
ASEAN-KOREA CENTRE

ANNUAL REPORT 2018



ASEAN-KOREA CENTRE

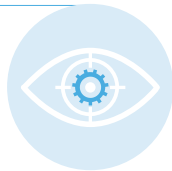
ASEAN-Korea Centre at a Glance



OVERVIEW

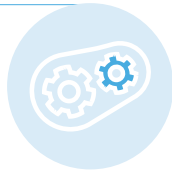
The ASEAN-Korea Centre is an intergovernmental organization mandated to promote economic and socio-cultural cooperation between the ASEAN Member States and Korea.

VISION



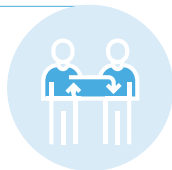
To be a key player in building a lasting and genuine partnership between ASEAN and Korea

MANDATES



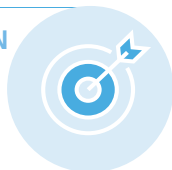
- Increase trade volume
- Accelerate investment flow
- Invigorate tourism
- Enrich cultural and people-to-people exchange

GOALS



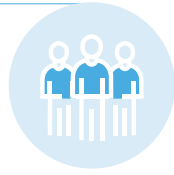
- Enhance ASEAN-Korea partnership
- Promote mutual understanding through cultural exchange and people-to-people contact
- Support ASEAN integration efforts

INAUGURATION



The Centre was established as an intergovernmental organization with the aim to promote partnership between the 10 ASEAN Member States and Korea, in accordance with the Memorandum of Understanding signed at the 11th ASEAN-Republic of Korea (ROK) Summit in November 2007 and came into force in December 2008. It was officially inaugurated on 13 March 2009, the year of which marks the 20th Anniversary of ASEAN-ROK Dialogue Relations.

