

ASEAN-  
KOREA  
CENTRE



“We lauded the ASEAN-Korea Centre in Seoul for playing a pivotal role to increase the volume of trade, accelerate investment flow, invigorate tourism, promote connectivity, foster people-to-people exchanges, and enrich cultural exchanges between ASEAN and the ROK. In particular, we appreciated the International Conference on ASEAN-Korea Partnership held on 30 August 2017 in Seoul, organized by the ASEAN-Korea Centre, reviewing the last 50 years of ASEAN’s development and providing prospects for the future of the ASEAN-ROK partnership. We also welcomed the continued contribution of the ASEAN-Korea Centre for its organization of the annual ASEAN Connectivity Forum to facilitate business opportunities and enhance Public-Private Partnerships in connectivity projects, as well as its hosting of the 5th ASEAN Connectivity Forum on 29-30 November 2017 in Seoul.”

**Chairman’s Statement of  
the 19th ASEAN-Republic of Korea Summit**  
13 November 2017, Manila, Philippines

# SECRETARY GENERAL'S MESSAGE

The ASEAN-Korea partnership has reached remarkable milestones in various areas of cooperation since the establishment of sectoral dialogue relations in 1989. With the recently unveiled "New Southern Policy" of the Korean government, ASEAN and Korea are expected to forge a stronger and deeper collaborative relationship in the years to come.

As the only intergovernmental organization mandated to promote economic and socio-cultural cooperation between ASEAN and Korea, the ASEAN-Korea Centre (AKC) will strive to continue playing a pivotal role in building a lasting and genuine partnership between the two sides. In conjunction with its 9th anniversary in 2018, the AKC will carry out a series of programs under the collective theme of **"Connecting People, Sharing Prosperity."** These programs will focus on the four key elements of **"People-centered Community-building," "People-to-People Exchange," "Sustainable Development,"** and **"Prosperity and Industry 4.0."**

First, the AKC will aspire to build a **"People-centered Community"** and a more vibrant **"People-to-People Exchange."** In accordance with ASEAN's hope to create a welcoming and inclusive community, the AKC will put utmost efforts to deepen the relationship between ASEAN and Korea with "people" as the center. To this end, the AKC will provide platforms for people from across all sectors to communicate and interact with one another. Networking programs among youth will also be strengthened, while mutual understanding among the people of ASEAN and Korea will be enhanced through public lectures, publications, as well as digital communications.

Second, the AKC will promote **"Sustainable Development"** in ASEAN, which is a core value of regional peace, stability, and prosperity. It will continue to support ASEAN Micro, Small and Medium Enterprises (MSMEs) through capacity building, investment, and technological exchange to boost economic exchange between ASEAN and Korea. Since ASEAN is the most popular travel destination for Koreans, the AKC will actively conduct programs related to cultural heritage, ecotourism, and community-based tourism to foster sustainable tourism exchange.

Third, the AKC will aim to drive **"Prosperity and Industry 4.0,"** thereby helping ASEAN to become a digital economic bloc. Digital collaboration between ASEAN and Korea will not only generate mutual benefits, but also expand the collaboration into areas such as technological cooperation, job creation, and human resource development. The AKC will, therefore, carry out numerous programs to achieve shared prosperity between ASEAN and Korea in the era of the **"Fourth Industrial Revolution."**

Furthermore, the AKC will continue to support comprehensive efforts by governments, civil society, and citizens which are necessary to establish a genuine, sustainable, and people-centered relationship between the two sides.

We sincerely look forward to your continued cooperation and active participation in the activities of the ASEAN-Korea Centre in 2018.

