

**ASEAN-KOREA
CENTRE**

A Key Channel for Enhancing
ASEAN-KOREA Partnership



ASEAN-KOREA CENTRE

“We expressed appreciation to the ASEAN-Korea Centre for its continued contribution and encouraged the enhanced role of the Centre in promoting trade, investment, tourism, cultural cooperation and people-to-people contacts between ASEAN and the ROK.

We welcomed the contribution of the ASEAN-Korea Centre for its organisation of the annual ASEAN Connectivity Forum to facilitate business opportunities and enhance Public-Private Partnership in connectivity projects and its hosting of the 4th ASEAN Connectivity Forum on 8 November 2016 in Seoul.”

**Chairman's Statement of
the 18th ASEAN-Republic of Korea Summit**
7 September 2016, Vientiane, Lao PDR

“We noted the importance of continuous business engagements including conducting appropriate studies. We also welcomed the collaboration among the EABC, ASEAN-China Centre, ASEAN-Japan Centre, and ASEAN-Korea Centre to broaden the cooperation in the context of ASEAN Plus Three in order to increase trade and investment.”

**Chairman's Statement of
the 19th ASEAN Plus Three Summit**
7 September 2016, Vientiane, Lao PDR

SECRETARY GENERAL'S MESSAGE

The year 2017 is a momentous year for ASEAN and Korea. It marks the 50th Anniversary of ASEAN and is designated as the ASEAN-ROK Cultural Exchange Year by the leaders of ASEAN and Korea.

The ASEAN-Korea Centre, marking its 9th anniversary this year, is continuously making efforts to serve as a key player in building a lasting and genuine partnership between ASEAN and Korea. In celebration of the ASEAN-ROK Cultural Exchange Year, the Centre will place special emphasis on introducing the diverse cultures of the 10 ASEAN Member States to Korea, to connect the hearts and minds of the peoples of the two regions by means of culture. One example is designating May 2017 as the ASEAN Month, during which the ASEAN Culinary Festival, ASEAN School Tour Program, ASEAN Tourism Promotional Pavilion, ASEAN Culture and Tourism Photo Contest & Exhibition, and many other special programs for ASEAN culture and awareness were carried out. In addition, the Centre held the International Conference on ASEAN-Korea Partnership in August to review the progress of ASEAN during the last 50 years and the evolution of regional cooperation, as well as looking into the prospects of enhancing cooperation between ASEAN and Korea.

Also, many of the Centre's programs will put emphasis on pursuing sustainable development. More focus will be made on assisting the development of Micro, Small and Medium-sized Enterprises (MSMEs) in ASEAN, in terms of expanding their trade in Korea and gaining greater investment. Furthermore, the Centre will design programs aiming to promote and preserve rich cultural heritages in ASEAN, and will continue its community-based tourism program, which is another key element for sustainable tourism and sustainable development. Also, to foster mutual understanding and forge long-lasting genuine friendships among the youth of ASEAN and Korea, the Centre will continue to provide various team-building and network-expanding opportunities.

Lastly, the Centre will continuously upgrade its programs through cooperation with relevant organizations and other international organizations. Also, it will develop needs-based and tailored-made programs for each ASEAN Member State, to enhance the mutually beneficial partnership between ASEAN and Korea. Through these programs, the Centre also seeks to contribute towards achieving the aspirations of the ASEAN Community, which was launched at the end of 2015. We sincerely look forward to your continued interest in, and support for, the activities of the ASEAN-Korea Centre.

KIM YOUNG-SUN
Secretary General
ASEAN-Korea Centre



OVERVIEW

ASEAN-Korea Centre is an Intergovernmental Organization mandated to promote economic and socio-cultural cooperation between the ASEAN Member States and Korea.