ACTIVITIES

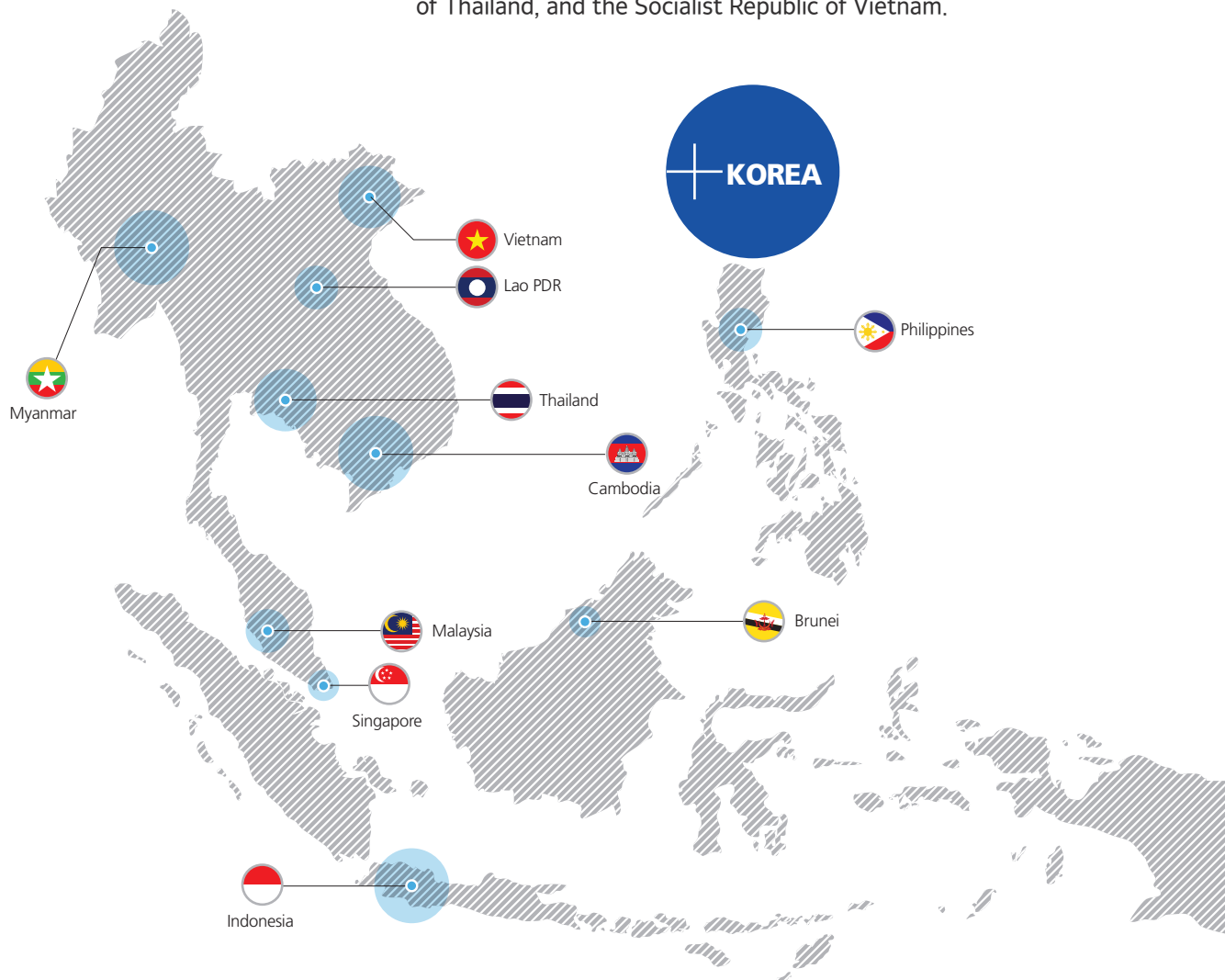


As part of its efforts to realize its core goals, the Centre implements diverse programs and activities to strengthen mutual cooperation and deepen friendship between the ASEAN Member States and Korea by increasing trade volume, accelerating investment flow, invigorating tourism, and enriching cultural and people-to-people exchange.

