

ASEAN- KOREA CENTRE

ANNUAL REPORT 2017



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ANNUAL REPORT 2017

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AKC at a Glance



OVERVIEW

VISION

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

MANDATES

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

GOALS

- Enhance ASEAN-Korea Partnership
- Promote Mutual Understanding through Cultural Exchange and People-to-People Contact
- Support ASEAN Integration Efforts

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

INAUGURATION

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

ACTIVITIES

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



MEMBERS

The Members of the ASEAN-Korea Centre consist of Korea and the 10 ASEAN Member States: Brunei Darussalam, Kingdom of Cambodia, Republic of Indonesia, 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 Viet Nam.



Korea



Brunei Darussalam



Cambodia



Indonesia



Lao PDR



Malaysia



Myanmar



Philippines



Singapore

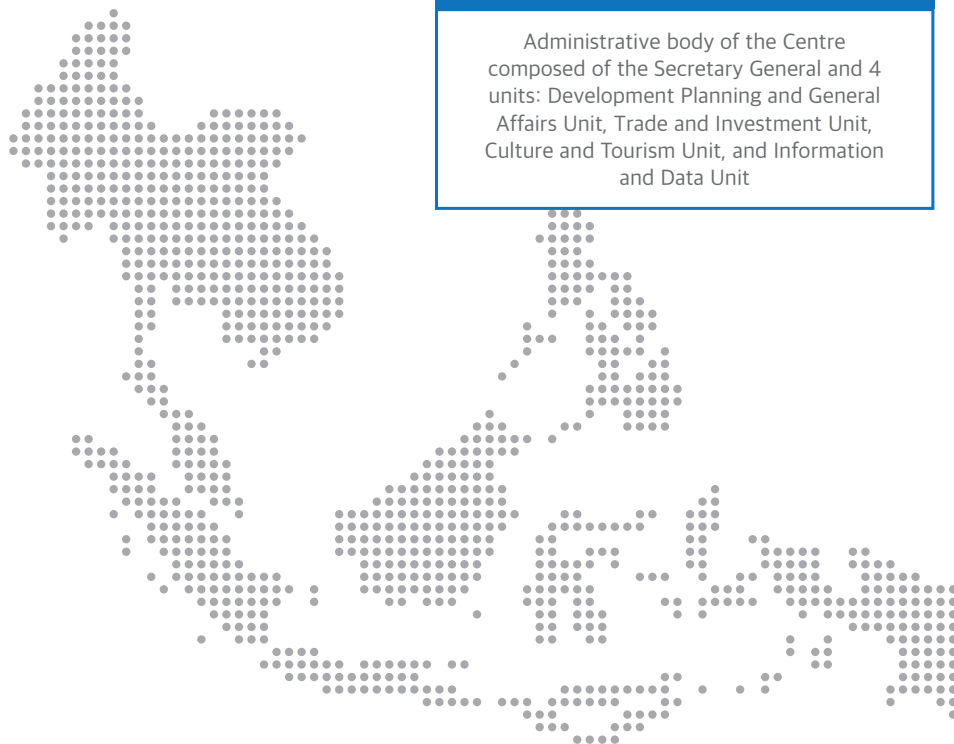


Thailand



Viet Nam

ORGANIZATION



COUNCIL

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

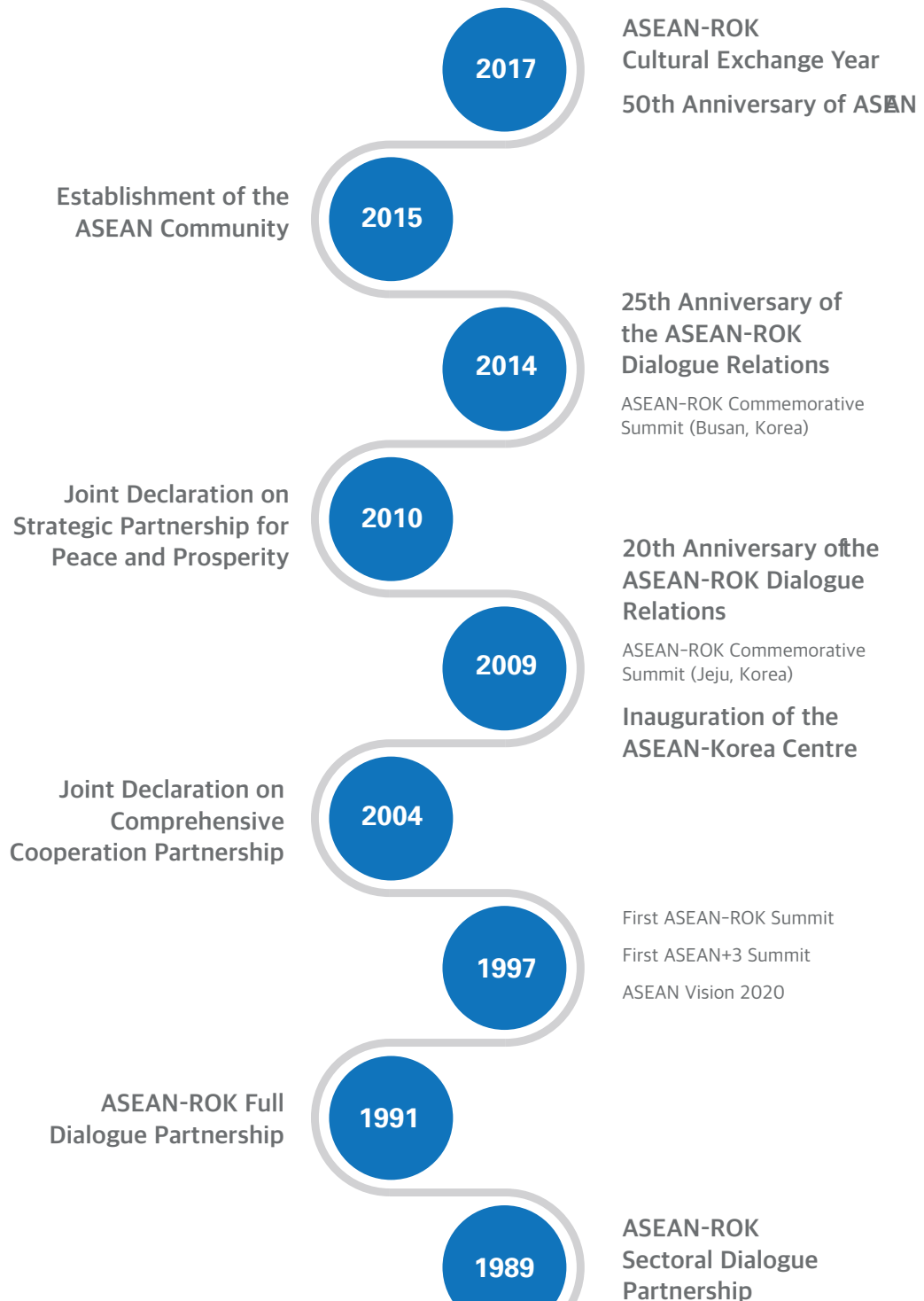
EXECUTIVE BOARD

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

SECRETARIAT

Administrative body of the Centre composed of the Secretary General and 4 units: Development Planning and General Affairs Unit, Trade and Investment Unit, Culture and Tourism Unit, and Information and Data Unit

CHRONOLOGY



FOREWORD

It is my pleasure to present the Annual Report of the ASEAN-Korea Centre for the fiscal year of 2017, covering the period from March 2017 to February 2018. This report provides a brief overview of the programs and efforts of the Centre towards achieving its vision to build a lasting and genuine partnership between ASEAN and Korea.

ASEAN and Korea have conquered great heights and reached incredible milestones since the establishment of their partnership in 1989. Such progress reached its peak when, in November 2017, Korean President Moon Jae-in unveiled the “New Southern Policy”, which aimed to forge stronger ties with ASEAN.

In the area of trade, ASEAN-Korea trade volume has increased 18-fold since their dialogue relations started. Also, ASEAN has now become Korea’s second largest trading partner, boasting a volume of USD 150 billion. For investments, ASEAN is Korea’s third largest FDI destination. Trade flow from Korea to ASEAN amounted to USD 5 billion in 2017. Tourism and people-to-people exchanges have been vibrant as well. ASEAN is Korea’s prime outbound travel destination, with around 7 million Korean tourists having visited the region in 2017. The number of ASEAN nationals living in Korea have soared over the years as well. The population of foreign residents in Korea who are from ASEAN now totals to almost 450,000.

Keeping up with this momentum, the ASEAN-Korea Centre implemented various programs in fiscal year 2017 to increase trade volume, accelerate investment flows, invigorate tourism, and enrich cultural and people-to-people exchanges. The Centre has set three main directions for FY2017 to generate greater impact and more concrete outcomes. First, in celebration of the 50th Anniversary of ASEAN and the ASEAN-ROK Cultural Exchange Year, the Centre placed great focus on Culture and Tourism programs. Second, sustainable development was also an important theme for the Centre’s programs this year as the UN has set the Sustainable Development Goals (SDGs) as a direction for its Member States for 2015-2030. Finally, the Centre strengthened the capacity-building element throughout all the programs it conducted.



The ASEAN-Korea Centre successfully organized a total of 47 projects and 20 publications under the Chapters of Trade and Investment, Culture and Tourism and Public Relations and Information Services in FY2017. Through these programs, the Centre actively played a key role in building a lasting and genuine partnership between ASEAN and Korea.

Having said this, the Centre will continue its work to further promote economic and socio-cultural cooperation between ASEAN and Korea. Under the theme of “Connecting People, Sharing Prosperity”, the Centre will implement programs that support prosperity and Industry 4.0, promote sustainable development, and facilitate people-centered community-building and people-to-people exchange.


I sincerely appreciate the cooperation you extended to the Centre in FY2017, and I seek your continued support to our endeavors in the years to come. As the Secretary General of the ASEAN-Korea Centre, I assure our commitment to step up our efforts in promoting shared and prosperous future for ASEAN and Korea.

A handwritten signature in black ink, appearing to read "Lee Hyuk".

Lee Hyuk
Secretary General



FY2017 Highlights

 Connecting People
Sharing Prosperity

Annual Meeting of the ASEAN-Korea Centre 한-아세안센터 제10차 정기 이사회

• Date : 26-27 February

• Venue : Grand Hyatt Hotel Busan



TRADE & INVESTMENTS



ASEAN Services Exhibition: Global Game Exhibition 2017



Games



30 ASEAN companies



141 business meetings

ASEAN Trade Fair



Food and Beverage



100 ASEAN companies



580 business meetings

Trade Facilitation Workshop for Indonesian Food MSMEs



Food & Food Packaging



196 public and private sector representatives from Indonesia and 5 Korean companies



68 business meetings

Trade Facilitation Workshop for Philippine Food MSMEs



Food & Food
Packaging



104 public and private sector
representatives from the Philippines and
10 Korean companies



102 business meetings

Trade Facilitation Workshop for Thai MSMEs on Internet of Things



Internet of Things
(IoT)



8 public and private sector
representatives from Thailand and 8
Korean companies



31 business meetings

Trade Facilitation Workshop for Brunei Food MSMEs



Food & Food
Packaging



68 public and private sector
representatives from Brunei and 8
Korean companies



29 business meetings

Trade Facilitation Workshop for Malaysian MSMEs on Digital Content Industry



Digital Content
(Animation & Game)



78 public and private sector
representatives from Malaysia and 11
Korean companies



62 business meetings

Capacity Building Workshop for GMS Cross-border E-commerce



E-commerce



120 public and private sector
representatives from ASEAN and 25
Korean companies



Investment Promotion Seminar



ICT & Water

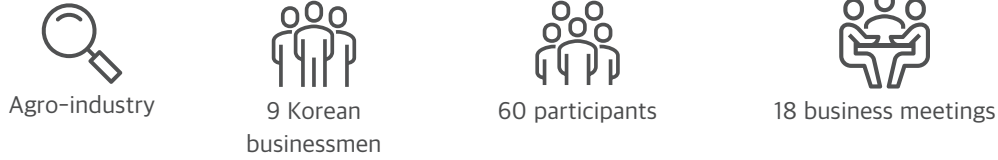


[ICT] 43 delegates from ASEAN,
[Water] 11 delegates from ASEAN



[ICT] 170 business meetings
[Water] 31 business meetings

Investment and Market Research Mission to Cambodia



Capacity Building Workshop for Expanding Business Opportunities in E-Commerce to Lao PDR & Cambodia



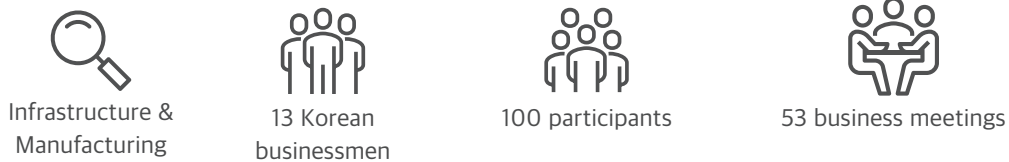
Investment and Market Research Mission to Viet Nam



Investment and Market Research Mission to the Philippines



Investment and Market Research Mission to Myanmar



ASEAN Connectivity Forum



Transport, Energy, ICT



30 ASEAN delegates



253 Korean businessmen



70 business meetings

5th Mekong-Republic of Korea Business Forum



Tourism, Franchise, Agriculture, and Renewable Energy Sectors



15 public and private sector representatives from ASEAN and 20 Korean businessmen



71 business meetings

The 5th ASEAN Connectivity Forum

November 29, 2017 | Grand Hall of KCCI, Seoul Korea

Organized by ASEAN-KOREA CENTRE KCCI Sponsor Ministry of Foreign Affairs Ministry of Land, Infrastructure and Transport ASSOCIATION OF SOUTHEAST ASIAN NATIONS WORLD BANK GROUP



CULTURE & TOURISM



ASEAN Tourism Forum



ASEAN Sustainable Connectivity, Boundless Prosperity



Plaque of Appreciation

ASEAN Tourism Promotional Pavilion



Promotion of ASEAN as Tourism Destination



98,000 visitors

ASEAN Culinary Festival 2017



Culinary Culture and Coffee of ASEAN



4,142 visitors

'ASEAN Travel' Mobile Application



ASEAN Culture and Tourism Promotion



8,104 downloads



114,904 page-views

ASEAN Art Exhibition



Artworks of young ASEAN artists



21,000 visitors

Workshop on Sustainable Tourism for Cultural Heritage Destinations



Cultural Heritage of ASEAN



29 tourism professionals from ASEAN



Approximately 90 Korean stakeholders

Mekong Sub-regional Capacity Building Program on Cultural Heritage



Training of Trainers for Cultural Heritage Specialist Guides (CHSG)



20 tourism professionals from CLMVT countries

ASEAN-Korea Tourism Capacity Building Workshop - Lao PDR



Transformation towards Sustainable Tourism in Vang Vieng



117 tourism professionals from Lao PDR

ASEAN-Korea Tourism Capacity Building Workshop



Shaping the Path Towards Cultural Heritage Tourism



126 tourism professionals

ASEAN-Korea Tourism Capacity Building Workshop - Myanmar



Promoting Bagan as a Sustainable Cultural Heritage Tourism Destination



114 tourism professionals from Myanmar

ASEAN-Korea Tourism Capacity Building Workshop - Viet Nam



Attracting FITs to Hoi An as a Cultural Heritage Destination



98 tourism professionals from Viet Nam

ASEAN Community-based Tourism Program



Youth Fostering Sustainable Tourism Development



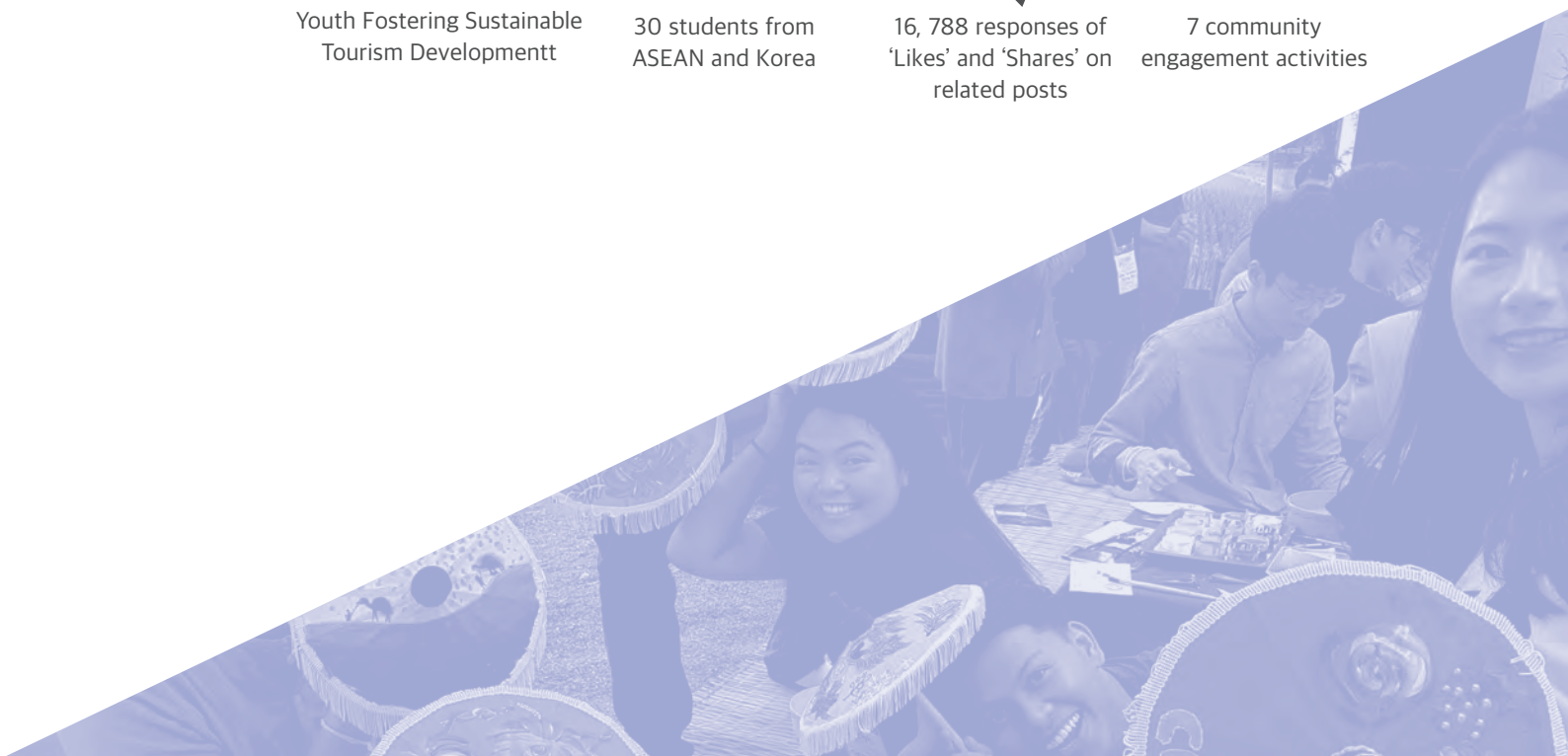
30 students from ASEAN and Korea



16, 788 responses of 'Likes' and 'Shares' on related posts



7 community engagement activities



INFORMATION & DATA



ASEAN School Tour Program



ASEAN and Korea,
We are Friends



700 middle school
students from Korea



29 participating middle
schools in Ansan City



8 activities

ASEAN-Korea Youth Network Workshop



Environmentally
Sustainable Cities



100 university
students from
ASEAN and Korea



5 lectures



12 sites in 5 cities



11 group activities

ASEAN-Korea Youth Forum



Global Entrepreneurship



200 university students
from ASEAN and Korea



8 speakers and
5 teams of business plan presenters

AYNK Programs



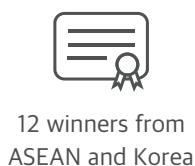
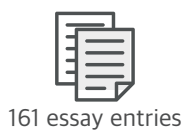
Youth Visit Program



