travelled a total of 1,425 kilometers from Seoul to Busan. Packed with exhibition and events, the roadshow attracted a total of 6,209 people from all age groups who enjoyed interactive opportunities to learn about the diversity and uniqueness of ASEAN culture and tourism.

# ASEAN CULTURE AND TOURISM DOCUMENTARY PRODUCTION

In order to commemorate the launch of the ASEAN Community in December 2015 and promote the ten ASEAN Member States more widely in Korea, the Centre produced a two-hour documentary film entitled *Amazing ASEAN* in collaboration with Munhwa Broadcasting Corporation (MBC), one of the major private broadcasting companies in Korea. The film comprised two parts, the first of which features the hidden charms and limitless potentials of the ten ASEAN Member States, while the second draws attention to the establishment of the ASEAN Community and its journey towards *Unity in Diversity*.

## MAIN ACTIVITIES

### Program Summary

	Episode 1	Episode 2
Title	Strengths of 700 million people	Transcending Borders
Release Date	28 March 2016	4 April 2016

## OUTCOME AND IMPACT

The two episodes of the *Amazing ASEAN* were broadcasted by MBC on 28 March and 4 April 2016, respectively. The film contributed to raising public awareness of the ASEAN community building and regional integration process among the general public in Korea.





# CHAPTER 3

## PUBLIC RELATIONS AND INFORMATION SERVICE

### SECTION 1

ASEAN AWARENESS PROGRAMS AND  
PR ACTIVITIES

### SECTION 2

INFORMATION SERVICE





# SECTION 1. ASEAN AWARENESS PROGRAMS & PR ACTIVITIES

## ASEAN AWARENESS PROGRAMS

The Awareness Programs of the ASEAN-Korea Centre are considered as a key channel that satisfies the growing interest in ASEAN among the general public in Korea. On the occasion of the establishment of the ASEAN Community at the end of 2015, the Centre did not only provide diverse opportunities for the Korean public to enhance their understanding on ASEAN, it also created avenues where both ASEAN and Korean citizens could foster mutual understanding and forge friendship. The Awareness Programs of the Centre in FY2015 are the following: *ASEAN-Korea Youth Network Workshop, ASEAN School Tour, ASEAN Youth Culture Nights, ASEAN-Korea Youth Taekwondo Cultural Exchange Camp, and ASEAN Lecture Series.*



## ASEAN-KOREA YOUTH NETWORK WORKSHOP

The forestry sector in the 21 century has been an area growing in importance yet lacking attention from our younger generation. With forests playing a crucial part in the maintenance of environment and long-term sustainable growth in ASEAN and Korea, the Centre, in cooperation with ASEAN-ROK Forest Cooperation (AFoCo), organized the *2015 ASEAN-Korea Youth Network Workshop* on 13-18 August 2015 in Korea and Indonesia under the theme of *Youth in the Forefront of Forest Conservation in ASEAN and Korea.*

### OUTLINE

	Inbound Program	Outbound Program
Date	10-13 August 2015	13-18 August 2015
Venue	Seoul and Gangwon Province	Jakarta and Yogyakarta
Participants	-100 university and graduate students of ASEAN (based in Korea) and Korea for the Workshop in Korea -70 students for the Workshop in Indonesia	

### MAIN ACTIVITIES

The workshop was composed of two parts, namely the *Inbound* and *Outbound Programs*. The *Inbound Program* included ice-breaking activities, team missions (Five Senses Forest Experience, Mission Impossible), lectures, a UCC-making contest, DIY shirt activity, ASEAN Music Party (Fashion Show of Traditional Costumes and Talent Show), and visit to Korea Forest Research Institute. The *Outbound Program*, on the other hand, was composed of in-depth lectures on Forestry, Batik-making activity, and visit to Wanagama Educational and Experimental Forest, the ASEAN Secretariat, Borobudur and Prambanan Temple, and Gadjah Mada University.

#### Inbound Program:

Date	Program
10 August	Opening Ceremony
	Ice-breaking (ASEAN Community Dance)
	UCC-making class
11 August	Lecture: Addressing Green Growth in ASEAN By Dr. Hadisusanto Pasaribu, Executive Director, ASEAN-Korea Forest Cooperation
	Five Senses Forest Experience
	DIY T-shirt activity
	Mission Impossible

11 August	Team Mission: UCC-making
	ASEAN Music Party
12 August	Visit to Korea Forest Research Institute (KFRI)
	Closing Ceremony of Inbound Program at the ASEAN-Korea Centre
	Seoul City tour
13 August	Departure from Korea

Outbound Program

Date	Program
13 August	Arrival in Jakarta, Indonesia
	Visit to the ASEAN Secretariat
14 August	Visit to the Ministry of Environment and Forestry of Indonesia
	Departure from Jakarta, Indonesia
	Arrival in Yogyakarta, Indonesia
15 August	Lecture I: History and Development of Wanagama Teaching Forest By Dr. Mohammad Na’iem, Professor, Gadjah Mada University
	Visit to Beneran Village
	Batik-making activity
16 August	Lecture II: Plants as Materials for Natural Color By Dr. Mohammad Na’iem
	Lecture III: Valuing Nature: Forest Conservation and its Role for Environment and Human Being By Prof. Wahjudi Wardoyo, Senior Adviser for Terrestrial Policy, The Nature Conservancy
	Visit to Borobudur Temple
	Visit to Prambanan Temple
	Dinner
	Gadjah Mada University Program
17 August	Closing Ceremony
	Departure from Indonesia

OUTCOME AND IMPACT

The *2015 ASEAN-Korea Youth Network Workshop* was by far the biggest Youth Network Workshop organized since the establishment of the Centre as it offered the most number of educational and cultural experiences to the participants. With a 95% approval rating in terms of providing a venue for interaction, it has clearly achieved the objectives of further enhancing the networks and friendship among the ASEAN and Korean youth. The workshop has also expanded the Centre’s networks by collaborating with with AFoCo, which resulted in a better and efficient implementation of the activities. Furthermore, the workshop was extensively covered by Korean and foreign media. The *ASEAN Blog*, a blogsite run by the Centre, was utilized for the after-event promotion of the program by featuring the articles that the participants themselves had written.

ASEAN SCHOOL TOUR PROGRAM

Since the inauguration of the ASEAN-Korea Centre in 2009, the Centre continued to organize the *ASEAN School Tour* in FY2015 in cooperation with the ASEAN Embassies in Korea. With the aim of raising awareness and understanding on ASEAN and ASEAN Member States among the younger generation of Korea, the program was held on October 7 and 13, 2015 in Gwangju and Sejong City, respectively. Around 650 middle school students were present in each venue and enthusiastically engaged in the activities. The embassies of ASEAN Member States in Korea extended their contribution by participating in the *ASEAN Talk Show*, which was the highlight of the program. *The 2015 School Tour* also included special lectures on ASEAN-Korea Partnership and the ASEAN Community 2015 conducted by the Secretary General to students in different universities.





OUTLINE

Date	7 October 2015	13 October 2015
Venue	Gwangju	Sejong City
Participants	1,300 students from 38 middle schools located around Gwangju and Sejong City	

MAIN ACTIVITIES

The program offered diverse activities to enable fun and interactive learning of ASEAN culture and history among the participating youths. ASEAN cultural experience booths featuring ASEAN traditional clothes, food, traditional musical instruments, and a photo zone were set up at the venue. The main programs consisted of the *ASEAN Talk Show*, a quiz competition called the *ASEAN Golden Bell*, and traditional performances by artists from Cambodia and the Philippines.

