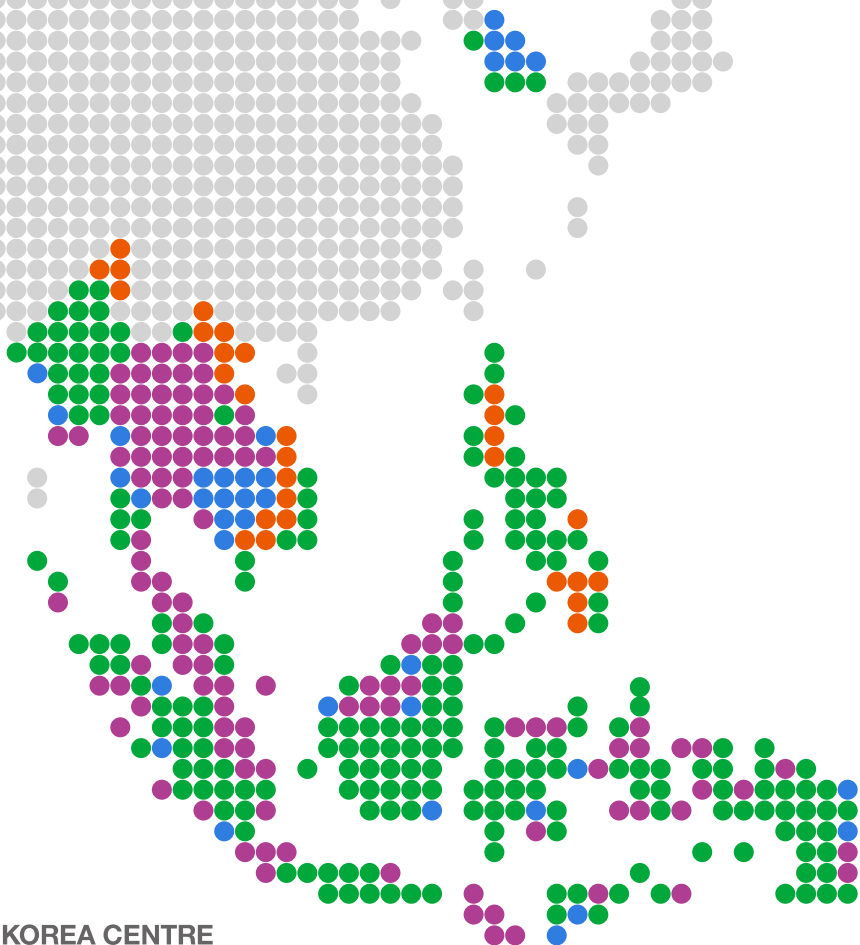


ASEAN-KOREA CENTRE



ASEAN- KOREA CENTRE

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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. 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 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.

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.

Members of the ASEAN-Korea Centre



Brunei Darussalam



Kingdom of Cambodia



Republic of Indonesia



Republic of Korea



Lao People's
Democratic Republic



Malaysia



Republic of the Union
of Myanmar



Republic of the
Philippines



Republic of Singapore



Kingdom of Thailand



Socialist Republic of
Vietnam

FOREWORD

“We will always bear in mind that this partnership will remain a strong force in propelling peace, prosperity, and progress not only in ASEAN, but also in the wider East Asian region.”



I am delighted to present the Annual Report of the ASEAN-Korea Centre for the Fiscal Year 2016, covering the period from March 2016 to February 2017. This report provides an overview of the efforts of the Centre toward becoming a key player in building a lasting and genuine partnership between ASEAN and Korea.

ASEAN and Korea have reached momentous milestones since their official relations were established in 1989. ASEAN has now emerged as the 2nd largest trading partner of Korea, boasting a trade volume of USD 118.8 billion in 2016. Foreign direct investments from Korea to ASEAN now amounts to USD 5 billion, marking ASEAN as the 2nd foreign direct investment destination of Korea. People-to-people exchanges between ASEAN and Korea remain to be dynamic as well. The ASEAN region still ranks as the prime destination of Koreans, annually accommodating around 6 million Korean visitors.

In FY2016, against the backdrop of the rapid progress in ASEAN-Korea relations, the Centre inclined towards three directions in carrying out 20 work programs and 63 subprograms – all of which aimed at forging a mutually beneficial partnership between ASEAN and Korea. First, quality as opposed to quantity of work programs was greatly emphasized by the Centre in FY2016. Streamlining the work programs of the Centre was important to enhance the effectiveness and efficiency of the organization. Second, the Centre also developed and tailor-made its programs in line with the visions and directions of ASEAN. Lastly, the Centre forged more partnerships with relevant organizations to harness expertise and produce greater synergy effects. In addition to strengthening its links with long-time cooperating partners such as the ASEAN Secretariat, and the ASEAN-China and ASEAN-Japan Centres, the Centre also established new collaborative ties with Asian Development Bank, UN ESCAP, the World Bank, and other renowned institutions, organizations as well as think-tanks in ASEAN and Korea.

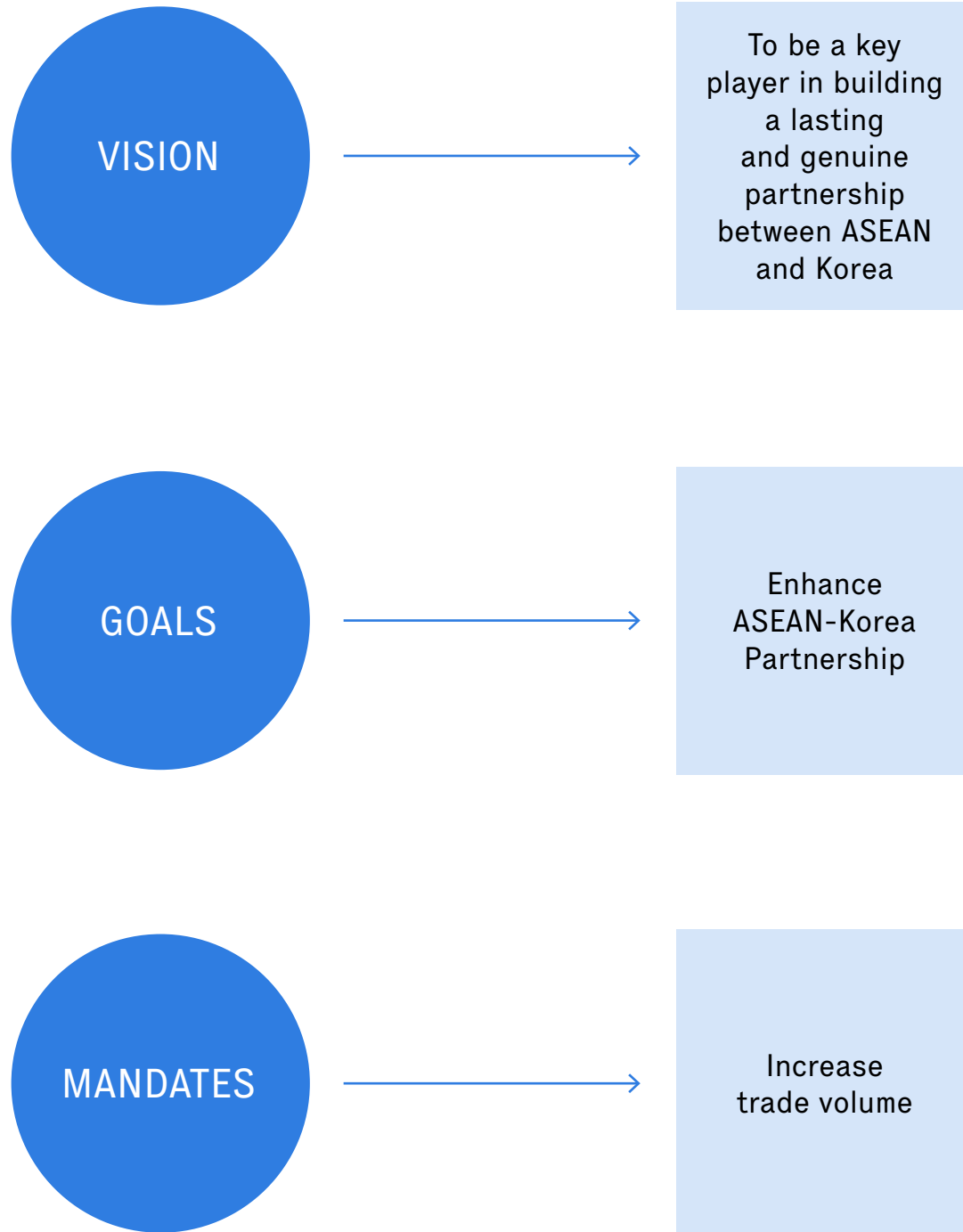
Furthermore, a year ahead of the 50th Anniversary of ASEAN as well as the ASEAN-ROK Cultural Exchange Year, the Centre intensified its efforts to raise the awareness of ASEAN and the ASEAN-Korea relations among the general public. The Centre conducted programs such as the ASEAN-Korea Youth Network Workshop, ASEAN School Tour, ASEAN-Korea Youth Forum, ASEAN Lecture Series, ASEAN Trade Fair, and ASEAN Culinary Festival, which garnered positive responses from government officials, the general public, and media groups of ASEAN Member States and Korea. To complement these activities, All That ASEAN, a special PR campaign, was launched to promote ASEAN as well as its activities.

I believe these accomplishments could not have been achieved without the continued support and cooperation from our stakeholders in ASEAN and Korea. With your encouragement, the Centre has been able to be a key player in pushing the ASEAN-Korea Partnership forward.

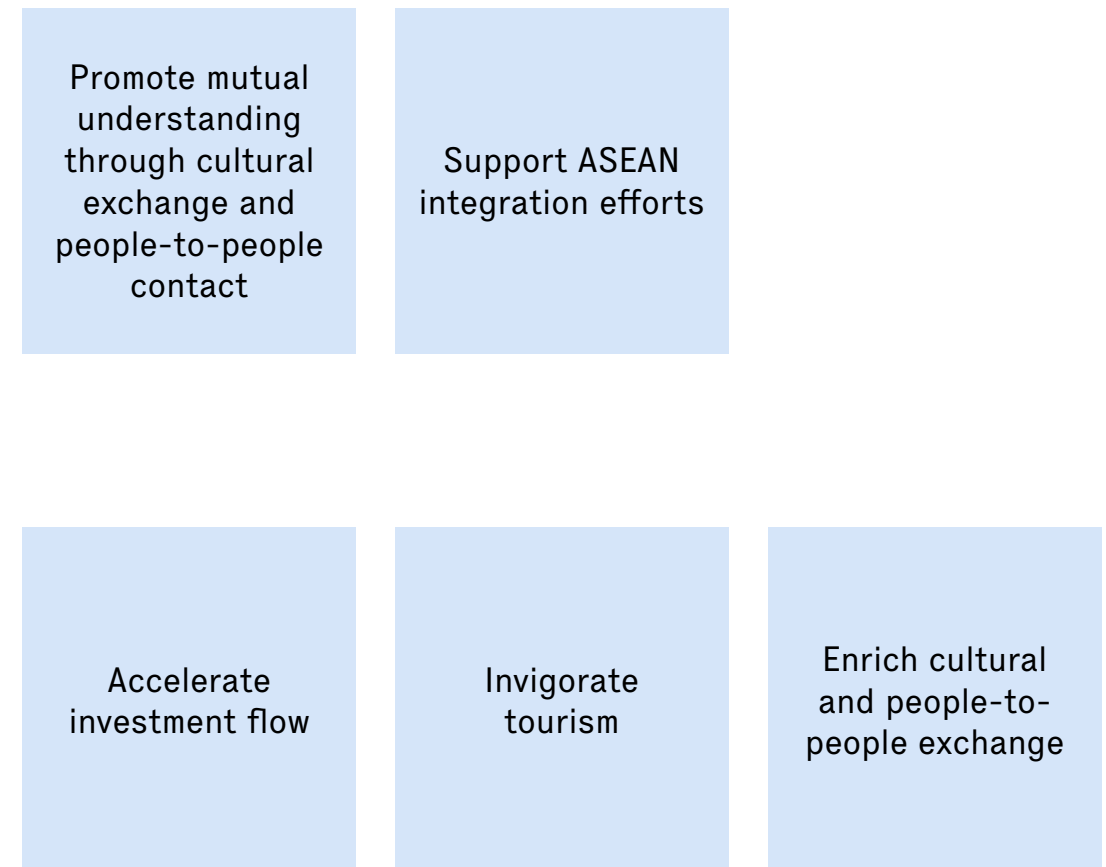
As the Secretary General, I personally assure that we, the Centre, are committed to continue future-oriented projects to deepen the ASEAN-Korea partnership. We will always bear in mind that this partnership will remain a strong force in propelling peace, prosperity, and progress not only in ASEAN, but also in the wider East Asian region.

Kim Young-sun
Secretary General

OVERVIEW



The ASEAN-Korea Centre is an intergovernmental organization mandated to promote economic and socio-cultural cooperation between the ASEAN Member States and Korea.



GOALS AND DIRECTIONS OF THE ASEAN-KOREA CENTRE IN FY2016

Emphasize Quality

Look for Greater Synergy

- 1 Synergy by combining ASEAN Culinary Festival and ASEAN Trade Fair (greater attention)
- 2 Upgraded PR and social media activities (13,000 Facebook followers, 850 articles)

Enhance Quality

- 1 Strengthen capacity-building element
- 2 Monitoring and evaluation (Key Performance Indicators)

Forge Partnerships

Establish MOUs

- 1 World Taekwondo Federation
- 2 Korea Institute for Robot Industry Advancement
- 3 Asia Culture Center

Partnerships

- 1 Asian Development Bank
- 2 World Bank Group
- 3 East Asia Business Council
- 4 ASEAN-China Centre and ASEAN-Japan Centre
- 5 UNESCAP



Align Work Programs with the Visions and Directions of ASEAN



Support for SMEs

- 1 Product Development Workshops for SMEs
- 2 ASEAN Goods Exhibitions
- 3 ASEAN-Korea Technology Cooperation Workshop

Contribution to the ASEAN Community-building

- 1 ASEAN Connectivity Forum
- 2 ASEAN Awareness Programs

Support for ATSP (ASEAN Tourism Strategic Plan)

- 1 ASEAN Community-based Tourism Program
- 2 ASEAN-Korea Tourism Development Workshop on Ecotourism Indicators
- 3 Ecotourism Capacity Building Workshop



HIGHLIGHTS OF FY2016 ACTIVITIES

TRADE AND INVESTMENT

ASEAN Trade Fair



100 participating
ASEAN companies



60,000 visitors

ASEAN Trade Fair

Attracting around 60,000 visitors, the ASEAN Trade Fair provided an excellent opportunity for 100 ASEAN companies to introduce their products to the Korean market and consumers.

Inbound Trade Missions

ASEAN textile and gift products were widely promoted to potential Korean buyers through the Trade Missions, which were held in conjunction with the Seoul International Textile Fair and Seoul International Gift Show.

Industry-Specific ASEAN Product Exhibition

The Centre facilitated the participation of 33 ASEAN companies in G-STAR, the largest game exhibition in Korea. Over 400 business meetings were held between the ASEAN participants and Korean buyers during the Exhibition.

ASEAN Connectivity Forum

The ASEAN Connectivity Forum successfully provided information on the ASEAN's priority connectivity-related infrastructure projects in the areas of Transport, Energy and ICT in ASEAN. Up to 200 participants from the Korean private sector attended the Forum, and about 80 business meetings took place during event.

Industry-Specific ASEAN Product Exhibition



Over 400 business
meetings at G-STAR

Investment and Business Environment Seminars

Held in Seoul, Korea, Investment and Business Environment Seminars featured presentations on the recent investment policies and potential investment projects as well as success stories on the business experiences conducted ASEAN government officials and representatives of Korean companies residing in ASEAN, respectively.

Investment and Market Research Missions

The Centre dispatched Investment Missions to ASEAN Member States to provide the Mission members with up-to-date information on investment climate in ASEAN, explore business opportunities in the region, and help establish networks.

ASEAN-Korea Technology Cooperation Workshop for ASEAN SMEs

Targeting the Cosmetic Industry, the Centre held the ASEAN-Korea Technology Cooperation Workshop in FY2016 to share appropriate technology and market trends with ASEAN MSMEs as well as to provide a platform for building cooperative technology partnership between ASEAN and Korea.

Product Development Workshops for SMEs

The Product Development Workshops were held in 9 ASEAN countries. Each workshop featured presentations on techniques and trends, industrial visits, and one-on-one business consultations.

CULTURE AND TOURISM

ASEAN Culinary Festival



20 renowned ASEAN
chefs



30 ASEAN delectable
dishes

ASEAN Culinary Festival

The first of its kind in Korea, the ASEAN Culinary Festival 2016 was held to promote the rich and diverse culinary cultures of ASEAN. The Festival gathered over 20 renowned chefs and offered 30 delectable dishes from all the Member States.

ASEAN Culture and Tourism Fair

Under the theme of *Mask and Drum Dances of ASEAN*, the Centre organized the ASEAN Culture and Tourism Fair in Gwangju and Andong, Korea, attracting a collective total of 5,000 audiences.

ASEAN Community-based Tourism Program

Comprised of homestays with families in ASEAN as well as volunteer and cultural activities, the ASEAN Community-based Tourism Program gathered 18 ASEAN and Korean students and educated them on the importance of developing community-based tourism in achieving sustainable tourism development.

ASEAN Tourism Promotional Pavilion

To effectively promote ASEAN tourism and the *Visit ASEAN@50: Golden Celebration* campaign for the 50th anniversary of ASEAN, the Centre set up the ASEAN Pavilion at Korea World Travel Fair, one of the biggest travel fairs in Korea.

ASEAN Travel Mobile Application



74,813 downloads

ASEAN Travel Mobile Application

The Centre upgraded the ASEAN Travel Mobile Application by adding new tabs, namely Gourmet Trips to ASEAN and Southeast Asia's 50 Golden Trail. As a result, the accumulated number of application downloads reached 74,813.