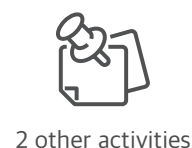
ASEAN Lecture Series



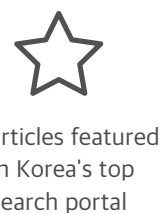
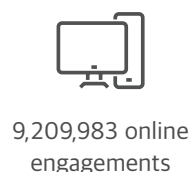
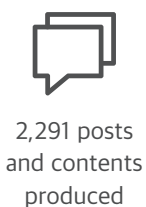
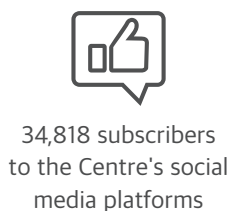
ASEAN-Korea Academic Essay Contest



ASEAN Media Invitation Program



Digital Communications



Academic Outreach Program



16 academic events throughout the year

ASEAN E-Library



20 cooperating partners



1,040 posts and contents uploaded

ASEAN Hall and Information-related Service



2,089 visitors



373,166 website visitors



14 types of resources available

Publications



20 publications







CHAPTER 1

Trade & Investment



CHAPTER 1 Trade & Investment

SECTION 1 : ASEAN Trade Promotion





ASEAN Services Exhibition: Global Game Exhibition 2017

The launch of the ASEAN Economic Community in 2015 marked a milestone for ASEAN as it stimulated further economic integration among the Member States. With the vision to enhance trade and investment, the ASEAN Economic Community Blueprint 2025 was adopted. It especially emphasized the necessity of fostering robust productivity through innovation and technology in order for ASEAN to increase competitive edge in the global market. In this regard, the importance of services sector and services trade have been underscored. Their significance is driven by strong demand from consumers and producers, and by international trade. Against this backdrop, the ASEAN-Korea Centre organized the ASEAN Services Exhibition: Global Game Exhibition G-Star 2017 through which ASEAN game companies showcased their respective services, both software and hardware, to the Korean businesses and public. The program is in line with the ASEAN-ROK Plan of Action 2016-2020, which emphasizes expansion of trade between ASEAN and Korea through various revenues such as services exhibitions. It primarily aims to help ASEAN companies better understand the Korean game market and explore possible business opportunities with the Korean business counterparts.

A. Outline

Date	14-19 November 2017
Venue	Busan, Korea
Participants	30 game companies from ASEAN



B. Main Activities

Workshop on ASEAN-Korea Cooperation on Game Industry

Session 1 : Current Status of the Korean Game Industry

Speaker : Mr. Jung Mu-sik, Vice President, Lunosoft Inc.

Session 2 : Global Mobile Gaming Market Strategy

Speaker : Mr. No Hyun-kwan, Director, Mobirix Co.

Session 3 : Entering ASEAN Game Markets and Related Issues

Speaker : Mr. Kim Dong-sung, CEO, Movegames Co.

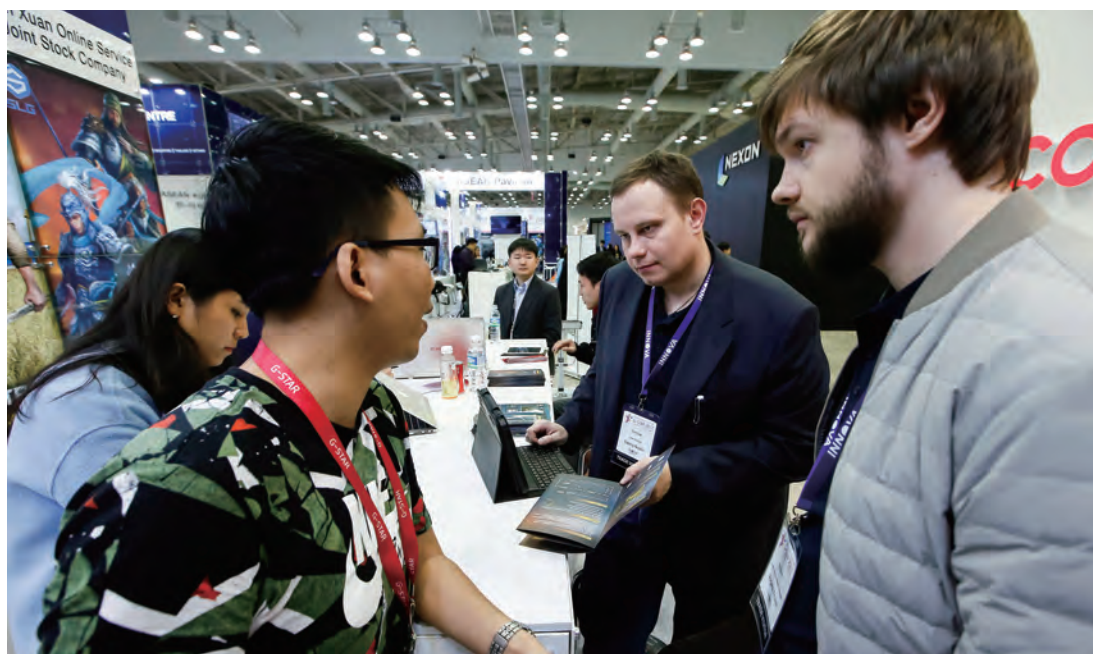
Session 4 : Presentations by representatives of ASEAN companies

Site Visit

- Creative and Innovation Center

Other Activities

- Exhibition and Business Meetings



ASEAN Trade Fair

As key partners of economic cooperation, ASEAN and Korea have maintained a mutually beneficial partnership in the areas of trade and investment. For Korea, ASEAN is the second largest trading partner while Korea is ASEAN's fifth largest trading partner. The ASEAN-Korea Centre, with the vision to be a key player in building a lasting and genuine partnership between ASEAN and Korea and to support the ASEAN Economic Community building efforts, has been implementing various programs to improve the trade balance between ASEAN Member States and Korea by laying out an effective platform for competitive ASEAN companies to expose their products to Korea.

In alignment with the anticipated bilateral trade volume of 200 billion USD by 2020, the Centre organized the ASEAN Trade Fair 2017, which was held in conjunction with the 'Food Week Korea', the largest international food exhibition in Korea. The Centre invited one hundred ASEAN companies from food and beverage sectors, ten from each ASEAN Member State, to exhibit their products at the Fair. For the effective and outcome-oriented business meetings, pre-business matchings were conducted between ASEAN participating companies and Korean business people. In this regard, the Fair offered a platform for ASEAN companies to expose their product potential to the Korean business community, which ultimately led to their larger presence in the Korean market as well as the possibility of narrowing trade imbalances between ASEAN and Korea.



A. Outline

Date	22-29 October 2017
Venue	Seoul, Korea
Participants	100 food companies from ASEAN





B. Main Activities

Seminar on ASEAN Food Accessing the Korean Market

Session 1 : The Distribution System & Sourcing trend of Imported Food in Korea

Speaker : Mr. Oh Jin-woo, Import Manager, E-Mart Inc.

Session 2 : Safety Control Policy for Imported Food in Korea

Speaker : Ms. Lee Hee-jung, Senior Researcher, National Food Safety Information Service

Session 3 : Food Packaging Technology Trends & Regulations

Speaker : Mr. Oh Jae-young, Senior Researcher, Korea Conformity Laboratories

Site Visits

- Daesang Manufacturing Factory
- CJ Freshway Distribution Center

Other Activities

- Exhibition and Business Meetings



SECTION 2 : Technical Cooperation/ Capacity Building

Trade Facilitation Workshops for ASEAN MSMEs

With the launching of ASEAN Economic Community, the business environment of ASEAN is becoming increasingly attractive for Korean business people, encouraging not only MNEs but also MSMEs to expand their business in the region. To further boost the bilateral trade between ASEAN and Korea, the Centre implemented various programs. The Trade Facilitation Workshops were key initiatives to enhance the capacity of ASEAN MSMEs through sharing of Korea's good practices and know-how, and network-building among businesses. In FY2017, the Workshops were held in Indonesia on 4-7 April, Philippines on 17-21 May and Brunei Darussalam on 17-20 July in the food sector, in Thailand on 19-23 June in IoT (Internet of Things) industry, and in Malaysia on 11-14 February 2018 in the digital content sector. The Workshops comprised of seminars, industrial site visits, and one-on-one business meetings.



A. Outline

Date	2-7 April 2017
Sector	Food & Food Packaging
Venue	Jakarta & Makassar, Indonesia
Participants	196 government officials and business representatives from Indonesia 5 companies from Korea
Date	17-20 May 2017
Sector	Food & Food Packaging
Venue	Manila, Philippines
Participants	104 government officials and business representatives from the Philippines 10 companies from Korea
Date	20-23 June 2017
Sector	Internet of Things (IoT)
Venue	Bangkok, Thailand
Participants	150 government officials and business representatives from Thailand 8 companies from Korea
Date	17-19 July 2017
Sector	Food & Food Packaging
Venue	Bandar Seri Begawan, Brunei Darussalam
Participants	68 government officials and business representatives from Brunei Darussalam 8 companies from Korea
Date	11-14 February 2018
Sector	Digital Content (Animation & Game)
Venue	Kuala Lumpur, Malaysia
Participants	78 government officials and business representatives from Malaysia 11 companies from Korea



B. Main Activities

Seminars

[Indonesia]

Session 1 : Overview of Korea's Food Industry: Sourcing Trends and Procedures of Korea

Speaker : Mr. Sung Jang-je, Assistant General Manager, Daesang

Session 2 : Branding and Marketing Strategies for Korean Market Access

Speaker : Mr. Sung Jang-je, Manager, Pulmuone

Session 3 : Korea's Import Logistics System

Speaker : Mr. Kang Sung-won, General Manager, E-Mart

Session 4 : Packaging Technology of Korea's Food Products

Speaker : Mr. Lee Han-young, Director of Research, Packaging & Marketing Research Institute

Session 5 : Design Trend of Korea's Food Packaging

Speaker : Mr. Kim Deuk-joo, CEO, DITO Brand



[Philippines]

Session 1 : Purchasing Trends and Import Procedures of Seafood products

Speaker : Mr. Yoon Jae-sik, Seafood MD, CJ Freshway

Session 2 : Purchasing Trends and Import Procedures of Agricultural products

Speaker : Mr. Song In-su, Assistant Manager, Daesang

Session 3 : Packaging Trend of Food Products and Strategy for Global Market Access

Speaker : Mr. Lee Young-hwan, Packaging Specialist, CJ Cheiljedang



[Thailand]

Session 1 : Converging IoT Devices and Platforms for Business Success

Speaker : Mr. Lee Dae-woong, CEO, UTAREX

Session 2 : Utilizing IoT Platforms for Value-added Business Models

Speaker : Mr. Lee Soon-ho, CEO, Daliworks

Session 3 : Industrial IoT and Smart Factory

Speaker : Mr. Lee Doo-won, CEO, Honest Inc.

Session 4 : Korea's IoT Industry and Products Development Cases

Speaker : Mr. Moon Tae-hee, Manager, SK Telecom

Session 5 : Industrial Trends and Policy Directions for IoT Development

Speaker : Mr. Jun Sung-ta, Director, Korea IoT Association



[Brunei Darussalam]

Session 1 : Overview of Food Industry in Korea: Sourcing Trends and Procedures of Seafood products

Speaker : Mr. Kim Kyung-ryong, Senior Specialist, CJ Cheiljedang

Session 2 : Purchasing Trends and Import Procedures of Processed Food products

Speaker : Mr. Kim Yeong-hun, Director, Pulmuone

Session 3 : Introducing of Smart Technology in Agribusiness

Speaker : Mr. Hwang Sung-il, CEO, Maxfor

Session 4 : Korean Market Access Strategy for Brunei Halal Food products

Speaker : Mr. Cho Young-chan, CEO, Penta Global

Session 5 : Packaging Technology of Korean Food products & Design Trend of Food packaging

Speaker : Mr. Kim Deuk-joo, CEO, Dito Brand



[Malaysia]

Session 1 : Overview of the Korean Game Industry and introducing support programs for overseas game startups

Speaker : Mr. Sohn Byeong-joon, Director, Gyeonggi Center for Creative Economy and Innovation

Session 2 : Overview of the Korean game startup's ecosystem and Korean market access strategy for overseas startups

Speaker : Ms. Kim Mi-sun, CEO, Caret Games Co.,Ltd

Session 3 : Mobile Game Trend in Korea and Korean market access strategy

Speaker : Ms. Kyun Hye-jung, Vice President, Idreamsky Co., Ltd

Session 4 : VR Game Trend in Korea and Korean market access strategy

Speaker : Mr. Im Dong-wook, CEO, Reality Reflection Co., Ltd

Session 5 : Overview of Korean animation industry and Korean market access strategy

Speaker : Mr. Nam Jin-kyu, CEO, DPS Co. Ltd

Session 6 : Introducing the case on business cooperation in animation industry between Malaysia and Korea & future direction of developing strategy

Speaker : Mr. Kim Tae-hyun, CEO, K-Production Co.,Ltd





Site Visits

[Indonesia]

- AIM Food
- KAPAL Api
- PT. Megahputra Sejahtera
- BOMAR

[Philippines]

- Weambard Co.
- Fisherfarms Co.
- SM Mall (Hyper Market)

[Thailand]

- Digital Economy Promotion Agency
- True Group
- JWD Logistics

[Brunei Darussalam]

- BMC Food Industries SDN BHD
- Golden Corporation
- Hua Ho (Hyper Market)

[Malaysia]

- Malaysia Digital Economy Corporation
- Monsta SDN BHD
- Streamline Studios SDN BHD

Business Meeting

- One-on-one business meetings between Korean delegation and ASEAN representatives from public and private sector

C. Co-organizers



D. Supporting Organizations



Capacity Building Workshop for

GMS Cross-border E-commerce

22-24 August, 2017
Seoul, Korea

ASEAN-KOREA CENTRE 50th Anniversary Visit Awards 50th Anniversary of ASEAN-ROK Partnership CASO Asia UNCTAD



Capacity Building Workshop for GMS Cross-border E-commerce

ASEAN is now transitioning towards becoming a digital economy, and importance and impact of this transition should not be understated. With the rapidly evolving trade environment, more and more businesses are moving away from traditional off-line stores and going on-line. Electronic Commerce (E-commerce) has become part and parcel of doing business cross-border. In the past four years, the ASEAN online retail industry has grown roughly by 15 percent annually, almost three times faster than the region's GDP. The industry is expected to grow even faster - up to 25 percent per year - thanks to increasing purchasing power, emergence of young middle class, growing internet penetration, and improving online offerings.

Despite these positive signs, e-commerce markets in Greater Mekong Subregional (GMS) countries are still in their infancy. There are tremendous challenges in the region that need to be addressed, such as limited access to fixed broadband, lack of local champions, absence of harmonized legal frameworks, less developed system of e-payments, as well as lack of logistics and trade efficiency.

To meet these challenges, the ASEAN-Korea Centre convened a three-day Capacity Building Workshop for GMS Cross-border E-commerce. It laid out a platform for GMS countries and Korea to mutually exchange experiences in the development of e-commerce industry, which aimed to ultimately find effective means of overcoming constraints for cross-border e-commerce development and cooperation.

A. Outline

Date	22-24 August 2017
Sector	E-commerce
Venue	Seoul, Korea
Participants	20 government officials and business representatives from ASEAN 25 companies from Korea

B. Main Activities

Workshop

Preliminary Session : Overview of E-commerce in Asia and the Pacific

Speaker : Dr. Kang Jong-woo, Principal Economist, Asian Development Bank

Session 1 : Market Trends, Business Model and Consumer Behavior of Korea's E-Commerce Industry

Speaker : Mr. Jung Jong-shil, CEO, Changgong LAB

Session 2 : Technical Barriers and Enabling Environment for Innovation (based on Amazon's experiences in developing countries)

Speaker : Mr. Bryan Wong, Public Sector Lead, Amazon Web Services

Session 3 : Country Case Study – Part I

Speakers : Officials from Cambodia, Lao PDR & Myanmar

Session 4 : Country Case Study – Part II

Speakers : Officials from Thailand and Viet Nam

Site Visits

- Korea International Trade Association
- E-mart Online Logistics Complex





Workshop

Session 1 : ICT in ADB Operations

Speaker : Mr. Yoon Seok-yong, Senior Public Management Specialist, Asian Development Bank

Session 2 : Case on ADB's Cross-border E-commerce Project: Guangxi Regional Cooperation and Integration Promotion Investment Program

Speaker : Mr. Lee Seung-min, Financial Sector Specialist, Asian Development Bank

Session 3 : Harmonization of Legal and Regulatory Frameworks

Speaker : Mr. Kim Jin-ho, Legal Expert, UNCITRAL RCAP

Session 4 : Online Reputation Management and Digital Competency

Speaker : Mr. Damien Lam, Director/Co-Founder, Barterfli Holdings

Session 5 : E-payment and Fintech to Promote Cross-border E-commerce

Speaker : Dr. Lee Choong-lyol, Professor, Korea University

Session 6 : Group Discussions

C. Co-organizer



D. Supporting Organizations



SECTION 3 : ASEAN Investment Promotion

Investment Promotion Seminar

ASEAN Connectivity 2025 states the importance of digital innovation and sustainable infrastructure to achieve a seamlessly and comprehensively connected and integrated Southeast Asia. Information and Communications Technology (ICT) has played a critical role in supporting regional integration and connectivity efforts. As the region is pushing towards becoming a stronger regional community, the role of ICT is expected to play a significant part in people-to-people connectivity through internet connection and thereby transform the economy to an advanced level by digital innovation.