Program Schedule

Time	Program
13:00 – 14:00	<ul style="list-style-type: none"><li>• Pre-opening Activity<ul style="list-style-type: none"><li>– ASEAN Traditional Costume Booth</li><li>– ASEAN Snack Booth</li><li>– ASEAN Musical Instrument Booth</li><li>– Photo Booth</li></ul></li></ul>
14:00 – 14:10	<ul style="list-style-type: none"><li>• Opening Ceremony</li><li>• ASEAN Flag Performance</li></ul>
14:10 – 14:40	<ul style="list-style-type: none"><li>• ASEAN Talk Show<ul style="list-style-type: none"><li>Topic: ASEAN-Korea Relations, Socio-Economic Culture of ASEAN Culture, career path of diplomats, ASEAN food, ASEAN celebrities, etc.</li></ul></li></ul>
14:40 – 15:10	<ul style="list-style-type: none"><li>• B-Boy and Traditional Performance</li></ul>
15:10 – 16:00	<ul style="list-style-type: none"><li>• ASEAN Golden Bell Quiz Bell (quiz competition)</li></ul>
16:00 – 16:20	<ul style="list-style-type: none"><li>• ‘Rasa Sayang’ Winning Group Performance (Top 3 Performances)</li></ul>
16:20 – 16:30	<ul style="list-style-type: none"><li>• Closing Ceremony</li><li>• Rasa Sayang Sing Along</li><li>• Group Photo</li></ul>

OUTCOME AND IMPACT

With the support from the Ministry of Education and provincial office of education of Gwangju, Sejong, and Chungcheongbuk Province, the Centre was successful in gathering a total of 1,300 students from 38 different schools in Gwangju and Sejong City. This has been the largest number of schools the program has gathered since its initiation in 2009. With a total of 650 students per venue, the scale of the program has increased immensely.

The highlight of the program, the *ASEAN Talk Show*, engaged the students in a dialogue with Ambassadors and diplomats from ASEAN countries, and H.E KIM Young-sun, Secretary General of the ASEAN-Korea Centre. ASEAN-Korea relations, socio-culture of ASEAN, and career path of diplomats were some of the topics covered during the show.

The *School Tour Program* in FY2015 was also successful in terms of PR activities. It was featured in various news and magazine programs over 40 times. A special program covering the program was also aired on Cheongju and Gwangju MBC News.



ASEAN YOUTH CULTURE NIGHTS

In FY2015, the Centre commenced to organize the *ASEAN Youth Culture Nights* to further facilitate exchanges and cooperation among ASEAN and Korean youth and strengthen the relationships among them. Composed of three different events held in the months of October, November, and December, the program was attended by 300 ASEAN and Korean students.

OUTLINE

	1 <sup>st</sup> Night	2 <sup>nd</sup> Night	3 <sup>rd</sup> Night
Theme	ASEAN Youth Short Film Festival	ASEAN Youth Dessert-making Workshop	ASEAN Youth Yearend Party
Date	9 October 2015	20 November 2015	20 December 2015
Venue	ASEAN Hall		
Participants	300 ASEAN and Korean students in Korea		



MAIN ACTIVITIES

Under the umbrella of the *2015 ASEAN Youth Culture Nights*, three different events were held, namely the *ASEAN Youth Short Film Festival*, the *ASEAN Dessert-making Workshop*, and the *ASEAN Youth Yearend Party*. The *ASEAN Youth Short Film Festival* featured 7 short films solely created by ASEAN students in Korea. It also involved a competition on Facebook whereby the film with the highest number of likes won the People’s Choice Award. The *ASEAN Dessert-making Workshop* showcased 7 desserts from different ASEAN countries, and enabled the participants to learn more about the culture of ASEAN by making the desserts. Lastly, the *ASEAN Youth Yearend Celebration* offered the participants a unique and memorable night through modern ASEAN performances, exciting games, and sumptuous ASEAN food and beverage.

OUTCOME AND IMPACT

The Centre successfully and efficiently achieved the aims of the program. According to the overall evaluation, the participants were greatly satisfied with all the events under *the 2015 ASEAN Youth Culture Nights*. 99% of the participants in all events approved that the program was interesting and valuable, about 90% said that they were able to interact with their co-participants in the events, while an average 94% agreed that they would recommend the program to their friends.

Apart from achieving the set objectives, the program increased the awareness of ASEAN and ASEAN-Korea relations, and elevated the Centre’s visibility among the local and foreign students in Korea. It has also established a strong link not only with the ASEAN students but also with ASEAN companies present in Korea.



ASEAN-KOREA YOUTH  
TAEKWONDO CULTURAL EXCHANGE CAMP

Utilizing sports in promoting people-to-people exchanges, the Centre carried out the *2<sup>nd</sup> ASEAN-Korea Youth Taekwondo Cultural Exchange Camp* to enhance genuine friendship and strengthen networks among the youth of ASEAN and Korea. In cooperation with Taekwondo Promotion Foundation, the camp was organized on 25-31 January 2015 and gathered a total of 75 youths.

OUTLINE

Date	25-31 January 2016
Venue	Muju and Seoul
Participants	- ASEAN-based students: 55 persons (youths who are 13-18 years of age from ASEAN Member States) - Korea-based students: 20 persons (10 Korean students who are 13-18 years of age and 10 ASEAN university students residing in Korea)
Main Activities	Taekwondo programs, ASEAN-Korea Youth Exchange Workshop, special lectures, ASEAN-Korea Cultural Exchange Night, MBC World Tour, Seoul Research Mission Trip, etc.

OUTCOME AND IMPACT

The camp contributed to creating a synergy effect in fostering friendship and enhancing network between the youth of ASEAN and Korea through cultural exchange and Taekwondo programs. The cultural program was the highlight as it enabled the students to enhance their knowledge on the culture of other participants. The camp was also extensively featured by the media. A total of 49 media coverage, including the interview with H.E. Pham Huu Chi, Ambassador of Vietnam, were featured. In terms of SNS, the *2nd ASEAN-Korea Taekwondo Cultural Exchange Camp* Facebook page was created to allow participants to communicate, share information, and sustain long-term relationships with one another.





## ASEAN LECTURE SERIES

In FY2015, the Centre organized the *13<sup>th</sup>* and *14<sup>th</sup>* *ASEAN Lecture Series*, covering diverse topics related to the ASEAN region. Attended by an average of 65 guests per session, the *Lecture Series* was held with the objectives of raising awareness of ASEAN and its Member States among the Korean public, and promoting inter-cultural awareness and understanding between ASEAN and Korea.

### OUTLINE

Date	4 June-9 July 2015 (Every Thursdays 18:00-19:30, 6 sessions) 27 October-8 December 2015 (Every Tuesdays 18:30-20:00, 7 sessions)
Venue	ASEAN Hall
Participants	875 attendees (approximately 65 per session)

### MAIN ACTIVITIES

The *13<sup>th</sup>* *ASEAN Lecture Series* was conducted under the title *Understanding AEC through Economic Superpowers in ASEAN*, in cooperation with Seoul National University Asian Center. The *14<sup>th</sup>* *ASEAN Lecture Series*, on the other hand, was carried out under the theme of *The Puzzle of ASEAN Culture and Arts: Diversity vs. Unity*. The sessions commenced with lectures were given by distinguished scholars and followed by a Q&A segment.

### OUTCOME AND IMPACT

The *ASEAN Lecture Series*, which was held after office hours, attracted a wide range of audiences, including students, teachers, government officials, researchers, journalists, and entrepreneurs who are interested in ASEAN. According to the survey, 91% of the participants found the topics of the lectures useful and satisfactory, while 90% of them were satisfied with how the lectures had been conducted.

The *Lecture Series* was also successful in increasing the Centre’s function as a key institution of socio-cultural and economic integrations between ASEAN and Korea. In addition, the lecture materials were published as booklets and distributed to libraries, relevant institutions, and the general public in order to further promote awareness on ASEAN-Korea relations.