MEMBERS



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



ORGANIZATION

COUNCIL

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

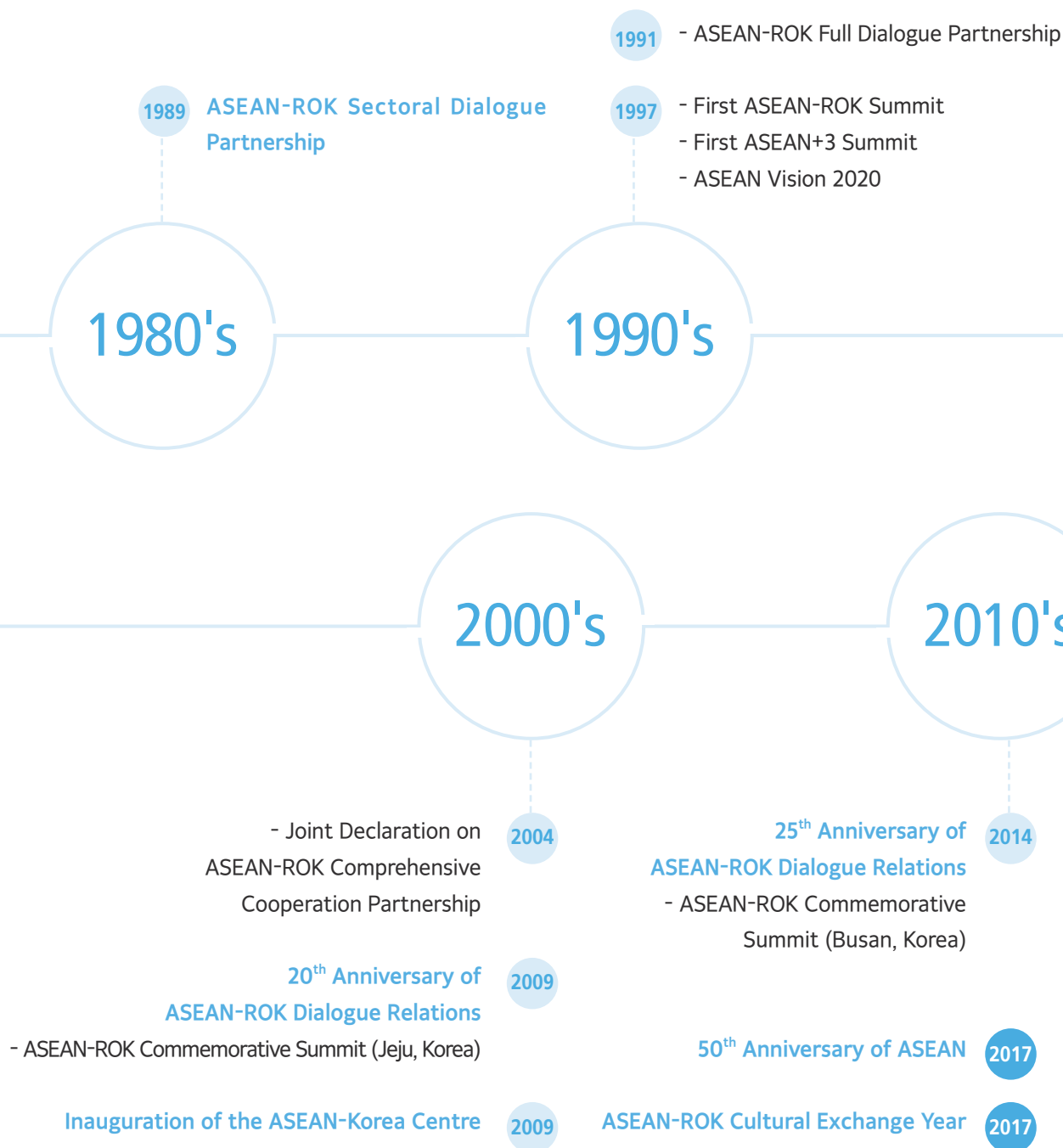
EXECUTIVE BOARD

Supervising and advisory body of the Seretariat, consisting of 11 representatives appointed by each Member

SECRETARIAT

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

CHRONOLOGY



FORWARD

FY2018 Annual Report

MESSAGE FROM THE SECRETARY GENERAL

It is my pleasure to present the Annual Report of the ASEAN-Korea Centre for fiscal year 2018, which covers the period of March 2018 through February 2019. This report provides a general overview of the programs and efforts of the Centre towards achieving its vision to build a strong partnership between ASEAN and Korea.

ASEAN and Korea have reached incredible milestones since the establishment of their partnership in 1989. In the area of trade, ASEAN-Korea trade volume has increased dramatically. ASEAN has now become Korea's second largest trading partner, boasting a volume of trade to USD 160 billion in 2018, a quantum leap from USD 75 billion of 1989. In terms of investment, ASEAN became Korea's third largest Foreign Direct Investment (FDI) destination, with total investment that amounted to USD 6.1 billion in 2018. In

addition, tourism and people-to-people exchanges have been vibrant. ASEAN is Korea's the most popular outbound travel destination, with around 9 million Korean tourists in 2018. The number of ASEAN nationals living in Korea have soared over the years as well. About 600,000 ASEAN nationals living in Korea account for approximately 38% of all foreign residence in Korea contributing to Korean society as one of the most important members of the society. Together with the "New Southern Policy" as the overarching principle in further strengthening ties between ASEAN and Korea, the Centre has continuously served to make such emphasis on the relation.

Keeping up with this momentum, the ASEAN-Korea Centre implemented various programs in FY2018 to increase trade volume, accelerate investment flows, invigorate tourism, and enrich cultural and social exchanges. Dealing

with all these areas, the ASEAN-Korea Centre successfully organized a total of 57 projects and issued 9 publications under the Chapters of Trade and Investment, Culture and Tourism, and Public Relations and Information Services in FY2018. Through these programs, the Centre actively plays a key role in deepening and expanding the partnership between ASEAN and Korea.