Along with this, fundamental element for balanced development lies in promoting sustainable infrastructure. Healthy and safe water resources management is key for sustainable community development of the ASEAN region, especially for Mekong countries, as it is closely linked with social, economic and ecological development.



A. Outline

[Investment Promotion Seminar on ICT]

Date	24-27 May, 2017
Venue	COEX, Seoul, Korea
Participants	43 government officials and business representatives from Brunei, Indonesia, Malaysia, and Thailand
	100 government and business representatives from Korea

[Investment Promotion Seminar on Water]

Date	19-21 October, 2017
Venue	HICO, Gyeong-ju, Korea
Participants	11 government officials and business representatives from Singapore
	40 business representatives from Korea

B. Main Activities

To support ASEAN's community-building efforts, the program aims to promote investment and economic cooperation in the advanced industrial sectors between ASEAN and Korea, through trilateral partnership between ASEAN Member States, the Centre and Korean institutions with professionalism and specific mandates in the target sector. The proposal suggests a 3-in-1 formula: Investment Seminar, Industrial Visits, and business meetings, where the delegation could participate in tailor-made programs with an enhanced professionalism, increased chances for business development and capacity-building through knowledge dissemination.

Investment Seminar

[Cambodia]

- Session 1 : Cambodia's Investment Promotion Policies and Incentives for Agro-industry
- Session 2 : Practical Investment Projects for Agro-industry
- Session 3 : Korea-Cambodia Cooperation in Agro-industry and Success Story
- Session 4 : Investment Facilitation

[Lao PDR & Cambodia]

- Session 1 : Overview of Korea's E-Commerce Development Strategies
- Session 2 : Policies and Opportunities in E-Commerce Industry of Lao PDR/ Cambodia
- Session 3 : How to Enhance Cross-Border E-Commerce
- Session 4 : Business Start-up for SMEs

[Viet Nam]

Session 1 : Vietnam's Investment Promotion Policies and Incentives for High Technology and Robotics Industry

Session 2 : Vietnam's Practical Investment Projects for Robotics Industry

Session 3 : Overview of Robotics Industry in Korea

[Philippines]

Session 1 : Investment Opportunities and Doing Business in the Philippines

Session 2 : Build, Build, Build: The Duterte Administration's Infrastructure Plan

Session 3 : Legal Framework for Foreign Participation in the Philippine PPP Program

Session 4 : Korea's Infrastructure Industry and Korea-Philippines Cooperation

[Myanmar]

Session 1 : Status, Opportunities, Incentives and Laws of Myanmar Investment

Session 2 : Myanmar's Up-to-date Infrastructure Projects (Transport & Energy)



Industrial Visits

[ICT]

- LG CNS
- LH Smartium
- Samsung D'light

[Water]

- Jungnang Water Reclamation Center
- GI-LID Center, Pusan National University

Forum

[ICT]

- Presentations on investment policies and incentives on ICT industry by government officials from Brunei, Indonesia, Malaysia, and Thailand
- Presentations on ICT business opportunities by business representatives from Brunei, Indonesia, Malaysia, and Thailand

[Water]

- Presentations on overview and prospect of Singapore-Korean water industry
- Presentations on Water business opportunities by private sector representatives from Singapore

Exhibition

[ICT]

- Country promotion and investment consulting between ASEAN government officials and Korean private sector by having booth set-ups of Investment Promotion Agencies

Business Meetings

[ICT/Water]

- One-on-one business meetings between ASEAN delegation and Korean business representatives

C. Co-organizers





Investment and Market Research Mission

ASEAN-Korea cooperation in the areas of investment has become more and more vibrant particularly over the past few years. ASEAN has become Korea's second largest investment destination, while Korea is the sixth largest investor for ASEAN.

The ASEAN-Korea Centre implemented various programs to enhance investment cooperation between ASEAN Member States and Korea. In this regard, the Investment and Market Research Missions were organized to provide a platform to search for new investment opportunities, and to maximize the potential for practical business results between the private-to-private and public-to-private of ASEAN and Korea.



A. Outline

[Investment and Market Research Mission to Cambodia]

Date	8-9 May 2017
Sector	Agro-industry
Venue	Phnom Penh, Cambodia
Participants	60 government officials and business representatives from Cambodia 9 business representatives from Korea

[Capacity Building Workshop for Expanding Business Opportunities in E-Commerce to Lao PDR and Cambodia]

Date	4-7 July 2017
Sector	E-Commerce
Venue	Vientiane, Lao PDR & Phnom Penh, Cambodia
Participants	45 government officials and business representatives from Cambodia 4 business representatives and 4 E-Commerce experts from Korea 51 government officials and business representatives from Lao PDR

[Investment and Market Research Mission to Viet Nam]

Date	24 August 2017
Sector	Industrial Robots and Automation
Venue	Hanoi, Viet Nam
Participants	50 government officials and business representatives from Viet Nam 10 business representatives from Korea

[Investment and Market Research Mission to the Philippines]

Date	29-30 January 2018
Sector	Infrastructure (Construction & Energy)
Venue	Manila, Philippines
Participants	124 government officials and business representatives from the Philippines 19 business representatives from Korea

[Investment and Market Research Mission to Myanmar]

Date	7-8 February 2018
Sector	Infrastructure & Manufacturing
Venue	Yangon & Thilawa, Myanmar
Participants	13 business representatives from Korea 100 government officials and business representatives from Myanmar

B. Main Activities

To promote investment into ASEAN and support Korean MSMEs, the program dispatched Korean potential investors in the priority sectors of ASEAN, through trilateral partnership between ASEAN Member States, the Centre and Korean institutions with professionalism and specific mandates in the target sector.

Site Visits

[Cambodia]

- Phnom Penh SEZ
- Apsara Rice Cambodia Co.
- MH Bio



[Lao PDR & Cambodia]

- Lao IT Development Co., Ltd. (Lao PDR)
- DATACOM Co., Ltd. (Lao PDR)
- Cyebria Co., Ltd. (Lao PDR)
- Cambodia Chamber of Commerce (Cambodia)
- Ministry of Post and Telecommunications (Cambodia)

[Viet Nam]

- Hoa Lac Hi-tech Park
- Vietnam Automation Association (VAA)
- Vietnam Autotech Machinery JSC (AUTOTECH)
- Construction and Industry Equipment Group (CIE Corporation)



[Philippines]

- Bases and Conversion Development Authority (BCDA) Office
- Clark Freeport Zone
- New Clark City



[Myanmar]

- Lotte Hotel in Yangon
- Yojin Factory (Thilawa, SEZ)
- CJ Cheiljedang Factory (Thilawa, SEZ)



Other Activities

- One-on-one business meetings between Korean delegation and ASEAN representatives from public and private sectors

C. Co-organizers



D. Supporting Organizations



ASEAN Connectivity Forum

Since 2013, the ASEAN-Korea Centre has been working to support and contribute to the ASEAN region's economic development and physical connectivity by organizing the ASEAN Connectivity Forum. With ASEAN being the largest recipient of Foreign Direct Investment (FDI) in the developing world, the Centre organized the event together with the Korea Chamber of Commerce and Industry (KCCI) to introduce key infrastructure projects specifically to the Korean business community.

Covering the sectors of Transportation, Energy and ICT, Korean business representatives received up-to-date information on the current states and challenges of ASEAN physical connectivity directly from the ASEAN representatives. The ASEAN Connectivity Forum aims to contribute to the ASEAN Economic Community by providing opportunities to the Korean private sector to become a key player in the region's infrastructure development.

A. Outline

Date	28-30 November, 2017
Venue	Korea Chamber of Commerce and Industry, Seoul, Korea
Participants	30 delegates from ASEAN 253 business representatives from Korea

The 5th ASEAN Connectivity Forum

November 29, 2017 | Grand Hall of KCCI, Seoul Korea



B. Main Activities

Co-organized with the Korea Chamber of Commerce and Industry, the oldest and largest business organization in Korea, the Forum invited delegations consisting of government officials and experts from ASEAN Member States to present their key connectivity-related projects in the sectors of Transport, Energy, and ICT. International financial institutions such as the World Bank, Asian Development Bank, Export-Import Bank of Korea, and Macquarie Korea were invited to introduce their projects, procurement procedures, and financial solutions. One-on-one business meetings were also conducted to foster network between the Korean business community and the ASEAN Member States.



Forum

Keynote speech on Master Plan on ASEAN Connectivity

Speaker : Elizabeth P. Buensuceso, Chair, ASEAN Connectivity Coordinating Committee

Session 1 : Financing and Procurement for Public-Private Projects in ASEAN

Moderator : Mr. Kwon Jae-hyung, Head of North Asia and Representative to Korea Office, Multilateral Investment Guarantee Agency

Speakers : Mr. Takeo Koike, Director of Office of Public-Private Partnership, Asian Development Bank

Mr. Cledan Mandri-Perrott, Head of Infrastructure and PPP, World Bank Singapore

Mr. Um Sung-yong, Director, Global Business Development Group, Export-Import Bank of Korea

Mr. Brad Kim, Managing Director of Infrastructure, Utilities & Renewables Asia, Macquarie Capital

Session 2 : Sector-specific connectivity projects of ASEAN

Speakers : Government officials from infrastructure-related ministries in ASEAN



Business Meetings

- One-on-one business meetings between ASEAN government officials and Korean companies were conducted to discuss on specific details for project participation, and seek for possible collaboration opportunities



C. Co-organizers



5th Mekong-Republic of Korea Business Forum

As key partners of economic cooperation, ASEAN and Korea have maintained a mutually beneficial partnership in the area of trade and investment.

To deepen this cooperation, the Centre dispatched a Korean delegation comprised of 20 business representatives from tourism, food, and agricultural sectors, to take part in the 5th Mekong-Republic of Korea Business Forum. The Forum provided platform to strengthen private-to-private and public-to-private partnerships between Korea and Mekong countries, thereby maximizing the potential for practical business and investment.

A. Outline

Date	17-20 October 2017
Venue	Vientiane, Lao PDR
Participants	15 government officials and business representatives from ASEAN 20 business representatives from Korea



B. Main Activities

Business Forum

Session 1 . Promoting Policies for Small and Medium-sized Enterprises (SMEs): Incentives and Business Opportunities in Tourism Industry

Lao PDR : SMEs Promoting Policies and Tourism Industry

Speakers : Mr. Soun Maneevong, Director General, Ministry of Information, Culture and Tourism
Mr. Vhannaseng Eoualoom, Officer, Department of SME Promotion

Cambodia : Small and Medium-sized Enterprises (SMEs)

Speaker : Mr. Kol Sokuntheavy, Deputy Director General, Department of SMEs and Handicraft, Ministry of Industry and Handicraft

Myanmar : Strengthening Tourism Industry Cooperation between Mekong & ROK

Speaker : Mr. Kyaw Thu Hein, Assistant Director, Ministry of Hotels and Tourism

Thailand : CLVET Tourism

Speaker : Ms. Jiraporn Prommaha, Director of International Affairs, Ministry of Tourism and Sport

Viet Nam : Viet Nam's Policies on Development of Tourism & Tourism SMEs

Speaker : Mr. Tran Phu Cuong, Director General, Ministry of Culture, Sport and Tourism

Session 2 . Doing Business in Mekong Countries: Opportunities, Challenges, and the Way Forward

ROK : Mekong Countries – Opportunities, Challenges and Future Visions

Speaker : Mr. Jang Soon Bong, CEO, KAS International

Thailand : Doing Business in Mekong Countries

Speaker : Mr. Phairush Burapachaisri, Vice Chairman, Thai Chamber of Commerce and Board of Trade



Site Visits

- Vientiane Industry and Trade Area (VITA Park)
- Vientiane Center
- EDL Generation
- Sinouk Coffee

Business Meetings

- One-on-one business meetings

C. Co-organizers



CHAPTER 2

Culture & Tourism



CHAPTER 2 Culture & Tourism

SECTION 1 : Culture and Tourism Exchange

Given the rich culture and diverse natural sceneries in ASEAN, the tourism flow to the region has been on the rise. To accommodate the growing interest in ASEAN tourism, the ASEAN-Korea Centre took part in various ASEAN-level meetings such as the ASEAN Tourism Forum and ASEAN National Tourism Organizations Meeting. Through the meetings, the Centre raised the public profile in the ASEAN community by promoting its activities and reinforce network with relevant stakeholders.

Visit Asean@50

GOLDEN CELEBRATION 2017



ASEAN Tourism Meetings

In FY2017, the Centre participated in three notable meetings: the ASEAN National Tourism Organizations Meeting, the Greater Mekong Subregion (GMS) Tourism Working Group Meeting, and the Mekong Tourism Forum. During these meetings, the Centre presented its activities and efforts to promote the Visit ASEAN@50: *Golden Celebration* campaign and the 2017 ASEAN-Korea Cultural Exchange Year, and the Centre's contribution towards the enhancement of the tourism sector in Cambodia, Lao PDR, Myanmar, and Vietnam (CLMV).

A. Outlines

[ASEAN National Tourism Organizations (NTOs) Meeting]

Date	24-26 July 2017
Venue	Vinh Phuc Province, Viet Nam
Participants	Representatives from the ten ASEAN Member States and ASEAN Centres of Korea, China, and Japan, ASEAN Tourism Association ASEANTA, ASEAN Tourism Research Association (ATRA), and Southeast Asia Tourist Guide Association (SEATGA)

[The 39th GMS Tourism Working Group Meeting]

Date	5 June 2017
Venue	Luang Prabang, Lao PDR
Participants	Representatives from the GMS (Cambodia, China, Lao PDR, Myanmar, Viet Nam and Thailand) countries, UNWTO, ADB, SwissContact, Luxemburg Development Cooperation Agency, ASEAN-Korea Centre, and ASEAN-Japan Centre

[The Mekong Tourism Forum 2017]

Date	7-8 June 2017
Venue	Luang Prabang, Lao PDR
Participants	Representatives from tourism academia, public and private sector, media, and international organizations



B. Main Activities

ASEAN NTOs Meeting

The Centre participated in the meeting to present and promote its activities aligned with the directions of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025. In addition, the Centre attended sideline meetings with each NTO to request for their cooperation in implementing the FY2017 Programs. It was a valuable opportunity for the Centre to strengthen the partnership with the NTOs and figure out their specific needs to support the ASEAN tourism development.

46th ASEAN NTOs Meeting

31st ASEAN+3 NTOs Meeting

The 39th GMS Tourism Working Group Meeting

The meeting agenda was composed of GMS country reports & discussion, updates on the implementation of the GMS Tourism Marketing Strategy 2015-2020, and the GMS Tourism Sector Strategy 2016-2025. The Centre presented on the overview of the Centre, development issues for the Mekong tourism, and highlights on the Mekong sub-regional programs.

The Mekong Tourism Forum 2017

Under the theme of *Prosper with Purpose*, Mekong Tourism Forum (MTF) 2017 brought approximately 300 representatives from the tourism academia, public and private sectors, media, and international organizations. Having participated in the MTF, the Centre gained information on key issues and trends of the Mekong tourism and discussed the possibility of further cooperation on Mekong tourism development.

ASEAN Tourism Forum

To synergize its efforts and keep abreast of the latest developments in the ASEAN tourism sector, the Centre participated in the ASEAN Tourism Forum (ATF) 2018, an annual gathering of the ASEAN Member States at the ministerial and senior officials level. At the Forum, the Centre presented the achievements of its FY2017 programs and promoted the highlights of the FY2018 programs. On the sidelines, the Centre organized bilateral and multilateral meetings with governments and organizations to reinforce the network for the improvement of the future programs.

A. Outline

Date	22-27 January 2018
Venue	Chiang Mai, Thailand
Participants	ASEAN+3 Tourism Ministers, NTOs, international organizations, and tourism-related organizations



B. Main Activities

The Centre participated in the Forum, delivered the presentation featuring the program highlights at the ASEAN-led meetings, and arranged bilateral as well as multilateral meetings on the sidelines.

Programs

- 47th Meeting of ASEAN NTOs with the three ASEAN Centres, international organizations and tourism civil organizations
- 32nd Meeting of ASEAN and China, Japan and Korea NTOs
- ASEAN Gastronomy Conference
- 21st Meeting of ASEAN Tourism Ministers and international organizations/associations
- 17th Meeting of ASEAN and China, Japan, and Korea Tourism Ministers



SECTION 2: Culture and Tourism Promotion

The Centre aims to raise public awareness of the rich and diverse culture of ASEAN by promoting tourism products and destinations of its Member States. To this end, the Centre organized numerous promotional programs and events in FY2017. The 2017 ASEAN Culinary Festival introduced various and delightful ASEAN cuisines to the general public. Through the ASEAN Community-based Tourism Program, young generations of ASEAN and Korea involved directly into the hands-on cultural programs fostering sustainable tourism development. The Centre reinforced the relationship between ASEAN and Korea by exploring charming cultures of ASEAN through diverse cultural experiences. The Centre also further deepened the understanding of ASEAN among the public by participating at the Korea World Travel Fair and updating contents at the 'ASEAN Travel' Mobile Application.



ASEAN Culinary Festival

Following the success of the 2016 ASEAN Culinary Festival and with continuous support from ASEAN, the Centre organized the 2017 ASEAN Culinary Festival in conjunction with the 32nd Korea World Travel Fair (KOTFA). As the year 2017 marked two momentous anniversaries: the 50th Anniversary of ASEAN and the ASEAN-ROK Cultural Exchange Year, it was timely to present on ASEAN's diverse culinary culture and food trails through various activities and events in the festival. The Culinary Festival was conducted in close cooperation with Embassies and NTOs of ASEAN Member States in Korea.

A. Outline

Date	1-4 June 2017
Venue	COEX, Seoul
Participants	4,142 visitors

B. Main Activities

Under the theme of Gourmet Trips to ASEAN, the 2017 ASEAN Culinary Festival was composed of 6 main activities: 10 ASEAN culinary booths, ASEAN food trail, ASEAN Café and barista show, live cooking show, ASEAN performances, and ASEAN travel mobile application download event.

The 10 ASEAN culinary booths showcased 20 ‘must-try dishes’ of ASEAN that were specially prepared to suit Korean palates. The live cooking show provided the audience with a rare opportunity to learn about the recipes of ASEAN dishes with ingredients readily available in Korea. Visitors could try various ASEAN dishes, gain restaurant information, enjoy café and barista shows, and taste sample coffee and tea .