#### 13<sup>th</sup> Lecture Series: Understanding AEC through Economic Superpowers in ASEAN

Date	Lecturer	Affiliation	Topic
4 June	Prof. Park Bun-soon	Hongik University	A Look at ASEAN’s Economic Superpowers
11 June	Mr. Moon Ki-bong	ASEAN-Korea Centre	Changes in the Business Environment of ASEAN and Korea’s Response Strategies
18 June	Prof. Jeong Bup-mo	Seoul National University Asia Center	How did the Philippines become a Paradise Destination of Malls? (SM Group Case Study)
25 June	Hur Nam-hyuck	Korea Regional Development Foundation	From Thailand’s largest Ethnic-Chinese Corporation to one of the World’s Emerging Leader in the Agri-Food Sector (CP Group Case Study)
2 July	Mr. Kwon Kyoung-doug	KOTRA	Vietnam emerging as Southeast Asia FTA Hub
9 July	Prof. Eom Eun-hui	SNU Asia Center	Indonesia - Transforming the ‘Toyota Kijang’ into a local car (Astra International Group)

#### 14<sup>th</sup> Lecture Series: The Puzzle of ASEAN Culture and Arts; Diversity vs. Unity

Date	Lecturer	Affiliation	Topic
27 October	Prof. Park Jang-sik	Division of Southeast Asian Studies, Busan University of Foreign Studies	The Diversity of ASEAN: The Crossroad between Asia and Europe
3 November	Prof. Cho Hung-guk	Graduate School of International Studies, Pusan National University	Southeast Asia’s Basic Cultures
10 November	Prof. Park Jang-sik	Division of Southeast Asian Studies, Busan University of Foreign Studies	The Indianization of Southeast Asia in the Traditional Era
17 November	Prof. Choi Ho-rim	Division of International & Area Studies (DIAS), Pukyong National University	The Ethnic Chinese and Chinese Culture in Southeast Asia
24 November	Prof. Hong Seok-joon	Mokpo National University	Islam in Southeast Asia: Focused on Islam and Religions in Malaysia
1 December	Prof. Joo Kyeong-mi	Institute for Southeast Asian Studies, Busan University of Foreign Studies	Southeast Asian Art and Aesthetics of Cultural Hybridity
8 December	Prof. Shin Yoon-hwan	Political Science, Sogang Univ., Director, Institute for East Asian Studies	Southeast Asian Culture; Lessons Koreans Can Learn



# SECTION 1. ASEAN AWARENESS PROGRAMS & PR ACTIVITIES

## PUBLIC RELATIONS ACTIVITIES THROUGH MEDIA AND OTHER MEANS

With the aim to raise awareness of ASEAN and ASEAN-Korea partnership among the general public of Korea, the ASEAN-Korea Centre has made efforts to promote its visibility and activities through a wide range of tools, including traditional media and social networking services (SNS). In FY2015, special emphasis was placed on raising public profile of the ASEAN Community, which was launched at the end of 2015. In addition, the Centre continued to strengthen its networks with influential media groups in both ASEAN and Korea to obtain greater exposure of the Centre’s activities while actively utilizing its SNS platforms to reach out to wider audiences.

## PR ACTIVITIES THROUGH MEDIA

### MAIN ACTIVITIES

While promoting each work programs through timely press releases and PR materials, the Centre pitched feature stories on ASEAN and its flagship programs to the adequate press. The Centre invited the journalists to its programs, which led to wider coverage and enhanced understanding on its programs among the members of the media from ASEAN and Korea. Groups of journalists from the 10 ASEAN Member States visited Centre’s flagship programs such as the ASEAN Connectivity Forum and the ASEAN Fair. On the other hand, the Centre also invited Korean journalists to its outbound programs which were carried out in ASEAN countries.

**The Korea Herald** MONDAY, OCTOBER 26, 2015

### ASEAN Connectivity to help integrate Southeast Asia

By Joon Lee

When the Association of Southeast Asian Nations (ASEAN) launched its Economic Community in December, the people will witness a single market of 625 million and 675 million people.

In line with the ASEAN's vision, the ASEAN Connectivity Forum, which was held in Seoul on October 25, 2015, discussed the importance of infrastructure, trade, and investment, and security. ASEAN's goal is to create a single market and promote economic growth and security. ASEAN's goal is to create a single market and promote economic growth and security.

ASEAN's goal is to create a single market and promote economic growth and security. ASEAN's goal is to create a single market and promote economic growth and security.

**DIPLOMATIC CIRCUIT** 7

### ASEAN Connectivity to help integrate Southeast Asia

Power Grid and the Trans-ASEAN Gas Pipeline

The various projects within the ASEAN Connectivity Forum, which was held in Seoul on October 25, 2015, discussed the importance of infrastructure, trade, and investment, and security. ASEAN's goal is to create a single market and promote economic growth and security.

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**ASEAN Connectivity Forum**

Officials, including ministers and senior experts, joined the ASEAN Korea Partnership for ASEAN Economic Community (ASEAN-Korea Partnership) on Thursday.

## OUTCOME AND IMPACT

### Media Coverage by Major Korean Media March 2015–February 2016

No	Name	Type	Date	Title
1	The Korea Herald	Newspaper	26 October 2015	ASEAN Connectivity to help integrate Southeast Asia
2	The Korea Times	Newspaper	23 November 2015	ASEAN Fair whets appetite for More
3	Korea Joongang Daily	Newspaper	14 January 2015	Top ASEAN destinations selected by Envoys
4	SBS	TV	25 November 2015	Let's enjoy ASEAN cultures together
5	Yonhap News	News Agency	31 December 2015	ASEAN-Korea Centre in the spotlight with launch of the ASEAN Community
6	Dong-A Ilbo	Newspaper	20 November 2015	New consumer of Hallyu, ASEAN
7	Maeil Business Daily	Newspaper	19 January 2016	New investment opportunities in Myanmar
8	MBC	TV	1 January 2016	Secretary General's New year's message
9	KTV	TV	20 November 2015	Everything on ASEAN in one venue, ASEAN Fair 2015
10	Joongang Sunday	News Magazine	10 May 2015	ASEAN Community will create huge opportunities for Korea

### Media Coverage by Major ASEAN Media March 2015–February 2016

No	Country	Name	Type	Date	Title
1	Brunei	Brunei Times	Newspaper	12 February 2015	Local guides learn Korean to boost tourist arrivals
2	Cambodia	Khmer Times	Newspaper	2 February 2016	Appetite for Investment in Agriculture Rising, Forum told
3	Indonesia	Jakarta Post	Newspaper	21 October 2015	ASEAN, future hope of the region
4	Lao PDR	Lao National TV	TV	19 November 2015	The '2015 ASEAN Fair' kicks off
5	Malaysia	Bernama	Newspaper	30 December 2015	Korea chooses Malaysia for pilot project of ASEAN Homestay Program

6	Myanmar	Mitv News	TV	13 January 2016	Korean investments: Interest in infrastructure, energy
7	Philippines	The Philippine Star	Newspaper	26 October 2015	Philippine infra 8th of 10 in ASEAN
8	Singapore	Channel NewsAsia	TV	2 January 2016	South Korea eyes closer ties with Southeast Asia
9	Thailand	Bangkok Post	Newspaper	31 July 2015	S Korea passes on fashion advice to Thai industry
10	Vietnam	Vietnam News Agency	News Agency	23 October 2014	ASEAN, ROK convene Connectivity Forum

## ASEAN fair whets appetite for more

### 10 member states show off unique food and culture in Korea

**By Rachel Lee**  
news@hwa.com

The food and culinary culture of ASEAN member states attracted plenty of positive attention at a food fair in Seoul last week.

At the "2015 ASEAN Fair: Touch & Taste ASEAN" at Coex from Nov. 18-21, 100 companies, 70 delegations and performers from 10 ASEAN member states introduced their unique products, including packaged and processed foods and beverages.

The ASEAN-Korea Centre organized the event in conjunction with "Food Week Korea 2015."

"This has been a year of unparalleled efforts to promote ASEAN on a large scale, where we bring together the promotion of the ASEAN food industry and ASEAN culture and tourism in one big event," ASEAN-Korea Centre Secretary General Kim Young-sun said at the opening ceremony.