**Lee Hyuk,** Secretary General of the ASEAN-Korea Centre

# OVERVIEW

The **ASEAN-Korea Centre (AKC)** 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

## ESTABLISHMENT

Inaugurated on 13 March 2009

## MEMBERS

10 ASEAN Member States and Korea



Korea



Brunei Darussalam



Cambodia



Indonesia



Lao PDR



Malaysia



Myanmar



Philippines



Singapore



Thailand



Viet Nam

# ORGANIZATION

## COUNCIL

A supreme decision-making organ of the AKC composed of 11 Directors appointed by each Member

## EXECUTIVE BOARD

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

## SECRETARIAT

An administrative body of the AKC 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

### Development Planning & General Affairs Unit (DPGAU)

- Plan and evaluate annual work programs
- Execute annual budget and manage human resources
- Prepare and implement meetings with Council Directors and Executive Directors

### Trade & Investment Unit (TIU)

- Increase trade volume between ASEAN and Korea
- Facilitate Korean investments into ASEAN Member States
- Support ASEAN enterprises' capacity-building and technology development

### Culture & Tourism Unit (CTU)

- Organize promotional events for ASEAN tourism and provide related information
- Support capacity-building of tourism industries within ASEAN Member States
- Facilitate cultural exchange to foster mutual understanding

### Information & Data Unit (IDU)

- Raise public awareness of ASEAN and promote youth exchange
- Foster understanding of ASEAN through media, SNS, website, publications
- Publish staff report and provide information on ASEAN-related topics

# ACTIVITIES

## ASEAN Trade Promotion

The AKC conducts trade promotion programs to contribute to reaching the trade volume of USD 200 billion between ASEAN and Korea by 2020 through closer linkage of business communities

### ASEAN Trade Fair

Holds trade exhibitions in the sectors of seafood, furniture, and digital contents that showcase quality products from ASEAN to the Korean market



## Technical Cooperation & Capacity-Building

Strengthens global competitiveness of ASEAN businesses in the era of Industry 4.0 and fosters mutual benefits between ASEAN and Korea

### Trade Facilitation Workshop for MSMEs

Explores business opportunities and facilitates experience and expertise sharing among ASEAN and Korean business stakeholders through lectures, consultations, and 1:1 meetings



## Trade and Investment

### ASEAN Digital Commerce Forum

Facilitates paperless and electronic commerce between ASEAN and Korea by raising awareness of the impact of digital commerce through lectures, on-site visits, and 1:1 business meetings

### ASEAN Investment Promotion

Accommodates the investment needs of ASEAN for its economic growth by exploring investment opportunities for Korean businesses



### ASEAN Connectivity Forum

Showcases the latest connectivity-related infrastructure projects of ASEAN and financial solutions to the Korean business community

### Investment Facilitation Seminar on ICT Start-ups

Enhances entrepreneurship of and Korean investment in ICT start-ups of ASEAN

### Investment and Market Research Mission

Conducts on-site market research, investment promotion seminar, industrial visits, and 1:1 business meetings

# ACTIVITIES

## Culture and Tourism

### ASEAN Culture & Tourism Promotion

Gaining momentum from the ASEAN-Korea Cultural Exchange Year in 2017, the AKC continues to carry out an array of activities that introduce ASEAN's attractive tourist destinations and diverse cultures to the Korean public

#### — ASEAN Culinary Festival

Features representative dishes prepared by 10 ASEAN chefs and cultural performances



#### — ASEAN-Korea Tourism Investment Seminar

Highlights tourism investment opportunities in ASEAN countries through presentations, panel discussion, and interactive sessions

#### — ASEAN Tourism Promotional Pavilion

Promotes tourist destinations in ASEAN through information materials and interactive resources



### ASEAN Culture & Tourism Capacity-Building

To support ASEAN's efforts to meet the strong demands for traveling to the region, the AKC implements capacity-building programs in line with the important policies and directions of ASEAN

#### — Workshop on Sustainable Tourism for World Heritage Destinations

Provides lectures by international experts, country presentations, and panel discussion on world heritages in ASEAN, as well as technical visits to heritage sites in Jeju Island

#### — CLMV Tourism Capacity-Building Workshop

Enhances capacity of tourism professionals from CLMV (Cambodia, Lao PDR, Myanmar, Viet Nam) countries through lectures, country presentations, panel discussions, and on-site study visits

#### — ASEAN-Korea Tourism Capacity-Building Workshop

Delivers lectures by Korean tourism experts, panel discussion, networking sessions among speakers and participants, as well as on-site consultations in ASEAN countries

#### — ASEAN Community-Based Tourism Program

Includes hands-on activities, cultural exchange with local villagers, study visits, and presentation of ideas on the sustainable development of ASEAN CBT for ASEAN-Korean university students