* List of Participating ASEAN Chefs

No.	Country	Name	Affiliation
1	Brunei Darussalam	Mr. Lee	Chef, Royal Brunei Catering
2	Cambodia	Mrs. Textk Bunnary	Resident Chef, Embassy of Cambodia in ROK
3	Indonesia	Mr. Budi Kurniawan	Restaurant and F&B Consultant
4	Lao PDR	Ms. Souvanny Jaleunphonh	Deputy Director, Lao National Institute of Tourism and Hospitality
5	Malaysia	Dato Chef Ismail Ahmad	Malaysian Tourism Food Ambassador/ Owner Chef & Founder, Restaurant Rebung
6	Myanmar	Ms. Khin Win Myint	Owner Chef, Restaurant Inwa
7	Philippines	Ms. Joyce Clarissa L. Sadoval	Culinary Director, Mama Sita Foundation
8	Singapore	Mr. Ng Keng Leng, Ken	Owner Chef, Dessert Merlion Café
9	Thailand	Mr. Chumpol Jangprai (Main Chef) Ms. Thirada Phlayngam (Assistant Chef)	Iron Chef of Thailand/ Managing Director, MSC Thai Cuisine Academy, Chumpol Wisdom Thai Cuisine (Owner Chef)
10	Viet Nam	Ms. Nguyen Thi Chau	Que Ngoai Vietnamese (Owner Chef)





ASEAN Art Exhibition

The Centre newly organized a special ASEAN Art Exhibition to introduce the artworks of young artists from ASEAN Member States. The Exhibition ran from 25 July to 20 August in conjunction with the 2017 Asia Students Young Artists Art Festival (ASYAAF), a renowned art festival co-organized by Chosun-ilbo and the Seoul Design Foundation.

A. Outline

Date	25 July-20 August 2017
Venue	Dongdaemun Design Plaza, Seoul
Participants	21,000 visitors



B. Main Activities

Following the opening ceremony, various activities were carried out such as an exhibition tour for the VIPs, ASEAN-Korea Art Forum, study visit to Seoul National University, and other public engagements including conversations with artists. A total of 141 artworks by 48 young artists from the ten ASEAN Member States were featured throughout the exhibition.

Art Exhibition

Art Forum

Session 1 : Artists' Statement / Personal Vision in Art / Personal Challenges and Development

Session 2 : Local Art Trends Measures to Support Young Artists / Areas for Future Cooperation between ASEAN and Korea
10 ASEAN Artists and 5 Korean Artists

Moderator : Dr. Chung Hyung-min, Professor, Seoul National University

Session 3 : ASEAN and Korean Art

Speaker : Mr. Suh Jin-suk, Director, Nam June Paik Art Centre

Other Activities

- Study Visit to Seoul National University
- Conversation with Artists
- VIP Exhibition Tour
- Art Gallery Tour



ASEAN Tourism Promotional Pavilion

The Centre set up the ASEAN Tourism Promotional Pavilion at the Korea World Travel Fair (KOTFA) in COEX on 1-4 June 2017. KOTFA is one of the largest international travel fairs in Korea. The Pavilion was exposed to approximately 98,000 visitors, providing various tourism promotional materials of the ASEAN Member States, and holding profile-raising events. In celebration of the 50th Anniversary of ASEAN, the "Southeast Asia's 50 Golden Trails" was also unveiled at the Pavilion. For its effort to promote ASEAN as a single tourism destination, the ASEAN Pavilion was given the Best Tourism Publicity Award.

A. Outline

Date	1-4 June 2017
Venue	COEX, Seoul
Participants	98,000 visitors



B. Main Activities

At the ASEAN Pavilion, the Centre distributed ASEAN culture and tourism promotional materials, and organized public promotional events such as the ASEAN Map Quiz, SNS photo upload, and the ASEAN Travel mobile application download. Besides these activities, the official launching ceremony of the “Southeast Asia’s 50 Golden Trails” and awarding ceremony for the ASEAN-Korea Culture and Tourism Photo Contest were also held at the booth on the opening day.

Launching Ceremony

- Southeast Asia’s 50 Golden Trails

Promotional Events

- ASEAN Map Quiz event
- SNS photo upload event
- ASEAN Travel mobile application download event





‘ASEAN Travel’ Mobile Application

Since the launch in 2011, the ‘ASEAN Travel’ mobile application (ATMA) has been serving as an effective online platform for providing tourism information on ASEAN countries to the Korean public. Given the consistently growing popularity of ASEAN tourist destinations among the Koreans, the Centre updated the application in FY2017 to further provide useful cultural and travel-related information in Korean language.

The ATMA has become an easily-accessible platform helping Korean public to enjoy their trip to ASEAN. The ATMA introduces diverse facets of ASEAN culture and tourism, such as useful tourist expressions, travel etiquettes, local restaurants, etc. In FY2017, the ATMA was promoted at various programs of the Centre including the ASEAN Tourism Promotional Pavilion, reaching out to greater number of audiences.

A. Main Activities

Various online and offline events were conducted to promote the application among the Koreans.

Online Program

Promotional Article

Published the article to introduce the ATMA through the Yonhap Mobile News

Content Updates

Added the 'Must-Try Dishes' under the 'Gourmet Trips to ASEAN' in line with the ASEAN Culinary Festival & ASEAN Culinary publication

'Share Your Opinion' Event

Received user feedback on the strength and weakness of the ATMA

Offline Program

Download event in conjunction with CTU programs

Conducted the application download event at the ASEAN Culinary Festival and the ASEAN Tourism Promotional Pavilion

ATMA Student Ambassador

10 students from each ASEAN country were recruited to make recommendation for tourism sites in their respective countries and promote the application.



SECTION 3: Culture and Tourism Capacity Building

The ASEAN-Korea Centre supported the development of ASEAN tourism through various capacity-building programs. In FY2017, the Centre focused on sustainable cultural heritage tourism development. Under the ASEAN Tourism Agenda, the Centre conducted advanced workshops on sustainable and inclusive tourism, namely, Sustainable Tourism for Cultural Heritage Destinations, Mekong Sub-regional Capacity Building Program on Cultural Heritage, and the ASEAN-Korea Tourism Capacity Building Workshop.

Workshop on Sustainable Tourism for Cultural Heritage Destinations

The Centre carried out the Workshop on Sustainable Tourism for Cultural Heritage Destinations on 6-10 November 2017 in Seoul and Andong City, Korea. Under the theme of Sustainable Tourism for Cultural Heritage Destinations, the Workshop gathered 120 participants from ASEAN and Korea.

A. Outline

Date	6-10 November 2017
Venue	Seoul and Andong City, Korea
Participants	ASEAN Participants 30 representatives from public and private sectors in ASEAN
	Korean Participants 90 Korean stakeholders in the fields of tourism, cultural heritage, and sustainable development



B. Main Activities

Keynote Address 1 : Tan Sri Dr. Ong Hong Peng, Chairman, National Academy of Arts, Culture and Heiritage and Former Secretary General, Ministry of Tourism and Culture Malaysia

Keynote Address 2 : Dr. Rii Hae-un, President, International Council on Monuments and Sites (ICOMOS) Korea

Keynote Presentations

Presentation 1 : World Heritage Inscription and Development of Heritage Sites
Presenter : Mr. Ricardo Favis, Consultant, UNESCO Asia-Pacific Regional Office

Presentation 2 : Transformation of Cultural Heritage Sites into Tourist Destinations
Presenter : Ms. Lisa Choegyal, Consultant, World Bank

Presentation 3 : Heritage Interpretation and Tourism (Korean Case Study)
Presenter : Ms. Kim Ji-hong, Deputy Director, Cultural Heritage Administration of Korea

Presentation 4 : Community Engagement: Creation of Stakeholder & Community Benefits
Presenter : Mr. Wouter Schalken, Senior Tourism Specialist, World Bank

Presentation 5 : Promoting ASEAN Cultural Heritage Corridors
Presenter : Ms. Tetty DS Ariyanto, Consultant, ASEAN Cultural and Heritage Tourism Sub Working Group

Country Presentations

Presentation : Best Practices and Issues: Sustainable Tourism in Cultural Heritage Destinations
Presenters: Representatives from the 10 ASEAN Member States

Technical Visits

- Andong City, Gyeongsangbuk-do Province
- Dosanseowon Confucian Academy
- Buyongdae Cliff
- Andong Hahoe Folk Village



Mekong Sub-regional Capacity Building Program on Cultural Heritage

In the Mekong sub-region countries of ASEAN, which include Cambodia, Lao PDR, Myanmar, Viet Nam, and Thailand (CLMVT), there are a total of 18 United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Sites. In order to ensure that the proper steps are taken toward achieving a balance between tourism development and the preservation of such cultural heritage sites, the Mekong countries are moving towards training Cultural Heritage Specialist Guides (CHSG) and enhancing their role and capacity. To strengthen the competitiveness of ASEAN as a single tourism destination and to ensure that ASEAN tourism is sustainable and inclusive, the Centre organized the Mekong Sub-regional Capacity-Building Workshop on Cultural Heritage with professional instructors and local heritage experts.

A. Outline

Date	15-20 October 2017
Venue	Luang Prabang, Lao PDR
Participants	20 participants from CLMVT countries comprised of government officials and cultural heritage professionals



B. Main Activities

Lectures

UNESCO Core Unit 1 : Cultural Heritage Specialist Guides (CHSG)

Lecturer : Dr. Sharif Shams Imon, Professor, Institute for Tourism Studies

UNESCO Core Unit 2 : Understanding UNESCO World Heritage

Lecturer : Dr. Sharif Shams Imon, Professor, Institute for Tourism Studies

Lecture 1 : Intro to Luang Prabang's Heritage

Lecturer : Mr. Sengthong Lueyang, Deputy Director, Luang Prabang World Heritage Office

UNESCO Core Unit 3 : Protecting and Managing Cultural Heritage

Lecturer : Dr. Sharif Shams Imon, Professor, Institute for Tourism Studies

UNESCO Core Unit 4 : Heritage Interpretation

Lecturers : Dr. Sharif Shams Imon, Professor, Institute for Tourism Studies.

Mr. Steven Schipani, Senior Portfolio Management Specialist, Asian Development Bank

UNESCO Core Unit 5 : Influencing Visitor Behaviour and Experience

Lecturer : Dr. Ong Chin Ee, Professor, National University of Singapore

UNESCO Core Unit 6 : The Cultural Heritage Guide and the Community

Lecturers : Dr. Ong Chin Ee, Professor, National University of Singapore

Ms. Tara Gujadhur, Co-director, Traditional Arts and Ethnology Centre

Study Visit & On-site Exercises

- Vat Xieng Thong
- National Museum (Royal Palace)
- Hor Prabang & Phou Si
- Ban Xang Khong
- Information, Culture & Tourism Office
- Temple Abbot
- Chomphet Temple

Other Activities

- Country Break-out Session
- Draft national CHSG training program for each country
- Country Presentations

C. Co-organizer



ASEAN-Korea Tourism Capacity Building Workshop

In order to strengthen the competitiveness of local tourism industries in ASEAN, the Centre organized the ASEAN-Korea Tourism Capacity-building Workshop to provide a platform for sharing information and experiences on how to target the Korean tourism market and attract the Korean tourists. The Workshop was held in Cambodia, Lao PDR, Myanmar, and Viet Nam under the broad themes of Shaping the Path towards Cultural Heritage Tourism, Transformation towards Sustainable Tourism in Vang Vieng, Promoting Bagan as a Cultural Heritage Destination as Pillar of Sustainable Development, and Attracting FITs to Hoi An as a Cultural Heritage Destination, respectively.

A. Outlines

Date and Venue	12 September 2017, Battambang, Cambodia
Participants	126 tourism professionals from Cambodia
Date and Venue	15 September 2017, Hoi An, Viet Nam
Participants	90 tourism professionals from Viet Nam
Date and Venue	6 February 2018, Vang Vieng, Lao PDR
Participants	117 tourism professionals from Lao PDR
Date and Venue	9 February 2018, Bagan, Myanmar
Participants	114 tourism professionals from Myanmar



B. Main Activities

[Cambodia]

Lectures

Lecture 1 : Promoting Sustainable Tourism in Battambang as a Cultural Heritage Destination

Lecturer : Dr. Han Suk-young, Professor, Sejong Cyber University

Lecture 2 : Branding Battambang as a Cultural Heritage Destination: Tourism Products for Koreans

Lecturer : Mr. Moon Young-bae, Sales and Marketing Manager, Redcap Tour

Lecture 3 : Korean Culture: Insights on Korean Tourists

Lecturer : Dr. Baek Seung-woo, Area Director of Finance for North Asia, Hyatt International Corporation

Site Visits

- Governor’s House
- Wat Damrey Sor
- National Bank
- Chinese Pagoda
- Phsa Nat
- Chinese Congregation
- Chinese Shophouse



[Viet Nam]

Lectures

Lecture 1 : Promoting Sustainable Tourism in Hoi An as a Cultural Heritage Destination

Lecturer : Dr. Han Suk-young, Professor, Sejong Cyber University

Lecture 2 : Marketing Strategies for Hoi An Tourism in Korea

Lecturer : Ms. Chun Na-rae, Marketing Manager, Hana Tour Service Inc.

Lecture 3 : Korean Culture: Insights on Korean Tourists

Lecturer : Dr. Baek Seung-woo, Area Director, Hyatt International Corporation

Site Visits

- My Son Sanctuary
- Hoi An Ancient Town



[Lao PDR]

Lectures

Lecture 1 : Promoting Vang Vieng as a Sustainable Tourism Destination

Lecturers : Dr. Baek Seung-woo, Area Director, Hyatt International Corporation
Mr. Somxay Sipaseuth, Director, Ministry of Information, Culture and Tourism of Lao PDR

Lecture 2 : Marketing Strategies for Vang Vieng Tourism in Korea

Lecturers : Ms. Park Ji-youn, Representative Director, Noni Tour
Mr. Inthy Deausavanh, Director, Green Discovery Laos

Lecture 3 : Patterns of Korean Tourists Flow: Insights on Korean Tourists

Lecturer : Dr. Choi Ho-rim, Professor, Pukyong National University

Site Visits

- Nam Ngum Dam
- Nam Song River
- Tham Nam Cave
- Tham Xang Cave
- Blue Lagoon



[Myanmar]

Lectures

Lecture 1 : Promoting Bagan as a Sustainable Tourism Destination

Lecturers : Dr. Lee Seul-ki, Professor, Sejong University

Mr. Zaw Weik, Chairman, Myanmar Hotelier Association

Lecture 2 : Marketing Strategies for Bagan Tourism in Korea

Lecturers : Mr. Seo Sang-ok, General Manager, Redcap Tour

Mr. Kyaw Min Htin, Joint Secretary General, Myanmar Tourism Federation

Lecture 3 : Patterns of Korean Tourists Flow: Insights on Korean Tourists

Lecturer : Dr. Park Jang-sik, Professor, Busan University of Foreign Studies

Site Visits

- Nyaung U Market
- Shwezigon Pagoda
- Khay Min Ga Temple
- Dhammayangyi Temple
- Htilominlo Temple
- Shwesandaw Pagoda

C. Co-organizers



ASEAN Community-based Tourism Program

Community-based Tourism (CBT) is one of the main priorities identified in the Strategic Actions outlined in the ASEAN Tourism Strategic Plan (ATSP) 2016-2025. As a form of tourism activity that is owned, operated, and managed at the community level, CBT supports the protection of valued socio-cultural traditions, natural and cultural heritage resources for sustainable livelihoods. In line with this initiative, the ASEAN-Korea Centre continued to organize the ASEAN CBT Program in FY2017. The Program underlined the importance of developing CBT to create a sustainable economic base for the local communities in ASEAN.

A. Outline

Date	3-8 January 2018
Venue	Ban Mae Kampong, Chiang Mai, Thailand
Participants	30 university students majoring in Tourism, International Relations, International Development, Community-development, Ecology or related studies (15 Korean students, 15 ASEAN students)



B. Main Activities

As part of the program, participants were divided into teams and had the unique opportunity to stay with host families in the picturesque mountain area of Ban Mae Kampong. They engaged in various activities related to the sustainable development of rural areas and eco-tourism, including hands-on cultural and volunteer activities as well as study visits. By the end of the program, participants completed multiple assignments and created presentations and videos on how to promote and enhance the experience of ASEAN CBT. Photos and videos of their unique experience in Chiang Mai were shared actively on social media, with each team producing a 3 minutes video on the theme of *Colors of ASEAN Community-based Tourism*.

Welcome Reception at Ban Mae Kampong

Welcome Dinner Hosted by Tourism Authority of Thailand

Ecotourism Activities

- Mahout Training
- Elephant Care Program





Cultural Activities

- Thai Culinary Class
- Umbrella Painting
- Lanna Dancing Drum
- Muay Thai
- Cultural Exchange between participants and local villagers

Other Activities

- Presentation by participants
- Volunteer Activities: Village clean up, and repairing of community dam
- Tea-Leaves Pillow Making
- Arabica Coffee Harvesting

C. Co-organizer



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AMAS and the Prospect for
Adapting Digital Learning
AMAS from Educational Cooperation to
Brand Understanding
Champions of the AMAS Model



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CHAPTER 3

Public Relations & Information Service



CHAPTER 3 Public Relations & Information Service

SECTION 1 : ASEAN Awareness Programs

The ASEAN Socio-Cultural Community Blueprint 2025, signed by the Leaders of ASEAN at the 27th ASEAN Summit held in Malaysia, highlights the promotion of ASEAN awareness among students, the youth, children, and all stakeholders as part of the efforts of building the ASEAN identity. Raising awareness of ASEAN and ASEAN-Korea relations and promoting people-to-people exchange have been the grand theme for the awareness and exchange programs in FY2017. The ASEAN Charter and the ASEAN-ROK Plan of Action 2016-2020 emphasize the importance of ASEAN awareness through education as a vital tool in contributing to a seamless ASEAN Community. In this light, the Centre carried out various awareness and exchange programs targeting the youth to promote the understanding of ASEAN among the youth of ASEAN and Korea, as well as to create a platform where the people of both ASEAN and Korea can foster mutual understanding and forge genuine friendship.

ASEAN School Tour Program

In FY2017, the Centre continued to recognize education outreach program as one of the significant areas that needs to be strengthened to raise awareness with respect to multifaceted aspects of ASEAN. Therefore, the School Tour Program was designed to raise awareness and understanding of ASEAN Member States among the younger generations of Korea and educators who have a substantial impact on their students. Furthermore, this program aims at realizing the overarching goals of ASEAN Community Vision 2025, and is organized in line with fulfilling the strategic measures proposed in the ASEAN Socio-Cultural Community Blueprint 2025 to “promote ASEAN awareness among government officials, students, children, youths, and all stakeholders as part of building ASEAN identity.”