— VISION

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

— MANDATES

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



— GOALS

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

— INAUGURATION

The ASEAN-Korea Centre was established as an intergovernmental organization mandated to promote economic and socio-cultural cooperation among the ASEAN Member States and Korea. It was officially inaugurated on 13 March 2009, the year that marked the 20th anniversary of the Dialogue Partnership between ASEAN and Korea, in accordance with a Memorandum of Understanding signed at the ASEAN-Republic of Korea Summit in November 2007.

— ACTIVITIES

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

— MEMBERS

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

ORGANIZATION

COUNCIL

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

EXECUTIVE BOARD

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

SECRETARIAT

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

Secretary General

- Chief Executive of the Centre

Development Planning & General Affairs Unit

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

Trade & Investment Unit

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

Culture & Tourism Unit

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

Information & Data Unit

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

ACTIVITIES

Trade & Investment



ASEAN Connectivity Forum

ASEAN Trade Fair

Showcases quality food and beverage products from the 10 ASEAN Member States

ASEAN-Korea Technology Cooperation Workshop

Introduces relevant technologies and shares good practices with ASEAN Micro, Small and Medium-sized Enterprises (MSMEs)

Trade Facilitation Workshop

Enhances the capacity of ASEAN MSMEs in product development

ASEAN Service Exhibition

Raises public awareness on ASEAN game services and products at Global Game Exhibition in Korea

ASEAN Connectivity Forum

Introduces infrastructure projects (transportation, energy, and ICT) in ASEAN to Korean investors

Investment and Market Research Mission

Provides a platform for Korean investors to explore business and investment opportunities in ASEAN

Investment and Business Environment Seminar

Presents up-to-date information on investment opportunities and policies to Korean investors



ASEAN Trade Fair

Culture & Tourism



ASEAN Culinary Festival

ASEAN Culinary Festival

Provides opportunities for the Korean general public to taste and experience the cuisines of the 10 ASEAN Member States

ASEAN Art Exhibition

Features artworks of young ASEAN artists

ASEAN Tourism Promotional Pavilion at Korea World Travel Fair (KOTFA)

Highlights tourist attractions in ASEAN and promotes the region as a single tourist destination at Korea World Travel Fair

Workshop on Sustainable Tourism for Cultural Heritage Destinations

Offers opportunities to exchange ideas and enhance knowledge on 'Sustainable Tourism' especially Cultural Heritage Destinations among tourism professionals in ASEAN and Korea



ASEAN-Korea Tourism Development Workshop on Ecotourism

Mekong Sub-regional Capacity Building Program on Cultural Heritage

Enhances capacity of trainers of cultural heritage specialist guides in Mekong Sub-region

ASEAN-Korea Tourism Capacity Building Workshop

Builds capacity of tourism professionals for tourism development in ASEAN through needs-based and tailor-made topics

ASEAN Community-Based Tourism Program

Enables the youth of ASEAN and Korea to obtain Community-based tourism experience to develop creative suggestions for sustainable tourism development in ASEAN

ACTIVITIES

PR&Information service



ASEAN-Korea Youth Network Workshop



ASEAN-Korea Youth Forum

ASEAN Awareness Programs

- **ASEAN-Korea Youth Network Workshop**
Enables ASEAN and Korean youth to enhance knowledge of issues relevant to ASEAN and Korea, and forge friendships through field trips, discussions, and group activities
- **ASEAN School Tour Program**
Raises the awareness of ASEAN and ASEAN-Korea relations among Korean students through a talk show and various experiential programs
- **ASEAN-Korea Youth Forum**
Seeks to instill entrepreneurship mindset and enhance leadership skills among ASEAN and Korean youth through discussions and business plan presentations
- **ASEAN Youth Night**
Raise awareness of ASEAN and fosters cultural exchanges among ASEAN and Korean youth
- **ASEAN-Korea Academic Essay Contest**
Enables ASEAN and Korean youth to share their insights on the partnership of the regions through essays
- **ASEAN Lecture Series at the ASEAN Hall**
Aims to raise awareness on ASEAN and ASEAN-Korea relations by holding an open series of lectures conducted by ASEAN experts on a diverse range of topics related to ASEAN