### ASEAN-Korea Culture & Tourism Exchange

To keep abreast with the tourism developments in ASEAN and ensure that the AKC programs effectively address the needs of ASEAN, the AKC engages in various ASEAN culture and tourism meetings

#### — ASEAN Tourism Forum

Participates in the ASEAN Tourism Forum and related meetings, introduces the AKC's activities and contributions, and networks with key stakeholders

# ACTIVITIES

## Youth Awareness & Exchange

To foster mutual understanding and long-lasting partnership, the AKC carries out various programs for under/graduate students from ASEAN and Korea

### — ASEAN-Korea Youth Network Workshop

Conducts a 12-day program that includes lectures by experts and site visits on the themes of science, technology, and innovation, team-building activities, as well as cultural exchange for under/graduate students from ASEAN and Korea



### — ASEAN-Korea Youth Forum

Organizes a business plan competition and presentation, consultations from young entrepreneurs, and a networking reception

### — ASEAN-Korea Academic Essay Contest

Holds an academic essay competition, a study trip for winners either to ASEAN or Korea, a youth academic workshop, publication of winning entries

### — ASEAN Youth Network in Korea (AYNK)

Annually runs a career mentorship program, a startup development workshop, a short film festival, and a year-end celebration for ASEAN students in Korea

### — ASEAN School Tour Program

Holds lectures and quiz, 'Getting to Know ASEAN' activities, a nationwide short essay contest, and outdoor booth activities for Korean middle school students

## PR and ASEAN Awareness

## Public Relations & Digital Communications

The AKC serves as an essential channel for raising awareness of ASEAN among the general public through a variety of tools of traditional media, social media, website, and publications

### — PR through Media

Promotes ASEAN and programs of the AKC through press release, interviews/op-eds, monitoring, feature stories on ASEAN, invitation of ASEAN and Korean journalists to its programs

### — Digital Communications

Utilizes social media platforms (Facebook, Instagram, Twitter, YouTube, blogs) and produces viral video contents by ASEAN Vloggers

### — Publications

Creates informative resources published by the AKC including brochure, key statistics, annual report, lecture series, and 10 years of the AKC

## Academic Exchange & Community Outreach

Amid increasing demands for information on ASEAN, the AKC has expanded its presence in the academic field by making its own scholarly publication called *ASEAN Talks*, while providing platforms for the general public to deepen their understanding on ASEAN

### — ASEAN Lecture Series

Holds public lectures on the themes of natural heritage sites and business opportunities in ASEAN, publications on the lecture contents

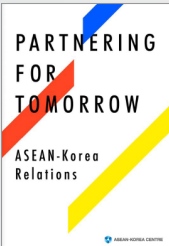


### — ASEAN Talks

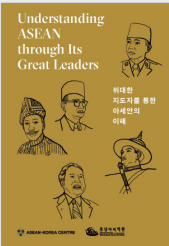
Publishes and disseminates staff reports on ASEAN-related topics



# PUBLICATIONS



1. Partnering for Tomorrow:  
ASEAN-Korea Relations  
English



6. Understanding ASEAN  
through Its Great Leaders  
Korean



2. Understanding ASEAN  
through 4Cs  
Korean



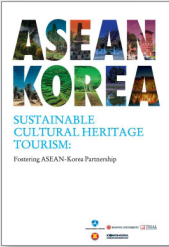
7. Industry 4.0 and ASEAN  
Market  
Korean



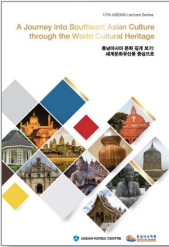
3. 2017 ASEAN & Korea in  
Figures  
English



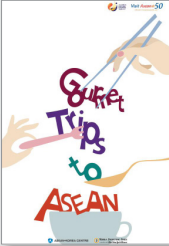
8. The Future of ASEAN-  
Korea Partnership  
Vol. 2  
English



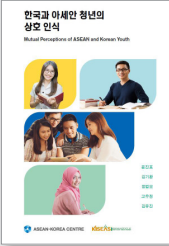
4. Sustainable Cultural  
Heritage Tourism:  
Fostering ASEAN-Korea  
Partnership  
English