A. Outline

Date	15 June 2017
Venue	Ansan Arts Center, Ansan, Korea
Participants	700 students and teachers from 29 middle schools in Ansan





B. Main Activities

Prior to a variety of activities held during the School Tour Program, pre-learning activities were organized to invigorate students' knowledge and interest in ASEAN. The 'ASEAN Short Essay Contest' was organized as a pre-program for the first time in FY2017. Held under the themes 'ASEAN and Korea, We are Friends' and 'My Favorite Destination in ASEAN', the contest aimed to promote and raise awareness of ASEAN and foster multicultural understanding among students in Ansan, Korea. In addition, educational materials such as workbook and video on ASEAN were distributed to students and teachers during two sessions of teachers' orientation on April 6th and 13th to facilitate learning about ASEAN. The Centre organized various activities for the ASEAN School Tour Program, including ASEAN Talk Show with Ambassadors, ASEAN Traditional Dance Performances, K-Pop Dance Performances, ASEAN Golden Bell Quiz, ASEAN Fashion Show, and Awarding Ceremony. Simultaneously, there were 4 outdoor booths with 4 themes of ASEAN outdoor activities opened to public.

[Teachers' Orientation]

Date: 6 and 13 April 2017

- Lectures on ASEAN and ASEAN-Korea relations
- Distribution of ASEAN Workbook and ASEAN Introductory Video

[Short Essay Contest]

Date: 14 April - 21 May 2017

- Themes: ASEAN and Korea, We Are Friends & My Favorite Destination in ASEAN
- 77 essays received in English and Korean
- 26 students awarded

[Program Activities]

Date: 15 June 2017

- Outdoor Booth Activities
(4 themes: Game, Drawing,
Musical Instrument and Dress,
Food and Snack)
- ASEAN Talk Show with Ambassadors
- Golden Bell Quiz
- ASEAN Fashion Show
- ASEAN Traditional Performances
- K-Pop Dance Performances
- Awards Ceremony

C. Co-organizers



ASEAN-Korea Youth Network Workshop

ASEAN and Korea are committed to closely work together as key partners, particularly in the environmental areas to ensure the sustainability of their cities. Acknowledging the importance of promoting the creation of sustainable urban areas, especially for the youth, the Centre has been organizing the ASEAN-Korea Youth Network Workshop since 2012. In FY2017, the Centre gathered ASEAN and Korean university students for the 2017 ASEAN-Korea Youth Network Workshop under the theme of “Promoting Clean and Green Environment through the Establishment of Environmentally Sustainable Cities.” It aimed to further promote awareness on ASEAN and ASEAN-Korea relations in the context of Environmentally Sustainable Cities and enhance active networks and forge genuine friendship among ASEAN and Korean youth towards a shared future.

A. Outline

[Korea Program]

Date	3-7 July 2017
Venue	Incheon and Seoul, Korea
Participants	80 university students from ASEAN, Korea, China, and Japan

[ASEAN Program]

Date	8-12 July 2017
Venue	Melaka, Putrajaya, and Kuala Lumpur, Malaysia
Participants	40 university students from ASEAN and Korea



B. Main Activities

To make this Workshop more meaningful, the Centre sought a balance between input of theme-related knowledge and experiences and firsthand output produced by participants. Based on site-visits and lectures ranging from ASEAN regional cooperation, international environmental governance, energy and environmental policy to sustainable urban development, participants presented their videos as their team missions for Korea Program. Moreover, participants for Malaysia Program identified problems of cities in ASEAN and Korea and came up with a policy blueprint for environmentally sustainable city. The Workshop also featured some cultural activities, such as city exploration, historical site visits, cultural experiences, team-building activities, and cultural performances.

Lectures

Lecture 1 : ASEAN-Korea Relations

Lecturer : Dr. Lee Jae-hyon, Senior Fellow, Asan Institute for Policy Studies

Lecture 2 : Environmentally Sustainable Cities: History and Trend

Lecturer : Dr. Donovan Storey, Deputy Director of Investment & Policy Solutions Division, Global Green Growth Institute

Lecture 3 : Towards Achieving 2030 Agenda and SDGs: From a Sustainability Perspective

Lecturer : Dr. Nam Sang-min, Deputy Director, UNESCAP East and North-East Asia Office

Lecture 4 : Environmentally Sustainable Seoul: Vision and Policies, Benchmark for ASEAN

Lecturer : Dr. Lee Tae-hwa, Professor, University of Seoul

Site Visits

[Korea Program]

- Exhibit of the Incheon Songdo International City Planning
- Cheong-la, Environmental Corporation of Incheon
(Waste Disposal Facility Exhibition and Guided Tour)
- Nam-hang, Environmental Corporation of Incheon
(Sewage Treatment Facility Exhibition and Guided Tour)
- Incheon Metropolitan City Museum (Guided Exhibit of Compact · Smart City)
- Sihwaho Tidal Power Plant
(Exhibition, Group Viewing, Park Sites, and Skywalk at the Moon Observatory Tower)
- Seoul Energy Dream Center
(Renewable Energy Center Exhibition, Group Viewing, and Guided Tour)
- Seoul Energy Corporation (District Heating-Gas Turbine Co-Generation Plant)
- Transportation Information Center, Seoul City Hall

[ASEAN Program in Malaysia]

- Ramada Hotel (Waste Management Practices)
- Melaka Green Technology Cooperation (PTHM), Melaka World Solar Valley (MWSV), and AUO Sun Power Sdn. Bhd.
- Putrajaya Cooperation and Wetland Park
- Korean Embassy in Malaysia

Activities

- Ice-breaking Activities
- Video-making Activity and Competition
- Group Discussion and Presentation
- Nature Experience Activity
- Sustainable Cities Project (Proposal and Presentation)

Cultural Explorations

- Korean Crafts-making Activity
- City Tour in Songdo and Seoul
- Country Traditional Performances
- Visit to Melakan Traditional Village
- Traditional Malaysian Hat-making and Batik-making Activities
- City Tour in Melaka, Putrajaya, and Kuala Lumpur

C. Co-organizers





ASEAN-Korea Youth Forum

Entrepreneurship among the youth has been central to ASEAN's efforts towards its goal of creating a socially responsible community. The ASEAN Secretariat designed strategic measures to “strengthen the supportive environment for socially and environmentally responsible entrepreneurship”; “promote and nurture creative and inclusive social entrepreneurship for youths”; and “encourage institutional and technical innovations in the provision of social services”.

To continue supporting ASEAN in this light, the Centre organized the ASEAN-Korea Youth Forum in an upgraded scale in 2017, following the success of the Forum in 2014 and 2016. Under the theme of “*Fostering Global Entrepreneurship, Empowering the ASEAN-Korean Youth*”, the Forum aimed to create more opportunities for the ASEAN and Korean youth by inculcating entrepreneurial mindset through dynamic exchange of insights and sharing of success stories right from experts and accomplished startup founders.

A. Outline

Date	18 September 2017
Venue	Multipurpose Hall, Seoul Metropolitan Government City Hall
Participants	200 undergraduate and graduate students from ASEAN and Korea



B. Main Activities

The Centre invited Ms. Penny Low, President of the Social Innovation Park Ltd. based in Singapore, as a keynote speaker of the Forum. Ms. Low enlightened the participants with her presentation on developing social entrepreneurship. In the Young Innovators Talk session, successful young startup professionals from DIOCIAN Inc. and TaniMac were invited to share their inspiring stories and practical knowledge for start-ups. Following the Young Innovators Talk, 5 business plan presentations were made by students from ASEAN and Korea. Their presentations were thoroughly assessed by the evaluation committee comprised of business accelerators and speakers from the Forum. These sessions were followed by networking reception where all participants further discuss their ideas and expand contacts.

Keynote Speech

Title : ASEAN-Korea Youth Startups: Social Innovation
 Speaker : Ms. Penny Low, President, Social Innovation Park Ltd.

ASEAN-Korea Young Innovators Talk

Title : Global Partnership for Startups
 Moderator : Jonathan Hwaseong Jeon, CEO, CNT Tech Co.
 Speaker (Korea) : Cian Doohwan Kim, Founder and CEO, DIOCIAN Inc.
 Speaker (ASEAN) : Mohammad Fitri Othman, Founder and CEO, TaniMac Co.

ASEAN-Korea Business Plan Presentations

Title : Startups for ASEAN-Korean Markets
 Moderator : Jaewon Peter Chun, CEO, XnTree
 Presenters : 5 Teams of ASEAN and Korean Youth
 Panel of Judges : Moderator and speakers from prior sessions

Networking Reception

Venue : ASEAN Hall, ASEAN-Korea Centre





C. Co-organizers



ASEAN Youth Network in Korea Programs

ASEAN students in Korea are viewed as the bridge that will closely connect their region and Korea. With the further deepening of the ASEAN-Korea relations in the recent years, their role could not be more emphasized. As future leaders of the region, it is necessary for the ASEAN youth in Korea to build strong networks and enhance awareness of their region as well as skills and capacity. Furthermore, as residents of Korea, there is also a need for them to grasp a better understanding of their host country, including the culture and youth. To this end, the Centre organized the AYNK Programs, under which 4 sub-programs were conducted namely the ASEAN Youth Career Mentorship Program, ASEAN Quiz, ASEAN-Korea Youth Short Film Festival, and ASEAN Youth Yearend Celebration.

A. Outlines

[ASEAN Youth Career Mentorship Program]

Date and Venue	25 March 2017, ASEAN Hall
Participants	90 students

[ASEAN Quiz]

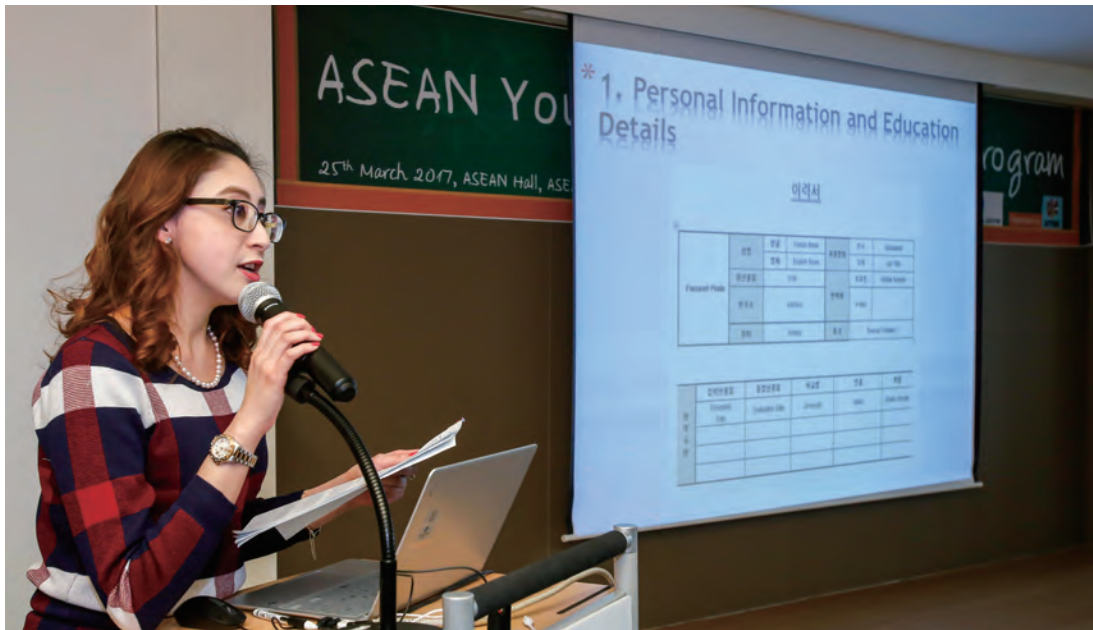
Date and Venue	27 May 2017, ASEAN Hall
Participants	100 students

[ASEAN-Korea Youth Short Film Festival]

Date and Venue	28 October 2017, Lotte World Mall
Participants	150 students
Online Voters	2,200 voters

[ASEAN Youth Yearend Celebration]

Date and Venue	9 December 2017, ASEAN Hall
Participants	110 students



B. Main Activities

The AYNK Programs were held all year round to raise the awareness of ASEAN, Korea, and ASEAN-Korea relations as well as facilitate establishment of strong networks among the ASEAN youth in Korea in a consistent manner. Activities included lectures, presentations, friendly competitions, team-building games, cultural activities, and networking reception.

[ASEAN Youth Career Mentorship Program]

Presentations

Session 1 : Basics of Job Application in Korea

Presenter : Ms. Marilyn Manalaysay, Global HR Assistant Manager, GS Engineering and Construction

Session 2 : Sharing of Success Stories

Presenter : Ms. Eu Si Ying, Singaporean, former student at Ewha Womans University, Marketing and Business Development, SevenKicks

Presenter : Ms. Quynh Nguyen, Vietnamese, former student at Sogang University, Associate, Samsung Insurance

Other Activities

- Networking reception

[ASEAN Quiz]

Activities

- Quiz competition
- Online quiz activity (Facebook)
- Networking reception



[ASEAN-Korea Youth Short Film Festival]

Activities

- Film-making competition and awarding
- Showing of winning films and a feature film
- Presentation of food from each ASEAN Member State
- Networking reception



[ASEAN Youth Yearend Celebration]

Activities

- Team-building games
- Performances (Modern)
- Presentation of food from each ASEAN Member State
- Networking reception



C. Co-organizers





Youth Visit Program

In line with the mandate of the Centre to promote ASEAN and ASEAN-Korea relations among the general public, the Centre conducted the Youth Visit Program all year round. Students from ASEAN and Korea, ranging from primary to tertiary level, visited the ASEAN Hall at the Centre and took part in various educational activities.

A. Outline

Date	Year-round
Venue	ASEAN Hall
Participants	Primary to tertiary level students



B. Main Activities

Various educational activities were conducted to enhance the participants' awareness of the ASEAN and ASEAN-Korea relations.

Presentation Topics

- ASEAN
- ASEAN-Korea relations
- Understanding International Organizations
- ASEAN Culture and Traditions
- Trade and Investment between ASEAN and Korea
- Youth Exchanges between ASEAN and Korea

Other Activities

- Fun quiz
- Learning about ASEAN Musical Instruments



ASEAN-Korea Academic Essay Contest

Following previous year's success in launching the 1st ASEAN-Korea Academic Essay Contest, the Centre has expanded the size of the Contest to offer greater opportunities for undergraduate and graduate students of ASEAN and Korea. Three themes based on the three pillars of the ASEAN Community were suggested for the participants to express their perspectives on ASEAN and ASEAN-Korea relations, while in commemoration of the 50th anniversary of ASEAN, a special theme was offered to reflect on the hidden figures behind the ASEAN's achievement.

A. Outline

Date	24 July 2017 -21 January 2018
Participants	161 essay entries 12 winners
Themes	1) 50 Years of ASEAN and the Prospect for Multilateralism 2) ASEAN-Korea 4.0: Adapting Digital Economy 3) ASEAN-Korea Educational Cooperation for Mutual Understanding Special) Champions of the ASEAN Miracle



B. Main Activities

The Essay Contest was opened for submission from July to October. During the submission period, a total of 161 essays were received. Through the judging assessment, the evaluation committee selected 12 winning essays, 7 from ASEAN and 5 from Korea. The 12 winning essays were published under the title, *Young Perspectives: The Future of ASEAN-Korea Partnership Vol. 2*. The Study Trip to Korea for the ASEAN winners took place in Seoul and Busan in December, during which the winners participated in the ASEAN-Korea Youth Academic Workshop at the Busan University of Foreign Studies to present their winning papers. In January 2018, Singapore hosted the Study Trip to ASEAN as the ASEAN Chair for 2018. The Korean winners joined the winners from Singapore to visit various academic and governmental organizations and experience cultural activities.

Date	Program
24 July - 31 October	Essay Submission
1-7 November	Evaluation Process
8 November	Winner Announcement
1 December	Publication of <i>Young Perspectives: The Future of ASEAN-Korea Partnership Vol. 2</i>
2 December	Awarding Ceremony
4 December	ASEAN-Korea Youth Academic Workshop
1-5 December	Study Trip to Korea for ASEAN winners
17-21 January	Study Trip to ASEAN (Singapore) for Korean winners



[Study Trip to Korea]

Activities

- Visit to the National Museum of Korean Contemporary History
- Hanbok Experience and Palace Tour
- Seoul City Exploration
- Busan City Exploration
- Visit to the ASEAN Culture House
- Visit to Haedong Yonggung-sa Temple

Events

- Book Concert: ASEAN-Korea Youth Perspectives: Through Selected Essays and Research on Their Mutual Perception
- ASEAN-Korea Youth Academic Workshop

[Study Trip to Singapore]

Activities

- River Safari Tour
- Gardens by the Bay Tour
- Singapore City Exploration
- National Museum of Singapore Tour

Events

- Official Visit to the Embassy of the ROK in Singapore
- Official Visit to the Ministry of Foreign Affairs of Singapore
- Academic Roundtable at RSIS
- Academic Roundtable at ISEAS Yusof-Ishak Institute

C. Co-organizers



ASEAN
University
Network

D. Supporting Organizations



ASEAN
FOUNDATION



Ministry of
Foreign Affairs



HERALD



ASEAN Lecture Series

The Centre's signature program that has been taking place since the Centre's inauguration in 2009 continued in FY2017. Two series of lectures, the 17th and 18th ASEAN Lecture Series, were held during the first and second half of the year respectively. The first series of the year, which also marked the beginning of 'ASEAN Month,' covered ASEAN's cultural heritage under the title *A Journey into Southeast Asian Culture through the World Cultural Heritage*. The second series, under the title *Industry 4.0 and ASEAN Market* discussed one of the key trends in world economy. In addition to a total number of 14 sessions held over the course of 14 weeks, in-depth publications of each series were also published.

A. Outline

Date	17th ASEAN Lecture Series: 11 May-22 June 2017 18th ASEAN Lecture Series: 12 October-23 November 2017 (Every Thursdays, 18:30-20:00, 7 sessions each)
Venue	ASEAN Hall
Participants	960 participants (approximately 69 per session)



B. Main Activities

ASEAN Lecture Series offered a variety of detailed topics for audience interested in the culture and industries of ASEAN. Lectures, held every Thursday evening, attracted a range of audiences including students, government officials, entrepreneurs, and office workers from diverse age groups. Each session comprised of in-depth and informative lecture, as well as active questions and discussion from the floor.