I am proud to mention that we have been making meaningful achievements and will continue our works to further promote economic and socio-cultural cooperation between ASEAN and Korea. As epitomized by the Centre's slogan, Connecting

People, Sharing Prosperity, we will carry out programs that support prosperity and Industry 4.0, contribute to sustainable development, and facilitate people-centered community-building and people-to-people exchanges to help make the relationship between ASEAN and Korea a closer and mutually beneficial one.

I sincerely appreciate your heartfelt cooperation in FY2018, and I seek your continued support in 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 encouraging a shared and prosperous future for ASEAN and Korea.

H.E. Lee Hyuk



Secretary General, ASEAN-Korea Centre



Photo by Wonsuk Cho, The Korea Times

FY2018 Highlights




HIGHLIGHTS

TRADE & INVESTMENT




ASEAN Trade Fair 2018: Seoul International Seafood Show

 Focus Area/ Theme	 Number of Participants (delegation)	 Business Meetings	 Contracts
Seafood	52 ASEAN delegates from 27 companies	539	6




ASEAN Trade Fair 2018: Feel ASEAN Comfort

 Focus Area/ Theme	 Number of Participants (delegation)	 Business Meetings	 Contracts
Furniture	129 ASEAN delegates from 62 companies	579	4





ASEAN Trade Fair 2018: Global Game Exhibition (G-Star) 2018

 Focus Area/ Theme	 Number of Participants (delegation)	 Business Meetings
Gaming industry	35	278

Trade Facilitation Workshop for Lao MSMEs





 Focus Area/ Theme	 Number of Lao Participants	 Number of Korean Delegations	 Business Meetings
Food and food packaging	70	5	25

Trade Facilitation Workshop for Cambodian MSMEs





 Focus Area/ Theme	 Number of Cambodian Participants	 Number of Korean Delegations	 Business Meetings
Food and food packaging	108	10	52



Trade Facilitation Workshop for Vietnamese MSMEs

 Focus Area/ Theme	 Number of Vietnamese Participants	 Number of Korean Delegations	 Business Meetings
Food processing	196	11	123





ASEAN Digital Commerce Forum

 Focus Area/ Theme	 Number of ASEAN Delegations	 Number of Korean Participants	 Business Meetings
E-commerce	43	180	62





Investment Facilitation Seminar on ICT Startup: ASEAN-Korea Startup Week

 Focus Area/ Theme	 Number of ASEAN Delegations	 Number of Korean Participants	 Business Meetings
ICT startups	54 participants from 8 AMS (except Lao PDR and Myanmar)	339	33





Investment and Market Research Mission to Myanmar

 Focus Area/ Theme	 Number of Korean Business Persons	 Number of Forum Participants	 Business Meetings
Manufacturing & Services	11	100	38




Investment and Market Research Mission to Thailand

 Focus Area/ Theme	 Number of Korean Business Persons	 Number of Forum Participants	 Business Meetings
Industrial Robots and Automation	13	77	69





Investment and Market Research Mission to the Philippines

 Focus Area/ Theme	 Number of Korean Business Persons	 Number of Forum Participants	 Business Meetings
Infrastructure (Construction & Energy)	13	40	25

6th ASEAN Connectivity Forum

 Focus Area/ Theme	 Number of Forum Participants	 Business Meetings
ASEAN physical connectivity (Transport, Energy, ICT)	350	92

Mekong-ROK Business Forum

 Focus Area/ Theme	 Number of ASEAN Participants	 Number of Korean Participants	 Business Meetings
Eco-friendly Innovation	41	60	92