ASEAN-Korea Tourism Development Workshop on Ecotourism

The Centre held the ASEAN-Korea Tourism Development Workshop on Ecotourism to strengthen the business networks among ASEAN and Korean tourism stakeholders, and share latest trends and best practices in ecotourism. Representatives from the ASEAN Secretariat as well as National Tourism Organizations (NTOs) and private tourism sector from the ten ASEAN Member States participated in the Workshop.

Eco-tourism Workshop for CLMV

Under the theme *Balancing Tourism Development and Environmental Sustainability through Inclusive Ecotourism Policies*, the Ecotourism Workshop was held to contribute to strengthening the capacity of government officials from CLMV by introducing effective and practical measures for environmental sustainability, and sharing of best practices of Korea's ecotourism experiences applicable for CLMV.

Capacity-building Programs for ASEAN Tourism

The Centre held the Capacity-building Programs in 4 ASEAN Member States to strengthen the competitiveness of the tourism industry of each country. All four countries had distinguishing themes and discussion topics that were in line with their needs and advantages.

ASEAN Tourism Forum and Other Meetings

To keep abreast of the updates on ASEAN tourism, effectively promote activities as well as strengthen the network with ASEAN partners, the Centre took part in several high-level forums and meetings, such as the ASEAN Tourism Forum (ATF) 2017, National Tourism Organizations (NTOs) Meeting, ASEAN Culture and Arts Cooperation Dialogue, and Special ASEAN Tourism Competitiveness Committee Meeting.

PUBLIC RELATIONS AND INFORMATION SERVICE

ASEAN-Korea Youth Network Workshop



200 participants from ASEAN, Korea, China, and Japan

ASEAN-Korea Youth Network Workshop

Under the theme of *Marine Conservation – Promoting the Sustainable Use of Coastal and Marine Resources*, the ASEAN-Korea Youth Network Workshop gathered 200 participants from ASEAN, Korea, China, and Japan to enhance their awareness of the key issues on the ASEAN and ASEAN-Korea relations and enable them to forge new friendships.

ASEAN School Tour Program

In cooperation with the Education Offices of Gangneung City and Gangwon Province as well as the ASEAN Embassies in Korea, the Centre continued to hold the ASEAN School Tour to deepen the awareness of the ASEAN and ASEAN-Korea relations among the middle school students in Korea.

ASEAN-Korea Youth Forum

The Centre held the ASEAN-Korea Youth Forum under the theme of *Fostering Entrepreneurship, Empowering the Youth* to inculcate the spirit of entrepreneurship among the ASEAN and Korean youth and create a networking opportunity for them.

ASEAN Youth Nights



400 participants

ASEAN Youth Nights

In collaboration with the ASEAN Youth Network in Korea, the Centre continued to organize the ASEAN Youth Nights to raise awareness of the ASEAN and ASEAN-Korea relations and provide meaningful opportunities for the ASEAN and Korean participants to forge friendship. Composed of 4 subprograms (ASEAN Quiz, ASEAN Talk, ASEAN Youth Short Film Festival, and ASEAN Youth Yearend Celebration), the Program successfully gathered a combined total of 400 participants.

The ASEAN-Korea Academic Essay Contest

The Centre organized the first ASEAN-Korea Academic Essay Contest to invite the youth of ASEAN and Korea to share their perspectives on the future of ASEAN and ASEAN-Korea partnership.

ASEAN Lecture Series

The Centre organized 13 sessions of the ASEAN Lecture Series under the themes of *Exploring Southeast Asia through its Religions and Korean Business Venturing into New Opportunities in ASEAN*.

KF ASEAN-Korea Workshop

In cooperation with the Korea Foundation, the Centre organized the KF ASEAN-Korea Workshop to deepen mutual understanding among the people of ASEAN and Korea.

PR Activities through Media

In FY2016, the Centre conducted its PR activities with special emphasis on further raising its profile both in ASEAN and Korea. In anticipation of the 50th Anniversary of ASEAN, the Centre launched *All That ASEAN*, which promoted some of the key programs of the Centre.

PR Activities through Social Media

The Centre also intensified its presence on Facebook, Instagram, Naver Blog, Word Press blog, and Twitter. Through these efforts, the Centre was able to reach out to a wide range of audiences around the globe.

Publications and PR Materials

Numerous publications and PR materials that aimed to raise awareness of the ASEAN and ASEAN-Korea relations were produced by the Centre.

E-Library

The ASEAN-Korea Centre continued to run the ASEAN E-Library in FY2016 to establish an information reservoir on ASEAN in response to the growing interest in ASEAN among the general public in Korea.

Centre's Website



120,000 monthly page views

Website

The website of the ASEAN-Korea Centre continued to be an effective platform for promotion of the programs of the Centre. In FY2016, the website reached 120,000 monthly page views.

THE CENTRE'S EXTERNAL RELATIONS

The Leaders at the ASEAN+1 and +3 Summits and the series of Ministerial Meetings held in 2016 continued to emphasize the important roles played by the ASEAN-Korea, ASEAN-China and ASEAN-Japan Centres in promoting trade, investment, tourism exchanges, people-to-people contacts and raising the awareness of ASEAN in their respective countries. They further encouraged the three Centres to continue their trilateral cooperation, and also to expand their collaboration with other relevant organizations, such as the East Asia Business Council (EABC) and the Trilateral Cooperation Secretariat (TCS).

Thus, on 19 April 2016, the Secretary Generals of the three Centres reconvened, during which they also welcomed the participation of EABC and the TCS in a separate session. At the Meeting, the three Centres extensively discussed the measures of future cooperation that are practical and effective. As a result, the three Centres collaborated in its youth programs, by exchanging students and sending them to each other's youth camps and workshops. To keep this momentum of partnership and exchange, the three Centres met again on the sidelines of the ASEAN Tourism Forum 2017 held in Singapore in January 2017. The 8th Meeting among the Secretaries General of the ACC, AJC and AKC will be hosted by the AKC in Korea, in April 2017.

Furthermore, on many occasions throughout the year, the Secretary General of the AKC delivered lectures on ASEAN and ASEAN-Korea relations to university students in both Korea and ASEAN.

CHAPTER 1

TRADE AND INVESTMENT





SECTION 1

ASEAN TRADE PROMOTION

Trade cooperation between ASEAN and Korea has flourished over the years since the establishment of their partnership in 1989. Having started as mere dialogue partner, ASEAN has become the 2nd largest trading partner of Korea.

To further boost the trade relations between ASEAN and Korea, the ASEAN-Korea Centre implemented diverse work programs and activities that aimed to strengthen mutual cooperation and trade promotion. In FY2016, the Centre organized its flagship trade program, the ASEAN Trade Fair, to provide the ASEAN Member States with tangible opportunities to expose their products to the Korean market, and help establish business contacts among companies from ASEAN and Korea. The Centre also enabled the promotion of ASEAN textile and gift products to potential Korean buyers through the Trade Missions, which were held in conjunction with the Seoul International Textile Fair and Seoul International Gift Show. Furthermore, the Centre facilitated the participation of ASEAN game manufacturers in Global Game Exhibition (G-STAR), the biggest game exhibition in Korea.

ASEAN TRADE FAIR

The Centre has been implementing the ASEAN Trade Fair, one of its flagship programs, with the primary objectives of exposing product potentials of ASEAN to the Korean business community as well as enhancing cultural knowledge and understanding between ASEAN and Korea.

In FY2016, the Fair was organized for 4 days at COEX, the heart of the business district of Seoul. Held in conjunction with the ASEAN Culinary Festival, the Centre invited ASEAN companies from the food and beverage sectors to introduce and promote their unique products to the Korean public.

Outline

Date 31 October – 6 November 2016
Venue Seoul, Korea
Participants 100 ASEAN companies, 10 from each Member State

Main Activities

The ASEAN Trade Fair gathered ASEAN companies and enabled them to introduce their products through exhibit at the ASEAN-Korea Centre booth and pavilion. A wide range of food and beverage items such as coffee and tea, dried fruits, and packaged food were promoted

One-on-one business meetings between representatives of participating ASEAN companies and Korean buyers/importers were also arranged for exploration of potential business opportunities. 4 interpreters per booth were provided to smoothly facilitate the communication during the meetings.

Prior to the Fair, the Centre also organized an interactive workshop

under the title of *Trade Facilitation Seminar/Forum on the Food Industry* between ASEAN and Korea to give the ASEAN participants information on the Korean importation and quarantine regulations of food imports, thereby assisting them to further expand into the Korean market. Furthermore, a business networking reception was organized to enhance the business networks between ASEAN delegations and Korean buyers.

	Details
31 October 2016	Market Research at Emart Inc.
1 November 2016	Orientation of participating ASEAN companies Trade Facilitation Seminar on Food Industry between ASEAN and Korea
2 November 2016	ASEAN-Korea Business Networking Reception
2-5 November 2016	Exhibition and Business Meetings
6 November 2016	End of Program





59,322
visitors



1,578
business meetings



99%
satisfaction rate

Outcome and Impact

The ASEAN Trade Fair provided an excellent opportunity for ASEAN products to be introduced to the Korean market and consumers. Organized for 4 days at one of the biggest convention centers at the heart of Seoul, the Fair attracted 59,322 visitors including Korean exporters and the general public.

The Fair served as an effective channel that linked ASEAN food exporters and Korean importers. A total of 1,578 business meetings took place between the representatives from participating ASEAN companies and potential Korean buyers, and there have been a number of concrete business deals made. According to the evaluation results, 99% of the ASEAN companies agreed that they were satisfied with the exhibition and business meetings. Also, understanding on the Korean food market and possible means to expand businesses was enhanced among the ASEAN participants through industrial visits, seminar/forum, and networking reception

Furthermore, public awareness on ASEAN food and beverage products was widely promoted as media agencies both in ASEAN and Korea, Yonhap news, Korea Times, and CNN Indonesia to name a few, covered the event (61 times).



INBOUND TRADE MISSIONS

Economic cooperation between ASEAN and Korea has earned significant achievements over the years. To keep up the momentum, the Centre undertook various programs that facilitate trade activities between ASEAN Member States and Korea. In FY2016, the Centre carried out Trade Missions to support the ASEAN textile and gift sectors, and provide business networking opportunities between ASEAN companies and Korean buyers. To maximize the outcomes, the Centre held the Missions in conjunction with the International Textile Fair and Seoul International Gift Show. Each ASEAN Member State was given the option to participate in either one of the Trade Missions and the Industry-Specific Product Exhibitions (please refer to the next part) based on their advantages and interests.

Outline

Textile Sector

Date 29 August - 1 September 2016
Venue Seoul, Korea
Sector Textile
Participants 9 companies from 4 ASEAN Member States

Gift Sector

Date 6-9 September 2016
Venue Seoul, Korea
Sector Gift
Participants 12 companies from 5 ASEAN Member States

Main Activities

29 August – 1 September 2016
Textile Sector

Seminar

Presentation I
Korean Consumer & Fashion Market Trend
By Ms. Kim Hyun-Jeong, General Manager, The DP Korea

Presentation II
The Supply Chain Management (SCM) of Korean Textile Goods and Purchase Procedure
By Mr. Chun Kui-Sang, CEO, WJ International

Presentation III
The Marketing Strategies of ASEAN Handmade Products in Korea
By Ms. Gang Geum-seong, CEO, ViiN Collection

Industrial Visits

The Beautiful people Co.,Ltd
Dae-myung Apparel
ISAE FNC

Visit to Seoul International Textile Fair 2016

One-on-one Business Meetings

6-9 September 2016
Gift Sector

Seminar

Presentation I
Korean Consumer & Gift Market Trend
By Mr. Lee Min-ho, CEO, The Kaangrim

Presentation II
The Distribution Channel of Lifestyle sector and MD Process
By Mr. Jee Jae-woo, Director of Flyingtogether

Presentation III
Import Clearance System in Korea
By Ms. Oh Seok-young, Team leader of A-One Customs & Trade Service

Industrial Visits
Dongdaemun Design Plaza
Insa-dong Street (Maru)
Chapter 1 Collect

Visit to Seoul International Gift Show 2016

One-on-one Business Meetings

Outcome and Impact

The Trade Mission Program in FY2016 garnered an exemplary feedback from the attending companies. 100% of the participants indicated that they were satisfied with the contents and presentations at the seminars. All of them also agreed that the business meetings as well as the industrial visits, particularly to the Seoul International Textile Fair and International Gift Show, were helpful.



100%
Satisfaction Rate:
Seminar, Industrial
Visits and One-
on-one Business
Meetings



INDUSTRY-SPECIFIC PRODUCT EXHIBITION

Since FY2009, the Centre has been inviting ASEAN companies to exhibit their products at major industry-specific exhibitions in Korea to help them maximize their comparative advantages and penetrate the Korean market. In FY2016, the Centre facilitated the participation of 33 ASEAN companies in G-STAR, the largest game exhibition in Korea, to raise awareness of the new cooperation paradigm between the two regions in the area of game.

Outline

Date	15-20 November 2016
Venue	Busan, Korea
Sector	Game
Participants	33 Companies from 9 ASEAN Member States

Main Activities

Particularly designed based on business-oriented programs in FY2016, participation of ASEAN companies in G-STAR paved the way for a wide variety of game and game-related service contents to be introduced to the Korean buyers.

On the sideline of the Exhibition, 442 business-matching sessions, relevant industrial visits, and trade facilitation seminars were also offered to increase the prospects of the participating companies of entering the Korean game market.

Outcome and Impact

This Exhibition was highly successful considering the high level of ASEAN participants' satisfaction. The participants in general evaluated that the exhibition was an effective platform where they could promote their game software products to the Korean market. They also noted that the seminars were helpful in expanding their business to the neighboring countries as well as exchanging appropriate strategies to advance their competency in the Korean game market. One-on-one business meetings were also fruitful, enabling one of the participating companies to seal a contract with Sega Korea. Some participants were also in talks with Korean companies for possible business collaboration.



SECTION 2
ASEAN INVESTMENT PROMOTION

While being key partners in trade, ASEAN and Korea have also successfully established strong ties in the area of investments. Foreign Direct Investment (FDI) flows from Korea to ASEAN increased 40 times from US\$ 92 million in 1989 to US\$ 4.2 billion in the recent years, solidifying ASEAN’s status as the 2nd largest foreign investment destination of Korea.

At the end of 2015, ASEAN has successfully reached a major milestone in the regional economic integration agenda through the establishment of the ASEAN Economic Community (AEC). This event is anticipated to catalyze investment flows between the ASEAN and Korea in the years to come.

To fully maximize the opportunities and benefits brought about by the AEC, the ASEAN-Korea Centre held various programs in FY2016 that aimed at further stimulating investment flows between ASEAN and Korea. Adopting tailor-made, sector-aligned, and business-oriented strategies, the Centre made efforts to carefully select a sector that satisfies the needs as well as the advantages of ASEAN and the interest of the Korean business community.

For the Centre to continue to contribute to the enhancement of the ASEAN Connectivity, a key component of the AEC, and to serve as an effective channel to communicate Master Plan on ASEAN Connectivity (MPAC) 2025 to the Korean business community, the 4th ASEAN Connectivity Forum was held in cooperation with the Korean Federation of Industries (FKI). The Forum enabled the ASEAN public and Korean private sectors to venture into opportunities for Public-Private Partnership in physical connectivity-related infrastructure projects in ASEAN. In addition, the Centre implemented the Investment and Business Environment Seminars and the Investment and Market Research Missions to update the members of business communities of ASEAN and Korea on the investment policies and business opportunities in both regions.

ASEAN CONNECTIVITY FORUM

Aiming to bring forward further more contribution to the ASEAN Connectivity, the Centre held the 4th ASEAN Connectivity Forum in FY2016. Organized with the FKI, the Forum focused on providing detailed information on investment opportunities in the areas of Transport, Energy and Information & Communication Technology (ICT) that were ready to be tendered by ASEAN Member States.

Outline

Date	7-8 November 2016
Venue	Federation of Korean Industries (FKI) Conference Center, Seoul, Korea
Participants	ASEAN — 19 participants composed of officials and representatives from physical connectivity related government agencies of each ASEAN Member State Korea — 198 participants composed of members of the Korean

business community
Relevant Institutions and Organizations — 8 participants
composed of international and domestic experts from financial
institutions, academia, and government agencies



Focus:
Transport, Energy
and Information
& Communication
Technology (ICT)

Main Activities

The Forum featured presentations by experts from both private and public sectors in ASEAN and Korea regarding the latest infrastructure projects related to the ASEAN Connectivity. It also offered the participants the opportunity to enhance their networks and establish partnerships through business meetings.

Date	Program	
7 November 2016	Welcoming Dinner “ASEAN Night” hosted by Mr. Huh Chang-soo, Chairman of the FKI	
8 November 2016	Opening Ceremony of the ASEAN Connectivity Forum	
	Session 1: Master Plan on ASEAN Connectivity 2025: Post-2015 Agenda on Connectivity By Dr. Fraser Thompson, Director of AlphaBeta Singapore	
	Session 2: Financing and Procurement for Public-Private Partnership (PPP) Projects in ASEAN	
	Moderator Mr. Kwon Jae-hyung, Head of North Asia and Representative to Korea Office, Multilateral Investment Guarantee Agency (MIGA)	
	Speakers Mr. Jesper Pedersen, Senior Procurement Specialist, Asian Development Bank Mr. Kwon Jae-hyung, Head of North Asia and Representative to Korea Office, Multilateral Investment Guarantee Agency Mr. Yang Koo-jung, Director of Business Development Department, Korea Export-Import Bank (KEXIM)	
	Luncheon hosted by the ASEAN-Korea Centre	
	Remarks: KOICA’s Strategy and Major Projects for ASEAN Countries By Mr. Kim In-shik, President, Korea International Cooperation Agency	
	Session 3: Country-Specific Connectivity-related Infrastructure Projects in ASEAN	
	Projects of 5 countries I Cambodia, Lao PDR, Myanmar, and Vietnam	Projects of 5 countries II Indonesia, Malaysia, Philippines, Singapore, and Thailand
	Moderator Mr. Kwon Jae-hyung, MIGA	Moderator Dr. Lee Choong-lyol, Professor, Korea University
	One-on-one Business Meetings	

Outcome and Impact

The 4th ASEAN Connectivity Forum successfully provided ASEAN’s priority connectivity related infrastructure projects in the areas of Transport,

Energy and ICT. The Korean business community were able to gain practical information on PPP procurement, and specific procedures in obtaining financing from the ADB, KEXIM, and MIGA. Also, the Forum was successful in sharing the significant process of the first phase of the MPAC, and the major elements of the newly adopted MPAC 2025.