17th ASEAN Lecture Series

[A Journey into Southeast Asian Culture through the World Cultural Heritage]

Topic : The Infra-culture of Southeast Asia based on the Prehistoric Sources

Date : 11 May 2017

Lecturer : Dr. Park Jang-sik, Professor, Busan University of Foreign Studies

Topic : The Influence of Hindu-Buddhistic Culture and the Cultural Heritage

Date : 18 May 2017

Lecturer : Dr. Park Jang-sik, Professor, Busan University of Foreign Studies

Topic : The Hindu Culture and the Cultural Heritage: With Particular Reference to Indonesia

Date : 25 May 2017

Lecturer : Dr. Kim Ye-gyum, Professor, Busan University of Foreign Studies

Topic : The Confucian Culture of Viet Nam and the Cultural Heritage

Date : 1 June 2017

Lecturer : Dr. Bae Yang-soo, Professor, Busan University of Foreign Studies

Topic : European Vestiges: The Cultural Heritage of Historic Cities

Date : 8 June 2017

Lecturer : Dr. Kim Dong-yeob, Professor, Busan University of Foreign Studies

Topic : Cultural Heritage: Preah Vihear Temple

Date : 15 June 2017

Lecturer : Dr. Lee Mi-ji, Professor, Busan University of Foreign Studies

Topic : The Islamic Culture of Island Southeast Asia and the Cultural Heritages

Date : 22 June 2017

Lecturer : Dr. Je Dae-sik, Professor, Youngsan University



18th ASEAN Lecture Series
[Industry 4.0 and ASEAN Market]

Topic : Industry 4.0 and ASEAN

Date : 12 October 2017

Lecturer: Dr. Hong Pil-ky, Professor, Seoul Digital University

Topic : Expansion Strategy toward ASEAN E-Commerce Market

Date : 19 October 2017

Lecturer: Mr. Lee Tai-hyun, CEO, BLS Korea

Topic : ASEAN Entertainment Industry and Digital Big Bang

Date : 26 October 2017

Lecturer: Mr. Lee Sung-min, Research Associate, Korea Culture & Tourism Institute

Topic : Smart Cities in ASEAN

Date : 2 November 2017

Lecturer: Mr. Kim Han-joon, CEO, Post Media

Topic : ASEAN Capital Market and the Fourth Industrial Revolution

Date : 9 November 2017

Lecturer: Mr. Han Kwang-youl, Analyst, NH Investment & Securities

Topic : Smart Farming, A New Paradigm in Asian Agriculture

Date : 16 November 2017

Lecturer: Mr. Nam Jae-jak, Head of Planning Office, Foundation of Agri-Tech.
 Commercialization and Transfer (FACT)

Topic : Shared Economy in ASEAN – From the Consumer’s Viewpoint

Date : 23 November 2017

Lecturer: Dr. Eom Eun-hui, Research Fellow, The Center for Social Sciences in SNU

C. Co-organizers



서울대학교
 아시아연구소



서울대학교 사회과학연구원
 The Center for Social Sciences in SNU

Academic Outreach

In 2017, the Centre focused on the academic outreach by expanding its academic networks in ASEAN and Korea. Domestically, the Centre collaborated with regional academic institutions such as Busan University of Foreign Studies (BUFS) and Mokpo National University to raise ASEAN awareness in Korea's southern provincial regions. Furthermore, academic networks with key institutions such as the Network of East Asia Think-Tanks (NEAT) and the Korean Institute of Southeast Asian Studies (KISEAS) were strengthened, jointly organizing academic events such as the International Conference on ASEAN-Korea Partnership. The Centre also strengthened its international academic networks by hosting visitors from overseas and holding academic roundtables with ASEAN think tanks.





Inbound	Event Date and Venue Presentation	Special Lecture at the Busan University of Foreign Studies 9 March 2017, Busan University of Foreign Studies ASEAN's Bright Future: ASEAN in Globalized
	Event Date and Venue Presentation	ASEAN-Korea Socio-Cultural Cooperation Seminar 25 April 2017, Mokpo National University Become a Global Leader - Future lies in ASEAN
	Event Date and Venue	Centre Visit by Distinguished Guests in Academia 26 April 2017, ASEAN-Korea Centre
	Event Date and Venue	KISEAS Monthly Presentation Session 20 May 2017, ASEAN-Korea Centre
	Event Date and Venue	Inaugural BUFS International Teaching Workshop on Southeast Asia 26 May 2017, Busan University of Foreign Studies
	Event Date and Venue	Centre Visit by Center for American Progress 14 June 2017, ASEAN-Korea Centre
	Event Date and Venue	AKC-KIEP Roundtable 21 July 2017, ASEAN-Korea Centre
	Event Date and Venue	2017 Gyeongju Forum (Hosted by Sejong Institute) 18-19 August 2017, Hyundai Hotel, Gyeongju
	Event Date and Venue	2017 KASEAS Annual Conference 26 August 2017, Seoul National University Asia Center
	Event Date and Venue	International Conference on ASEAN-Korea Partnership 30 August 2017, Lotte Hotel, Seoul
	Event Date and Venue	The 15th Annual Conference of NEAT 7-8 September 2017, ASEAN Culture House, Busan
	Event Date and Venue Presentation	KDIS ASEAN Forum 3 November 2017, KDI School of Public Policy, Sejong ASEAN-Korea Relations: Building a Forward-Looking Partnership
Event Date and Venue	2017 ASEAN-Korea Youth Academic Workshop 4 December 2017, Busan University of Foreign Studies	

Outbound	Event	2017 Korea-Philippines/Korea-ASEAN Partnership Forum (Hosted by BUFS, University of the Philippines)
	Date and Venue	27 October 2017, EDSA Shangri-la, Manila
	Presentation	ASEAN-Korea Relations: Building a Forward-Looking Partnership
	Event	Academic Roundtable with RSIS
Date and Venue	19 January 2018, S. Rajaratnam School of International Studies, Singapore	
Event	Academic Roundtable with ISEAS Yusof-Ishak Institute	
Date and Venue	19 January 2018, ISEAS Yusof-Ishak Institute, Singapore	
Event	Visit to the University of Indonesia ASEAN Studies Center	
Date and Venue	23 January 2018, University of Indonesia, Jakarta	



SECTION 2 : PR & DIGITAL COMMUNICATIONS



In 2017, ASEAN drew enormous attention with momentous occasions of the 50th Anniversary of its establishment and the ASEAN-ROK Cultural Exchange Year, as well as Korean government's official unveiling of its policy toward ASEAN, dubbed 'New Southern Policy.' With this momentum, the Centre conducted extensive PR activities utilizing diverse PR tools and platforms ranging from the traditional and social media to website and publications. Most notably, the Centre designated May and June 2017 as the 'ASEAN Month' under the slogan "Hello, ASEAN@50", and organized the ASEAN Culture and Tourism Photo Contest & Exhibition as a commemorative program. In addition to utilizing traditional media sources, the Centre took an assertive approach in its promotional activities on social media such as Facebook, Instagram, Twitter, Youtube, and Blogs (Naver for Korean posts and Wordpress for English posts). Furthermore, in line with the recent trends, the Centre focused on producing and distributing ASEAN and Centre-related video contents.

시론

블루오션 아세안에 대통령특사 보내자



김명신
한-아세안센터 사무총장
전 주인도네시아 대사

문재인 대통령이 한반도 주변 4강과 유럽연합(EU)에 특사를 파견한다고 한다. 그런데 우리와 아주 가까운 핵심 파트너인 아세안

아세안은 '포스트 차이나' 대안 문화 비속하고 인적교류도 활발 시장뿐 아니라 안보 가치도 커 새 정부, 아세안 외교 강화해야

리는 어떤 비전과 정책 구상을 갖고 있는 것일까. 한마디로 우리의 대아세안 전략은 실종 상태다. 아직까지 전략이나 청사진이 발표된 적이 없기 때문이다. 오늘날 아시아-태평양 지역은 미·중·일 등 강국들의 경쟁관계가 심화되고 있다. 특히 트럼프 행정부 출범 이후 이 지역의 국제 관계는 불확실성이 증대되고 있어 우리의 국익 유지와 국제적 위상 확보를 위한 전략 수립이 시급한 실정이다.

4 | SPECIAL REPORT

The Jakarta Post

THURSDAY November 9, 2017

Trade fair a stepping stone to Korean market

ASEAN Korea Centre recently invited 10 journalists from ASEAN member states, including The Jakarta Post's Sudhyo M. Wiradj, to attend the 2017 ASEAN Trade Fair "Taste the Happiness" the Centre organized. Following is the report.

ASEAN-Korea Centre facilitates meeting between ASEAN F&B producers and buyers through trade fair.

Upon hitting a close look at a cup of instant noodles in a display at Indonesia's pavilion and sitting some questions, two young Koreans tried the dish with their chopsticks.

One of them smiled and gave a thumbs-up to signal that it tasted good. Placing the cup on the booth, they were engaged in a conversation with the smiling attendant amid the buzzing crowd featuring different pavilions identifying various flags.

The two young Korean consumers were among the many visitors to the ASEAN Trade Fair 2017 "Taste the Happiness" event at Hill D-2, Coex, Seoul, South Korea. The 9th trade fair, organized by the ASEAN-Korea Centre, was opened to the public on Oct. 25 and ran until Oct. 26, 2017. It was held in conjunction with Korea Food Week 2017, the largest international food exhibition in Korea.

The trade fair aims to increase awareness about ASEAN food and beverage (F&B) products in the Korean market as well as to provide updated information on the trade environment, targeting both ASEAN and Korean business leaders.

The showcasing of F&B products comes in response to growing interest among Korean consumers and buyers in unique and high-quality F&B products from ASEAN countries, according to the center's secretary-general, Kim Young-ran.

The event featured a array of processed F&B products made by companies from 10 ASEAN member states. The packaged instant noodles stole the show, with visitors given a chance to taste them, free of charge.

Only a few steps away from Indonesia's booth, the visitors could enjoy the taste of similar food products by companies from Brunel Darussalam, Singapore and Vietnam. The respective producers tried to convince the Koreans through brand names, labels, packaging design and, of course, taste.

Choices were galore at the stand. Other visitors were seen flocking to different booths to savor the taste of dried fish curries from Brunel Darussalam, rice crackers from Cambodia, a healthy sports drink from Indonesia, dried fruit from Laos, F&B, frozen durian products from Malaysia, green tea from Myanmar, calamansi juice from the Philippines, potato chips from

Singapore, dried rambutans from Thailand and canned pineapple from Vietnam.

For coffee lovers, ASEAN has a wide selection of special taste-ginger coffees from Indonesia, instant coffee from Malaysia, green tea and roasted bean from Myanmar and Robusta and Arabica from Vietnam.

Some pavilions also displayed honey, pepper and various spices to add flavor, moisture and visual appeal to your dishes and showcasing that you can use to enhance the flavor of your food.

Effective medium
For Indonesian exhibitors, and perhaps also those from other ASEAN member states, the trade fair, where they could meet face-to-face with prospective buyers who could directly taste their products, served not only as an effective medium to introduce products to Korean consumers, but also to find buyers, even though it really penetrates the Korean market, the companies must go through a highly complicated process, pertaining to the quality of the product viewed from various aspects to trade regulations.

Of the 10 participating industries, companies, several have managed to enter the Korean market, while others are still in the process of exploring at the door.

PT ABC (President) Indonesia, which produces ready-to-drip tea, instant noodles and noodle meals, is one of several companies that have entered the Korean market through collaboration with local partners. It started to enter the market in 2014 with its beverage Nu Ma Tea, followed by its instant noodle ABC MI (Cup in August 2017).

"We are partnering with a Korean distributor and have begun to export our instant noodles in August this year. The trade fair has allowed our company to look at the development of the market here and explore opportunities to expand our market," said the company's spokeswoman, Won In-kyul, upon attending the trade fair.

She said that the company was doing its best to comply with regulations on food and beverage safety by Korea's Food and Drug Administration (FDA). "Korea has a very strict standard, which is very strict," she said.

Adjustments have to be made regarding the products exported to Korea in order to be acceptable to the market, according to Won. For example, the noodle sold in Korea should be free of preservatives and chemical substances. "When it comes to coloring, we have to use natural coloring."

Taste, she said, resulted from the formulation of ingredients. "The amount of salt for Indonesia consumers is higher than in similar products exported to other countries, including Korea. Even though taste is very individual in taste, most Koreans do not like food that tastes salty," she said.

She was upbeat about the visitors' response to the company's instant noodles.

Other participating Indonesian companies also shared encouraging news, especially when it comes to building interest in the Korean market, even though some have not yet managed to be done in compliance with Korea's F&B regulations, so as to make the products acceptable to the market.



How does it taste? Consumers and prospective buyers have a chance to taste processed food and beverage products from ASEAN countries showcased at the 2017 ASEAN Trade Fair in Seoul, South Korea. The fair ran from Oct. 25-26.

at, honey and fruit products (papaya, jack, mango), also welcomed, the hope that Korea would open its doors to the company's products following internal shows by several Korean buyers, which provided valuable feedback on the taste of the jam.

The company joined the fair for the first time, but "at least 10 buyers have expressed interest in buying our products," said the company's sales/marketing manager, Andrew Tjehnesputra.

"We export our products to several countries in Europe, the United States and other Asian countries, but we have yet to enter the Korean market. Hopefully, we can enter the Korean market soon," he said.

The joint trade company also came in seven flavors, including mango, guava and zucchini (air said), a kind of fruit only found in tropical countries like Indonesia. "We export only premium products, which means the sugar-free product with a high fruit content, about 50 percent, compared to 30 percent in the non-premium ones," he said.

Following advice from one of the buyers, the company will translate the label of the product into Korean to make them acceptable to the Korean market, according to Andrew.

Despite the strict F&B regulations set by the Korean government, the company, he said, was not worried, because "our company's operations are in compliance with international standard regulations. We also hold the HACCP (Food Safety System Certification) 22000 from GFSI (Global Food Safety Initiative)," he said with confidence.

The trade fair also revealed some tough challenges facing F&B producers, especially those exporting honey, coconut and other agricultural products subject to high import duties.

"Our company started to export Nite de coco under the brand

19400 10 years ago, but we can no longer enter the Korean market due to high prices driven by high import duties," said Effendi Turina Thio, a representative

from PT Husana Utama, a producer of fruit juice (Nite de coco, Aloe Vera and Jalis).

Nite de coco is a chewy, translucent, jelly-like food product produced by the bacterial fermentation of coconut water.

"If particular products are subject to high import duties, the price of the products will go up, and the high price will deter our Korean partners from buying our products," he said.

Commonly, the reasonable price for exported F&B products that allow for feasible business, is two times higher than the original price, but "with the high import (duty), the price becomes four or five times as high as the original price," he said.

Aside from restricted amount water, the company also exports Aloe Vera to Korea. "Our partner in Korea purchases our extracted coconut water, after which they process it into ready-to-eat Nite de coco. Using their brand, they sell it to Korean consumers," he said.

Clearly, the theme of the 2017 ASEAN Trade Fair "Taste the Happiness" will become true as the products reach Korean palates.

Food trade agreement with ASEAN upgraded

ASEAN-Korea Centre secretary-general Kim Young-ran said the center is working on upgrading the food trade agreement (FTA) to facilitate the import of F&B products from ASEAN countries.

But he said "trade negotiations is not our mandate... but we can convey the issue and priority to the South Korean government."

Kim made remarks in response to the challenges facing several ASEAN producers, such as high import duty for particular products, when meeting the ASEAN press in Seoul following the opening of the 2017 ASEAN Trade Fair on Oct. 25.

"Trade has a complicated matter that involves many aspects and regulations from both, South Korea and the respective ASEAN member states that can be sometimes frustrating," said Kim.

"But we should not give up. That's why we follow the mechanism that raises such issues as soon as detecting the import of F&B products from ASEAN," he said.

Kim, a former South Korean ambassador to Indonesia (2012-2015), said he personally enjoyed Indonesian mangoes, especially mangoes. "I am also eager to introduce that sort of Indonesian mangoes to the South Korean people. I want more of them to enjoy," he pointed out, adding that agriculture is a sensitive issue.

According to him, collaboration with relevant South Korea partners was the key to entering the market.

Meanwhile, the Indonesian embassy's commercial attaché, Alensani Khat, said South Korea offered a huge market opportunity to its agri due to its high purchasing power thanks to the country's annual income per capita of US\$10,000.

Apart from that, he advanced technology allowed South Koreaan F&B products to develop and process the imported raw materials into processed food and beverage products that they sold to other countries. Several South Korean companies import the raw materials from Indonesia, which also sees an opportunity for Indonesian business players, he said.

Indonesia also needed a bilateral FTA that Singapore and Vietnam have enjoyed. "With the bilateral FTA, F&B products from Singapore and Vietnam can be more competitive than other countries,"

“후쿠다 특트 경제, 사회·문화와 폭넓은 파트너십을 추진 직후 수반하고, 최세안+3 재무장관 통화와 외교 아세안+3 재무장관 아세안에 구애 지역에서 중국도 적이다. 시진핑이 아시아 방문 시 아시아인프라 아세안 국가들과 중국과 아시아 정상 실크로드 설정한 것이다.들과 직접 경쟁하는 아세안과 갈등 요인이 없겨진 의도도 없원하는 진정한 이것이 우리가 아세안 전략의 50주년, 아세안-아세안 FTA 세안 문화 교류 이어 기념비적 대아세안 전략 세안 정부가 막선인 아세안에 가졌다. 우리의 로 증진시킬 거

심 방향과 다름

PR through Media

In 2017, the Centre constantly obtained coverage from both Korean and ASEAN media through timely actions, quality contents, and strong media network. While successfully promoting individual work programs, the Centre put focus on leading agenda-setting regarding ASEAN-related issues through columns, contributions, and in-depth stories. Furthermore, newly established partnership with the Asia News Network (ANN) – an alliance of leading media outlets in Asia – allowed the Centre to be greatly exposed to broader audiences in the 10 ASEAN Member States and to successfully organize its first-ever ASEAN Media Invitation Program.

A. ASEAN Media Invitation Program

Date	23-26 October 2017
Venue	Seoul, Osan, and Cheonan, Korea
Participants	10 journalists from the AMS - Borneo Bulletin (Brunei); Phnom Penh Post (Cambodia); The Jakarta Post (Indonesia); Vientiane Times (Lao PDR); The Star (Malaysia); Eleven Myanmar (Myanmar); Daily Inquirer (Philippines); The Straits Times (Singapore); The Nation (Thailand); Viet Nam News (Viet Nam)

B. Main Activities

As part of joint collaborations with the ANN, the first-ever ASEAN Media Invitation Program was organized on the occasion of the 2017 ASEAN Trade Fair – the largest ASEAN food and beverage fair organized by the Centre. ASEAN media personnel, one each from the 10 ASEAN media affiliated with the ANN were invited to Korea to gain a better understanding on ASEAN-Korea relations and the Centre.