Not only will this event play an important role in promoting economic cooperation between ASEAN countries and Korea, it will also promote ASEAN as an attractive tourism destination with unique and enriched cultural diversity.

Regional representative—including Brunei Darussalam ambassador Dato Paduka Haji Mohd Rosli Haji Sabtu, Lao PDR ambassador Khamsouay Keodavong and Malaysian ambassador Dato Rohana binti Ramli—attended the event.

Indonesian premix food producer Pondan, a family business founded in 1976, is one of the companies eager to enter the Korean market.

With more than 100 premix varieties of puddings, ice-creams, cakes and coffee, Pondan has made its mark in Europe, the United States, China and Hong Kong.

"There is a lot of potential in the Korean market because consumers do not have as many choices of premix products as we can offer," said Pondan representative Roy Kijjin.

We offer reasonable prices and at the same time, we use quality ingredi-

ents in our products. For example, we use the same chocolate as Oreo.

Among Pondan's many products to be launched here is ginger coffee, which contains 20 percent ginger extract.

"Korean consumers drink lots of coffee, so this type of mix with a new taste will be popular I think," he said.

Healthful, A Thai company that makes healthy, natural food products and beverages aims to market healthy light snacks, including durian chips.

For example, Nice Dream, a relaxation drink that contains rosehip syrup, acai berries and hydrolyzed milk protein, is designed to help people sleep better.

"We are starting our overseas business this year, and Korea is one of the important markets that we are trying

to enter," said chief executive officer Chanoon Sakorn.

"Quite a lot of myself cannot eat its had smell, but I will be able to enjoy this abundant nut.

Apart from the business meeting between exhibitors and Korean buyers, Tourism booths to promote the region and promotional beverages from member states were also on display.

Through the ASEAN-Korea Centre, ASEAN is a nation.

The performer Brunei Darussalam



Secretary General of the ASEAN-Korea Centre Kim Young-sun, third from right, poses with ASEAN food and beverage products at "2015 ASEAN Fair" at Coex in Seoul on Nov. 18. From left, Dato Paduka Haji Mohd Rosli Haji Sabtu, ambassador of Brunei Darussalam; Khamsouay Keodavong, ambassador of Lao PDR; Moussabou Fajita, secretary general of the ASEAN-Japan Centre; Dato Rohana binti Ramli, ambassador of Malaysia; Goh Din, ambassador of Cambodia; and Kim Young-sun, chief of ASEAN-Korea Centre.



# PR ACTIVITIES THROUGH SNS AND SOCIAL MEDIA

## MAIN ACTIVITIES

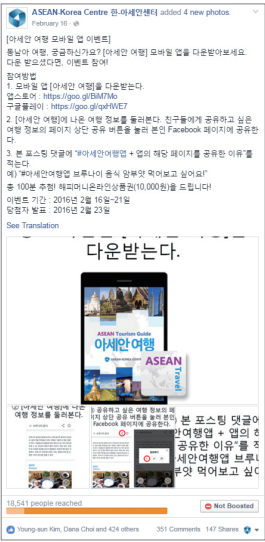
In FY2015, the Centre intensified its efforts to reach out to diverse audiences through its SNS platforms. The PR activities conducted on SNS are the following:

Program	Online PR Activity	Outcome
ASEAN Homestay	ASEAN Homestay Video <i>Liking</i> on Facebook	• 18,476 likes • 812 shares • 64,951 post reach
ASEAN E-Library	Quiz event on Facebook	• 640 likes • 209 shares • 10,427 post reach
ASEAN Travel Mobile Application	Selection of winners based on application download and content sharing on Facebook	• 427 likes • 149 shares • 18,541 post reach
ASEAN Road Show	Photo <i>liking</i> contest on Facebook	• 138 likes • 43 shares • 23,771 post reach
ASEAN Fair Ticket Giveaway Event	Ticket giveaway event on Facebook	• 172 likes • 20 shares • 9,685 post reach
ASEAN Hall Photo Event	Photo <i>liking</i> contest on Facebook	• 45 likes • 17 shares • 3573 post reach

## OUTCOME AND IMPACT

### ONLINE PR – Increased Social Reach

The number of subscribers to the Centre's official Facebook page in FY2015 showed an upward trend, starting with 4,409 in March 2015 and finishing off with 8,401. The members of the *ASEAN-Korea Youth Network* Facebook page also reached a total number of 7,673 as of February 2016. The Centre's Naver blog recorded total 226,051 page views, while the *ASEAN Blog* had a total 46,981 page views.





SECTION 2. INFORMATION SERVICE

PUBLICATIONS AND PR MATERIALS

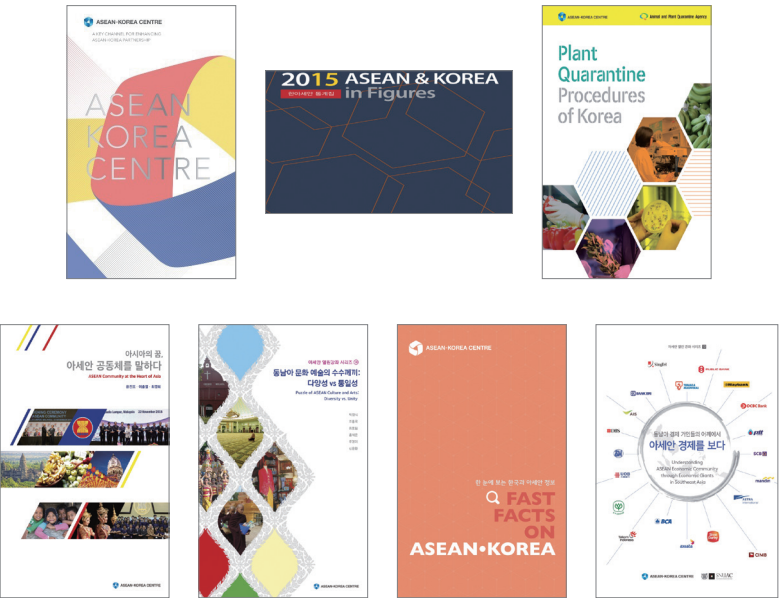
The Centre produced various publications and PR materials introducing ASEAN, ASEAN-Korea relations, and the Centre’s activities for diverse target groups ranging from youths, businessmen to public officials. These materials were distributed to the visitors to the Centre, participants in the Centre’s programs, relevant organizations, and individuals in the ten ASEAN Member States and Korea.

In FY2015 particularly, the Centre held a book launching ceremony to promote the Centre’s 2015 publications that were produced in line with the establishment of the ASEAN Community at the end of 2015.

List of Publications and PR Materials

Title (language)	No. of Copies	Frequency	Contents
Brochure (English, Korean)	6,000	Annually	Introduction to the Centre and its activities
E-newsletter (English, Korean)	8,000 recipients	Monthly	Information on the past and upcoming events of the Centre (including the Information Corner Bulletin) delivered to subscribers via e-mail
2015 ASEAN & Korea in Figures (English, Korean)	2,000	Annually	Key statistical data on ASEAN countries and Korea covering trade, investment and tourism
Fast Facts on ASEAN-Korea (English, Korean)	1,000	-	Comprehensive data on ASEAN countries and Korea covering trade, investment and tourism
Understanding ASEAN Economic Community through Economic Giants in Southeast Asia (Korean)	2,000	-	ASEAN’s economic integration efforts ahead of the establishment of the AEC
ASEAN Community at the Heart of Asia (Korean)	2,000	-	ASEAN Community and ASEAN Vision 2025 through the lenses of ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community

Puzzle of ASEAN Culture and Arts: Diversity vs. Unity (Korean)	2,000	-	Cultures of Southeast Asia, focusing on its diversity, infra-culture, Indian-Chinese-Islamic cultures, and the cultural hybridity
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BOOK LAUNCHING CEREMONY

Date	29 February 2016
Venue	ASEAN Hall, ASEAN-Korea Centre
Participants	General public: 40 persons Invited VIPs: 40 persons (writers, ASEAN Ambassadors, persons from academia, press, business, etc.)