 Number of Contracts Made
4

HIGHLIGHTS

CULTURE & TOURISM



ASEAN Culinary Festival 2018



Focus Area



Number of Visitors

ASEAN Culinary Culture and Gastronomy
Tourism Promotion

5,083

ASEAN Tourism Promotional Pavilion



Focus Area / Theme



Number of Visitors

ASEAN Food Trails

2,485



SNS Promotion of ASEAN
Tourism by Public



ASEAN Pavilion Visitors' Intention
to Follow Up with Visit to ASEAN

288 public participants

8.02 out of 10

ASEAN-Korea Tourism Investment Seminar



Focus Area/
Theme



Seminar Usefulness
Level Rating

Tourism Investment Partnership for a
Sustainable Future

9 out of 10



Number of Participants



Number of Business
Meetings

328 (53 ASEAN Delegates, 244 Korean
participants)

60

'ASEAN Travel' Mobile Application



Focus Area/
Theme

Culture and Tourism
Promotion



Number of
Downloads

7,417



Number of
Users

8,388



Number of
Page-Views

97,745

ASEAN-Korea Tourism Development Workshop on Sustainable Tourism for Natural Heritage Destinations



Focus Area/Theme

Natural Heritage



Number of Participants

32 participants from 8 AMS
(3 from the public sector, 1 from
the private sector, except Brunei
Darussalam and Philippines)



Audience Size

Approximately 56 Korean stakeholders from ecotourism and sustainable tourism-related fields (e.g.- Jeju Tourism Organization, Asia Climate Change Education Center, Jeju Ecotourism Association, Jeju National University) attended the workshop



Achievements

80% of the participants found the workshop beneficial for enhancing their knowledge and understanding on key issues and challenges in relation to promoting natural heritage sites, as well as sustainable tourism practices

CLMV Tourism Capacity- Building Workshop



Focus Area/Theme

Toward a Sustainable Future: Secondary Tourism
Destination Development, Planning and Management



Number of Participants

16 participants from CLMV
countries (4 from each)



Program Satisfaction Level Rating

8.5 out of 10

ASEAN Community-based
Tourism Program



Focus Area / Theme



Number of Participants

Youth Fostering Sustainable
Tourism Development

24 university students (12
from Korea, 12 from ASEAN)



Total Number of 'Likes' and
'Shares' on Related Social
Media Posts by Students

15,935



Number of
Community-
engagement Activities

9



Level of Understanding of
ASEAN, ASEAN CBT and
Sustainable Tourism

Increased from
5.3 to 9.0
(by 3.7 points)

ASEAN-Korea Tourism
Capacity Building
Workshop - Philippines



Focus Area / Theme



Number of Participants

Discovering Palawan as an Attractive
Natural Heritage Destination

169



Achievements

98% of participants were satisfied with the workshop's
lecture content and 97% showed a high level of satisfaction
for the panel discussion and Q&A session

ASEAN-Korea Tourism
Capacity Building
Workshop - Malaysia



Focus Area / Theme



Number of Participants

Promoting Melaka as an Attractive
Cultural Heritage Destination

130



Achievements

92.6% of the participants were satisfied with the
workshop's lecture content and showed a high level of
satisfaction for the panel discussion and Q&A session

ASEAN-Korea Tourism Capacity Building Workshop – Brunei



Focus Area / Theme



Number of Participants

Promoting Brunei Darussalam as
an Attractive & Growing Travel
Destination in ASEAN

85



Achievements

93.9% of the participants were satisfied with the workshop, felt it provided new ideas and insights in general and found it effective in enhancing knowledge and understanding of Korean tourists and tourism marketing