Youth Visit Program at the ASEAN Hall

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

PR through Media and Other Means

Promotes the activities and elevates the profile of the Centre through various media outlets and social media (Blog, Facebook, Instagram, Twitter, and Youtube)

Publications

Provides relevant information on the Centre, ASEAN, and ASEAN-Korea relations through a wide range of publications

Website

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



ASEAN Lecture Series

Month of ASEAN- Special Programs for 2017

Visit Asean@50
GOLDEN CELEBRATION 2017



Month of ASEAN

Features a series of ASEAN culture and awareness programs under the slogan, 'Hello ASEAN@50' in celebration of the 50th Anniversary of ASEAN and ASEAN-ROK Cultural Exchange Year

List of Programs

- ASEAN Culinary Festival
- ASEAN Tourism Promotional Pavilion at KOTFA
- ASEAN-Korea Photo Contest & Exhibition
- ASEAN School Tour Program
- ASEAN Quiz
- ASEAN Lecture Series
(Theme: Cultural Heritages of ASEAN)
- ASEAN IT Investment Promotion Seminar

PUBLICATIONS



1 Understanding ASEAN through 4C - Revised Edition | Korean, 2017

Educational publication that explores how ASEAN has developed through the 4Cs, namely the Charter, Community, Connectivity, and Centrality.

2 A Journey into Southeast Asian Culture through the World Cultural Heritage | Korean, 2017

Educational publication featuring ASEAN's cultural heritages influenced by various cultures and religions including Hinduism, Buddhism, Islam, Christianity, Confucianism, and indigenous cultures.

3 Korean Business Venturing into New Opportunities in ASEAN | Korean, 2016

Informative publication that sheds light on the new opportunities in ASEAN through sharing experiences of Korean businesses in life style sector

4 Exploring Southeast Asia through Its Religions | Korean, 2016

Educational publication featuring the diversity of religions in Southeast Asia - from Islam, Buddhism, Hinduism, to indigenous religions

5 Young Perspectives: The Future of ASEAN-Korea Partnership | Korean-English, 2016

Collection of 9 best essay entries of the 1st ASEAN-Korea Academic Essay Contest

6 Gourmet Trips to ASEAN | English, 2016

Informative publication introducing signature dishes of the 10 ASEAN Member States and the recipes

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

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

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

Educational publication on the cultures of Southeast Asia, focusing on its diversity, infraculture, Indian-Chinese-Islamic cultures, and the cultural hybridity

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

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

10 Guide for Kids: <My Friend ASEAN> | Korean, 2016

Illustrated youth's workbook on the 10 ASEAN Member States

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

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

12 Statistical Booklet: <ASEAN & Korea in Figures> | Korean-English

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

ASEAN HALL & INFORMATION CORNER



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

Opening Hours 9:30am ~ 5:30pm (closed on weekends and Korean national holidays)

Location ASEAN-Korea Centre, 8th Floor, Press Center

Contact +82-2-2287-1177 / info@aseankorea.org

E-LIBRARY

elibrary.aseankorea.org

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



ASEAN Tourism Guide Mobile App

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



for Google Play
(Android)



for App Store
(iOS)