In total, up to 200 participants from the private sector attended the Forum, and about 80 business meetings took place during the one-on-one business meeting. According to the survey, 90% of the participants agreed that they were satisfied with the business meetings and that these meetings would be helpful in their future investments.

This year, the Centre was also able to solidify partnership with the FKI and strengthen its network with the ASEAN Secretariat, the Ministry of Foreign Affairs, and related experts from various fields. Furthermore, as the event was widely covered by local and foreign media (36 times), the ASEAN Connectivity garnered great attention not only from business communities but from general public as well.



INVESTMENT AND BUSINESS ENVIRONMENT SEMINARS

Aiming to cater to the growing interest of the Korean business community in investing in ASEAN, the Centre annually organizes the Investment and Business Environment Seminars in Seoul. These Seminars enable potential Korean investors in Korea to obtain up-to-date information on the investment policies and business opportunities straight from the representatives from ASEAN Member States. In organizing the Program, each ASEAN Member State is given the opportunity to hold a Seminar for their country biennially. The sectors are usually decided based upon the interest and comparative advantages of the Member State. For FY2016, the Investment and Business Environment Seminars were held for Cambodia, Lao PDR, Myanmar, Philippines, and Vietnam.

Outline

Date	May-December 2016				
Country	Cambodia	Lao PDR	Myanmar	Philippines	Vietnam
Venue	Seoul, Korea				
Sector	Agricultures	Agro-based and Tourism industries	Infra-structure	Auto Parts and Man-ufacturing	Food and Beverage
ASEAN Participants	17	20	8	9	32
	Presenters: Officials from the government and related institutions, representatives from the private sector in ASEAN, and Korean companies based in ASEAN				
Korea Participants	Korea				
	61	60	112	84	55
	Members of the Korean business community				

Main Activities

With an average of 92 participants from ASEAN and Korea, the Seminars featured presentations on the recent investment policies (incentives) and potential investment projects conducted by the ASEAN government officials, and on success stories on the business experiences given by the representatives of Korean companies residing in ASEAN. Other activities of the program included industrial visits, business networking luncheon, and one-on-one business consultations.

31 May – 3 June 2016
Vietnam

Seminar
Presentation I

The Impacts of VKFTA on Vietnam's Investment Environment
By Mr. Vu Van Chung, Deputy Director General, Foreign Investment Agency,
Ministry of Planning and Investment

Presentation II
Vietnam Food Processing Industry and Investment Opportunities
By Ms. Tran Kim Oanh, Director, Investment Promotion Center for Industry and
Trade Vietnam Trade Promotion Agency (VIETRADE), Ministry of Industry and
Trade

Presentation III
M&A Legal Framework in Vietnam
By Mr. Kim Yoo-ho, Lawyer, Logos Inc. Hanoi Branch, Vietnam

Presentation IV
Potentials for Development of Food Processing Industries in Vietnam
By Dr. Pham Ngoc Mau, Manager, Bilateral Cooperation Division, International
Cooperation Department, Ministry of Agriculture and Rural Development

Presentation V
Vinh Long Province: Enhancing Investment Cooperation with Korean
Enterprises
By Mr. Tran Hoang Tuu, Vice President, People's Committee of Vinh Long
Province, Vinh Long Province

Presentation VI
Potentials, strengths Promoting investment environment of An Giang Province
By Mr. Lam Quang Thi, Vice President, People's Committee of An Giang
Province, An Giang Province

Presentation VII
Food Business of CJ Group in Vietnam
By Mr. Choi Seok-kung, Manager, Business Development, CJ Vietnam

Industrial Visits
Korea Food Industry Association

28 June – 1 July 2016
Cambodia

Seminar
Presentation I
Investment Environment and Opportunities in Cambodia
By H.E. Chea Vuthy, Deputy Secretary General, Cambodian Investment Board
and Cambodian Special Economic Zones Board

Presentation II
Agricultural Investment in Cambodia
By Dr. Sar Chettra, Deputy Secretary General, Ministry of Agriculture, Forestry
and Fisheries

Presentation III
Doing Business in Cambodia
By Mr. Jeon Si-hang, Managing Director, MH Bio-Energy

Presentation IV
Investment Incentive in Cambodia
By Mr. Jung Boo-keun, Advisor and Investment Specialist – KOICA, CDC Korea
Desk

Industrial Visits
Farmsco Animal Feed Factory
Nonghyup Logistics Center

30 August – 2 September 2016
Lao PDR

Seminar
Presentation I
Business Environment and Market Opportunities in Lao PDR
By Mr. Bounthong Sophavanhdhy, Deputy Head of Permanent Secretariat
Office, Ministry of Industry and Commerce

Presentation II
Investment Opportunities in Agro-business in Lao PDR
By Mr. Savanh Hanephom, Deputy Director General of Department of Planning
and Cooperation, Ministry of Agriculture and Forestry

Presentation III
Investment Destination for Tourism Industry of Lao PDR
By Mr. Bounma Phetsavong, Deputy Director General of Department of
Tourism Management, Ministry of Information, Culture and Tourism

Presentation IV
How to do business in Lao PDR
By Mr. Kim Young-chul, Advisor, Korea International Cooperation Agency
(KOICA)

Industrial Visits
Korea Trade-Investment Cooperation Agency (KOTRA)
Nonghyup Ansong Logistics Center
Hyundai Factory
KOICA

5-8 December 2016
Philippines

Seminar
Presentation I
Philippine Manufacturing Resurgence, CARS program & Electronics Upgrading
By Ms. Rafelita Aldaba, Assistant Secretary, Department of Trade and
Industry

Presentation II
Car, Auto Parts
By Ms. Fe Agudo, President, Hyundai Asia Resources, Incorporated

Presentation III
Electronics

By Mr. Kim Sang-hyuk, President, Samsung Electro-Mechanics Phils. Corp

Presentation IV

Food Processing

By Mr. Yong Sung-jung, President, Daesang Rico

Industrial Visits

GS Home Shopping

Korea Molding Center

Business Meetings

Hyundai Motor

Shinhan Group

SFA Semicon

12-15 December 2016

Myanmar

Seminar

Presentation I

Business Environment and Market Opportunities in Myanmar

By Dr Marlar Myo Nyunt, Director, Directorate of Investment and Company Administration under the Ministry of Planning and Finance

Presentation II

Brief on the Construction Industry in Myanmar

By Mr. Myint Naing, Deputy Director General, Ministry of Construction

Presentation III

Transport and Logistics Development in Myanmar

By Mr. Aung Ye Tun, Assistant Secretary, Ministry of Transport and Communications

Presentation IV

Present Status and Investment Opportunities in Gas and Oil Sector

By Mr. Aung Kyaw Htoo, Deputy Director, Ministry of Energy and Electricity

Presentation V

Present Status and Investment Opportunities in Electricity Sector

By Mr. Zaw Naing Thein, Central Executive Committee Member, The Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI)

Presentation VI

Experience of developing PPP Expressway project in Myanmar

By Mr. Bae Seong-yil, Vice President, Yooshin

Industrial Visits

Nanjido Waste Energy Plant (KDHC)

Dongtan New City (LH Corp)

Aju Corporation (PHC Pile Factory)

Outcome and Impact

The FY2016 Investment and Business Seminars were successful in obtaining its goals of providing the potential Korean investors with information

on investment incentives and business opportunities in ASEAN, and strengthening business-to-business (B2B) and government-to-business (G2B) networks for future business cooperation. Also, by coming to Korea, the representatives from ASEAN were able to gain first-hand experience through the industrial visits, sharing the Korea's expertise in the regarding sector.

Closer cooperation among the ASEAN and Korean participants was also established during the Seminars. For instance, the Myanmar delegation held business consultations with Koryo Cable Co., and was able to successfully deal with the pending business issues regarding an ongoing investment project in Myanmar. Also, the Korea Land and Housing and Korea District Heating Corp. had the chance to closely brief on their ongoing investment projects to further enhance the cooperation with Myanmar.

Furthermore, the Seminars facilitated the ASEAN countries' respective business objectives on the occasion of their visit to Korea. Officials from Lao PDR held successful business meetings with KOTRA and KOICA, which led to the MOU signing with KOTRA and well implementation of the ongoing ODA project with KOICA. The Philippine delegation was also able to establish



new network with the Korea Mold Center, agreeing to strengthen mutual cooperation on the ‘Mold Technology Support Center’ construction project, and to seek for future investment opportunities.



INVESTMENT AND MARKET RESEARCH MISSIONS

The Centre also provides opportunities for potential Korean investors to gain up-to-date information on business opportunities in ASEAN by dispatching them as delegates of Investment and Market Research Missions to ASEAN. Each Member State is designated to biennially receive a delegation and the sectors are usually identified based upon the needs and comparative advantages of the receiving State. In FY2016, the Missions were held in five Member States of ASEAN: Brunei Darussalam, Indonesia, Malaysia, Singapore, and Thailand.

Outline

Date	May 2016 – February 2017				
Country	Brunei Darussalam	Indonesia	Malaysia	Singapore	Thailand
Venue	Singapore	Jakarta/ Bandung	Kuala Lumpur	Bandar Seri Begawan	Bangkok/ Phuket
Sector	Robot	Smart City (Infra-structure/ ICT)	Smart Manufac-turing	Bio Tech/ Cosmetics/ ICT	IT
Participants	5	13	9	8	10
	Members of the Korean Business Community in the Related Sector				

Main Activities

Each Mission included seminars by government officials and local experts of the receiving State on the latest investment policies, status, prospects, and investment opportunities in the chosen sector, as well as visit to local companies, associations, and institutions. One-on-one business meetings were also arranged between the ASEAN government officials and the delegates of the Missions, allowing them to discuss investment plans and specific projects.

22-26 May 2016
Thailand

Seminar

Presentation I
Policy Update on Thailand’s New Digital Economy and the New ICT Master Plan to Promote Innovation and Services
By Mr. Chatchai Khunpitoluck, Vice President of Software Industry Promotion Agency (SIPA)

Presentation II
Thailand’s Investment Climate and the Policy on the Software Industry
By Ms. Vannipa Pipupchaiyasit, Senior Investment Officer, Board of Investments of Thailand

Presentation III
Experience of Doing Business in Thailand
By Mr. Hoik Jang, Managing Director, Joy Travel Co., Ltd.

Industrial Visits

Software Park
TOT Innovation Institute
CAT Public Limited Company
Phuket Smart City Site

Business Meetings

SIPA
Smart City Committee
Phuket Chamber of Commerce Association in Phuket

17-20 July 2016
Singapore

Seminar

Presentation I
Singapore Investment Climate and Opportunities

Presentation II
Singapore Policies and Strategies for Robotics industry

Presentation III
Current Status of Singapore’s Industry

Presentation IV
Korea’s Robotic Industry

By Representative from KIRIA

Industrial Visits

Changi Airport
Changi General Hospital

Business Meetings

Singapore Industrial Automation Association
e2i Singapore

20-23 July 2016
Brunei Darussalam

Seminar

Presentation I
Investment in Brunei Darussalam
By Representatives from Brunei Economic Development Board (BEDB)
By Representatives from FDI Action and Support Centre (FAST)
By Representative from Trade Department of Ministry of Foreign Affairs and Trade

Presentation II
Brunei Darussalam's Business Environment
By Representative of Darussalam Enterprise (DARE)

Industrial Visits

Simpur Pharma
Rimba Digital Junction
Bio Innovation Corridor

Business Meetings

Brunei Economic Development Board

15-18 January 2017
Indonesia

Seminar

Presentation I
Indonesia's Smart City Policies and Investment Incentives

Presentation II
Smart-city-wide ICT Infrastructure

Presentation III
Korea's Smart City and Success Story

Presentation IV
Provincial Government's Smart City Projects

Industrial Visits

Meeting with the Mayor of Bandung
PT. Len Industri

Business Meetings

Smart City Association

20-23 February 2017
Malaysia

Seminar

Presentation I
Investment Policy and Incentives on Smart Manufacturing in Malaysia
By Mr. N. Jeyasigan, Director of Technology & Business Frontier Division, Malaysian Investment Development Authority (MIDA)

Presentation II
Korea Robot Industry & Smart Factory
By Mr. Kim Jong-heon, Director, Robot Industry Promotion Division, Korea Institute for Robot Industry Advancement (KIRIA)

Presentation III
Malaysian Perspective in Smart Manufacturing
By Prof. Dr. Ishkandar Baharin, Malaysian Society for Engineering and Technology (MYSET)

Industrial Visits

Technology Park Malaysia
Invenpro

Outcome and Impact

The Investment and Market Research Missions enabled potential Korean investors to observe and analyze the actual investment climate and business opportunities of ASEAN. The network built with the ASEAN public and private sectors served as an asset for the Korean delegates to facilitate ongoing investment projects as well as build cornerstones for future business cooperation. The presentations given by the ASEAN government officials and experts on their specific investment projects were helpful and meaningful.



In addition, the Missions produced tangible outcomes for the receiving countries. In the case of Indonesia, the Mission contributed in linking and strengthening the partnership between national think-tanks and institutions such as the Korea Agency for Infrastructure Technology Advancement and Smart City Association of Indonesia. Also, one of the participating Korean investors signed an MOU with and received business offers related to smart cities from the local companies. The delegates of the Mission to Thailand were able to find local business partners and signed contracts for IT solution export. The Mission to Singapore also had meaningful outcomes. One of the members of the Korean delegation was able to secure a deal and sign a contract with the local vendor on exporting cleaning robots to Singapore.



SECTION 3
TECHNICAL COOPERATION /
CAPACITY BUILDING

ASEAN adopted the promotion of productivity, technology, and innovation as one of the strategic goals for “ASEAN Strategic Action Plan for Small and Medium Enterprises Development 2016-2025”. In line with this plan, the ASEAN-Korea Centre held the ASEAN-Korea Technology Cooperation Workshop and Product Development Workshops. Focusing on cosmetic industry, the ASEAN-Korea Technology Cooperation Workshop successfully provided a platform to exchange technologies and know-hows among the participants. Product Development Workshops helped ASEAN Small and Medium Enterprises (SMEs) to build capacity in their product development, thereby strengthening their competitiveness in the global market.

ASEAN-KOREA TECHNOLOGY COOPERATION
WORKSHOP FOR ASEAN SMEs

In order to strengthen the competitiveness and productivity of ASEAN SMEs, it is essential to introduce and enhance the understanding of appropriate technologies to ASEAN producers. The appropriate technology that has been developed and verified for commercial purposes in Korea, if applicable to the production processes of ASEAN companies, can provide a basis for promotion of competitiveness and expansion of overseas sales. To this end, the Centre, in cooperation with the Korea Cosmetic Association (KCA), held the ASEAN-Korea Technology Cooperation Workshop in FY2016 to share appropriate technology and market trends with ASEAN SMEs as well as to provide a platform for building cooperative technology partnership between ASEAN and Korea. Realizing the significant size of beauty and personal care market in ASEAN, it was agreed upon that the Workshop would focus on the Cosmetic Industry.

Outline

Date	25-29 April 2016
Venue	Seoul, Korea
Participants	18 participants from 9 ASEAN Member States

Main Activities

As part of the Workshop, a seminar was conducted where ASEAN participants and Korean experts could exchange information on cosmetic commercialization strategies on branding as well as technology on packaging design. The Centre also arranged industrial visits to Korean cosmetic companies, makeup museum, exhibition, as well as related Research and Development (R&D) centers.

Date	Program
25 April 2016	Orientation and Market Research
26 April 2016	Seminar Presentation I K-Beauty: Korean Cosmetic Industry By Ms. Hwang Seon-a, Professor, Incheon University Presentation II Cosmetic Branding Strategy By Mr. Han Tae-soo, Director, WK Marketing Group Presentation III Packaging Design Technology By Mr. Kim Hak-chan, Executive Vice President, Yonwoo Presentation IV Cosmetic Industry of Cambodia, Indonesia, Lao PDR, and Malaysia By Presented by participants from the abovementioned countries By Feedback Session by Korean Lecturers Presentation V Cosmetic Industry of Myanmar, Philippines, Singapore, Thailand, and Vietnam By Presented by participants from the abovementioned countries By Feedback Session by Korean Lecturers
27 April 2016	Industrial Visits AMORE Pacific LG Household & Health Care Cosmo Beauty Exhibition 2016
28 April 2016	Industrial Visits 30th Seoul International Cosmetics & Beauty Expo Coreana Cosmetic Museum Business Meeting
29 April 2016	End of Program

Outcome and Impact

A total of 18 participants from ASEAN Member States have joined in the Workshop to share commercialization strategies on cosmetic branding and product packaging technology. The needed expertise was shared in the forms of presentations, market research, industrial visits and practical exercises. The presentations were designed to help the ASEAN Member States to apply the necessary advanced technology to ASEAN cosmetic products for the gaining of competitiveness in the global market. All the participants were satisfied in terms of the overall activities of the Workshop and the usefulness of the information laid out by the presenters. They particularly noted that the presenters were knowledgeable and experienced in the sector of cosmetic products. Also, the feedback sessions between ASEAN participants and Korean speakers were insightful and provided valuable information.