Site Visits

- The Blue House, the Presidential Office of Korea
- AmorePacific Story Garden (K-Beauty)
- Lotte Cinema, Lotte World Tower (K-Wave)

Activities

- Meeting with the Secretary to the President for Foreign Press
- Coverage on the 2017 ASEAN Trade Fair

C. Co-organizer





Digital Communications

The Centre has made continuous efforts to raise its profile in the 10 ASEAN Member States and Korea via social networking services (SNS) such as Facebook, Instagram, Twitter, Youtube, and Blogs (Naver for Korean posts and Wordpress for English posts). The number of “Likes” on the Centre’s Facebook page has increased from 13,561 in the beginning of FY2016 to 30,550 by March 2018, in addition to 900 Instagram followers, 1,665 Twitter followers, and 230 Youtube subscribers. The total number of Naver blog viewers increased from 402,369 for FY2016 to 646,873 for FY2017, (approx. 1,772 per day) while the total number Wordpress blog viewers increased from 44,490 for FY2016 to 55,941 for FY2017. (approx. 153 per day) Furthermore, realizing the effectiveness and importance of video contents for social media, the Centre has focused on producing and distributing ASEAN and Centre-related video contents, producing around 30 original video contents, which gained a total of 604,177 views.

The image shows a screenshot of the ASEAN-Korea Centre's Facebook page. The page layout includes a profile picture (the ASEAN-Korea Centre logo), a cover photo featuring the flags of ASEAN member states and a colorful illustration of various ASEAN landmarks, and a navigation menu on the left. The page is categorized as a 'Government Organization in Seoul, Korea' with a 4.9 star rating. It shows 30,764 likes and 30,920 followers. The 'About' section provides the address: '8th fl. Press Center Building Taepyeongno 1 ga, Jung-gu (1.00 mi) Seoul, Korea' and the website 'www.aseankorea.org'. The 'People' section shows 30,764 likes and 559 visits.





















A. Main Activities

In FY2017, the Centre intensified its efforts to reach out to diverse audiences through its social media platforms. The PR activities conducted through social media platforms are the following:

Management of social media platforms	Facebook - 586 postings - 30,550 fans - 519,992 engagements - 5,444,831 reach
	Instagram - 243 postings - 900 followers
	Twitter - 586 postings - 1,665 followers
	YouTube - 109 videos - 280 subscribers - 13,808 views
	Naver Blog (Korean) - 290 postings - 646,873 page views - 1,423 subscribers
	Wordpress Blog (English) - 75 postings - 55,941 page views



Management of Blog Reporters and ASEAN Correspondents	13th Blog Reporters - 11 reporters - 79 articles 14th Blog Reporters - 12 reporters - 146 articles - 10 articles featured on Naver's main page *Naver is Korea's No.1 portal
Producing and promoting video content	ASEAN viral videos - 4 viral videos - 220,825 views ASEAN Vloggers - 24 videos - 313,682 views Live videos - 4 live videos - 27,401 views Program highlights and other videos - 23 videos - 64,423 views Card news on the Centre's flagship programs - 8 card news - 51,447 views
Engaging audiences through producing and promoting diverse content	Promotional campaigns - 7 campaigns (ASEAN Culture and Tourism Photo Contest, ASEAN Culinary Festival, ASEAN-Korea Youth Network Workshop, ASEAN-Korea Youth Forum, ASEAN Travel App, ASEAN-Korea Youth Short Film Festival, ASEAN Community-based Tourism Program, etc.) - 73,938 engagements and 855,529 reach ASEAN related quiz - 19 quiz - 68,621 engagements and 267,020 reach Card news (infographic news) - 8 card news - 2,841 engagements and 464,106 reach ASEAN related voting event (food-related) - 12 voting event - 63,050 engagements and 120,078 reach

 <p>Do you love Vietnamese cuisines? Cao Thi Huong, the... 2.5K views · March 21</p>	 <p>ASEAN Vlogger Tiradet and Kaupang, who stayed in... 3.5K views · March 19</p>	 <p>Curious what are some of the ethnic groups in Singapore?... 1.8K views · March 15</p>	 <p>How many #Indonesian dishes have you tried? The team of... 6.2K views · March 7</p>
 <p>ASEAN Must-go Spots 3K views · March 2</p>	 <p>Must-go spots in ASEAN countries 43K views · March 1</p>	 <p>Essay Winners' Interviews 324 views · March 1</p>	 <p>Check out the ASEAN-Korea Centre's Highlights of 2017... 146 views · February 27</p>
 <p>ASEAN breakfasts 8.4K views · February 22</p>	 <p>동남아 아침 시장에서 꼭 먹어야 할 음식 31K views · February 21</p>	 <p>Hlawga National Park in Yangon, Myanmar 78 views · February 19</p>	 <p>asean play 8.9K views · February 13</p>
 <p>Brief look of ASEAN countries 94K views · February 13</p>	 <p>Phuket, Thailand 9K views · February 12</p>	 <p>how to say "Hello" in 10 different ASEAN countries 21K views · February 8</p>	 <p>아시아 여행할 때 알아두면 좋은 인사말! 9.7K views · February 7</p>
 <p>Have you ever been to Phetchabun in #Thailand?... 2.58</p>	 <p>Indonesia on a shoestring budget? Or luxury Indonesia... 2.34</p>	 <p>Did you know that there are famous Filipinos in Korea?... 1.38</p>	 <p>30 students from ASEAN and Korea came back home after... 3.42</p>

SECTION 3 : INFORMATION SERVICE



ASEAN HALL

The ASEAN Hall is a multi-purpose space utilized for exhibitions, lectures, seminars, and various 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.

A. Features

The ASEAN Culture Exhibition Space exhibits handicrafts, artworks, design items, textiles, and traditional musical instruments of the 10 ASEAN Member States all year round for visitors to watch and experience the diverse culture of ASEAN.

The ASEAN Information Corner houses a collection of publications, periodicals, and multimedia resources on ASEAN Member States, ASEAN-Korea relations, as well as the Centre's activities for the public. The Centre strives to regularly introduce new additions as an effort to respond to the growing public interest in ASEAN.

The ASEAN Learning Space frequently serves as a venue for the ASEAN Awareness Programs of the Centre. It is also utilized for group visit programs during which participants can learn more about ASEAN, ASEAN-Korea relations, and the Centre. In FY2017, the Centre received visitors to the ASEAN Hall until February 8 due to renovations. The newly refurbished ASEAN Hall was officially opened on 23 April 2018.

B. Activities

The ASEAN Hall provided a platform for many of the Centre's programs, including the ASEAN Youth Nights and the ASEAN Lecture Series. It also catered group visits by scholars, public officials, journalists, and students at all levels and representatives from the private sector. In FY2017, a total of 5,376 people visited the Centre.

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

ASEAN E-Library

The ASEAN E-Library is an online database which contains a collection of information on ASEAN. Since its launch in 2015, the ASEAN E-Library strives to serve as a platform that provides official documents from ASEAN meetings, publications from ASEAN and related agencies, resources on ASEAN and Southeast Asian Studies, and other relevant information. The information provided on the ASEAN E-Library are contributed by the cooperating partners which include governmental agencies, inter-governmental organizations, and research institutions.

<p>Regional Affairs</p> <ul style="list-style-type: none"> - ASEAN - ASEAN Dialogue Partners - ASEAN Plus Three - ASEAN Regional Forum (ARF) - East Asia Summit (EAS)
<p>Topics</p> <ul style="list-style-type: none"> - ASEAN Community - ASEAN Connectivity - ASEAN Centrality - ASEAN Charter
<p>Resources</p>
<p>Links</p> <ul style="list-style-type: none"> - ASEAN Related Websites - Government & Embassy - Economy · Trade · Investment - Social · Culture · Media - History · Education - Others

Online Information Services

The Centre's official website provides its visitors with comprehensive information on the Centre and its activities, as well as on ASEAN and ASEAN-Korea relations in English and Korean. This year, the Centre put extra efforts in raising awareness on its activities by producing and providing a new content through the "Program Reports" menu. With user-friendly layout and tools, the total visitors for the website recorded 373,166 (31,097 monthly), dominating the first results page of Google when the keyword "ASEAN-Korea" is searched.

Main Activities

In FY2017, the Centre posted up-to-date information and data on ASEAN, ASEAN-Korea relations, and Centre's activities through the website. The website also functioned as the Centre's main digital hub, linking the ASEAN E-Library and social media channels. This year, the Centre opened the 'ASEAN Month' page to promote its activities for ASEAN@50 campaign and the 2017 ASEAN-ROK Cultural Exchange Year.

Program Report

Information & Data COMPLETED | 17.07.01 ~ 18.01.21

THE 2ND ASEAN-KOREA ACADEMIC ESSAY CONTEST
 BACKGROUNDThe academic essay contest is designed to promote awareness of the ASEAN-Korea relations b...

Culture & Tourism COMPLETED | 15.02.08 ~ 16.02.06

ASEAN-Korea Tourism Capacity Building Workshop
 BACKGROUNDAs recognized in the ASEAN Tourism Strategic Plan (ATSP) 2016-2025, human resource develop...

Trade & Investment COMPLETED | 18.01.20 ~ 18.01.30

Investment and Market Research Mission to the Philippines
 BACKGROUNDThe ASEAN-Korea Centre (AKC) is implementing various programs to enhance economic cooperat...

ASEAN-KOREA CENTRE

2018 ASEAN Youth Career Mentorship Program
 31 March 2018 (3-8 pm)
 ASEAN Hall, ASEAN-Korea Centre

2018 ASEAN Youth Career Mentorship Program
 31 March 2018 (3-8 pm)
 ASEAN Hall, ASEAN-Korea Centre

<p>Postings on the Centre's activities</p>	<p>Activities - Postings on the Centre's past and future activities through the "Activities" and "Calendar" menus</p> <p>Program Report - Program Reports of all the past programs of the Centre</p> <p>Press Releases and Media Coverage - English and Korean press releases and media coverages</p> <p>Newsletters - Bi-monthly newsletters featuring the highlights of the Centre's activities</p> <p>Speech & Interview - Official speeches and interviews of the Centre</p> <p>Publication - Comprehensive list of the Centre's publications</p> <p>Announcement - Announcements from the Centre</p>
<p>Update of the information on ASEAN and ASEAN-Korea relations</p>	<p>About ASEAN - Overview and chronology on ASEAN</p> <p>ASEAN-Korea Relations - Overview and chronology on ASEAN-Korea relations</p> <p>ASEAN Member States - Overview, information, and related links for each ASEAN Member States</p> <p>Statistics and Documents - Statistics, key indicators, and documents related to ASEAN and ASEAN-Korea relations</p>
<p>Update of the information on the Centre</p>	<p>Secretary General - Introduction and greetings from the Secretary General</p> <p>ASEAN-Korea Centre - Introduction, organization, chronology, etc.</p>
<p>Launching of the ASEAN Month page</p>	<p>ASEAN Month page - Launched a main page for the 'ASEAN Month,' where it links all related programs during the period (ASEAN Culture and Tourism Photo Contests & Exhibition, 17th ASEAN Lecture Series, Investment Promotion Seminar on ICT, ASEAN Quiz, ASEAN Culinary Festival, ASEAN Tourism Promotional Pavilion, ASEAN School Tour Program)</p>

Publications

In FY2017, the Centre published a total of 20 publications on a variety of topics, ranging from general information of the Centre to those on trade, investment, culture, and tourism. Publications such as brochure of the Centre, e-newsletter, and annual report allowed the readers to get a recap of Centre's previous and future activities.

Sector-specific publications related to trade, investment, culture, and tourism not only gave an overview of Centre's programs, but also discussed in-depth and up-to-date information on the respective topics. Special publications in celebration of the ASEAN's 50th anniversary were new additions in FY2017. *Partnering for Tomorrow: ASEAN-Korea Relations*, a publication on the research presented at the International Conference hosted by the Centre in August, *Understanding ASEAN through Its Great Leaders*, a publication on the historical figures of each ASEAN Member States are notable examples. Furthermore, there were two publications that presented the results of two research projects on the perception and understanding between ASEAN and Korean citizens. *Mutual Perceptions of ASEAN and Korean Youth*, a research on the youths of ASEAN and Korea with aims to acquire future directions for ASEAN-Korea relations was carried out, and in line with this, *Social Big Data Analysis on the Perception of ASEAN in Korea* was conducted to examine how Koreans view ASEAN as portrayed in social big data.

Such publications covering diverse areas were distributed to relevant organizations, and they are also accessible on the Centre's website, for the readers to understand more about ASEAN, ASEAN-Korea relations, and the Centre's activities.



List of Publications

No.	Area	Title	Language	Frequency	Description	Co-publisher
1	General	2017 ASEAN & Korea in Figures	English, Korean	Annually	Annual compilation of statistics on ASEAN Member States and Korea	N/A
2	General	Annual Report FY2016	English	Annually	Annual report on the Centre's activities for 2016	N/A
3	General	Brochure	English, Korean	Annually	Introduction of the Centre and its programs	N/A
4	General	E-newsletter	English, Korean	Bimonthly	Updates on Centre's recent events and upcoming programs	N/A
5	General	Partnering for Tomorrow: ASEAN-Korea Relations	English		Compilation of research presented at the International Conference on ASEAN-Korea Partnership, in celebration of ASEAN's 50th anniversary	KISEAS
6	General	Understanding ASEAN through 4Cs (2017 edition)	Korean		A latest update on interpretation of ASEAN through 4Cs	ROK MOFA
7	General	Understanding ASEAN through Its Great Leaders	Korean		Publication introducing ASEAN's great figures	BUFS ISEAS



No.	Area	Title	Language	Frequency	Description	Co-publisher
8	General	[Young Perspectives] The Future of ASEAN-Korea Partnership Vol.2	English	Annually	Collection of winning essays for the 2nd ASEAN-Korea Academic Essay Contest	AUN, The Korea Herald
9	General	Mutual Perceptions of ASEAN and Korean Youth - Full version	English, Korean		Publication on the research results of how ASEAN and Korean youth perceive each other	KISEAS
10	General	Mutual Perceptions of ASEAN and Korean Youth - Summary	English, Korean		Summary on the research results of how ASEAN and Korean youth perceive each other	KISEAS
11	General	Social Big Data Analysis on the Perception of ASEAN in Korea	English, Korean		Results of analysis done on how Koreans perceive ASEAN through social big data	N/A
12	Economy	Capacity Building Workshop for GMS Cross-border E-commerce	English		Publication examining ASEAN's cross-border e-commerce situation and future	ADB
13	Economy	Industry 4.0 and ASEAN Market	Korean		Publication on the contents of the 18th ASEAN Lecture Series, discussing Industry 4.0 and ASEAN market	The Center for Social Sciences in SNU, SNUAC
14	Economy	The 5th ASEAN Connectivity Forum	English		A final report on the discussions at the 5th ASEAN Connectivity Forum	KCCI
15	Culture	Gourmet Trips to ASEAN	English		Introduction of ASEAN's signature dishes and ASEAN Culinary Festival 2017	Korea JoongAng Daily in association with The New York Times

No.	Area	Title	Language	Frequency	Description	Co-publisher
16	Culture	A Journey into Southeast Asian Culture through the World Cultural Heritage	Korean		Publication on the contents of the 17th ASEAN Lecture Series, shedding light on ASEAN's unique cultural heritages	Busan University of Foreign Studies (BUFS) Institute for Southeast Asian Studies (ISEAS)
17	Tourism	Sustainable Cultural Heritage Tourism: Fostering ASEAN-Korea Partnership	English		Publication on cultural heritage sites in ASEAN with recommendation on promoting sustainable cultural heritage tourism	Sejong University, TIDAL
18	Tourism	ASEAN Community-based Tourism Program 2017	English		Publication on the details of 2017 ASEAN Community-based Tourism Program	TAT
19	Tourism	ASEAN Culture and Tourism Photo Exhibition	English, Korean		Collection of winning entries of the ASEAN Culture and Tourism Photo Exhibition Contest	N/A
20	People-to-People Exchange	ASEAN-Korea Youth Network Workshop: 5-Year Program Report	English		Publication on the 5 years of ASEAN-Korea Youth Network Workshop Program	N/A

Co-publishers



Book Launching Ceremonies

In FY2017, the Centre organized five Book Launching Ceremonies as a means of introducing and promoting the Centre's newest publications. The authors and professionals in relevant field were invited for in-depth discussions on the publications with diverse perspectives. Not only was the Centre able to distribute its publications through the ceremonies, but the ceremonies also served as platforms to raise awareness on ASEAN, and ASEAN-Korea relations, and the Centre to the public.

List of Book Launching Ceremonies

Date	Publications	Panel Discussants	Venue
23 Aug.	<p>A Journey into the Southeast Asian Culture through World Cultural Heritage</p> <p>Understanding ASEAN through 4Cs</p>	<ul style="list-style-type: none"> - Dr. Park Jang-sik, Busan University of Foreign Studies - Dr. Bae Yang-soo, Busan University of Foreign Studies - Dr. Kim Hyung-jong, Yonsei University - Dr. Choi Kyeong-hee, Seoul National University Asia Center - Ms. Jung Jae-sook, JoongAng Ilbo - Mr. Jang Yong-seung, Maeil Business News Korea 	ASEAN Hall



Date	Publications	Panel Discussants	Venue
23 Nov.	Industry 4.0 and ASEAN Market	<ul style="list-style-type: none"> - Dr. Eom Eun-hui, Center for Social Sciences in SNU - Mr. Han Kwang-youl, NH Investment & Securities - Mr. Lee Sung-min, Korea Culture and Tourism Institute - Mr. Lee Ju-won, Sogang University 	ASEAN Hall
1 Dec.	The Future of ASEAN-Korea Partnership Vol.2 Mutual Perceptions of ASEAN and Korean Youth	<ul style="list-style-type: none"> - Dr. Yoon Jin-pyo, Korean Institute of Southeast Asian Studies - Dr. Jung Bub-mo, Seoul National University Asia Center - Ms. Kim Hoo-ran, The Korea Herald - Ms. Jasmine Lee, Filipino Korean Heritage Association - Ms. Yoo In-sun, ASEAN-Korea Centre 	ASEAN Hall
20 Dec.	Understanding ASEAN through Its Great Leaders	<ul style="list-style-type: none"> - H. E. Kim Young-sun, ASEAN-Korea Centre - Dr. Park Jang-sik, Busan University of Foreign Studies - Dr. Hong Seok-joon, Mokpo National University - Dr. Ahn Jong-yang, Busan University of Foreign Studies - Dr. Jeong Yeon-sik, Changwon National University - Dr. Park Kwang-woo, Busan University of Foreign Studies - Dr. Lee Mi-ji, Busan University of Foreign Studies 	ASEAN Hall
1 Feb. 2018	Understanding ASEAN through Its Great Leaders	<ul style="list-style-type: none"> - H. E. Kim Young-sun, ASEAN-Korea Centre - Dr. Park Jang-sik, Busan University of Foreign Studies - Dr. Ahn Jong-yang, Busan University of Foreign Studies - Dr. Jeong Yeon-sik, Changwon National University - Dr. Park Kwang-woo, Busan University of Foreign Studies - Dr. Lee Mi-ji, Busan University of Foreign Studies - Dr. Bae Yang-soo, Busan University of Foreign Studies - Dr. Kim Dong-yeob, Busan University of Foreign Studies 	ASEAN Culture House, Busan



tomorrow
INTERNATIONAL CONFERENCE
on ASEAN-Korea Partnership

한-아세안 관계조망 국제회의

30 August 2017

CHAPTER 4

Special Program



CHAPTER 4
Special Program

Visit Asean@50



ASEAN 50th
CULTURAL
EXCHANGE
YEAR 2017

ASEAN-KOREA C

Partnering for Tomorrow

INTERNATIONAL CONFERENCE
on ASEAN-Korea Partnership





International Conference on ASEAN-Korea Partnership “Partnering for Tomorrow”

In celebration of the 50th Anniversary of ASEAN, the ASEAN-ROK Cultural Exchange Year and the inauguration of the ASEAN Culture House in Busan, the ASEAN-Korea Centre and the Ministry of Foreign Affairs of the ROK, in cooperation with the Korean Institute of Southeast Asian Studies (KISEAS) and JoongAng Ilbo, organized the International Conference on ASEAN-Korea Partnership under the theme of “Partnering for Tomorrow.”