9. A Journey into Southeast  
Asian Culture through the  
World Cultural Heritage  
Korean, English



5. Gourmet Trips to ASEAN  
English



10. Mutual Perceptions of  
ASEAN and Korean Youth  
Korean, English

# ASEAN HALL & INFORMATION CORNER



The ASEAN Hall is a multi-purpose space that houses a unique collection of resources and diverse cultural artifacts of ASEAN Member States. It is utilized for exhibitions, lectures, seminars, and other programs that promote awareness of ASEAN and deepen mutual understanding between ASEAN and Korea. The Hall also has an information corner where books and multimedia resources on ASEAN Member States, ASEAN-Korea relations, and activities of the AKC can be accessed by the general public.

Opening Hours	9AM-5PM (closed on weekends and Korean national holidays)
Location	8th Floor, Press Center Building, Seoul, Korea
Contact	+82-2-2287-1177 / <a href="mailto:info@aseankorea.org">info@aseankorea.org</a>

## ASEAN E-LIBRARY

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

[elibrary.aseankorea.org](http://elibrary.aseankorea.org)



## ASEAN Tourism Guide Mobile App

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



# CHRONOLOGY

ASEAN-ROK Cultural Exchange Year  
50th Anniversary of ASEAN  
ASEAN Culture House was inaugurated

2017

Asean  
50



2012

Mission to the Republic of Korea to ASEAN was inaugurated



2015

ASEAN Community was launched



2007

ASEAN-Korea FTA on Service and Investment entered into force



2009

ASEAN-Korea Centre was inaugurated



1993

ASEAN Free Trade Area (AFTA) was established



2006

ASEAN-Korea FTA on Trade in Goods entered into force



1989

ASEAN-ROK Sectoral Dialogue Partnership was established



1991

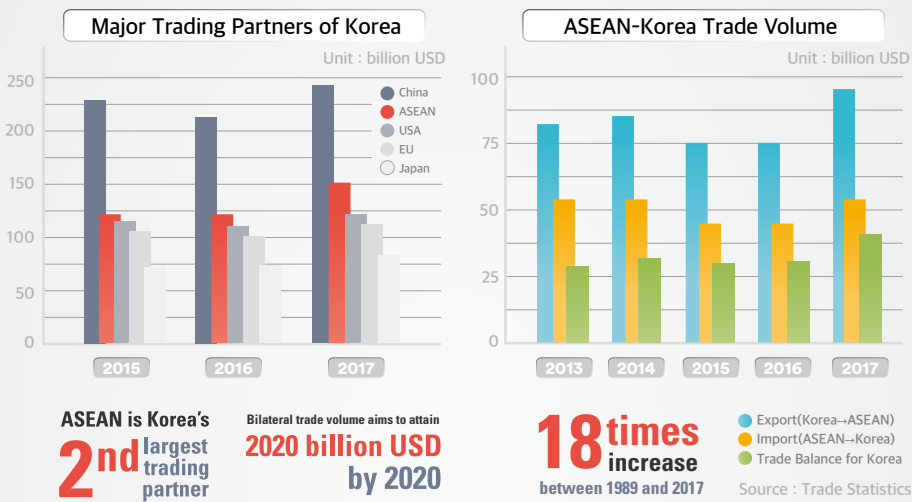
ASEAN-ROK Full Dialogue Partnership was established