PRODUCT DEVELOPMENT WORKSHOPS FOR SMEs

Since FY2011, Product Development Workshops have been organized to strengthen product competitiveness of ASEAN SMEs, and enable them to gain access to the Korean market. This year, the Centre continued its efforts to share Korea's expertise and know-hows by holding the Workshops in 9 ASEAN Member States. Participated by representatives from ASEAN companies, the Workshops focused on value-added industries including E-commerce, packaging, and cosmetics.

Outline

Date	3-6 April 2016
Country	Myanmar
Venue	Yangon
Participants	89

Sector	Food and Agriculture
Date	3-6 April 2016
Country	Philippines
Venue	Manila
Participants	103
Sector	Food and Agriculture
Date	22-25 May 2016
Country	Vietnam
Venue	Hanoi
Participants	120
Sector	Food and Packaging
Date	25-28 May 2016
Country	Cambodia
Venue	Phnom Penh
Participants	54
Sector	Food and Packaging
Date	29 May-4 June 2016
Country	Indonesia
Venue	Surabaya and Jakarta
Participants	214 (Surabaya 114, Jakarta 100)
Sector	Fashion Industry
Date	20-23 July 2016
Country	Brunei Darussalam
Venue	Bandar Seri Begawan
Participants	60
Sector	E-commerce
Date	4-8 October 2016
Country	Thailand
Venue	Bangkok
Participants	63
Sector	Fashion Industry
Date	8-12 January 2017
Country	Lao PDR
Venue	Vientiane
Participants	78
Sector	Processed Foods
Date	20-24 February 2017
Country	Malaysia (in cooperation with KCA)
Venue	Kuala Lumpur
Participants	208
Sector	Cosmetics

Main Activities

The Centre hosted wide range of activities during the Product Development Workshops to provide the participants with guidance to help strengthen competitiveness of their products. Korean experts delivered lectures on



Lectures



Industrial Visits



One-on-one consultations with experts

product development techniques and trends relevant to the Korean and international market. Industrial visits, and one-on-one consultations were arranged to provide more in-depth and product-specific strategies, and to establish business networks. Simulation exercises were also conducted to apply participants' learning into practice.

Outcome and Impact

The Centre has achieved the set objectives of FY2016 Product Development Workshops based on the positive feedbacks from both ASEAN SMEs and cooperating counterparts. The Workshops enabled the participants to obtain knowledge and technical guidance to help strengthen their competitiveness as well as deepen their understanding of the Korean and international market. According to the evaluation survey results made after each Workshop, over 80% of the participants showed a high level of satisfaction in average.



CHAPTER 2

CULTURE AND TOURISM



SECTION 1
CULTURE AND TOURISM PROMOTION

The ASEAN-Korea Centre organized various events that promote the diverse and vibrant features of ASEAN. The Centre held the ASEAN Culinary Festival for the first time to introduce a variety of delightful ASEAN cuisines to the general public. The ASEAN Culture and Tourism Fair was also organized to showcase the lively performing arts of the ASEAN Member States. Through the ASEAN Community-based Tourism Program, students from ASEAN and Korea engaged in hands-on cultural programs in line with fostering sustainable tourism development. All these programs attracted the public attention by unveiling the charm of ASEAN and also reinforced the relationship between ASEAN and Korea by promoting mutual understanding between the two through cultural experiences. To this end, the Centre also at the Korea World Travel Fair (KOTFA) and updated the contents of the ASEAN Travel Mobile Application.

ASEAN CULINARY FESTIVAL

The first of its kind, the ASEAN Culinary Festival 2016 was held to highlight rich, diverse, and unique culinary cultures of ASEAN. Organized in conjunction with the Food Week Korea, the most established food industry trade show in the country, the Festival featured signature dishes prepared by chefs from ASEAN. It was conducted in close cooperation with Embassies and National Tourism Organizations (NTOs) of each ASEAN Member State in Korea.

Outline

Date 1-4 November 2016
Venue COEX, Seoul
Participants 3,600 visitors (general public)

Main Activities

Under the theme of *Gourmet Trips to ASEAN*, the ASEAN Culinary Festival 2016 was composed of 5 activities: publicity for the *Visit ASEAN@50: Golden Celebration* campaign, 10 ASEAN Culinary Booths, live cooking shows, Dinner Table Talk, and promotion of the ASEAN Travel mobile application.

The 10 ASEAN Culinary Booths showcased 30 signature dishes of ASEAN that were specially prepared to suit Korean palates. Each visitor was to try dishes from 2 booths. A total of 8 live cooking shows were conducted for the public. Following each show, sample food was provided to guests, enabling them to taste and enjoy representative flavors of each ASEAN Member State. The live cooking shows provided a rare opportunity for the audiences to learn about the recipes of the ASEAN dishes with ingredients readily available in Korea. In celebration of the *Visit ASEAN@50* campaign, promotion of the ASEAN Travel mobile application was also carried out. Festival visitors who downloaded the application received food coupons in return.

List of Participating ASEAN Chefs

No.	Country	Name	Affiliation
1	Culinary Expert	Mr. William Wongso	William Wongso Kuliner
2	Brunei Darussalam	Mr. Mohammad Amirulrafié bin Sahminan	Rizqussalam Company
3		Mr. Haji MD Mu'inuddin Bin HJ Saidin	
4	Cambodia	Ms. Nhim Davy	Spouse of the Ambassador of Cambodia
5		Ms. Tek Bunnary	Residential Chef to Cambodian Embassy
6		Ms. Nengdaris	
7	Indonesia	Mr. Budi Kurniawan	ACMI Culinary Diplomacy
8	Lao PDR	Ms. Manilath Keodalavong	Spouse of the Ambassador of Lao PDR
9		Ms. Viengkhone Keodalavong	Residential Chef to Laos Embassy
10	Malaysia	Mr. Ismail Ahmad	Restaurant Rebung Dato' Chef Ismail
11	Myanmar	Mr. Khin Win Myint	Inwa Restaurant
12		Ms. Daw Khin Win Myint	
13		Mr. Zay Min	Padauk Glory
14		Ms. Jane Min	
15	Philippines	Ms. Joyce Clarissa L. Sandoval	Mama Sita
16	Singapore	Mr. Wee Liang Lian	Wee Nam Kee
17		Mr. Lim Zi Hao Jeffrey	
18		Mr. Yim Kat Seong	
19	Thailand	Ms. Nooror Somany Steppe	Blue Elephant Restaurant & Cooking School
20		Mr. Chanon Wutiwat	
21		Mr. Chayakorn Wongwachara	
22	Viet Nam	Ms. Nguyen Thi Chau	Que Ngoai
23		Ms. Le Anh Thu	

Program Summary

10 ASEAN Culinary Booths

Date	Time	Venue	No. of Visitors
2 November 2016	11:00-18:00	ASEAN Food Booth Zone, Hall B, COEX	624
3 November 2016	(Food Preparation: 08:00-10:00)		817
4 November 2016			965
5 November 2016	11:00-17:00 (Food Preparation: 08:00-10:00)		1,143

Outcome and Impact

Utilizing the universally popular theme of food, the Festival successfully raised the level of interest of the Korean public on ASEAN cuisines, which have recently received increased media coverage.

The Dinner Table Talk enabled a dynamic exchange of ideas and opinions among the chefs on cross-cultural influences found in the cuisines of ASEAN Member States. Their discussions were featured as a full page article in *Korea Joongang Daily* (4 November 2016), a leading English newspaper in Korea.



A total of 3,549 visitors had the opportunity to take part in promotional activities and food tastings throughout the Festival. The online survey revealed that 47% of the visitors found the Festival effective in providing better knowledge on ASEAN food. 37% of them expressed their interest to travel to ASEAN and explore the diversity of the region's cuisine in the near future. 21% of the participants gained understanding of the roles and activities of the Centre, while 19% became fond of the ASEAN cuisine.

In addition, the ASEAN Travel mobile application was widely promoted among the general public, recording more than 2,000 downloads.



ASEAN CULTURE AND TOURISM FAIR

As a flagship program of the Centre, the ASEAN Culture and Tourism Fair has been showcasing performing arts of ASEAN since 2009. This year, under the theme of *Mask and Drum Dances of ASEAN*, the Fair was held in conjunction with the Andong International Maskdance Festival and in collaboration with the Asia Culture Center. Featured at the Fair were vibrant traditional mask and drum performances from the 10 ASEAN Member States and Korea. To celebrate the *ASEAN-ROK Cultural Exchange Year of 2017*, the 2016 ASEAN Culture and Tourism Fair focused more on the cultural elements by increasing the number of invited performers.

Outline

Date	30 September – 1 October 2016	2-3 October 2016
Venue	Asia Culture Center, Gwangju	Maskdance Park, Andong
Participants	4,900 audiences (general public)	

Main Activities

Traditional ASEAN mask and drum dances by 100 performers from ASEAN were showcased at the Fair. Several online promotional activities were also conducted on the Centre’s social media platforms.

On the sideline, participating performers and choreographers from ASEAN and Korea gathered together and shared their in-depth knowledge on the ASEAN and Korean performing arts. A trip to Suncheonman Bay as well as cultural experiences in Andong were also offered.

Date	Program
30 September 2016	Technical Visit to Suncheonman Bay
1 October 2016	Discussion Session among Professionals on ASEAN and Korean Performances in Gwangju
	Promotional Activities through Social Media
2-3 October 2016	Gala Show & Performances of 10 ASEAN Countries
	Promotional Activities through Social Media
4 October 2016	Cultural Experience in Andong



Outcome and Impact

This year, the Fair put more emphasis on the cultural elements by inviting an increased number of performers from each ASEAN Member State, from 6 in 2015 to 10 in 2016. This did not only expand the scale of the event, but also showcased more diversified performances. The Festival received greater exposure to the Korean public as performers joined the Andong Maskdance Festival, which is visited by 100,000 spectators annually. By actively engaging with the public through online promotional activities and jointly organizing the Fair with major events in the localities, tickets were sold out in advance.

The results of the evaluation survey reflected that the Fair produced substantial impact in raising awareness of ASEAN and its tourism

destinations. The result showed that over 65% of the audiences became knowledgeable of ASEAN, while more than 60% indicated that they were willing to visit ASEAN after watching the performances.



ASEAN COMMUNITY-BASED TOURISM PROGRAM

Community-based Tourism (CBT) is one of the priority programs of the *ASEAN Tourism Strategic Plan (ATSP) 2016-2025* as it plays a key part in achieving sustainable development in the region, especially in the tourism sector. In line with this initiative, the ASEAN-Korea Centre continued to organize the ASEAN Community-based Tourism Program in FY2016. Aiming to educate the youth of both ASEAN and Korea on the importance of developing community-based tourism to create a sustainable economic base for local communities, the Program offered the participants with opportunity to take part in developing creative and implementable ideas on measures to further enhance the experiences of ASEAN CBT. This program was carried out in close partnership with the Ministry of Primary Resources and Tourism of Brunei Darussalam as it bore a portion of the program cost and the Minister himself graced the event.

Outline

Date	16-23 August 2016
Venue	Seri Tanjung Kindana Homestay, Kampong Sungai Bunga, Brunei Darussalam (Seri Tanjung Kindana Homestay received “ASEAN Homestay Award” at the 2016 ASEAN Tourism Forum on 22 January 2016.)
Participants	12 Korean university students majoring in tourism, Asian studies, International Relations or related fields 6 ASEAN students residing in Brunei Darussalam

Main Activities

Divided into teams, the participants received a unique opportunity to stay with foster families in the rural area of Brunei Darussalam, and took part in hands-on cultural and volunteer activities and study visits to local industries. They were also asked to complete group assignments composed of presentation and awareness-raising activities. The presentations were made based on their experience throughout the program and also included suggestions of new and creative ideas to further develop Community-based Tourism. They also shared pictures and videos of their exciting experiences in Brunei on their social media, and produced a 3-minute video reflecting the theme of *the Colors of ASEAN Community-based Tourism*.

Date	Program
17 August 2016	Welcome Reception at the Seri Tanjung Kindana Homestay
18 August 2016	Study Visits to Tasbee Meliponiculture Farm, Tanjung Maya Virgin Coconut Oil Production, Herbal Tea House, Katimahar Agri Park Dinner Reception with Host Families
19 August 2016	Brunei Culinary Experience Brunei Traditional Culture Experience
20 August 2016	Cultural Programs at the Ulu Temburong National Park Orientation on Biodiversity of the Park and General Safety Briefing

21 August 2016	Cultural Exchange at Kampong Kapok between Students and Local Villagers
22 August 2016	Closing and Awards Ceremony at the Ministry of Primary Resources and Tourism (MPRT) Presentations by the Participants



Outcome and Impact

The ASEAN Community-based Tourism Program was successfully implemented, achieving the objectives of both the Program and the mandate of the ASEAN-Korea Centre. With an average of 83%, participants showed high level of satisfaction on this Program. 30% of the participants indicated various hands-on experiences on ASEAN culture and tourism, while another 30% found cultural exchange session with ASEAN and Korean students as the most interesting part. These two aspects could be assessed as the strengths of the Community-Based Tourism Program.

Moreover, according to post-program survey results, the level of

understanding on sustainable tourism of ASEAN among all participants increased to an average of 90% after participating in this Program as compared to the result of the pre-program survey. This indicates that the impact of the Program was substantial for both ASEAN and Korean students with regard to enhancing the level of understanding of sustainable tourism of ASEAN.

ASEAN TOURISM PROMOTIONAL PAVILION

Since 2013, the Centre has been participating in Korea World Travel Fair (KOTFA), one of the largest annual international travel fairs in Korea. In FY2016, the Centre continued to participate in KOTFA by setting up the ASEAN Pavilion to brand ASEAN as a single tourism destination and increase public awareness on the *Visit ASEAN@50* campaign. The pre-launching ceremony for the *Visit ASEAN@50* campaign was held during the event for the second time in the world following the ceremony in Berlin.

Outline

Date 9-12 June 2016
Venue COEX, Seoul, Korea
Participants 95,000 visitors (general public)

Main Activities

At the ASEAN Pavilion, the Centre distributed promotional materials on ASEAN and organized public information sessions about the region. On the sidelines, download events for the ASEAN Travel mobile application, ASEAN Quiz, ASEAN Puzzle, ASEAN Language Session, and Roulette Games were held.

Date	Program
9 June 2016	Opening Ceremony
	Booth Operation & Public Promotional Events
	VIP Exhibition Hall Tour & Launching Ceremony of the <i>Visit ASEAN@50</i> Campaign
10-11 June 2016	Booth Operation & Public Promotional Events
12 June 2016	Booth Operation & Public Promotional Events
	Closing Ceremony

Outcome and Impact

The distribution of tourism promotional materials on ten ASEAN Member States facilitated branding and presenting ASEAN as a single tourism destination. Among the many, visitors especially expressed high interest for the publications of Lao PDR, Myanmar, Singapore, and Vietnam due to the limited opportunities to access the latest travel information elsewhere. The ASEAN Pavilion also provided a good opportunity to further promote the Centre and its main activities to the visitors.



ASEAN TRAVEL MOBILE APPLICATION

Given the growing popularity of ASEAN tourism among Koreans, the Centre continued to run the ASEAN Travel mobile application to provide useful cultural and travel-related information on ten ASEAN Member States in the Korean language.

Outline

Year-round program

In FY2016, the application ran all year round to better promote and brand ASEAN as a single tourism destination, especially on the occasion of the *Visit ASEAN@50: Golden Celebration* campaign. As new features, menu tabs on *Gourmet Trips to ASEAN* and *Southeast Asia's 50 Golden Trails* were added. Certain functions were also updated for a more user-friendly experience.

The ASEAN Travel mobile application can be downloaded for free via App Store (iOS) and Google Play (Android) under its Korean title, 아세안 여행. The application can be used both online and offline.

Main Activities

To maximize accessibility, the Centre organized various promotional events for the ASEAN Travel mobile application in linkage with the Centre's programs that engage with the public, such as the ASEAN Culinary Festival and the ASEAN Pavilion at the Korea World Travel Fair (KOTFA).

Outcome and Impact

The ASEAN Travel mobile application continued to build on its culture and tourism contents and reached out to a larger pool of users through promotional events. As a result, the accumulated number of downloads has reached 74,813 since it was initially launched in May 2011.



How to Download
the App

SECTION 2
CULTURE AND TOURISM CAPACITY
BUILDING

As tourism destinations of ASEAN are becoming more popular, it is important for ASEAN to develop tourism resources and enhance their competitiveness. Through various capacity building programs, the ASEAN-Korea Centre supported tourism developments of ASEAN. In FY2016, the Centre focused on Ecotourism, a new area in ASEAN tourism development. To promote the ASEAN Tourism Agenda, especially sustainable and inclusive tourism, the Centre held the ASEAN-Korea Tourism Development Workshop on Ecotourism and Ecotourism Capacity Building Workshop for CLMV. The Centre also conducted the ASEAN-Korea Tourism Capacity Building Workshop, a biennial program that strengthens the capacities of the tourism operators in ASEAN.

ASEAN-KOREA TOURISM DEVELOPMENT
WORKSHOP ON ECOTOURISM

With unique landscapes and diverse cultural heritage sites, ecotourism in ASEAN is being rediscovered as an emerging niche market. ASEAN has identified ecotourism as one of the areas for development under the *ASEAN Tourism Strategic Plan (ATSP) 2016-2025*. In line with such direction, the Centre focused on ecotourism corridor/cluster package development for the Workshop. Under the theme of *Wonders of ASEAN Ecotourism: Developing Ecotourism Cluster Packages*, the Workshop in FY2016 aimed to strengthen business networks among ASEAN and Korean tourism stakeholders, share latest trends and best practices of ecotourism, and discuss possible areas of further development and cooperation.