The conference reviewed ASEAN’s progress during the last 50 years, and how regional cooperation evolved in Southeast Asia, as well as looking into the prospects of further enhancing the partnership between ASEAN and Korea. Leading policymakers and scholars across the region delivered their presentations and engaged in insightful discussions on the three pillars of cooperation - political and security, economy, and socio-culture.

While covering all three pillars of cooperation, recognizing that 2017 is the ASEAN-ROK Cultural Exchange Year, the Centre placed an emphasis on the discussions on how we can further deepen socio-cultural partnership between ASEAN and Korea, particularly in the areas of people mobility, education, enhancing ASEAN-understanding, popular culture and cultural policy.

A. Outline

Date	30 August 2017
Venue	Lotte Hotel, Seoul
Participants	<ul style="list-style-type: none"> • Speakers, Moderators and Discussants <ul style="list-style-type: none"> - Secretary General of ASEAN - Minister of Foreign Affairs of the Republic of Korea - Secretary of Foreign Affairs of the Philippines - Professors and renowned scholars from the academia in ASEAN and Korea • Audience <ul style="list-style-type: none"> - ASEAN and Korean scholars specialized in ASEAN-Korea relations - ASEAN and Korean government officials - Public and media

B. Main Activities

After the opening remarks delivered by H.E. Kim Young-sun, Secretary General of the ASEAN-Korea Centre, H.E. Kang Kyung-wha, Minister of Foreign Affairs of the ROK and Hon. Alan Peter Cayetano, Secretary of Foreign Affairs of the Philippines, delivered the keynote speeches on ASEAN and ASEAN-Korea relations. H.E. Le Luong Minh, Secretary General of ASEAN also delivered the Congratulatory Remarks.

The Conference was divided into two sessions. The first session was on the 50th Anniversary of ASEAN and Prospects for ASEAN-Korea Relations, under which there were two sub-sessions, Politics-Security, and Economy. The second session was on the Socio-Cultural Cooperation between ASEAN and Korea, under which there were three sub-sessions, *Embracing Diversity for a Participative and Inclusive Community*, *Working Together towards a Sustainable and Resilient Community*, and *Exploring Cultural Cooperation for a Dynamic and Harmonious Community*.



Program

Opening Session

Opening Remarks : H.E. Kim Young-sun, Secretary General, ASEAN-Korea Centre

Congratulatory Remarks : H.E. Le Luong Minh, Secretary General of ASEAN

Keynote Speech : H.E. Kang Kyung-wha, Minister of Foreign Affairs, Republic of Korea
Hon. Alan Peter Cayetano, Secretary of Foreign Affairs, Republic of the Philippines

Session I : 50th Anniversary of ASEAN and Prospects for ASEAN- Korea Relations

Moderator : H.E. Ong Keng Yong, Executive Deputy Chairman, S. Rajaratnam School of International Studies

Sub-session 1 : Politics and Security

Presenter 1 : Dato' Steven CM Wong Deputy Chief Executive, Institute of Strategic and International Studies Malaysia (ISIS Malaysia)

Presenter 2 : Dr. Lee Jae-hyon, Senior Fellow, Asan Institute for Policy Studies

Discussant : H.E. Chung Hae-moon, Former Ambassador of the Republic of Korea to the Kingdom of Thailand

Sub-session 2 : Economy

Presenter 1 : Dato' Steven CM Wong, Deputy Chief Executive, ISIS Malaysia

Presenter 2 : Dr. Lee Choong-lyol, Professor, Korea University

Discussant : Dr. Oh Yoon-ah, Research Fellow, Korea Institute of International Economic Policy



- Session II : Socio-Cultural Cooperation between ASEAN and Korea**
- Sub-session 1 : Embracing Diversity for a Participative and Inclusive Community**
- Moderator : Ms. Moe Thuzar, Senior Researcher, ISEAS Yusof-Ishak Institute
- Presenter 1 : Dr. Kim Jee-hun, Professor, Inha University
- Presenter 2 : Ms. Moe Thuzar, Senior Researcher, ISEAS Yusof-Ishak Institute
- Discussant : Dr. Kim Hyung-jun, Professor, Kangwon National University
Dr. Vannarith Chheang, Vice Chairman, Cambodian Institute for Strategic Studies
- Sub-session 2 : Working Together towards a Sustainable and Resilient Community**
- Moderator : Ms. Rahimah Abdulrahim, Executive Director, Habibie Center
- Presenter 1 : Dato' Dr. Abdul Rahman Embong, Principal Fellow, Institute of Malaysian and International Studies (IKMAS)
- Presenter 2 : Dr. Kim Hyung-jong, Professor, Yonsei University
- Discussant : Dr. Yun Jin-pyo, Professor, Sungshin University
- Sub-session 3 : Exploring Cultural Cooperation for a Dynamic and Harmonious Community**
- Moderator : Dr. Bui Hoai Son, Director, Vietnam National Institute of Culture and Arts Studies
- Presenter 1 : Ms. Rahimah Abdulrahim, Executive Director, Habibie Center
- Presenter 2 : Dr. Shim Doo-bo, Professor, Sungshin University
- Discussant : Dr. Chung Jong-eun, Research Fellow, Korea Culture and Tourism Institute





C. Co-organizers





CHAPTER 5
Research and
Development on
Key Performance
Indicators



CHAPTER 5

Research and Development on Key Performance Indicators

Beginning from 2015, the Centre carried out *Research and Development on Key Performance Indicators* project to maximize efficiency and productivity of its programs. In FY2017, a total number of 24 projects were evaluated under this KPI project. This year, in addition to evaluation of the FY2017 programs, the project also reviewed Centre’s progress since inauguration, with particular focus on the recent 3 years (2015-2017).

FY2015	FY2016	FY2017
<ul style="list-style-type: none"> - Research on the evaluation system of the similar organizations. - Review the characteristics of the AKC and its programs. - Form evaluation committee. 	<ul style="list-style-type: none"> - Reflect the result of the 2015 pilot study of 9 major projects. - Review of the project plans. - Interviews with stakeholders. - Monitor the implementations through site-visit. - Form Evaluation Committee consist of 6 experts (2 per each Unit’s project review). 	<ul style="list-style-type: none"> - Overview of the 9-year programs and analysis of the flagship programs of AKC between 2015-2017. - Review of the plans of the programs. - Interviews with stakeholders. - Monitor the implementations through site-visit. - Form Evaluation Committee consist of 6 experts (2 per each Unit’s project review).

1. Overview of AKC Programs in 2009-2017

From the review of Centre's program reports produced in 2009-2017, the evaluation committee concluded that Centre's programs have become more focused and streamlined, while its target sectors have received more attention by the ASEAN Member States to cooperate with Korea. The contents of the programs have also become more sophisticated over time, while the Centre has better utilized partnerships with other organizations, institutions and government departments in and outside of Korea to enhance the programs' effectiveness.

2. Key Performances of AKC in 2015-2017

From the overview of Centre's programs, it was notable that there was a great improvement in the organization and implementation of its programs during the recent three years. Among many programs conducted, few programs have developed to become signature programs of the Centre as they reflected the specific needs and agenda of ASEAN, individual ASEAN Member States and ASEAN-Korea partnership.

3. Executive Summary of Evaluation

Since its inauguration, the Centre has made great efforts to become a key player in building a lasting and genuine partnership between ASEAN and Korea. Its programs were geared toward realizing the mandates of increasing trade volume, accelerating investment flow, invigorating tourism and enriching cultural and people-to-people exchange, as well as its goals to enhance ASEAN-Korea partnership, promote mutual understanding through cultural exchange and people-to-people contact, and most importantly, support ASEAN integration efforts.

The evaluation committee has arrived at a consensus that the performances of the Centre's programs are continuously improving, and this empowers the Centre to grow as a strong hub for networking between ASEAN and Korea. While the Centre has shown a great number of improvements in planning and implementing its programs since its inception in 2009, it is in the stage of further development. Given Centre's development in the recent years, it is expected to continue this effort to focus more of its resources on programs that have been proven to be more effective.



Administration



Administration

Council

On 26-27 February 2018, the ASEAN-Korea Centre held the 10th Annual Meeting of the Council at Paradise Hotel in Busan, Korea. The Centre's Council Directors and Executive Board Members, as well as delegates from ASEAN Member States and the Republic of Korea (ROK) and staff members of the AKC Secretariat attended the meeting. This year, the meeting was chaired by Mr. Gerard Ho, Director-General of ASEAN Directorate of the Ministry of Foreign Affairs of Singapore. At the meeting, the Council reviewed the programs implemented by the Centre throughout FY2017 and approved the Draft Annual Work Program and Budget for FY2018 presented by the AKC Secretariat.



Executive Board

The Executive Board convened on five occasions in FY2017, on 23 March, 13 June, 14 August, 24 October, and 12 December 2017. At the last meeting of the year, the Executive Board members reviewed the highlights of Centre's programs in FY2017, and provided suggestions and advice to the Secretariat for planning FY2018 programs, upon presentations by the AKC Secretariat. As a result, the Executive Board reviewed and finalized the Draft Annual Work Program and Budget for FY2018, which was subsequently reported to the Council for approval at the 10th Annual Meeting.



Secretariat

At the 9th Annual Meeting of the Council, held on 16-17 February 2017, the AKC Secretariat has set the following four directions: first, to celebrate the 50th Anniversary of ASEAN and the ASEAN-ROK Cultural Exchange Year; second, to support the agenda of sustainable development; third, to strengthen the capacity-building element throughout its programs; and finally, to further enhance ASEAN awareness among the Korean public. In this regard, the Centre designated May 2017 as the ASEAN Month, during which several special programs for ASEAN culture and awareness took place. Also, the Centre assisted the development of MSMEs in ASEAN in expanding trade and gaining greater investment in Korea in FY2017. As a result, the Centre organized a total of 20 programs, comprised of 47 projects, under the Chapters of Trade and Investment, Culture and Tourism and Public Relations and Information Services.

As for the organization's senior staff members, Mr. Hong Sung-wook from the Ministry of Foreign Affairs of the ROK was appointed to serve as the Head of Development Planning and General Affairs Unit in FY2017. Mr. Muhamad Daud Muhamad Arif, seconded by the Ministry of Tourism and culture of Malaysia, continued to serve as the Head of Culture and Tourism Unit.



External Relations

The Leaders of the ASEAN+1 and +3 Summits and series of ministerial meetings held in 2017 continued to emphasize the important roles played by the AKC, the ASEAN-China Centre (ACC) and the ASEAN-Japan Centre (AJC) in promoting trade, investment, tourism and people-to-people exchanges and raising ASEAN awareness in their respective countries. To respond to this call, on 13 April 2017, the three Centres reconvened at the 10th Meeting among the Secretaries General of the ACC, AJC and AKC, hosted by the AKC in Jeju, Korea. At the Meeting, the three Centres exchanged information on FY2017 activities and discussed practical measures of future cooperation. As a result, the Centres shared participation of students in the youth programs organized by the ACC and the AKC, by each selecting and sending two students from China, Japan and Korea, at their own costs. To keep the momentum, the three Centres met again on the sidelines of the ASEAN Tourism Forum 2018 in Chiang Mai, Thailand in January.

In FY2017, the Centre signed MOUs with institutions and organizations including the Korean Institute of Southeast Asian Studies, Asia Water Council, Busan University of Foreign Studies, and Korea National Arboretum.

On many occasions throughout the year, the Secretary General of the AKC delivered a series of lectures to university students, private sector stakeholders, government officials and academic scholars. Moreover, a total of 16 delegations and approximately 400 visitors came to the Centre and was informed about the role of the Centre and the history and development of ASEAN-Korea relations. Such efforts have contributed to enhancing ASEAN awareness and ASEAN-Korea relations.



AKC Staff

Development Planning & General Affairs Unit (DPGAU)



Trade & Investment Unit (TIU)



Culture & Tourism Unit (CTU)



AKC Staff

Information & Data Unit (IDU)





Feedback



Feedback



Ms. Moe Thuzar

Speaker, 2017 International Conference on ASEAN-Korea Partnership

“The ASEAN-Korea Centre takes on an important role in promoting greater awareness and understanding among Korean citizens of ASEAN’s diversity and unique features, and at the same time forging collaborative partnerships through the Centre’s activities and outreach focused on supporting the broad objectives of people-to-people connectivity between ASEAN member states and Korea. Deepening cultural understanding and linkages will pave the way towards deeper economic relationships that benefit both sides. The AKC has taken some strides in this respect.”



Mr. Sohn Byeong-joon

Lecturer, Trade Facilitation Workshop for Malaysian MSMEs on Digital Content Industry

“The workshop provided us opportunities to understand the importance of ASEAN and ASEAN-Korea relations, and more importantly to expand the vision and dream for young entrepreneurs in digital content industry. As startup accelerator, the ASEAN-Korea is one of the most efficient and practical platform to create synergies for talented entrepreneurs from different ASEAN Member States, and we strongly believe that the ASEAN-Korea Centre continues to play important roles for Member State’s industry advancement”



Ms. Tetty DS Ariyanto

Participant, ASEAN-Korea Tourism Development Workshop

“I participated in the 2017 ASEAN-Korea Tourism Development Workshop on Sustainable Tourism for Cultural Heritage Destinations in Seoul from 6 to 10 November 2017, during which my knowledge on cultural heritage philosophy heightened and enriched.

The tag line was surreal the past - the present - the future, which for me is very meaningful. The workshop was designed and planned by AKC holistically from theory to application, with Andong as the site model. The participants background were carefully selected with experience in cultural heritage destinations, thus forming a network of enthusiast with similar goals to ensure that cultural heritage destination must be sustainable, unique and authentic. I believe these are the elements that made the workshop successful.”



Mr. Erjo Coscolluela

Participant, ASEAN-Korea Youth Network Workshop

“The ASEAN-Korea Centre has played such an integral and important role in my life over the past year, and I can definitely say that it has enriched my life in Korea in a multitude of ways. For instance, The ASEAN-Korea Youth Network Workshop has provided me with valuable insight on environmental issues that I wouldn’t get through a regular university course. I feel that these first-hand experiences that the Centre provided may be instrumental in the future, especially since I would like to pursue a career in the International Development field. Beyond that, the Centre acts as a sanctuary to many Southeast Asian students whether that be through a quick chat with the friendly staff, spending a comfortable afternoon browsing through the rows and rows of books at the ASEAN Hall, or through making new friends during one of the programs.”



Appendix



Council Directors and Executive Board Members

Council Directors of the ASEAN-Korea Centre

1	Mr. Hakashah Abd Samad	Assistant Director (Head of Trade Promotion Section)	Department of Economic Cooperation, Ministry of Foreign Affairs and Trade of the Brunei Darussalam
2	H.E. Ouk Sorphorn	Director General	ASEAN Division of the Ministry of Foreign Affairs and International Cooperation of the Kingdom of Cambodia
3	Ms. Yang Mulia Ibu Arlinda	Director General	Directorate General of National Export Development, Ministry of Trade of the Republic of Indonesia
4	Mr. Phongsavanh Sisoulath	Director General	ASEAN Department, Ministry of Foreign Affairs of Lao People's Democratic Republic
5	Ms. Astanah Abdul Aziz	Deputy Director- General	ASEAN Economic Community Division, ASEAN- Malaysia National Secretariat, Ministry of Foreign Affairs of Malaysia
6	H.E. Thura U Thet Oo Maung	Ambassador	Embassy of the Republic of the Union of Myanmar
7	H.E. Raul S. Hernandez	Ambassador	Embassy of the Republic of the Philippines
8	Mr. Gerard Ho	Director-General	ASEAN Directorate, Ministry of Foreign Affairs of the Republic of Singapore
9	Mr. Suriya Chindawongse	Director-General	Department of ASEAN Affairs, Ministry of Foreign Affairs of the Kingdom of Thailand
10	Mr. Ta Hoang Linh	Deputy Director General	Vietnam Trade Promotion Agency, Ministry of Industry and Trade of the Socialist Republic of Viet Nam
11	Mr. Ryu Jeong- hyun	Director-General	South Asian and Pacific Affairs Bureau, Ministry of Foreign Affairs of the Republic of Korea

Executive Board of the ASEAN-Korea Centre

1	Ms. Nurfauzanna Abu Bakar	Second Secretary	Embassy of Brunei Darussalam
2	Mr. Seng Socheat	Counsellor	Royal Embassy of Cambodia
3	Mr. Redo Ferdiansyah	First Secretary	Embassy of the Republic of Indonesia
4	Mr. Vongvilay Thiphalangsy	Counsellor and Deputy Chief of Mission	Embassy of Lao People's Democratic Republic
5	Mr. Shaharuddin Onn	Minister and Deputy Head of Mission	Embassy of Malaysia
6	Ms. San Yar Shwe Koe	Counsellor	Embassy of the Republic of the Union of Myanmar
7	Mr. Christian de Jesus	First Secretary and Consul General	Embassy of the Republic of Philippines
8	Mr. Craig Lim	Deputy Chief of Mission	Embassy of the Republic of Singapore
9	Ms. Urasee Thiratangsathira-Jeong	First Secretary	Royal Thai Embassy
10	Mr. Tran Anh Vu	Minister Counsellor and Deputy Chief of Mission	Embassy of the Socialist Republic of Viet Nam
11	Ms. Kim He-jin	Director	ASEAN Cooperation Division, Ministry of Foreign Affairs of the Republic of Korea

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