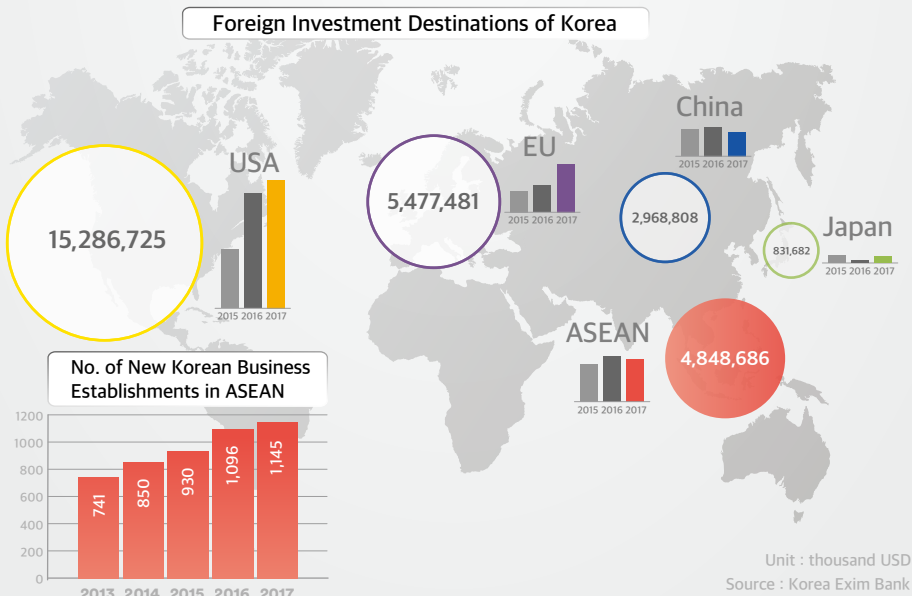
1967 ASEAN was founded

# ASEAN-KOREA RELATIONS IN KEY FIGURES

## 1 Trade (2017)



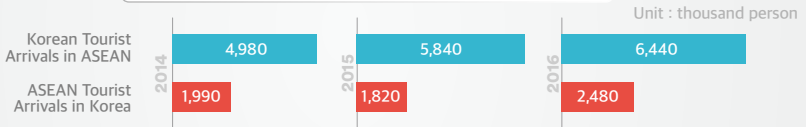
## 2 Investment (2017)



### 3 Tourism (2016)

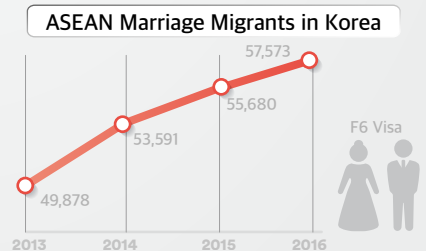
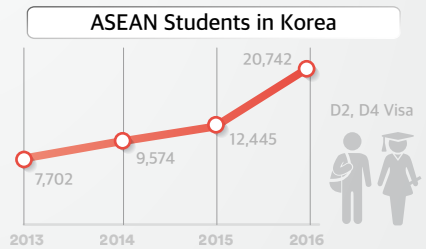
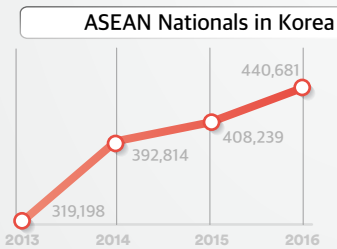