Outline

Date	7-9 June 2016
Venue	Seoul and Gangwon Province, Korea
Participants	Officials from the Embassies and NTOs of the ASEAN Member States in Korea, Key Korean tourism stakeholders including travel agencies, marketing companies, academia, and media personnel
Speakers	Representatives from the ASEAN Secretariat, the National Tourism Organizations (NTOs), and private tourism sector from the 10 ASEAN Member States

Main Activities

The Workshop offered keynote speeches on the latest global developments in ecotourism destinations and market trends. Presentations were also delivered by the invitees on the best practices of ecotourism cluster/corridor packages in their country. Panel discussions were subsequently held for the

invitees and participants to exchange insights. As part of the Workshop, technical visits to the *Korea World Travel Fair (KOTFA)* and two ecotourism destinations in Korea, namely Changdeok Palace and Cheorwon, in Gangwon Province, were organized.

7 June 2016

Orientation

8 June 2016

Keynote Addresses

Keynote Address I

H.E. YB Datuk Mas Ermieti binti Samsudin, Deputy Minister, Mistry of Tourism and Culture, Malaysia

Keynote Address II

Mr. Sounh Manivong, Director General, Tourism Development Department, Ministry of Information, Culture and Tourism, Lao PDR

Keynote Presentations

Presentation I

ASEAN Tourism Strategic Plan 2016-2025: Ensuring Sustainable and Inclusive Ecotourism Development of ASEAN

By Honorable Benito C. Bengzon, Jr., Chair of the ASEAN Sustainable and Inclusive Tourism Development Committee

Presentation II

Global and ASEAN Tourism Trends and Issues – Tourists’ Perspective

By Ms. Rosabella Ong, Senior Sales Executive, Asia Pacific Regional Office, TripAdvisor

Presentation III

Best Practices of Korea’s Ecotourism Development

By Dr. Kang Mi-hee, Professor, Seoul National University/Representative, Global Sustainable Tourism Council/ Board Member, Asian Ecotourism Network

Presentation IV

Ecotourism Packages of Interest to the Korea Market

By Ms. Her Sun-hui, Fair Travel Professional, Good Travel Inc. (Social Enterprise)

Country Presentations

Best Practices and Issues: ASEAN Ecotourism Products and Packages Development

By Representatives from the 10 ASEAN Member States

9 June 2016

Technical Visit

KOTFA

Changdeok Palace – Secret Garden

10 June 2016

Technical Visit

Cheorwon, Gangwon Province (DMZ Eco Peace Park, etc.)

Outcome and Impact

A total of 110 participants interested in ecotourism cluster packages attended the Workshop. Based on the evaluation, 79% of the participants agreed that the Workshop was effective in enhancing their knowledge of ASEAN ecotourism cluster package development. Also, 77% responded that the presentations were suitable and beneficial in enhancing their understanding on the topic.

The Deputy Minister of Tourism and Culture of Malaysia and Director General of Ministry of Information, Culture and Tourism of Lao PDR participated in the Workshop as Keynote Speakers. Their presence was significant since Malaysia assumed the leading role in the development of the *ASEAN Ecotourism Strategic Plan* and Lao PDR hosted the *ASEAN Ecotourism Forum* as the Chair of ASEAN in 2016.



ECO-TOURISM WORKSHOP FOR CLMV

Collectively known as CLMV, Cambodia, Lao PDR, Myanmar, and Vietnam have consistently reiterated the importance of ecotourism towards achieving sustainable tourism development in the ASEAN region. To support these countries in creating and implementing a strategic and balanced ecotourism policies for effective implementation, the Centre organized the Ecotourism Workshop for CLMV in FY2016 under the theme of *Balancing Tourism Development and Environmental Sustainability through Inclusive Ecotourism Policies*. The Workshop was held to contribute to strengthening the capacity of government officials from CLMV, introduce effective and practical measures for environmental sustainability, and share best practices of Korea’s ecotourism experiences applicable for CLMV.

Outline

Date	21-23 September 2016
Venue	Seoul, Korea
Participants	16 officials from the government and professionals from ecotourism sector in CLMV
Invitees	4 international and 2 Korean Ecotourism experts

Main Activities

Focusing on policies, preservation, and partnership in ecotourism, the Workshop comprised keynote presentations on ASEAN ecotourism and related issues, country presentations, simulation exercises, and country breakout sessions. A technical tour to Daebu Island, one of the best cases of ecotourism destinations in Korea, was also arranged.

21 September 2016

Keynote Presentations

Presentation I
ASEAN Ecotourism Strategic Plan (AESP) 2016-2025: Effective and Balanced Ecotourism Policy for CLMV
By Prof. Amran Hamzah, Director of Centre for Innovative Planning & Development, Universiti Teknologi Malaysia, Malaysia

Presentation II
Develop Innovative Policy & Strategy Inducing the Public-Private-People Partnership (PPPP) in Sustainable Ecotourism
By Ms. Nguyen Thi Huyen, National program coordinator, International Labour Organization, Ha Noi, Vietnam

Presentation III
Progress and Action Plans for Expanding Ecotourism in Korea
By Ms. Yim Du-ri, Deputy Director, Nature Policy Division, Ministry of Environment of Korea

Presentation IV
Korea’s Good Practices of Sustainable Ecotourism
By Prof. Mihee Kang, Seoul National University and Korea Representative

of the Global Sustainable Tourism Council and Board Member of Asian Ecotourism Network

Country Presentations
by CLMV Countries

22 September 2016

Keynote Presentations

Presentation I
The Role and Responsibility of Government in Cultural & Natural Conservation for Sustainable Tourism
By Prof. Sharif Shams Imon, UNESCO Consultant & Invited Assistant Professor and Director, Heritage Studies Centre, Institute for Tourism Studies, Macao

Presentation II
ASEAN Regional Tourism Trends and Issues on Ecotourism Development
By Mr. Steven Schipani, Senior Portfolio Management Specialist, Asian Development Bank

Simulation Exercise
Facilitating Public, Private Investor and Community Partnerships

Country Group Breakout Session
Outcome Presentation by CLMV Countries

23 September 2016

Technical Tour
Daebu Island
Ansan City
Gyeonggi Province





81%
Satisfaction Rate
on Presentation
Materials and
Technical Tour



75%
of the participants
agreed that their
awareness on
sustainability through
ecotourism policies
was enhanced.

Outcome and Impact

86% of the participants showed their satisfaction level in terms of composition and organization of the Workshop. The participants were particularly satisfied with the presentation materials and technical tour, giving a mark of 81% on average. 75% of the participants also indicated that their level of awareness of balancing tourism and environmental sustainability through ecotourism policies was enhanced through the program.

The two-day format of the Workshop in FY2016 was adopted for the first time. As the Workshop aimed to respond to the needs of CLMV, most of the participants highly appreciated the Workshop for providing profound insight and practical ideas to facilitate the development of balanced ecotourism strategies and policy.



**CAPACITY BUILDING PROGRAMS
FOR ASEAN TOURISM**

As an effort to enhance the capacity of tourism professionals in ASEAN and strengthen the competitiveness of the tourism industry of each Member State, the Centre continued to organize the ASEAN-Korea Tourism Capacity Building Program. In FY2016, the Program was held in Singapore, Malaysia, Philippines, and Indonesia. The four countries had distinguishing themes and discussion topics, which were in line with their specific needs and advantages. In Singapore, strategies to better target Korean tourists were discussed, whereas strengthening leisure tourism was discussed in Malaysia. In the Philippines, the focus was on MICE tourism development, while the Workshop in Indonesia highlighted promoting new destinations.

Outline

Country	Indonesia	Malaysia	Philippines	Singapore
Date	May 2016 and January 2017			
Venue	Lombok	Kota Kinabalu	Davao	Singapore
Participants	330 tourism professionals from the 4 ASEAN Member States			

Main Activities

Throughout the Workshop, lectures by experts, presentations by the local tourism stakeholders, and on-site consultations were conducted.

For the Workshop in Philippines and Indonesia, new elements were incorporated to upgrade the quality of the Workshop. Consultation meetings with lecturers prior to departure provided the opportunity to enhance understanding of the Workshop destinations in advance. Tourism sites were thoroughly studied and analyzed through on-site consultation sessions. Through the roundtable discussions, lecturers and tourism stakeholders of ASEAN discussed ideas, which were then reflected to the lecture sessions. Upon the completion of the Workshop, evaluation meetings took place to critically analyze and assess the Workshop. These pre- and post-discussion programs added value to the Workshop by facilitating more active and in-depth discussions with tourism operators in ASEAN.

16 May 2016
Singapore

Lectures

Lecture I

Korean Tourists in Singapore: Who are they and why are they there?
By Ms. Bak Sang-mee, Professor, Hankuk University of Foreign Studies

Lecture II

Customizing Singapore Market for Korean Tourists
By Mr. Johnnie Moon, Sales & Marketing Manager, Redcap Tour

Lecture III

Online Tourism Promotion: Effective Use of Online and Social Media Platforms for Engaging Korean Tourists
By Mr. Alex Paik, Managing Director, AP Communications

Technical Visit

Gardens by the Bay, National Gallery

19 May 2016
Malaysia

Lectures

Lecture I

Understanding Korea
By Jonathan H. Kim, CEO, Hanmac Entertainment

Lecture II

Customizing Kota Kinabalu Market for Korean Tourists
By Mr. Johnnie Moon, Sales & Marketing Manager, Redcap Tour

Lecture III

Online Tourism Promotion: Effective Use of Online and Social Media Platforms for Engaging Korea Tourists
By Mr. Alex Pail, Managing Director, AP Communications

Special Session

Presentation I

Current Issues on Tourism Development & Marketing in Sabah for Korean Market
By Mr. Humphrey Ginibun, Marketing Manager, Sabah Tourism Board

Technical Visit

Tunku Abdul Rahman National Park & Sapi Island

8-9 January 2017
Philippines

Lectures

Lecture I

To be a Competitive MICE Destination

By Mr. Cho Jin-hun, Director of Marketing Team, Jeju Convention and Visitors Bureau

Lecture II

Marketing MICE: Online Promotion

By Mr. Alex Paik, Managing Director, AP Communication

Lecture III

Korean Culture: Insights on Korean Tourists

By Mr. Baek Seung-woo, Area Director of Finance for North Asia, Hyatt International Corporation

Lecture IV

Changing Trends of Korean Travelers

By Prof. Lee Seul-ki, College of Hospitality and Tourism Management, Sejong University

Special Session

Presentation I

Davao MICE Program: Let's Meet in Davao

By Mr. Kennedy Kapulong, President, MICE Davao

Technical Visit

Pearl Farm Beach Resort, Samal Island
SMX Convention Center, Davao City

11-12 January 2017
Indonesia

Lectures

Lecture I

Changing Trends of Korean Travelers

By Prof. Lee Seul-ki, College of Hospitality and Tourism Management, Sejong University

Lecture II

Korean Culture: Insights on Tourists

By Mr. Baek Seung-woo, Area Director of Finance of North Asia, Hyatt International Corporation

Lecture III

Making Lombok a Competitive Destination

By Mr. Park Jae-hyeon, CEO, FindBali

Lecture IV

Branding Lombok: Tourism Products for Koreans

By Mr. Eu Sung-sun, Manager, Redcap Tour

Special Session

Overview on Korean Travelers to Lombok

By Mr. Lalu Faozal, West Nusa Tenggara Province, Mr. Awan Aswinabawa, A&T Tour and Travel

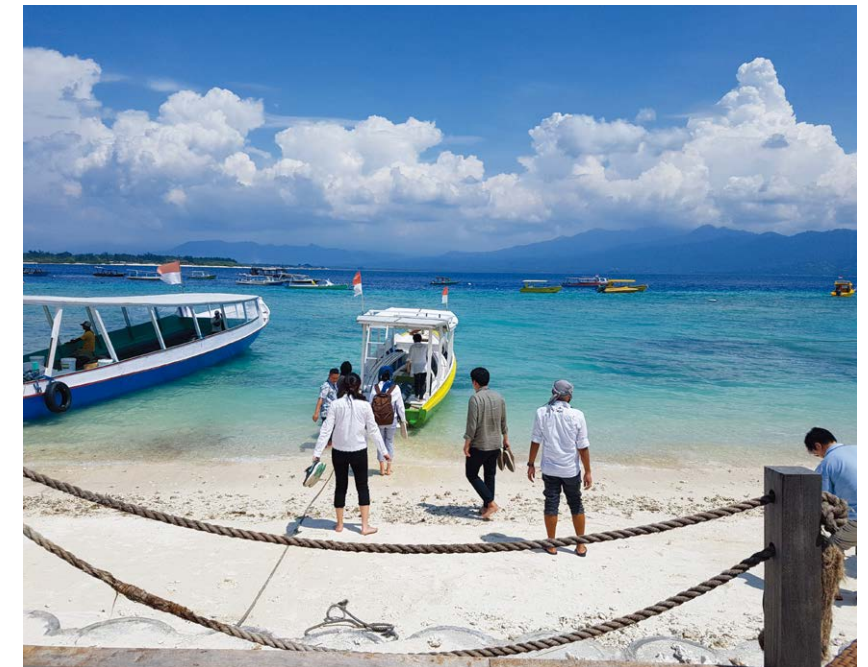
Technical Visit

Gili Island, Lombok

Outcome and Impact

The satisfaction rate of the Workshop reached over 98%. 96% of the participants also agreed that the Workshop was effective in enhancing their tourism knowledge/capacity. The participants also noted that they were satisfied with the speakers.

The Workshop was deemed more effective with the newly adopted programs that added value and enriched the lectures. By closely working together with local counterparts, the Centre was also able to strengthen the relationships with the ASEAN NTOs.





SECTION 3
CULTURE AND TOURISM EXCHANGE

The Centre took part in different ASEAN level meetings, such as the ASEAN Tourism Forum, ASEAN National Tourism Organizations (NTOs) Meeting, the ASEAN Ecotourism Forum, and the ASEAN Culture and Arts Cooperation Dialogue, to promote the activities of the Centre and reinforce network with relevant stakeholders.

ASEAN TOURISM FORUM

To keep abreast of the updates of ASEAN tourism, as well as strengthen the network with the ASEAN partners, the ASEAN-Korea Centre joined the ASEAN Tourism Forum (ATF) 2017. The Centre successfully promoted its FY2016 activities through the presentation made by the Secretary General and the video showcase. The Centre also explained plans for FY2017 activities at the bilateral meetings with Ministers and Deputy Ministers of Brunei Darussalam, Lao PDR, Malaysia, Philippines, and Thailand.

Outline

Date	16-20 January 2017
Venue	Singapore
Participants	ASEAN+3 Tourism Ministers and NTOs, International Organizations, and Cooperating Partners

Main Activities

The ASEAN-Korea Centre delegates participated in and gave presentations at the ASEAN-led meetings and held bilateral/trilateral meetings on the sidelines.

Date	Program
16 January 2017	45th Meeting of ASEAN NTOs
17 January 2017	45th Meeting of ASEAN NTOs Cooperation with the three ASEAN Centres, International Organizations, and Tourism Civil Organizations
18 January 2017	30th Meeting of ASEAN, China, Japan, and Korea NTOs ATF Opening Gala & Visit ASEAN@50 Launching Ceremony
19 January 2017	20th Meeting of ASEAN Tourism Ministers and International Organizations/Associations
20 January 2017	16th Meeting of ASEAN, China, Japan, and Korea Tourism Ministers

Outcome and Impact

The ASEAN Tourism Ministers highly recognized the programs of the Centre in FY2016. Among them, six Member States especially expressed gratitude to the Centre for having more substantial and focused programs that are in

line with the ASEAN Tourism Agenda. At the bilateral meetings, counterparts showed interest and strong support towards the Centre’s plans FY2017 programs.



OTHER MEETINGS

The Centre also participated in various ASEAN meetings. During these meetings, the activities in FY2016 and initiatives to promote *Visit ASEAN@50: Golden Celebration* campaign were presented. Strong efforts of the Centre to engage further with ASEAN by supporting the development of ASEAN Tourism Strategic Plan (ATSP) 2016-2025 and the ASEAN Tourism Agenda were demonstrated in these occasions as well.

Meeting	Special ASEAN Tourism Competitiveness Committee Meeting	ASEAN Culture and Arts Cooperation Dialogue	ASEAN Ecotourism Forum
Date	20-21 April 2016	12-13 May 2016	22-25 June 2016
Venue	Bandar Seri Begawan, Brunei Darussalam	ASEAN Secretariat, Jakarta, Indonesia	Pakse, Lao PDR
Participants	ASEAN NTOs, Senior tourism officials from the ten ASEAN Member States, ecotourism stakeholders, representatives from ASEAN-Korea Centre, ASEAN-Japan Centre and ASEAN-China Centre, and other related International Organizations		
Meeting	National Tourism Organizations (NTOs) Meeting	Global Sustainable Tourism Conference	World Tourism Conference 2016
Date	25-30 July 2016	5-8 October 2016	17-19 October 2016
Venue	Bangkok, Thailand	Suwon City, Korea	Penang, Malaysia
Participants	ASEAN NTOs, Senior tourism officials from the ten ASEAN Member States, ecotourism stakeholders, representatives from ASEAN-Korea Centre, ASEAN-Japan Centre and ASEAN-China Centre, and other related International Organizations		

CHAPTER 3

PUBLIC RELATIONS AND INFORMATION SERVICE



By Prof. Kim Hyung-jong, Professor, Department of International Relations,
Yonsei University Wonju Campus

The 2016 ASEAN-Korea Youth Network Workshop continued to be an excellent platform where the youth of ASEAN and Korea could increase their knowledge on ASEAN and ASEAN-Korea relations and forge friendship. To keep up the momentum of the Workshop, this year, the Centre engaged 20 deserving Korean participants of the Workshop as ASEAN-Korea Youth Ambassadors who enthusiastically promoted closer partnership between ASEAN and Korea and participated in other programs of the Centre.



84%
Interesting and
valuable Program
contents



87%
Raised awareness
of the ASEAN and
ASEAN-Korea
relations



89%
Forged genuine
friendships and
networks among
participants



ASEAN SCHOOL TOUR PROGRAM

Since its inauguration in 2009, the ASEAN-Korea Centre has been taking interesting and educational events to the students in different cities in Korea through the ASEAN School Tour to help them understand and learn about ASEAN. In FY2016, the Centre continued to hold the ASEAN School Tour Program in cooperation with ASEAN Embassies in Korea and the Education Offices of Gangneung City and Gangwon Province on 10 June 2016 under the theme of *ASEAN and Korea, We Are Friends*.