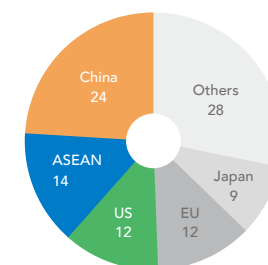
CHRONOLOGY

ASEAN-Korea Relations Chronology		ASEAN Chronology
	2025	ASEAN Vision 2025
ASEAN-ROK Cultural Exchange Year International Conference on ASEAN-Korea Partnership The 7th Mekong-Republic of Korea Foreign Ministers' Meeting Inauguration of the ASEAN Culture House	2017	50th Anniversary of ASEAN
ASEAN-Korea Plan of Action to Implement the Joint Declaration on Strategic Partnership for Peace and Prosperity (2016-2020)	2015	Establishment of the ASEAN Community
The 25th Anniversary of the ASEAN-ROK Dialogue Relations ASEAN-ROK Commemorative Summit (Busan, Korea)	2014	Nay Pyi Taw Declaration on the ASEAN Community's POST-2015 Vision
Establishment of the Mission to the Republic of Korea to ASEAN	2012	
	2011	ASEAN Concord III (Bali Concord III)
Joint Declaration and its Action Plan on the ASEAN-ROK Strategic Partnership for Peace and Prosperity	2010	ASEAN Connectivity Master Plan (MPAC)
The 20th Anniversary of the ASEAN-ROK Dialogue Relations ASEAN-ROK Commemorative Summit (Jeju, Korea)	2009	
Inauguration of the ASEAN-Korea Centre	2008	ASEAN Charter entry into force
Entry into force of ASEAN-Korea FTAs on Service and Investment		
Entry into force of ASEAN-Korea FTA on Trade in Goods	2007	
Joint Declaration on Comprehensive Cooperation Partnership between ASEAN and the ROK	2004	
	2003	ASEAN Concord II (Bali Concord II)
	1999	Cambodia joined ASEAN
First ASEAN-ROK Summit	1997	Lao PDR and Myanmar joined ASEAN
First ASEAN+3 Summit		
ASEAN Vision 2020		1995 Vietnam joined ASEAN
ASEAN-ROK Full Dialogue Partnership	1991	1993 ASEAN Free Trade Area (AFTA) entry into force
ASEAN-ROK Sectoral Dialogue Partnership	1989	
	1984	Brunei Darussalam joined ASEAN
	1967	Establishment of ASEAN Indonesia, Malaysia, Philippines, Singapore, Thailand founded ASEAN

ASEAN-KOREA RELATIONS IN KEY FIGURES(2015)

Major Trading Partners of Korea

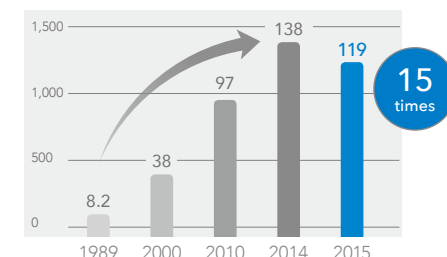
(Unit : %)



ASEAN is Korea's 2nd largest trading partner

ASEAN-Korea Trade Volume

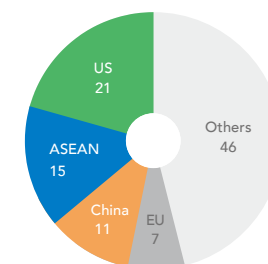
(Unit : billion USD)



15 times increase in Trade Volume

Foreign Investment Destination of Korea

(Unit : %)

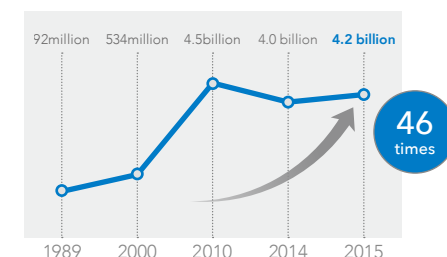


ASEAN is Korea's 2nd largest investment destination

FDI from Korea to ASEAN

Based on total invested amount

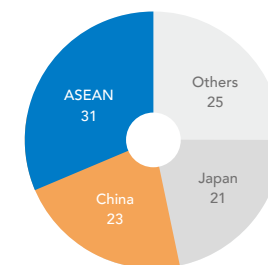
(Unit : USD)



46 times increase in FDI from Korea to ASEAN

International Travel Destination for Koreans

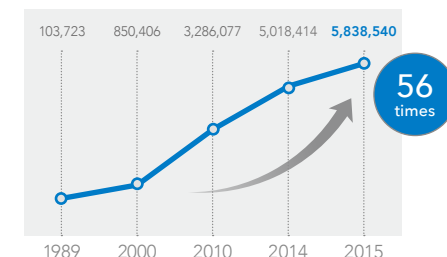
(Unit : %)