## OUTCOME AND IMPACT

The Centre’s brochures and the monthly e-newsletters were effective tools in raising the visibility of the Centre and its activities. Over 6,000 copies of the brochures were distributed to relevant organizations and individuals both in ASEAN Member States and Korea, and to the participants in the programs organized by the Centre. To keep its subscribers abreast with the latest news of the Centre, monthly e-newsletters were sent out to over 8,000 recipients.

The Centre’s annual statistical booklet, *2015 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. The booklet was also made available at the Centre’s website in e-book format to reach a wider audience. In addition, the Centre has recently published the *Fast Facts on ASEAN-Korea*, a comprehensive pamphlet on ASEAN countries and ASEAN-Korea relations.

In conjunction with the launch of the ASEAN Community in December 2015, a special booklet entitled *ASEAN Community at the Heart of Asia* was published. The booklet 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. The Centre also published special publications that shed light on the ASEAN Economic Community and ASEAN Socio-Cultural Community. *Understanding ASEAN Economic Community through Economic Giants in Southeast Asia* is a booklet explaining the ASEAN’s economic integration efforts ahead of the establishment of the AEC. *Puzzle of ASEAN Culture and Arts: Diversity vs. Unity*, on the other hand, is an educational publication on the cultures of Southeast Asia, focusing on its diversity, infra-culture, Indian-Chinese-Islamic cultures, and the cultural hybridity. Both publications were produced based on the 13<sup>th</sup> and 14<sup>th</sup> *ASEAN Lecture Series* that were organized by the Centre.

In order to promote these publications, the Centre held a book launching ceremony on 29 February 2016. Drawing a lot of attention from press and general public, the ceremony was featured in 22 articles in six different newspapers, including *Hankuk Hyungjae*, *Munhwa Ilbo*, *the Korea Herald*, *the Korea Times*, *Yonhap News*, and *Newsis*. Through the ceremony, the Centre was able to build a strong relationship with experts from different fields, which could reinforce the Centre’s plans and actions.

## E-LIBRARY

In FY2015, the ASEAN-Korea Centre launched the *E-Library* with the aim of establishing an information reservoir on ASEAN in response to the growing interest in ASEAN among the general public in Korea. The online resource center was also created to further strengthen networks between the Centre and the academia.

## MAIN ACTIVITIES

The *E-Library* has a collection of wide range of resources which include ASEAN Summit statements, research and publication from research institutes in ASEAN Member States and Korea, and list of recommended readings on ASEAN. They can be accessed on <http://elibrary.aseankorea.org/>.



## PARTNER ORGANIZATIONS AND INSTITUTES

The contents of the *E-Library* are provided by prominent think tanks in ASEAN and Korea which include the ASEAN Secretariat, Mission of ROK to ASEAN, ASEAN Studies Center of Gadjah Mada University in Indonesia, Institute of Strategic and International Studies and Asian Strategy & Leadership Institute in Malaysia, Institute of Foreign Affairs in Laos, The Institute for Strategic and Development Studies in the Philippines, Singapore Institute of International Affairs and S. Rajaratnam School of International Studies of Nanyang Technological University in Singapore, East-West Center in the USA, Southeast Asia Research Centre of City University of Hong Kong in Hong Kong, and Asia Center of Seoul National University in Korea, Center for Southeast Asian Studies of Hankuk University of Foreign Studies, Institute for East Asian Studies of Sogang University, and Institute for Southeast Asian of Busan University of Foreign Studies in Korea.

## ENHANCEMENT OF THE CENTRE’S WEBSITE

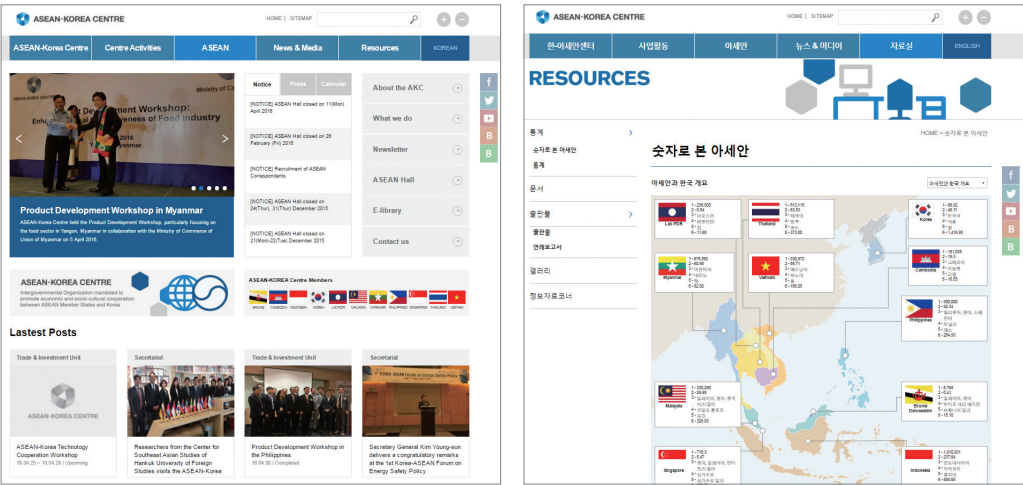
The Centre’s official website provided its visitors with comprehensive information on ASEAN, ASEAN-Korea relations, as well as updates on the Centre’s activities.

### 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 *ASEAN Hall* webpage, *ASEAN Tourism Guide* mobile application, *ASEAN E-Library*, as well as the links to the website of relevant organizations to help enhance their visibility. In FY2015, the Centre adopted the *Responsive Web Technology*, the latest approach to web design, creating a simplified structure and offering easy website navigation to mobile visitors.

### OUTCOME AND IMPACT

The Centre’s website continued to provide visitors with information on the Centre’s activities as well as on ASEAN-Korea relations through press releases and multimedia materials all year round. Available in English and Korean languages, the information also included statistical data on trade, investment, culture, and tourism. According to the new Google website analytics tool, the number of monthly page visit reached an average of 45,000 in FY2015.



## ASEAN HALL AND INFORMATION RELATED SERVICE

The *ASEAN Hall* is a multi-purposed space utilized for exhibitions, lectures, seminars, and other various events that promote intercultural understanding between ASEAN and Korea. It consists of the *ASEAN Culture Exhibition Space*, the *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 collection as an effort to respond to the growing interest among the general public in Korea.

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 offers a space for group visit programs in which participants have the opportunity to learn about ASEAN, ASEAN-Korea relations, and the ASEAN-Korea Centre.

### OUTCOME AND IMPACT

The Centre fully utilized the *ASEAN Hall* as the main venue for events such as *Lecture Series*, *Youth Visit Program*, *ASEAN Youth Culture Nights*, and special exhibitions in cooperation with its external stakeholders. There were more than several visitors to the hall, including scholars, public officials, students, and businesspersons.

The *Information Corner*, in particular, 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.