Outline

Date 10 June 2016
Venue Gangneung Dano Cultural Center, Gangwon Province
Participants Full Program: 450 Korean students selected from all middle schools located in Gangneung City
ASEAN Booth Activities: additional 500 Korean students attending the 'Korea-China-Japan Global Citizenship Educational festival' and the general public attending the 'Gandneung Danoje Festival'

Main Activities

With the support from the cooperating partners, the ASEAN School Tour activities were held in a much larger scale in FY2016. 10 ASEAN Experiential Booths were installed in which the participants were able to obtain a first-hand experience of ASEAN through the promotional materials, traditional costumes, musical instruments, and various snacks and souvenirs. In addition to a variety of booth activities, ASEAN Talk Show, ASEAN Golden Bell Quiz, Traditional ASEAN Performances, and ASEAN Fashion Show were offered to enable fun and interactive learning of ASEAN culture and history for the participating youth. Students had the chance to engage in a dialogue with ASEAN diplomats from the Embassies of Cambodia, Indonesia, Lao PDR, Philippines, and Vietnam, which was a meaningful event for both parties.

Program	Details
ASEAN Booth Activities	10 ASEAN Member States Booth ASEAN Zone ASEAN Photo Booth ASEAN-Korea Drawing Contest Exhibition
Opening Ceremony	
ASEAN Talk Show	Panel Speakers H.E. Kim Young-sun, Secretary General of the ASEAN-Korea Centre Officials from the Embassies of the ASEAN Member States in Korea Topics ASEAN-Korea Relations, Socio-Economic Culture of ASEAN Culture, Career path of diplomats, ASEAN Food, and ASEAN Celebrities.
B-boy & Traditional Performance	Traditional ASEAN Performances B-Boy Performance

ASEAN Golden Bell Quiz	ASEAN Quiz Show Competition among participating schools
ASEAN Fashion Show	Fashion show performance of 10 ASEAN countries
Award Ceremony	

Outcome and Impact

The Program offered diverse activities that enabled fun and interactive learning of ASEAN culture and history among the participating youth. Prior to the program, preliminary sessions were held for the teachers of the participating schools to enhance their understanding of ASEAN. As a result, the teachers could effectively use the educational materials such as the ASEAN Workbook and Kids' Video and encourage the students to participate in the Program.

Traditional performances obtained positive feedback as students were able to see the cultural beauty of ASEAN. The newly implemented program, the *ASEAN Fashion Show*, was evaluated as one of the most enjoyable programs for the students. In addition, the ASEAN-Korea Drawing Contest successfully achieved a 100% participation rate from all middle schools in Gangneung.



ASEAN-KOREA YOUTH FORUM

The ASEAN-Korea Youth Forum was initiated in as one of the special programs celebrating the 25th Anniversary of the ASEAN-Korea Dialogue Partnership in 2014. In FY2016, against the backdrop of the success of the 1st event, the Centre collaborated with Science and Technology Policy Institution (STEPI_ and Seoul Metropolitan Government (SMG) to organize the Forum under the theme of *Fostering Entrepreneurship, Empowering the Youth* to raise the awareness of entrepreneurship among the ASEAN and Korean youth, encourage them to navigate through the opportunities brought about by entrepreneurship, and create a networking opportunity among them.

Outline

Date	2 December 2016
Venue	Seoul, Korea
Participants	200 ASEAN and Korean students

Main Activities

Focusing on opening more doors for the youth, the 2016 ASEAN-Korea Youth Forum comprised three insightful sessions. Featuring experts from Korea Advance Institute of Science and Technology (KAIST), Asian Development Bank (ADB) and Seoul Global Startup Center (SGSC) as speakers, the first session shed light on the concept of entrepreneurship and laid out useful information on entrepreneurship in ASEAN and Korea. Aiming to encourage the youth to pursue their business ideas, the second session provided inspiring stories by the CEOs of successful startups *JobPlanet* and *Flitto*. As the highlight of the Forum, the third session showcased the business plans of ASEAN and Korean youth. Following the Forum, a networking reception was held to allow the participants to expand their contacts. Furthermore, a technical visit to Seoul Global Startup Center and Softbank Ventures Korea was held a few days after the Forum for the youth who presented their business ideas or actively participated during the Forum.

Opening Ceremony of the 2016 ASEAN-Korea Youth Forum
Award Ceremony of the ASEAN-Korea Academic Essay Contest
Session 1

Entrepreneurship: Empowering the Youth to Change the World

Moderator
Mr. Sean Eun-woo Lee, Executive Director, Softbank Ventures Korea

Topic 1
Defining Youth Entrepreneurship in the Digital Age
By Dr. Park June-sung, Professor, KAIST

Topic 2
Boosting Youth Entrepreneurship in ASEAN and Korea
By Mr. Dominic Mellor, Project Leader, ADB

Topic 3
Nurturing and Propelling Startup Businesses in ASEAN and Korea
By Mr. Park Kwang-Hwi, Director, SGSC

Question and Answer

Session 2

ASEAN-Korea Young Innovators Talk

Moderator

Mr. Jungwook Lim, Managing Director, Startup Alliance

Topic

Success Stories of Founding CEOs of Startups

By Mr. Hwang Hee-seung, CEO, JobPlanet

By Mr. Lee Jung-soo, CEO, Flitto

Question and Answer

Session 3

ASEAN-Korea Business Plan Presentation

Presentations by ASEAN and Korean Youth

Evaluation and Suggestions by speakers of Session 1 and 2.

End of Forum

Networking Reception

Remarks by Dr. Kilaparti Ramakrishna, Director, UNESCAP

Outcome and Impact

Through three valuable sessions and a networking reception, the 2016 ASEAN-Korea Youth Forum enabled the participants to obtain practical knowledge on entrepreneurship and insights on successfully starting a business straight from experts and startup founders. It also allowed business plan presenters to acquire suggestions from the speakers on how to fully realize their business goals. In addition, the networking reception provided an avenue where the speakers, participants, and all other VIPs could build and widen their contacts. Furthermore, the technical visit provided an excellent opportunity for business plan presenters to gain information on programs that could help them start and boost their business ideas.



ASEAN YOUTH NIGHTS

Since its initiation in FY2015, the ASEAN Youth Nights Program has served as a platform where ASEAN and Korean students could gather together and gain deeper understanding of the ASEAN and ASEAN-Korea relations. Following the success of the program in the previous year, the Centre, in collaboration with the ASEAN Youth Network in Korea (AYNK), conducted 4 programs for FY2016, namely the *ASEAN Quiz* in April, *ASEAN Talk* in May, *ASEAN Youth Short Film Festival* in October, and *ASEAN Youth Yearend Celebration* in December, to create greater impact.

Outline

ASEAN Quiz

Date 2 April 2016
Venue ASEAN Hall
Participants 80 ASEAN and Korean students

ASEAN Talk

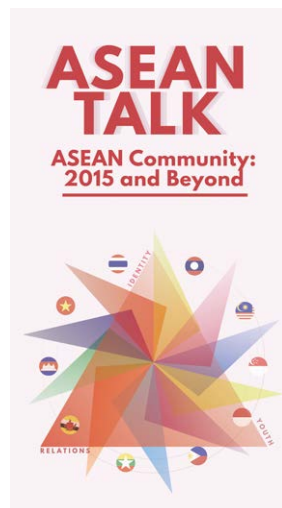
Date 28 May 2016
Venue ASEAN Hall
Participants 80 ASEAN and Korean students

ASEAN Youth Short Film Festival

Date 30 October 2016
Venue Lee Byeong-hyeong Hall, War Memorial of Korea
Participants 160 ASEAN and Korean students

ASEAN Youth Yearend Celebration

Date 17 December 2016
Venue ASEAN Hall
Participants 80 ASEAN and Korean students



ASEAN Quiz



100% of the participants agreed that the event enabled them to enhance their understanding on ASEAN and ASEAN-Korea relations.

ASEAN Talk



97% of the participants agreed that the ASEAN Talk raised their awareness of the ASEAN and ASEAN-Korea relations.

ASEAN Youth Short Film Festival



90% of the participants said that the Film Festival was an excellent way to understand ASEAN better.

ASEAN Youth Yearend Celebration



According to 100% of the participants, the ASEAN Youth Yearend Celebration enabled them to forge networks with their co-participants and learn more about ASEAN.

Main Activities

For FY2016, the ASEAN Youth Nights featured 4 events that aimed at raising awareness of the ASEAN and ASEAN-Korea relations and providing meaningful opportunities for the ASEAN and Korean students to expand their networks.

Highlights

ASEAN Quiz

The ASEAN Quiz presented a friendly competition among the ASEAN and Korean youth to enhance their knowledge on ASEAN. 25 teams enthusiastically participated and did their best to win competition.

ASEAN Talk

Featuring academic experts on ASEAN and ASEAN-Korea relations, Dr. Aileen Park and Dr. Lee Jae-hyon, the ASEAN Talk offered in-depth lectures on the ASEAN Identity as well as the partnership between ASEAN and Korea and its prospects.

ASEAN Youth Short Film Festival

The ASEAN Youth Short Film Festival fostered further understanding on ASEAN by showcasing films made by ASEAN and Korean film students in Korea. Among the 13 films submitted by the young filmmakers, 5 entries made it to the finals and were screened on the day of the Festival. The Festival itself was meaningful as it gathered young ASEAN and Korean filmmakers, diplomats as well as renowned directors.

Winning Teams

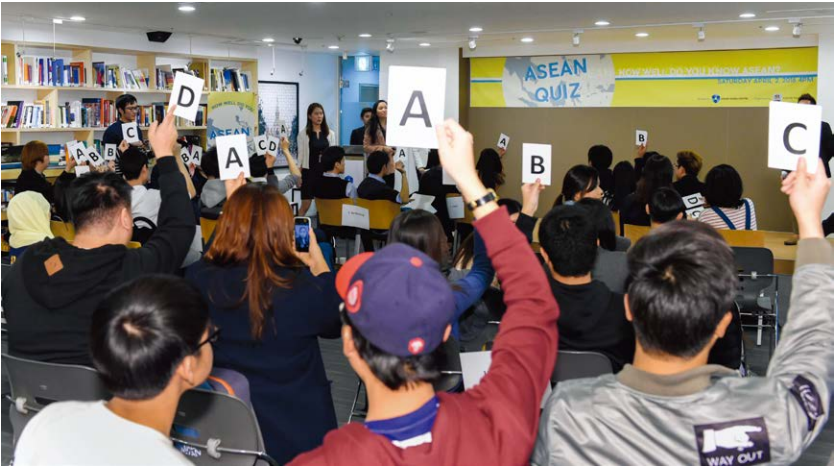
1st Place	Spell Out
2nd Place	ASEAN (In the Circle)
3rd Place	Dreaming Out Loud

ASEAN Youth Yearend Celebration

With ASEAN Street foods, performances, games as well as inspiring message from the Ambassador of the Philippines in Korea, H.E. Raul S. Hernandez, the 2016 ASEAN Youth Yearend Celebration provided a rare opportunity for ASEAN and Korean students to grasp a deeper understanding of ASEAN and establish contact with each other, helping them forge a link among themselves, the future leaders of both regions.

Outcome and Impact

Based on the participants' evaluation of the 2016 ASEAN Youth Nights, the FY2016 ASEAN Youth Nights proved to be an excellent platform where ASEAN and Korean students could deepen their understanding on ASEAN and ASEAN-Korea relations and forge strong friendships.



ASEAN LECTURE SERIES

The Centre organized 13 sessions of the *ASEAN Lecture Series* on diverse topics related to the ASEAN region. The first Lecture Series was conducted under the title of *Exploring Southeast Asia throughout Its Religions*, and the second was carried out under the theme of *Korean Business Venturing into New Opportunities in ASEAN*. Lectures consisted of presentations by distinguished scholars and business persons.

Outline

Date 12 May – 23 June 2016
(Every Thursdays 18:30-20:00, 7 sessions)
22 September – 27 October 2016
(Every Thursday 18:30-20:00, 6 sessions)
Venue ASEAN Hall
Participants 940 attendees (approximately 72 per session)

Main Activities

The 15th Lecture Series
Exploring Southeast Asia throughout Its Religions

Date 12 May 2016
Lecturer Prof. Seo Myeng-kyo
Affiliation Hankuk University of Foreign Studies
Topic Between God and Government: Religion and Society in Southeast Asia

Date 19 May 2016
Lecturer Prof. Kim Hyung-Jun

Affiliation	Kangwon National University
Topic	Islamization and Religious Plurality in Southeast Asian Islam: The Case of Indonesian Islam
Date	26 May 2016
Lecturer	Dr. Jang Jun-young
Affiliation	Hankuk University of Foreign Studies
Topic	Indigenous Beliefs in Southeast Asia: Crossword of External Civilization and Internal World
Date	2 June 2016
Lecturer	Prof. Kim Eje
Affiliation	Gyeongin National University of Education
Topic	Religious Diversity of Southeast Asia, Food Paradise
Date	9 June 2016
Lecturer	Prof. Kim Ye-kyoum
Affiliation	Busan University of Foreign Studies
Topic	Hinduism in Southeast Asia: With particular reference to Hindu cultures in Indonesia
Date	16 June 2016
Lecturer	Prof. Huh Dong-sung
Affiliation	Korea National University of Arts
Topic	The Influence of <Ramayana> on the Traditional Performing Arts of Southeast Asia
Date	23 June 2016
Lecturer	Prof. Kim Hong-koo
Affiliation	Busan University of Foreign Studies
Topic	The Buddhism and Society in Southeast Asia

The 16th Lecture Series
Korean Business Venturing into New Opportunities in ASEAN

Date	22 September 2016
Lecturer	Dr. Choi Kyung-hee
Affiliation	Seoul National University Asia Study Center
Topic	Consumer Trends in ASEAN and Korean Enterprises
Date	29 September 2016
Lecturer	Mr. James Jun
Affiliation	LANEIGE Global Marketing Team, Amore Pacific
Topic	K-Beauty Trends in ASEAN and Stories of Korean Cosmetic Companies
Date	6 October 2016
Lecturer	Mr. Kim Seok-su
Affiliation	CEO, J&K International
Topic	ASEAN Fashion Industry and the Stories of Korean Cosmetic Companies
Date	13 October 2016
Lecturer	Mr. James Lee
Affiliation	Director, Hansae

Topic	ASEAN as Global Production Base: The Case of Hansae
Date	20 October 2016
Lecturer	Mr. Jang Jae-nam
Affiliation	CEO, The Institute for Franchise Industry Studies
Topic	ASEAN Franchise Market and Korean Franchise Companies
Date	27 October 2016
Lecturer	Mr. Kim Hoon
Affiliation	Director, BBQ Genesis
Topic	Characteristics of ASEAN Food Market and Stories of Korean Food Companies

Outcome and Impact

The *ASEAN Lecture Series*, which were held after office hours, attracted a wide range of audiences, including students, teachers, government officials, researchers, journalists, entrepreneurs, professionals, and office workers who are interested in ASEAN. In addition, booklets on the lecture materials were published and distributed to libraries, related institutions, including the general public in order to further promote awareness on ASEAN-Korea relations.

The *ASEAN Lecture Series* was successful in solidifying the Centre's function as a cultural center and information provider that promote socio-cultural and economic partnership between ASEAN and Korea. According to the survey, 91% of the participants satisfied on the lecture series in terms of raising their interest and awareness in ASEAN.





ASEAN-KOREA ACADEMIC ESSAY CONTEST

The ASEAN-Korea Centre launched the first-ever ASEAN-Korea Academic Essay Contest in FY2016 to invite the youth of ASEAN and Korea to share their creative and brilliant perspectives on the future of ASEAN and ASEAN-Korea partnership. Applicants submitted essay entries based on the following themes: i) *ASEAN in the past 50 years, and ASEAN-Korea relations in the next 50 years*; ii) *Where the ASEAN Community is Heading Towards: Challenges and Prospects*; and iii) *ASEAN-Korea Socio-Cultural Partnership: Towards a Reciprocal Understanding*.

Outline

Participants Undergraduate and graduate students from the 10 ASEAN Member States and Korea

Main Activities

Date	Program
July-14 October 2016	Essay Submission
17-31 October 2016	Judging
1 November 2016	Winner Announcement
1 December 2016	Publication of the best essays entitled Young Perspectives
2 December 2016	Awarding Ceremony
1-5 December 2016	Study Trip to Korea for ASEAN winners Participation in the ASEAN-Korea Youth Forum (2 December), Visit to the Center for Southeast Asian Studies of Hankuk University of Foreign Studies, and historical sites such as Gyeongbok Palace and Insa-dong

31 January – 4 February 2017	Study Trip to Indonesia for Korean winners Visit to the ASEAN Secretariat, the ROK Mission to ASEAN, and the Habibie Center, meeting with students at the Gadjah Mada University, and visit to historical sites such as Borobudur Temple and Prambanan Temple
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Outcome and Impact

Held in cooperation with the Korean Institute of Southeast Asian Studies (KISEAS), the ASEAN University Network (AUN), and the Ministry of Foreign Affairs of Korea (MOFA), the Essay Contest successfully gained attention from the youth of the two regions, receiving over 130 entries. The Centre made a selection of 9 best essays, which were included in the volume of the publication, *Young Perspectives: The Future of ASEAN-Korea Partnership*, which was jointly published by the Centre and The Korea Herald. Also, the winners from ASEAN and Korea were offered study trips either to Korea or Indonesia as prize.