#### Two-way visit between ASEAN and Korea

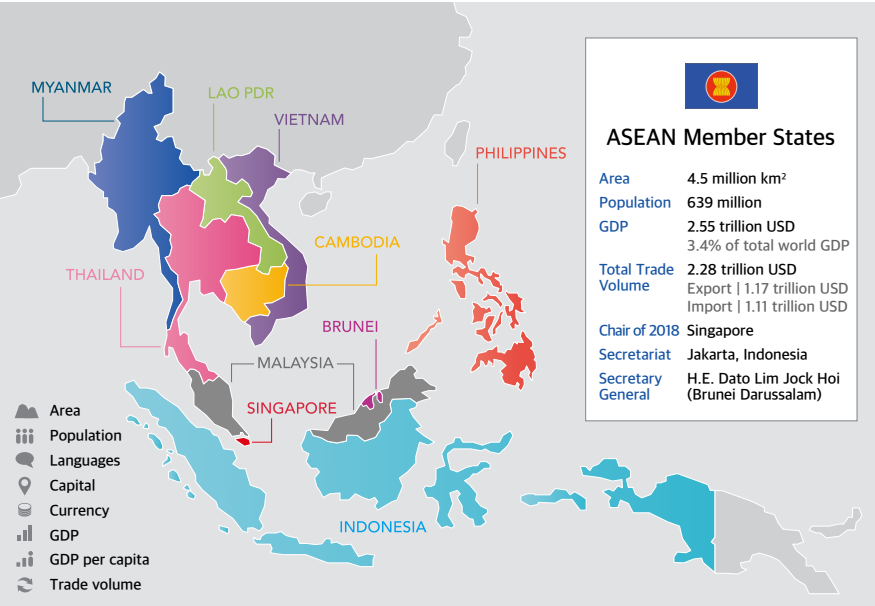


### 4 People-to-people Exchange (2016)

Unit : person  
Source : Statistics Korea



# ABOUT ASEAN



## Brunei Darussalam

Area	5,769km <sup>2</sup>
Population	0.4 million
Languages	Bahasa Melayu, English, Chinese
Capital	Bandar Seri Begawan
Currency	Bruneian Dollar (BND)
GDP	11.2 billion USD
GDP per capita	26,424 USD
Trade volume	7.4 billion USD



## Cambodia

Area	181,035km <sup>2</sup>
Population	15.8 million
Languages	Khmer, French
Capital	Phnom Penh
Currency	Cambodian Riel (KHR)
GDP	19.4 billion USD
GDP per capita	1,230 USD
Trade volume	22.5 billion USD



## Indonesia

Area	1,913,579km <sup>2</sup>
Population	260.6 million
Languages	Bahasa Indonesia
Capital	Jakarta
Currency	Indonesian Rupiah (IDR)
GDP	932.4 billion USD
GDP per capita	3,604 USD
Trade volume	280 billion USD



## Lao PDR

Area	236,800km <sup>2</sup>
Population	6.9 million
Languages	Lao
Capital	Vientiane
Currency	Laotian Kip (LAK)
GDP	13.8 billion USD
GDP per capita	1,925 USD
Trade volume	9.6 billion USD



## Malaysia

Area	330,290km <sup>2</sup>
Population	30.8 million
Languages	Bahasa Melayu, English, Chinese
Capital	Kuala Lumpur
Currency	Malaysian Ringgit (RM)
GDP	296.4 billion USD
GDP per capita	9,360 USD
Trade volume	358.1 billion USD



## Myanmar

Area	676,577km <sup>2</sup>
Population	54.4 million
Languages	Burmese, Chinese, Thai
Capital	Nay Pyi Taw
Currency	Myanmar Kyat (MMK)
GDP	66.3 billion USD
GDP per capita	1,269 USD
Trade volume	33.3 billion USD



## Philippines

Area	300,000km <sup>2</sup>
Population	102.3 million
Languages	Tagalog, English
Capital	Manila
Currency	Philippine Peso (PHP)
GDP	304.7 billion USD
GDP per capita	2,924 USD
Trade volume	142.2 billion USD



## Singapore

Area	719km <sup>2</sup>
Population	5.7 million
Languages	English, Mandarin, Malay, Tamil
Capital	Singapore
Currency	Singapore Dollar (SGD)
GDP	297 billion USD
GDP per capita	52,961 USD
Trade volume	612.9 billion USD



## Thailand

Area	513,120km <sup>2</sup>
Population	68.1 million
Languages	Thai, Chinese, Malay
Capital	Bangkok
Currency	Thai Baht (THB)
GDP	407 billion USD
GDP per capita	5,899 USD
Trade volume	406.4 billion USD



## Viet Nam

Area	330,951km <sup>2</sup>
Population	94.4 million
Languages	Vietnamese
Capital	Hanoi
Currency	Vietnamese Dong (VND)
GDP	201.3 billion USD
GDP per capita	2,173 USD
Trade volume	408.7 billion USD

Source : ASEAN Outlook by the Ministry of Foreign Affairs (MOFA) of the Republic of Korea (October 2017), Country Information of ROK MOFA website, ASEAN Secretariat

Base year: Area (2015), Population (2016), GDP, GDP per capita, Trade volume (2016)

## Slogan of the ASEAN-Korea Centre



The ASEAN-Korea Centre plans to carry out its programs that connect peoples of ASEAN and Korea and promote mutual prosperity through mutually beneficial economic cooperation.

## ASEAN Chairmanship 2018



Singapore, ASEAN Chair in 2018, runs an official website of its chairmanship that provides information on ASEAN and relevant activities.



## ASEAN-KOREA CENTRE

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

website [www.aseankorea.org](http://www.aseankorea.org)

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