Key Programs at the ASEAN Hall

April 2015	Visit by university students from Brunei
	Visit by students of Gwanak Middle School
May 2015	Relaunching of the ASEAN Hall and Welcoming Ceremony for the Secretary-General Kim Young-sun
	Visit by the participants of the ASEAN-ROK Next-Generation Opinion Leaders Program 2015
	Visit by the members of Chiangmai Delegation
	Special Lecture by Baek Sungtaek, former Ambassador of the ROK to ASEAN, on 2015 ASEAN Community
	Investment Seminar arranged by the Embassy of the Philippines in Korea
June 2015	ASEAN Lecture Series: Understanding AEC through Economic Superpowers in ASEAN (from June to July 2015)
	Visit by SENG SENG Children Reporters
	Special Lecture by Lee Hyuck, former Ambassador of the ROK to the Philippines, on Korea-Philippines Relations
July 2015	Orientation for the participants of the 2015 ASEAN-Korea Youth Network Workshop
	Closing Ceremony of ASEAN-Korea Youth Network Workshop
August 2015	Visit by the participants of the Young Ambassadors Program organized by the Trilateral Cooperation Secretariat (TCS)
	Visit by the members of the ASEAN-Korea Environmental Cooperation Project (AKECOP) Steering Committee
September 2015	Visit by 25 government officials from Myanmar (MYANTRA Project)
	Visit by a delegation of ASEAN journalists
	Visit by Ms. Jasmine Lee, member of the National Assembly, with group of immigrant spouses
	Visit by students of Isu Middle School
October 2015	1 <sup>st</sup> ASEAN Youth Culture Night: Short Film Festival
	Visit by students of Chungwoon University
	Special lecture by Suh Jeong-in, Ambassador of the ROK to ASEAN, on ASEAN Affairs
	ASEAN Lecture Series: The Puzzle of ASEAN Culture and Arts: Diversity vs. Unity (from October to December 2015)

November 2015	Visit by students of Jurong Junior College of Singapore
	2 <sup>nd</sup> ASEAN Youth Culture Night: Dessert-making Workshop
December 2015	Visit by members of Asian Development Bank delegation
	Special lecture by Jeon Jae-man, former Ambassador of the ROK to Thailand, on Korea-Thailand Relations
	AKC Year-End Party with stakeholders
	AKC Year-End Party with the members of the Executive Board (EB)
	3 <sup>rd</sup> ASEAN Youth Culture Night: Youth Year-End Party
January 2016	Orientation for the participants of ASEAN Homestay Program
	Closing Ceremony of the 2 <sup>nd</sup> ASEAN-Korea Youth Taekwondo Cultural Exchange Camp
February 2016	Book Launching Ceremony: ASEAN at the Heart of Asia



## ADMINISTRATION AND FINANCE

## ADMINISTRATION AND FINANCE

### THE COUNCIL

The 8th Annual Meeting of the Council was held on 18-19 February 2016 at Lotte Hotel Seoul and 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 Mr. Ekkaphab Phanthavong, Deputy Director-General of the ASEAN Department, Ministry of Foreign Affairs of Lao PDR.

At the meeting, the Council reviewed the Centre's activities for FY2015 and subsequently approved the Draft Work Programs and Budget for FY2016. The Council also commended the Centre for the successful implementation of FY2015 programs and the Korean government for its financial support for the activities of the ASEAN-Korea Centre. Moreover, the Council congratulated Secretary-General Kim Young-sun for his assumption in March 2015, and anticipated the continuance of hard work and dedication from the Centre's staff under his able leadership.

### EXECUTIVE BOARD

The Executive Board convened its final session for FY2015 on 16 December 2015. 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 deliberated and finalized the Draft Annual Work Program and Budget for FY2015, which was subsequently presented to the Council.

### SECRETARIAT

In FY2015, 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), the Centre strived to fulfill its key priorities as follows: to further promote ASEAN-Korea trade and investment interactions; to help build capacities of ASEAN, including the human resources development based on the needs of the ASEAN Member States; 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.

Based on the experiences over the past seven years, the Center's staff scaled up their efforts to streamline existing programs by putting more weight on its flagship programs and shedding the less effective ones, and contributed their creativity to brainstorming newly-devised and more effective programs that would



solidify the Centre’s role as a main vehicle for driving the ASEAN-Korea partnership forward in ways that are mutually beneficial. The Centre also continued to reach out to and maintain close relations with various national and international bodies related to ASEAN – especially the ASEAN Forest Cooperation Organization, the ASEAN Secretariat, the ASEAN-China and ASEAN-Japan Centres, among others – in order to expand the horizon of cooperation.

As for the organization’s Senior Staff Members, Mr. Kim Ki-hong from the Ministry of Foreign Affairs of the ROK as the Head of the Development Planning and General Affairs Unit, and Mr. Muhamad Daud Muhamad Arif as Head of the Culture and Tourism Unit, seconded by Ministry of Tourism and Culture of Malaysia, continue to contribute their dedication to the Centre.

FINANCE

The approved Annual Budget for FY2015 was almost KRW 7 billion, comprised of the KRW 6.6 billion contribution made by the Korean government and the transfer of unappropriated balance from FY2013 to the Special Fund. Based on the total amount of the budget, approximately KRW 3.9 billion was allocated for the Centre’s activities, while approximately KRW 3.1 billion was allocated for administrative purposes.

APPENDICES

List of Council Directors and Executive Board Members

List of Participants in FY2015 Work Programs

List of Council Directors

No	Country	Name	Position	Affiliation
1	Brunei Darussalam	Mr. Rozaimée Abdullah	Acting Head of Trade Promotion	Department of Economic Cooperation, Ministry of Foreign Affairs and Trade
2	Cambodia	H.E. Mr. Ouk Sorphorn	Director-General	ASEAN Division of the Ministry of Foreign Affairs and International Cooperation
3	Indonesia	Ms. Nus Nuzulia Ishak	Director-General	Directorate General of National Export Development (DGNED), Ministry of Trade
4	Lao P.D.R	Mr. Phongsavanh Sisoulath	Director-General	ASEAN Department, Ministry of Foreign Affairs
5	Malaysia	Ms. Astanah Abdul Aziz	Deputy Director-General	ASEAN Economic Community Division, ASEAN-Malaysia National Secretariat, Ministry of Foreign Affairs
6	Myanmar	H.E. Thura U Thet Oo Maung	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	Mr. Gerard Ho	Director-General	ASEAN National Secretariat Ministry of Foreign Affairs
9	Thailand	H.E. Sarun Charoensuwan	Ambassador	Royal Thai Embassy
10	Viet Nam	Mr. Ta Hoang Linh	Director-General	Vietnam Trade Promotion Agency Ministry of Industry and Trade
11	Korea	Mr. Kang Young-hoon	Director-General	South Asian and Pacific Affairs Bureau, Ministry of Foreign Affairs

List of Executive Board Members

No	Country	Name	Position / Affiliation
1	Brunei Darussalam	Ms. Nurfauzanna Abu Bakar	Second Secretary / Embassy of Brunei Darussalam
2	Cambodia	Mrs. Bophal Oung	Counsellor / Embassy of Cambodia
3	Indonesia	Mr. Vedi Kurnia Buana	Minister Counsellor / Embassy of the Republic of Indonesia
4	Lao P.D.R	Mr. Vongvilay Thiphalangsy	Counsellor, Deputy Chief of Mission / Embassy of Laos
5	Malaysia	Mr. Fairuz Adli Mohd Rozali	Counsellor / Embassy of Malaysia
6	Myanmar	Mr. Han Win Naing	Counsellor / Embassy of the Republic of the Union of Myanmar
7	Philippines	Mr. Roderico C. Atienza	First Secretary, Consul General / Embassy of the Republic of Philippines
8	Singapore	Ms. Jing Han Wong	First Secretary / Embassy of the Republic of Singapore
9	Thailand	Mr. Prapan Disyatat	Minister Counsellor / The Royal Thai Embassy
10	Viet Nam	Mr. Tran Anh Vu	Counsellor, Deputy Chief of Mission / Embassy of the Socialist Republic of Vietnam
11	Korea	Ms. Chung Eui-hae Cecelia	Director / ASEAN Cooperation Division / Ministry of Foreign Affairs of the Republic of Korea



ASEAN GOODS EXHIBITION

Furniture Exhibition 2015

List of Exhibitors

Country	Company Name
Indonesia	PT. Wirasindo Santakarya
	PT. Rois Home Design & Group"
	PT. Yogya Indo Global
	CV. Yudhistira

G-Star 2015

List of Exhibitors

Country	Company Name
Brunei	Itsbytes
Philippines	Embassy of Republic of the Philippines
	Board of Investment
	Games Ops Inc.
	Games by Nico
	Uth 702 Inc.
Thailand	Redbana Philippines Corporation
	Pigsss Games
	Sinoze Co., Ltd

Seoul International Sourcing Fair

List of Exhibitors

Country	Company Name
Cambodia	Lady Penh Designs
	Le Lezard Bleu
Lao PDR	Lao Fine Art Handicrafts Jewelry
	Saoban Handicrafts
Myanmar	MJN Co., Ltd
	Panngabar Handicrafts enterprise
Singapore	Tredan Connections Pte. Ltd
	The Gift and Paper Company
Vietnam	Vinh Thuan Private Enterprise
	3H Co.