Winner of the Essay Contest

Name	Nationality	Affiliation
Yong Jia Quan	Singapore	National University of Singapore
Muhammad Fathi Rayyan	Indonesia	University of Malaya
Dinh Thi Thuy Nga	Vietnam	Diplomatic Academy of Vietnam
Lee Juwon	Korea	Kyung Hee University
Yoon Taejin		Seoul National University
Jang Minah		National University of Singapore



KF ASEAN-KOREA WORKSHOP

In FY2016, the Centre organized the KF ASEAN-Korea Workshop in cooperation with the Korea Foundation to provide an opportunity to further inculcate mutual understanding among the people of ASEAN and Korea. Gathering participants consisting of students from ASEAN and Korea as well as diplomats from ASEAN Embassies in Seoul, the Workshop fostered a dynamic discussion on the youth's key role in promoting respect and mutual understanding as key tools to further enhance the ASEAN-Korea relations.

Outline

Date	20-21 May 2016
Venue	Gangwon Province, Korea
Participants	50 ASEAN and Korean students, and diplomats from ASEAN Embassies in Korea

Main Activities

Date	Program
20 May	Move to Gangwon Province
	Session 1: Fostering Mutual Understanding and Closer Partnership Between ASEAN and Korea
	Session 2: Group discussions of diplomats and students of ASEAN countries and students of Korea
21 May	Site Visit: Sites related to fostering mutual understanding
	Move to Seoul



Outcome and Impact

The KF ASEAN-Korea Workshop successfully provided the participants with opportunity to learn and discuss among themselves the importance of mutual understanding in creating a closer partnership between ASEAN and Korea. With great interest in the topic, the participants attentively listened to the speaker and enthusiastically participated in a dynamic exchange of ideas. They were also satisfied with the sites relevant to understanding the region and creating a closer partnership between ASEAN and Korea.

SECTION 2

PR ACTIVITIES THROUGH MEDIA

AND OTHER MEANS

The Centre has made continuous efforts to raise its profile in the 10 ASEAN Member States and Korea through media network and online/offline platforms. As one of its most notable PR strategy, the Centre launched *All That ASEAN* in November 2016, which included 5 programs of the Centre, namely the ASEAN Culinary Festival, the ASEAN Fair, the ASEAN Connectivity Forum, the ASEAN-Korea Youth Forum, and the Game Exhibition. All the programs featured under *All That ASEAN* were successfully exposed to a total of 300 media/press in ASEAN and Korea. The Centre's programs have also been widely covered by the press not only in Korea, but also in the ASEAN Member States such as *Bangkok Post*, *Brunei Times*, *Jakarta Post*, *Myanmar Times*, and *Vientiane Times*.

In addition to utilizing traditional media sources, the Centre increased its presence on social networking sites (SNS) such as Facebook, Naver (Korean Blog) WordPress (English Blog), and Twitter. Furthermore, to catch up with the recent trend, the Centre opened its official Instagram account in September 2016 to effectively promote the Centre and its activities through visual content while reaching out to more diverse audiences.

PR ACTIVITIES THROUGH MEDIA

Main Activities

Throughout FY2016, the Centre promoted its work programs, as well as its roles and contributions through a wide range of activities such as press releases, interviews, and press conferences in ASEAN and Korea. It also put special emphasis on raising public awareness of 50th Anniversary of ASEAN, ASEAN-ROK Cultural Exchange Year, and Visit ASEAN Campaign. To raise its profile among in ASEAN, the Centre invited groups of ASEAN journalists in collaboration with relevant organizations such as the Ministry of Foreign Affairs of Korea, the Korea Foundation, and the Korean Culture and Information Service. The Centre also organized a media roundtable for members of the press from ASEAN and Korea to expand their networks and exchange perspectives on developments of ASEAN Community and ASEAN-Korea partnership.

Outcome and Impact

Selected Coverage by Major Korean Media (March 2016-February 2017)
Total Media Coverage: 642

Media	Type	Date	Title
Korea Economic Daily	Newspaper	13 March 2016	The Philippines, becoming a land of opportunities for Korean investors
MBC	Broadcast	5 May 2016	Success story of K-Beauty (Capacity-building Workshop)

Regional media representatives learn about Asean-RoK partnership

Times Reporters

Twenty-nine media representatives from Asean member countries and the Asean secretariat visited the Asean-Korea Centre in the Republic of Korea (RoK) recently.

The visit, as part of the 2016 Asean media people's visit to the RoK, aimed for the participants to learn more about the Asean-Korea Centre's role in promoting Asean-RoK partnerships in various sectors.

In his opening remarks, Ambassador Secretary General of the Asean-Korea Centre, Kim Young-sun mentioned that the centre is an intergovernmental organisation between Asean member countries and the Republic of Korea, which aims to promote exchanges among the people of Korea and the people of the ten Asean member countries. Since its inauguration on March 13, 2009, the year in which Asean and the RoK celebrated the 20th anniversary of the Dialogue Partnership,

the mandate of the centre is to "Increase trade volumes, accelerate investment flows, invigorate tourism, and enrich cultural and people to people exchanges between Asean and the RoK."

Mr Kim said the main work of the centre is to organise activities about Asean for the Korean public such as the Asean fair to promote Asean cuisine and trade, the Asean Connectivity Forum, where Korean and Asean businesses share the latest information on transport, energy and ICT, the Asean-Korea Youth Forum and many other activities in order to raise awareness about Asean in the RoK.

Later on, the Asean media representatives met with Korean journalists to exchange knowledge on various situations in Asean and Korea, so as to have a better understanding of each other's countries, which will assist the participants when reporting on Asean issues and its member countries.



Kim Young-sun gives an interview to Lao media.

The 2016 Asean Media People's Visit to Korea is an exchange programme supported by the Ministry of Foreign Affairs of the government of Korea that brings media representatives from all Asean countries to the RoK with the theme "The past, present and future of Asean-RoK political-security cooperation."

The Korea Herald

Students of Asia envisage integrated future at workshop

By Joel Lee

For Bruneian student Noor-Jila M.D. Yusni, her trip to Korea in early August was an intellectually rock-solid experience. An undergraduate at the University of Brunei Darussalam, majoring in marine biology, she had long coveted witnessing immediate pollution in waters off the coast of her home.

Her aspiration proved a dose of inspiration when she participated in the 2016 ASEAN-Korea Youth Network Workshop in Korea last week, an annual program that gathered some 80 university students from 10 countries of the Association of Southeast Asian Nations, China, Korea and Japan for 10 days of interactive learning and training.

Under the theme of "marine conservation: promoting the sustainable use of coastal and marine resources," students visited wetlands, coastal areas and maritime institutes and museums, received lectures from experts and even produced awareness-raising videos.

"This workshop has been full of activities, lectures and site visits, which were very informative, interesting and inspiring," Noor-Jila told The Korea Herald in an interview last week. "I learned a lot and really admire Korea for what it has achieved in marine biology and conservation. A lecture on protecting marine national parks and restoring indigenous animals here was highly valuable. At the Korea Institute of Ocean Science and Technology South Sea Research Center, we learned about marine debris and inappropriate pollution in oceans — no future research issue."

This way the Korea National Maritime Museum has created the history of seafaring and over 12,000 maritime relics were available, she 25-year-old highlighted, adding that Brunei does not have an equivalent institute.

Brunei, a small sovereign state located on the north coast of the island of Borneo in South China Sea, is surrounded by the Malay state of Sumatra.

"We are larger than Singapore in terms of land mass, but smaller in population with only 420,000 people," she noted. "Our most pressing environmental issue is the acidification of seawater and coastal areas. Due to increasing carbon dioxide from global warming, our waters have become more acidic and so has our soil. Surface runoff and land erosion bring acidic dirt into streams and rivers, which flow into the sea."

The oceanographer for the marine life — particularly "blue fin tuna" such as clams, mussels, krill and many fish — is that their lives are



Students, staff and diplomats from the Association of Southeast Asian Nations, China, Korea and Japan pose at a ceremony for the 2016 ASEAN-Korea Youth Network Workshop at the ASEAN-Korea Centre in Seoul on Thursday, which focused on marine conservation.

being endangered with human intervention, Noor-Jila explained. "As they have to spend most of their energy fixing their ships, they cannot eat properly and grow," the student stressed. "This makes things worse in cities, as they are filled by their species and end up in their bodies, which are then consumed by humans."

Furthermore, in Brunei, fishing has become more frequent, with previously safe areas experiencing heavy sandstorms, she warned. Mangrove forests have been uprooted for infrastructure and residential development.

"We need to protect our forests, but at the same time want to develop our country. It is a dilemma and delicate balancing act."

Kim Min-gye, a Korean student studying kinesiology at the University of Michigan, said participating in the program and mingling with friends from diverse cultures was eye-opening.

"Our team made up of students from the Philippines, Singapore, Laos and Korea had to prepare a promotional video. Their different perspectives and attitudes reflected circumstances facing their countries, and we ended up with something that we would have been impossible by Korean standards only," the 23-year-old said. "The ASEAN students were very open in their minds and ready to blend ideas with others. They also spoke very good English. If more students turned their eyes more toward Southeast Asia, I felt much energy could be gained."

Enika Takahashi, a student majoring in Japanese and Asian studies at the University of Tokyo, said she developed curiosity for

South Asia through living in Thailand for over 10 years.

"My family followed my father to Thailand when he worked in a related industry. I became interested in South Asia as a young person."

"Thailand was an excellent first step. I could see a lot of growth potential. At the same time, I took interest in the more developed countries — Japan, Korea and China. Although our economies have matured, we now see a stage where we have to work hard for our long-term prospects."

So, I thought the three countries, especially Korea and Japan, should develop strong relationships with ASEAN, so that we can all prosper together."

Similar to the European Union, Takahashi argued, Asia as a whole can integrate and keep forward in the program and mingling with friends from diverse cultures was eye-opening.

"Noting Japan has few natural resources and energy sources, she said her country has to uncover them from the ocean, for which diplomatic and maritime cooperation is important."

"But as you know, international cooperation in the sea is not going so well," underlined the 20-year-old, referring to Japan's territorial dispute with China in the Senkaku or Diaoyu Islands in East China Sea and the ongoing sovereignty claim between China and Japan.

"The action of sea nations has no national boundaries. I learned through the workshop that teamwork is important for not only testing the environment, but also building peace among countries."

We shouldn't think narrowly about our national interests, but more broadly listen to neighboring interests."

Takahashi pointed out that Southeast Asia has upgraded its human capital and skills toward knowledge-based economies. Many Japanese firms have made a firm presence in Thailand for automobile, electronics and food products, using cheap, unskilled labor, but there are more and more talented and well-educated workers with valuable skills, she added.

"I think we should cooperate with the new generation of engineers, scientists and doctors," the student suggested. "Japan and Korea have declining populations, our economies are shrinking fast. Therefore exchanging with ASEAN and accepting their skilled labor and innovative ideas will be necessary. This will strengthen our bonds and develop all our economies."

Conceding that Japanese society is "smaller" and "conservative," she acknowledged that many people are making mistakes, out of their comforting jobs and having criminals, calling it a "terrible stereotype."

"We don't have enough names or staff to take care of the elderly or information technology experts," she said. "I consider myself to be in a privileged position, having lived abroad and going to a good university in Japan. Among my friends in the Asian studies major, they are very open to the idea of immigration to enable the more populous Japan to facing."

"I wish we have to start changing the minds of the people. I think," Takahashi said.

(jlee@koreaherald.com)

101 PHOTOS, SEPTEMBER 8, 2016

FEATURE



The cuisines of Southeast Asia take center stage

Cross-cultural influences found in the dishes of ASEAN leaders led to an open-minded approach to cooking

By Kim Young-sun

Kim Young-sun, Secretary General of the ASEAN-Korea Centre, said that the cuisines of Southeast Asia have a long history of cross-cultural influences.

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Yonhap News Agency	News Agency	16 June 2016	ASEAN-Korea Cooperation on Ecotourism
The Korea Herald	Newspaper	8 August 2016	Students of Asia envisage integrated future at ASEAN-Korea Youth Network Workshop
Munhwa Daily	Newspaper	25 August 2016	ASEAN and Korean youth to foster mutual understanding
KTV	Broadcast	7 September 2016	(Feature) ASEAN-ROK Summit Introduction of Centre and its Roles and Contributions
Andong MBC	Broadcast	3 October 2016	ASEAN showcases mask dance in Mask Dance Festival in Andong
Korea JoongAng Daily	Newspaper	4 November 2016	The cuisines of Southeast Asia take center stage
Maeil Business Daily	Newspaper	23 November 2016	ASEAN opens up 3,000 trillion infrastructure market
The Korea Times	Newspaper	5 December 2016	Youth gather to discuss startup (ASEAN-Korea Youth Forum)

Selected Coverage by Major ASEAN Media (March 2016-February 2017)
Total media coverage 113*

Media	Type	Date	Title
Myanmar International TV	Broadcast	30 March 2016	Business Mission: ASEAN-Korea Centre to send economic mission to Myanmar
Vietnam Breaking News	News Agency	2 June 2016	Vietnam, ROK boost cooperation in food processing
The Jakarta Post	Newspaper	4 June 2016	Breaking into S. Korea fashion market
Phnom Penh Post	Newspaper	30 June 2016	Officials bid to increase South Korean investment
Bangkok Post	Newspaper	18 July 2016	Korean businesses tune in to Asean opportunities
Borneo Bulletin	Newspaper	20 July 2016	Brunei diversification in focus as Koreans scout for projects
Channel NewsAsia	Broadcast	7 September 2016	Singapore PM hails economic, connectivity thrusts in ASEAN relations with Japan and Korea
Vientiane Times	Newspaper	24 October 2016	Laos, Korea to boost cooperation in economic development (Interview with the Secretary General of the Centre)
Bernama	News Agency	26 October 2016	South Korea to help promote ASEAN as tourism destination
Manila Bulletin	Newspaper	10 January 2017	Davao City chosen for ASEAN-Korea tourism program

* The figure does not include all news reported in local languages.

PR ACTIVITIES THROUGH SOCIAL MEDIA

Main Activities

In FY2016, the Centre intensified its efforts to reach out to diverse audiences through its social media platforms, such as Blogs (Naver: Korean and Wordpress: English), Facebook and Twitter. Furthermore, in line with the recent trends, the Centre opened its official Instagram account in September 2016, to effectively promote the Centre and its activities through visual content while reaching out to more diverse audiences.

Social Media Platform	Activities	Outcome
Naver Blog (Korean)	Recruited and managed the 11th and 12th Blog Reporters Around 200 articles were uploaded on ASEAN and Centre's activities	402,369 clicks
Wordpress Blog (English)	Recruited and managed the 10th and 11th Blog Reporters Around 80 articles were uploaded on ASEAN and Centre's activities	44,490 page views
Facebook	Around 500 postings Conducted 10 promotions	13,562 followers
Instagram	Launched the official account in September 2016 Uploaded 74 photos	260 followers
Youtube	Posted 28 videos	

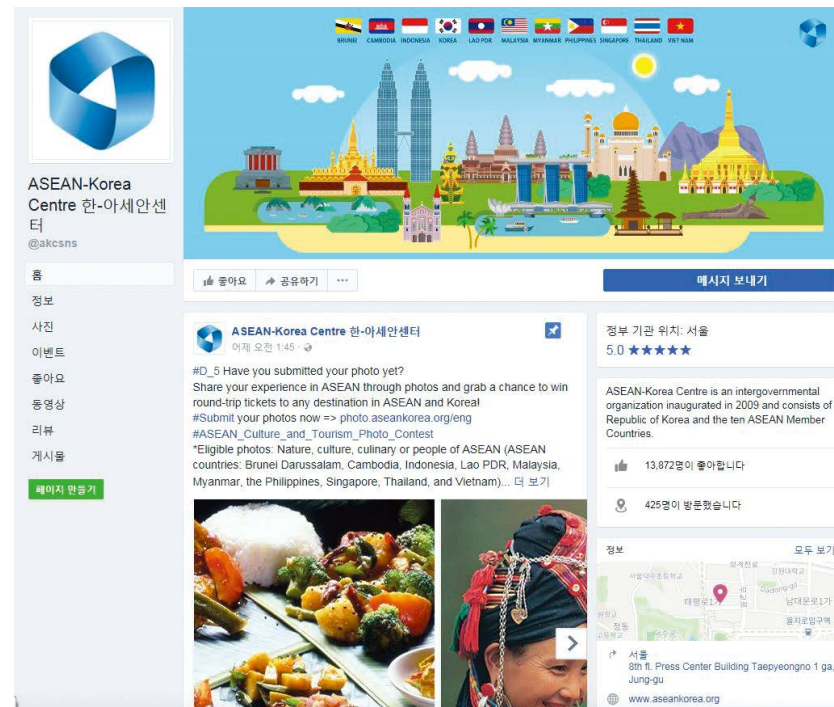
Some of the SNS promotions on the Centre's flagship programs are following:

Program	Online PR Activity	Outcome
ASEAN Quiz	ASEAN Quiz event on Facebook	758 likes 44 shares 848 comments 11,556 post reach
ASEAN-Korea Youth Network Workshop	Voting for the favorite video event for the ASEAN-Korea Youth Network Workshop	1,384 likes 48 shares 122 comments 460,291 post reach
ASEAN Community-based Tourism	Voting for the favorite video event for the ASEAN Community-based Tourism	42,459 likes 441 shares 774 comments 96,295 post reach
ASEAN Culinary Festival	Sharing social media graphic event on the ASEAN Culinary Festival	753 likes 436 shares 955 comments 59,618 post reach
Visit ASEAN@50	Sharing Visit ASEAN@50 video event	2,546 likes 723 shares 271 comments 318,479 post reach

Outcome and Impact

Social Media PR – Page Views and ‘Likes’

The Centre has not only managed to increase its presence online and promote a wide variety of its programs through social media, it has also successfully attracted more online subscribers to its social media platforms. The number of subscribers to the Centre’s official Facebook page recorded an increase of 40%, starting with 8,407 in March 2015 and finishing off with 13,194 as of February 2017. The Centre’s Naver Blog had 372,531 page views as of February 2017, (1,242 per day on average) while the ASEAN Blog had a total 41,821 page views across the globe. (138 per day on average). For the Instagram, which was officially launched in September 2016, has recorded 260 followers as of February 2017.