ASEAN is the No.1 international travel destination for Koreans

Korean Tourist Arrivals in ASEAN

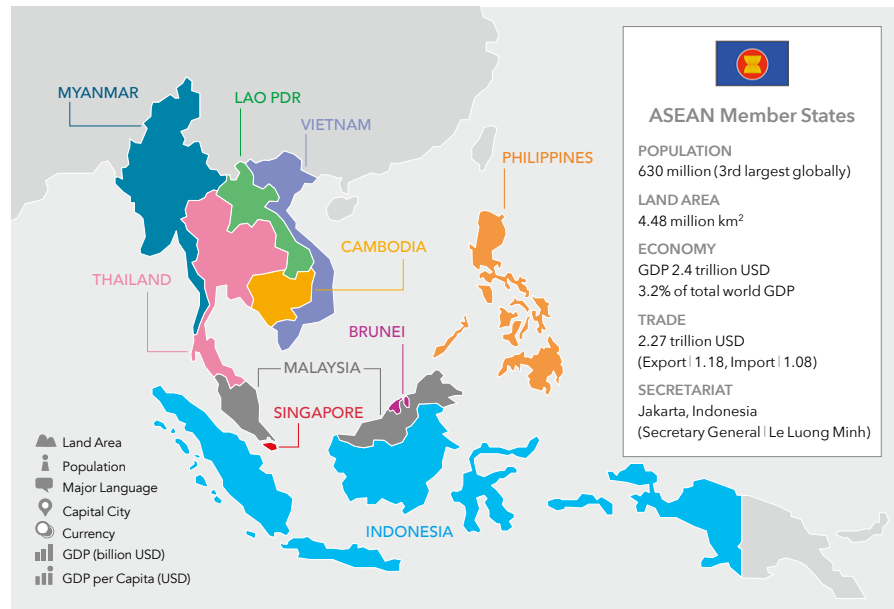
(Unit : Person)



Korean Tourist Arrivals in ASEAN: 5.83 million
ASEAN Tourist Arrivals in Korea: 1.60 million

ABOUT ASEAN

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



Brunei 5,769km ² 417,000 Malay Bandar Seri Begawan Bruneian Dollar (BND) 12.9 30,942	Cambodia 181,035km ² 15.4 million Khmer Phnom Penh Cambodian Riel (KHR) 18.4 1,198	Indonesia 1,913,579km ² 255 million Bahasa Indonesia Jakarta Indonesian Rupiah (IDR) 857.6 3,357	Lao PDR 236,800km ² 6.9 million Lao Vientiane Laotian Kip (LAK) 12.6 1,831	Malaysia 330,290km ² 30.4 million Bahasa Malaysia Kuala Lumpur Malaysian Ringgit (RM) 294.3 9,657
Myanmar 676,577km ² 52.4 million Burmese Nay Pyi Taw Myanmar Kyat (MMK) 65.3 1,246	Philippines 300,000km ² 101.5 million Filipino (based on Tagalog), Eng Manila Philippine Peso (PHP) 289.5 2,850	Singapore 719km ² 5.5 million Eng, Mandarin, Malay Singapore Singapore Dollar (SGD) 291.9 52,744	Thailand 513,120km ² 68.9 million Thai Bangkok Thai Baht (THB) 395.7 5,737	Vietnam 330,951km ² 90.7 million Vietnamese Hanoi Vietnamese Dong (VND) 193.4 2,109

(Source: ASEAN Secretariat, as of 2016)

EMBASSIES & OFFICES

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Royal Embassy of Cambodia
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Republic of Indonesia

Embassy of The Republic of Indonesia
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Indonesia Trade Promotion Center

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Intergovernmental Organization mandated to
promote economic and socio-cultural cooperation
between ASEAN Member States and Korea

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GOLDEN CELEBRATION 2017