ASEAN Fair 2015

List of Exhibitors

Country	Company Name
Brunei	Sahamada Corporation Sdn Bhd
	IBIC Sdn Bhd (Sehat Water)
	Royal Brunei Catering Sdn Bhd
	Sabli Food Industries (B) Sdn Bhd
	Golden Corporation Sdn Bhd
	HKH Fastfood & Takeaway
	Seri Pekatan Sdn Bhd
	Syarikat Nurul Hikmah
	Syarikat Hjh Dayang Norhani & Anak-Anak

Cambodia	Bright Starling Holdings Co., Ltd.
	Leang Leng Enterprise
	Ly Ly Food Industry Co., Ltd.
	MK Coffee Mondulkiri
	Naturewild Co., Ltd.
	New Idea Handicraft
	Orchel Organic Farm
	Ringacam Investment
Indonesia	Soreth (Juice) Enterprise
	PT. Fruit-ING Indonesia
	PT. Garudafood Putra Putri Jaya
	PT. Indo American Seafoods
	PT. Indokom Citra Persada
	PT. Insan Citraprima Sejahtera
	PT. Kampung Kearifan Indonesia
	PT. Mushroom Factory Indonesia
Indonesia	PT. Pondan Pangan Makmur Indonesia
	PT. Toba Surimi Industries
	PT. Manohara Asri
Lao PDR	Dao Heuang Group
	Madsthanne Co., Ltd
	Mae Tee Lao Ancient Coffee
	Mai Savanh Lao Co.,Ltd
	Oklao Co., Ltd
	Sinouk Coffee
	Thipsavang Noni Juice
	Veunkham Salt Company
	Vieng thong trading

Malaysia	Amin Nutrifood Sdn Bhd
	Asma Agro (M) Sdn Bhd
	Cemara Food Industries Sdn Bhd"
	Dr Aishah Solution Sdn Bhd
	Fatihah Frozen Food Sdn Bhd
	Hernan Corporation Sdn Bhd
	Lc Maize Manufacturing Sdn Bhd
	Ps Food and Beverages Sdn Bhd
	Rafulin Ventures Sdn Bhd
	Sweetkiss Food Trading (M) Sdn Bhd

ASEAN Fair 2015

List of Exhibitors

Country	Company Name
Myanmar	Myanmar Phoenix Manufacturing Co.,LTD
	Ah Yee Taung Tea Leaf
	Golden Horse
	Ywar Ngan Coffee Cluster
	Cheen Cheen Co. Ltd
	Power Maw Shan Co. Ltd
	Myint Myint Khin Co. Ltd
	Kaung Ko Group Co. Ltd
	Tha Zin Nwe Family Trading Co. Ltd

Philippines	Fruits of Life, Inc
	Global Food Solutions, Inc
	Herbanext, Inc
	Lucille's Food Products
	Soyuz Foods International Inc
	Treelife Coco Sugar
	SL Agritech Corporation
Singapore	Chye Choon Food Pte Ltd
	Foodgnostic Pte Ltd
	Golden Bridge Food
	Ha Li Fa Pte Ltd
	Li Chuan Food Products Pte Ltd
	Prima Food Pte Ltd
	Siang Poh Wang Food Industries Pte Ltd
Thailand	Super Coffee Corporation Pte Ltd
	Woh Hup Food Industries Pte Ltd
	Ampol Food Processing LTD.
	Blue Ocean Food and Drinks CO., LTD
	COFE Co., LTD
	Grand Food Processing Co., LTD
	Healthful Co., Ltd
	New Concept Product Co., Ltd
	Orientas International Ltd
	Saha Pathanapibul PLC
	Srithai Food Service Co., Ltd.
	Thai Rich Foods Group Co., Ltd

Vietnam	Bich Chi Food Co., Ltd
	LBB VietNam FoodStuff JSC
	Nafoods Group Joint Stock Company
	Orient Vietnam Co., Ltd
	Phu Nhat Canning Co., Ltd
	Sa Giang Import-Export Corporation
	Tracybee Co., Ltd
	Truong Son Cooperative
	Saigon TPC

Product Development Workshop  
List of Exhibitors

Indonesia

Participants	Organizations / Companies
Mr. Lee Kang-min	Korea Polytechnic University
Ms. Kang Hye-min	LIVART
Mr. Na Kyung-bean	EMONS
Mr. Hong Jong-woo	IN THE FURNITURE
Mr. Choi Seung-soo	Korea Biz Tech Consulting
Mr. Yanto Nawir	Ministry of Trade(Indonesia)

Malaysia

Ms. Hwang Seon-a	Incheon University
Mr. Kim Hyung-taek	Market Cast
Mr. Yoon Sung-uk	Korea Fashion Association
Mr. Lee Eung-sam	AMANEX

Philippines

Mr. Kim Nam-hyoung	Amoje
Mr. Lee Ho-yeon	CJ Cheiljedang
Mr. Park Mu-hee	Daesang
Ms. Seo Yun-jung	Pulmuone
Mr. Kim Deuk-soo	Hongik University
Mr. Kang Yeong-joong	Busan Fishery Cooperative
Ms. Park Ha-min	World Julam
Ms. Park Mi-sung	FF Corporation
Ms. Yee Ji-hye	Likesky
Mr. Kim Sun-young	Chunil&Corp
Mr. Lee Jong-kyu	The Korea Rice Foodstuffs Association
Ms. Park Eun-jung	Wellmorning
Mr. Kim Chul-ho	Sejong International
Ms. Yu Sun-suk	P&S Enterprise
Ms. Park Annie	
Mr. Jeon In-gyu	Edenhill
Mr. Lee Jeong-rok	Jangsuchae
Mr. Ryu Won-suk	
Mr. Jung Seung-woo	HICHEM
Mr. Kang Dae-won	JSM
Ms. Tess Albano	Department of Foreign Affairs
Ms. Tonette Peralta	Department of Foreign Affairs

Thailand

Mr. Lee Eun-jung	Yeonsung University
Ms. Joo Bo-rim	Ewha Women’s University
Mr. Ryu Jae-young	Samsung
Ms. Lee Eung-hwan	GIGO Communications
Ms. Lee Eun-young	Yeonsung University

2015 Exploring Korean Market Opportunities  
for ASEAN SMEs  
List of Exhibitors

Cambodia

Participants	Organizations / Companies
Mr. Park Dong-ho	Haenam Sweet Potato Grower Association
Mr. Cho Byung-jin	CJ Cheiljedang
Ms. Lee Mina	Pulmuone
Mr. Choi Yong-in	Daesang Corporation
Mr. Ouch Savin	Ministry of Commerce

Laos

Ms. Kang Keum-sung	Viin Collection
Ms. Jung Kyoung-a	ISAE Fnc
Ms. Kim Yeon-jin	Goggyi Design
Mr. Kim Tae-ywan	Dongyang University
Mr. Cho Kyu-choon	Chosun University

Myanmar

Ms. Kang Keum-sung	Viin Collection
Ms. Jung Kyoung-a	ISAE Fnc
Ms. Kim Yeon-jin	Goggyi Design
Mr. Beck Han	Konkuk University



Vietnam	
Mr. Park Dong-ho	Haenam Sweet Potato Grower Association
Mr. Cho Byung-jin	CJ Cheiljedang
Ms. Lee Mina	Pulmuone
Mr. Choi Yong-in	Daesang Corporation
Mr. Ha Myeong-gyen	Sunhill Fisheries
Mr. Yang Jae-pil	E-mart
Ms. Hong Van Nguyen	VIETRADE