SECTION 3 INFORMATION SERVICE

Since its establishment in 2009, the Centre has been serving as a key reservoir of relevant information on ASEAN and ASEAN-Korea partnership. In FY2016, continuing its pursuit of providing the general public both in ASEAN and Korea with information on ASEAN and ASEAN-Korea relations, the Centre continued to produce various publications as well as run the ASEAN E-Library.

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 to businessmen and public officials. These materials were distributed to the visitors to the Centre, participants in the Centre’s programs, and relevant organizations and individuals in the ten ASEAN Member States and Korea.

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
2016 ASEAN & Korea in Figures (English, Korean)	2,000	Annually	Key statistical data on ASEAN countries and Korea covering trade, investment and tourism
Annual Report 2015 (English)	500	Annually	Annual report on the Centre’s activities for 2015
Korean Business Venturing into New Opportunities in ASEAN (Korean)	1,500		New opportunities in ASEAN through sharing experiences of Korean businesses in various sectors.
Exploring Southeast Asia through Its Religions (Korean)	2,000		Featuring diversity of religions in Southeast Asia — from Islam, Buddhism, Hinduism, to indigenous religions.
[Young Perspectives] The Future of ASEAN-Korea Partnership	1,000	Annually	Collection of winners’ works for the 1st ASEAN-Korea Academic Essay Contest
Gourmet Trips to ASEAN (English)	1,000		Introduction on the ASEAN’s signature dishes and the ASEAN Culinary Festival 2016

My Friend ASEAN (Korean)	2,000	Annually	Children's workbook on understanding ASEAN and its member countries
ASEAN Community at the Heart of Asia (Korean)	500		ASEAN Community and ASEAN Vision 2025 through the lenses of ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community

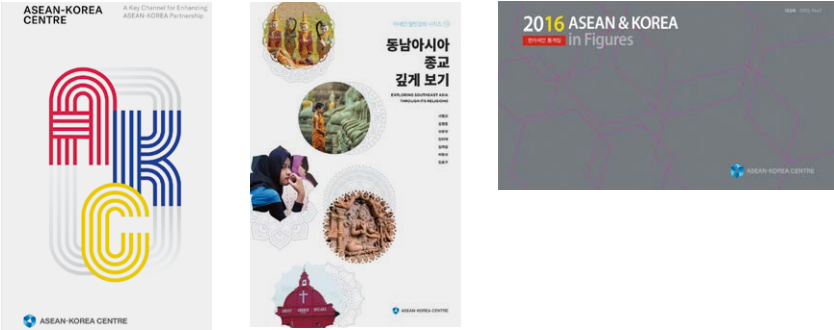
Outcome and Impact

The Centre's brochure and the monthly e-newsletters were effective tools in raising the visibility of the Centre and its activities. Over 6,000 copies of the brochure 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 about the Centre, monthly e-newsletters were sent out to over 8,000 recipients.

The annual statistical booklet, *2016 ASEAN & Korea in Figures*, was the only publication in Korea focusing on the statistical data of ASEAN Member States and ASEAN-Korea relations. The booklet was also made available at the Centre's website in e-book format to reach a wider audience.

To introduce different aspects of ASEAN, the Centre conducted the ASEAN Lecture Series on various topics and published booklets based on the lecture content. The *Exploring Southeast Asia through Its Religions* is a booklet featuring diversity of religions in Southeast Asia – from Islam, Buddhism, Hinduism, to indigenous religions. *Korean Business Venturing into New Opportunities in ASEAN*, on the other hand, sheds light on the new opportunities in ASEAN through sharing experiences of Korean businesses in various sectors.

In FYI 2016, the Centre also published several special booklets for its signature programs. For the ASEAN Culinary Festival 2016, *Gourmet Trips to ASEAN* was published to raise interest of general public in the ASEAN culinary culture, by introducing signature dishes of each Member State. *My Friend ASEAN*, which contains information on ASEAN, ASEAN Member States, and ASEAN-Korea relations, was also published to be utilized as effective learning materials for children and students.



THE CENTRE'S WEBSITE

The Centre's Official Website provided its visitors with comprehensive information on ASEAN, ASEAN-Korea relations, as well as updates on the Centre's activities. In FY2016, the Centre created the *All that ASEAN* website to promote the programs in November and December.

Main Activities

The Centre compiled useful data, uploaded contents, and posted up-to-date 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 *All that ASEAN* website, the E-Library, as well as other website links of relevant organizations to help enhance their visibility.

Outcome and Impact

The Centre's Website continued to provide visitors with information on the Centre's activities and ASEAN-Korea relations, including statistical data on trade, investment, culture, and tourism. Throughout the year, the Centre's activities were posted in English and Korean. With user-friendly layout and tools, the monthly page view reached 32,000 on average in FY2016. In addition, the Centre has fully dominated the first results page of Goggle when the keyword 'ASEAN-Korea' is searched. The Centre website is ranked among the top of those belonging to international organizations in Korea. It also appears on the top of the list for results of "ASEAN and Korea" on search engines. It has been positively assessed by the AKC stakeholders

that the website is updated frequently with recent events, and contains much useful information. It serves as a useful online channel that provides comprehensive information on ASEAN, ASEAN-Korea relations, as well as updates on the Centre’s activities.

E-LIBRARY


The ASEAN-Korea Centre has been managing the website of 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.

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 valuable contents of the E-Library are generously provided by prominent cooperating partners of the Centre 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.



ASEAN-KOREA CENTRE E-LIBRARY

Regional Affairs




[Factsheet] ASEAN in 2016

13 Jan 2017

The ASEAN Secretariat released "ASEAN in 2016" factsheet today to highlight the achievements of ASEAN Community a year after its establishment. ASEAN, in its inaugural year of the ASEAN Community, continues to stride forward with its regional integration...

Topics



Resources

Regional Affairs

Topics

Resources

Links

Recent Updates

ASEAN
ASEAN Dialogue Partners
ASEAN Plus Three
ASEAN Regional Forum (ARF)
East Asia Summit (EAS)

ASEAN Community
ASEAN Connectivity
ASEAN Centrality
ASEAN Charter

Resources

ASEAN Related Websites
Government & Embassy
Economy - Trade - Investment
Social - Culture - Media
History - Education
Others

[March 2017] Thinking ASEAN From Southeast Asia On Southeast Asia

[February 2017] Thinking ASEAN From Southeast Asia On Southeast Asia

ASEAN HALL

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

Features

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

The ASEAN Information Corner houses a collection of publications, periodicals, and audio-visual materials on ASEAN, its Member States and ASEAN-Korea relations for the public. On a regular basis, the Centre introduced new additions to the Corner as an effort to respond to the growing interest among the general public in ASEAN.

The ASEAN Learning Space was frequently used as a venue for the ASEAN Awareness Programs of the Centre. It also used for group visit programs in which participants have the opportunity to learn about ASEAN, ASEAN-Korea relations, and the ASEAN-Korea Centre. In FY2016, the Centre has received a substantial number of visitors to its Information Corner at the ASEAN Hall.

Outcome and Impact

The ASEAN Hall served as the venue for many of the Centre’s programs such as the ASEAN Youth Nights, the Lecture Series. It also catered the group visits by scholars, public officials, journalists, students at all levels and representatives from the private sector. In FY2016, 4,216 people visited the Centre.

The collection of books, periodicals, multimedia materials at the Information Corner was expanded, offering the visitors with a wider range of resources. Many of these materials were contributed by organizations including the ASEAN Secretariat, and ASEAN Embassies and tourism offices based in Korea.

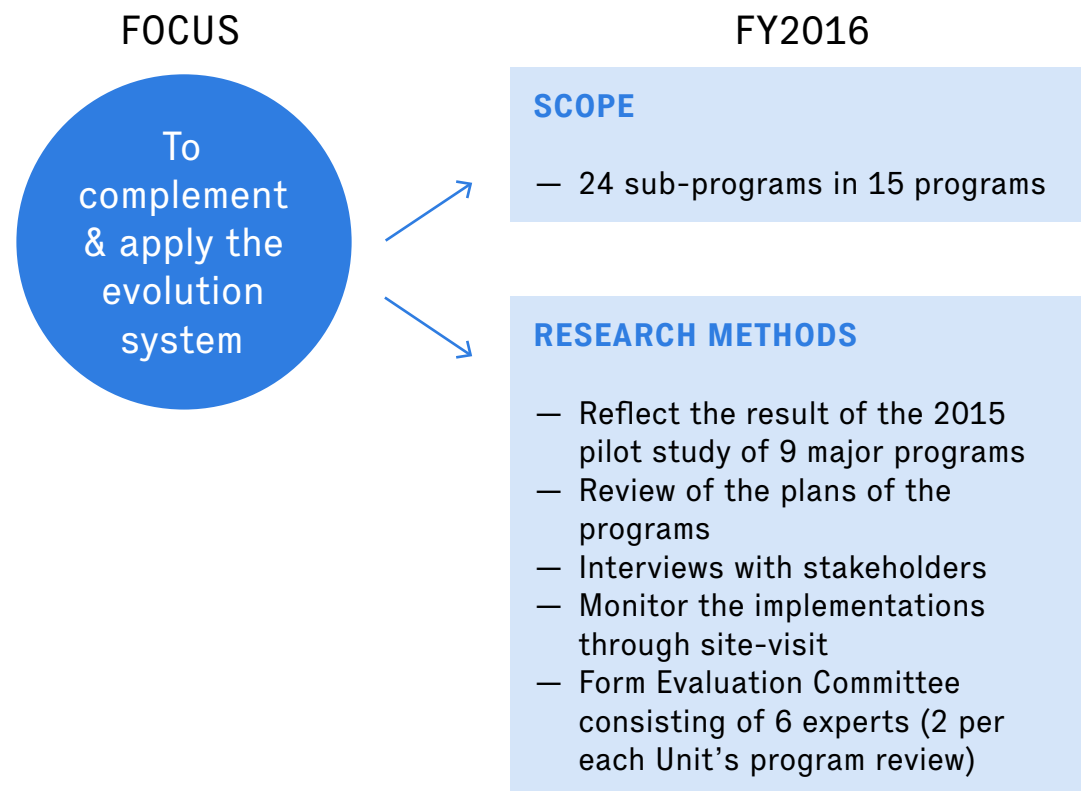


RESEARCH AND DEVELOPMENT ON KEY PERFORMANCE INDICATORS

CHAPTER 4

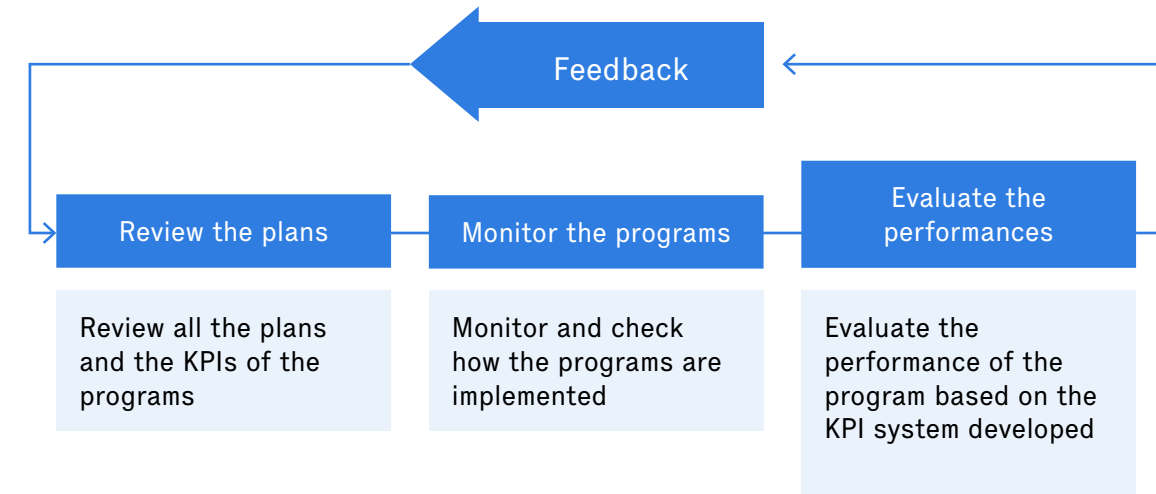
RESEARCH AND DEVELOPMENT ON KEY PERFORMANCE INDICATORS

To maximize both productivity and efficiency of the programs of the Centre, the Centre initiated *Research and Development on Key Performance Indicators project* in FY2015. In FY2016, the Indicators were modified to effectively reflect the characteristics of the Centre and its programs. Extensive research and more developed methods were used to gauge the efficiency of the activities and performance of the staff members. Compared to the previous year, the number of programs evaluated increased as well.

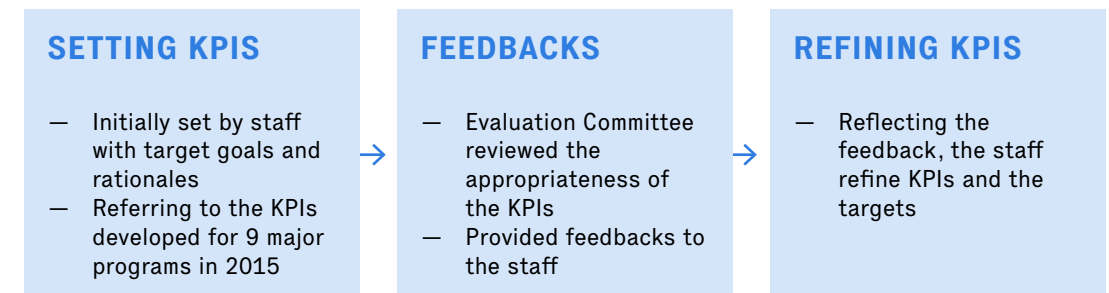


EVALUATION STANDARDS AND PROCESS

CYCLE OF THE PROGRAM EVALUATION



DEVELOPING PROCESS OF THE KPIS



RESULTS

The biggest achievement of the 2016 KPI project is that it was able to assess the performance of the Centre's programs (24 subprograms in 15 programs) with the complemented performance evaluation system. Evaluation of the programs drew attention not only to the performances of the programs, but also to the shortcomings, which are imperative to address in order to enhance the programs. The external experts involved in the evaluation of the programs noted highly of the Centre's programs by stating that 'the Centre is continuously growing as a strong hub for networking ASEAN and Korea.'

What is more important though, is the opportunity given to the Centre to contemplate about the performances of the programs consistent with its mission. Through a series of workshops and interviews with stakeholders, the Centre attempted to create effective performance indicators and proper methods to measure them.

ADMINISTRATION (FY2016)



ADMINISTRATION (FY2016)

THE COUNCIL

On 16-17 February 2017, the ASEAN-Korea Centre held the 9th Annual Meeting of the Council at Lotte Hotel in Seoul. The Centre's Council Directors and Executive Board Members, as well as the staff of the AKC Secretariat attended the meeting. This year, the meeting was chaired by H.E. Raul S. Hernandez, Ambassador of the Philippines to Korea. At the meeting, the Council reviewed the programs carried out by the Centre throughout FY2016; the Council Directors commended the AKC Secretariat for successfully implementing its programs planned for the year. Furthermore, the AKC Secretariat presented its Draft Annual Work Program and Budget for FY2017 to the Council, which was subsequently approved.

EXECUTIVE BOARD

The Executive Board convened on four occasions in FY2016, on 19 May, 5 July, 27 October, and 6 December 2016. At the last Executive Board meeting for FY2016, members of the Executive Board reviewed the results of the Centre's programs carried out throughout the year, and discussed new programs for FY2017, upon presentations made by the Secretariat. The Working Groups on Trade & Investment and Culture & Tourism, informal consultative bodies of the Centre, also presented reports that supplemented the discussions. The Board deliberated and finalized the Draft Annual Work Program and Budget for FY2017, to be presented to the Council at the 9th Annual Meeting of the Council.



SECRETARIAT

At the 8th Annual Meeting of the Council, held on 18-19 February 2016, the AKC Secretariat expressed its determination on three points: first, to emphasize the quality over the quantity of its programs and enhance the effectiveness and efficiency of the organization; second, to align its programs with the vision and directions of ASEAN and address the exact needs of the ASEAN Member States; and third, to expand its partnership with relevant national and international organizations, government ministries, universities, and the like, in order to bring together expertise and create synergy effects. Throughout FY2016, the AKC streamlined its programs, focused on expanding its activities in areas that support the ASEAN Community-building efforts, and expanded its partnership with various entities to make its programs more effective and professional. As for the organization's Senior Staff Members, Mr. Kim Ki-hong from the Ministry of Foreign Affairs of the ROK, and Mr. Muhamad Daud Muhamad Arif, seconded by the Ministry of Tourism and Culture of Malaysia, continue to serve as the Head of the Development Planning and General Affairs Unit and the Head of the Culture and Tourism Unit, respectively.



LIST OF COUNCIL DIRECTORS

(as of February 2017)

No.	Country	Name	Position	Affiliation
1	Brunei Darussalam	Ms. Kamilah Hanifah	General Consul	Ministry of Foreign Affairs and Trade, Brunei Darussalam
2	Cambodia	H.E. Mr. Ouk Sorphorn	Director General	Ministry of Foreign Affairs and International Cooperation, Kingdom of Cambodia
3	Indonesia	Ms. Arlinda	Director General	Ministry of Trade of the Republic of Indonesia
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	Ministry of Foreign Affairs of Malaysia
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	Deputy Director General	Ministry of Industry and Trade of Vietnam
11	Korea	Mr. Ryu Jeong-hyun	Director General	Ministry of Foreign Affairs of the Republic of Korea

LIST OF EXECUTIVE BOARD MEMBERS

(as of February 2017)

No.	Country	Name	Position	Affiliation
1	Brunei Darussalam	Ms. Nurfauzanna Abu Bakar	Second Secretary	Embassy of Brunei Darussalam
2	Cambodia	Mr. Seng Socheat	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	Mr. Kwon Jae-hwan	Director	ASEAN Cooperation Division

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