2015 Technology Cooperation Workshop  
List of Exhibitors

Cambodia	
Participants	Organizations / Companies
Mr. Khath Chen	General Directorate of Trade Promotion
Mr. Chay Chim	Food Research and Development Center

Indonesia	
Ms. Sekargita Agus Gozali, SE	Ministry of Trade
Mr. Kurniawan Yuniarto	Lecturer/Researcher

Lao PDR	
Ms. Chintana Siaphay	Department of SME Promotion
Mr. Soumano Chounlamany	Veukham Salt Company

Malaysia	
Mr. Musaalbakri Bin Abdul Manan	Biotechnology & Nanotechnology Research Centre
Mr. Mohamad Izuan Bin Mat Ismail	Malaysia External Trade Development Corporation

Myanmar	
Ms. Lai Lai Moe	Ministry of Commerce
Ms. Thazin Han	Technological University (Myitkyina)

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Ms. Hye-Jin Lee	International Enterprise Singapore
Ms. Goh Gui Xin	Ton Seng Kee Foods Pte Ltd

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Mr. Jirasak Kongkiattikajorn	King Mongkut's University of Technology Thonburi
Mr. Asawin Wichayachakorn	World Natural Food Co., Ltd
Ms. Suvakon Srisuwan	World Natural Food Co., Ltd

Philippines	
Ms. Juliet Palpal Lucas	Department of Trade and Industry
Ms. Gretchen Bandoc Madalang	Domog Village Bristro

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Ms. Vu Thuy Quynh	VIETRADE
Mr. Nguyen Manh Hung	Institute of Microbiology and Biotechnology

ASEAN Culture and Tourism Fair  
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Country	Company Name
Brunei Darussalam	Mr. Ak Zulkhairi Pg Abdul Razak
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	Mr. Mohammad Nur Rudzainy Bin Murny
	Mr. Mohammad Yussof Bin Yaakub
	Ms. Dk Nurfathin Diyanah Pg Md Daud
	Ms. Nurliyana Binti Musa
Cambodia	Ms. Ramlah Binti Haji Sarbini
	Mr. Say Phalla
	Mr. Oeurn Vuthy
	Mr. Nim Kakada
	Mr. Seng Sam El
	Ms. Kong Sorphea
Indonesia	Ms. Din Sophany
	Ms. Nim Sotheara
	Mr. Adila Chaerman
	Mr. Agus Kustiawan
	Mr. Ardias Ariyono
	Mr. Ridwan
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	Ms. Renny Nalisa
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Country	Company Name
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	Ms. Onanong Seng A Phai
	Mr. Vongxay Bounphachanh
	Mr. Bounxouang Boun Nhahak
	Mr. Bounpheng Budsady
	Ms. Bandal Phonlaboun
Malaysia	Ms. Fongsamout Keothumdy
	Ms. Komathi Manian
	Mr. Leslie Anak Eli
	Mr. Mohd Sehakirin Bin Ayob
	Mr. Albar Bin Ramdzan
	Ms. Rosnahwati Binti Nasir
Myanmar	Ms. Zammira Binti Azemi
	Ms. Noorshamira Binti Suratman
	Ms. Khin Than Win
	Mr. Myint Zaw
	Mr. Min Paing Say
	Mr. Sein Tun
	Mr. Zin Myint Moe
	Ms. Nan Khin Hmwe
	Ms. That That Khaing

Country	Company Name
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	Ms. Ritzel Bautista Carumba
	Mr. Carlo Louis Tabuga Tiangson
	Mr. Joseph Ian Ferrer Motus
	Mr. Jul Ryan Salinas Andales
	Mr. Lloyd Winston Tubao Ferrer
	Mr. Ramoncito Madraga Taño
Singapore	Ms. Tan Chen Boon
	Ms. Winnie Chen Lianhan (Individual Support)
	Mr. Aravindraj s/o Gopal
	Mr. Zairin Bin Abd Latiff
	Ms. Priya d/o Thavamani
	Ms. Cai Mei Qi Christina
	Ms. Tan Lye Yee
Thailand	Ms. Siti Ummirah Binte Andul Jalil
	Ms. Vatjanarat Anchalee
	Ms. Chinkamol Prowravee
	Mr. Ekkunchorn Suchart
	Mr. Phailing Supat
	Mr. Pathumlongthong
	Ms. Chatmuangpak Sirichayanun
	Ms. Noppasao Ganpitchar
	Mr. Kaewkomol Alongkorn (Individual Support)
	Mr. Bamrunpanit Sukrittawat (Individual Support)

Country	Company Name
Vietnam	Ms. Pham Ngoc Diep
	Mr. Nguyen Thanh Tung
	Mr. Nghuyhen Hoang Tuan
	Mr. Nguyen Xuan Long
	Mr. Pham Duc Binh
	Ms. Dang To Nhu
	Ms. Nguyen thi huyen Trang

ASEAN-KOREA Tourism Development Workshop  
List of Delegation Members

ASEAN Secretariat

Name	Position/Affiliation
Mr. Eddy Krismeidi Soemawilaga	Senior Officer, Infrastructure Division, ASEAN Secretariat

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Mr. Halid Ahmad Hussin	Assistant Manager Trandie Marina Resorts SDN BHD
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Mr. Phakdey Seng	Deputy Director Culture, Tourism and Resort Department
Mr. Sothearith Kong	Chief Officer International Cooperation & ASEAN Department, Ministry of Tourism
Mr. Maliden Sim	Inbond Director-Siem Reap Province CLS Travel and Tour

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Mr. Wahyudito Galih Indharto	Vice Secretary Agrotourism Association

Lao PDR

Mrs. Phonemaly Inthaphome	Deputy Director General Tourism Department, MICT
Mr. Inthy Deuansavanh	Managing Director Green Discovery

Malaysia

Ms. Maeble Leong Sai Fong	Principan Assist. Secretary Ministry of Culture and Tourism
Mr. Ravi Kumar	Executive Director ASEAN Tourism Association

Myanmar

H.E. U Tin Shwe	Deputy Minister Ministry of Hotels and Tourism
Ms. Hay Man Oo	Managing Director TJ Travels & Tours Co. LTD.

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Ms. Pauline Lazaro	Senior Market Specialist Tourism Promotions Board (Philippines)
Ms. Evangeline Ortiz	Professor University of the Philippines, Asian Institute of Tourism

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Mr. Mun Choong Chow	Manager International Marketing, Singapore Tourism Board

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Ms. Natnipa Nagavajara	Marketing Officer East Asia Marketing Division, Tourism Authority of Thailand
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Mr. Chu Thang Trung	Counselor for Commercial Affairs Embassy of the Socialist Republic of Vietnam
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ASEAN-Korea Culture and Tourism Promotion Workshop  
List of Lecturers

Cambodia

Name	Position/Affiliation
Mr. Kwon Byung-jeon	Director, Outbound Travel Service Center, Korea Tourism Organization
Mr. Lee Won-tae	Director for Research Planning & Coordination, Korea Culture & Tourism Institute
Mr. Park Jae-hee	President, Korean Studies Center, Phnom Penh, Cambodia

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Mr. Hwang Yeong-hyeon	Professor, Department of International Tourism, Dong-A University, Korea
Mr. Han Sang-jin	Director of Management and Planning Department, Modetour
Ms. Park Ji-yeon	CEO, Noni Tour



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Mr. Lee Won-tae	Director for Research Planning & Coordination, Korea Culture & Tourism Institute
Mr. Yun Yong-in	C.E.O, Nomad Healing & Travel

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Mr. Hwang Yeong-hyeon	Professor, Department of International Tourism, Dong-A University, Korea
Mr. Ko Jae-youl	Manager of Cultural Team, Sisa IN Weekly News Magazine
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ASEAN Community-based Tourism Program

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Lee Hye-in	
Park Shin-young	
Hwang Ji-young	Dong-A University
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Kim Gyu-ri	Pukyong National University
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