ASEAN-Korea Tourism Capacity Building Workshop – Singapore



Focus Area / Theme



Number of Participants

Singapore Update Seminar

220

HIGHLIGHTS INFORMATION & DATA

ASEAN School Tour Program



Focus Area/
Theme

ASEAN-Korea,
We are Friends



Number of
Participants

1,114



Number of
Participating Schools

39



Number of
Activities

7

6th ASEAN-Korea Youth Network Workshop



Theme

ASEAN and Korean Youth as Drivers
of Global Digitalization



Number of Participants

70



Number of
Lectures

12



Number of Sites
Visited

12



Number of Group
Activities

7



Number of Cultural
Explorations

6

4th ASEAN-Korea Youth Innovation Forum



Theme

Entrepreneurship to Improve the
Lives of ASEAN and Korean People



Number of Participants

300



Number of
Speakers

9



Number of Startup
Idea Entries

279



Number of Startup Idea
Presenters

11 finalist teams
(30 persons) from 10
AMS and Korea

ASEAN Youth Network in Korea Programs



Number of Sub-programs

4



Number of Participants

440



Number of Lectures

2



Number of Networking activities

3



Number of Cultural Exchange Activities

1

Youth Visit Program



Number of Participants

1,700



Number of Other Educational Activities

60

ASEAN Lecture Series



Focus Area / Theme

The Road to ASEAN: Cases of Korean Companies in ASEAN

Special Thai Lecture Series

Multiculturalism and Diversity



Number of Participants

1,102 (approximately 58 per session)



Number of Lectures

19

ASEAN-Korea Academic Essay Contest



Number of Essay Entries

169



Number of Winners

15



Number of Sideline Activities

3 (ASEAN-Korea Youth Academic Workshop and Study Trip to Korea and Thailand)

Academic Outreach Programs



Frequency

41

Media Relations



Korean Media Coverage

423 (March 2018 to February 2019)



ASEAN Media Coverage

157 (March 2018 to February 2019)

ASEAN Media Invitation Program



Number of Participants

9



ASEAN Media Coverage

19

Digital Communications



Number of Subscribers to the Centre's Social Media Platforms

Facebook: 33,586

Instagram: 1,537

Twitter: 1,745

Blogs: Avg. 1,500 page views per day (Korean Naver Blog) / Avg. 400 page views per day (English Wordpress Blog)

YouTube: 3,816



Number of Views of ASEAN-related Videos Produced in Collaboration with ASEAN and Korean content creators

Approx. 2 million views for a total of 20 videos

ASEAN Hall and Information-related Services



Number of ASEAN Hall Visitors

5,500



Number of Website Visitors

81,059

Number of Publications



Publications

9

FY2018 Work Programs

CHAPTER 1. Trade & Investment

SECTION 1: ASEAN Trade Promotion

SECTION 2: Technical Cooperation & Capacity Building

SECTION 3: ASEAN Investment Promotion





Section 1.

ASEAN Trade Promotion

ASEAN Trade Fair: Seoul International Seafood Show

The Korean government's 'New Southern Policy', aimed at strengthening ASEAN-ROK economic cooperation, has set up the goal of increasing bilateral trade volume with ASEAN to 200 billion USD by the year 2020. Under the new agenda, the Centre organized the ASEAN Trade Fair into three sectors - seafood, furniture, and the game industries - to provide an effective platform for showcasing competitive ASEAN products in diverse industries. The first ASEAN Trade Fair successfully took place on 7-12 May at Coex, Seoul, in conjunction with the Seoul International Seafood Show. The Centre invited 27 ASEAN seafood companies from Indonesia, Malaysia, Myanmar, Thailand and Vietnam to enter the steadily growing Korean seafood market.

A. Outline

Date	7-12 May 2018
Venue	COEX, Seoul
Participants	52 ASEAN delegates from 27 companies

B. Main Activities

The ASEAN Trade Fair contributed significantly toward raising awareness of ASEAN products in the Korean seafood market. The program, which consisted of a seminar, exhibition and one-on-one business meetings, gave the ASEAN delegation the opportunity to receive information about Korea's business environment, display products, and network with the local business community. A total of 27 seafood companies from Indonesia, Malaysia, Myanmar, Thailand and Vietnam participated in the fair, resulting in a total of 539 business meetings and 6 on-site contracts.

Lectures

- **Opening Remarks:** Mr. Nongchith Khambounheuang, Head of Trade & Investment Unit, AKC
- **Lecture 1:** Food Safety and Quality Assurance
Lecturer : Ms. Yang Kyung-hee, CEO of NSF Korea
- **Lecture 2:** Korea's Seafood Market Trends
Lecturer : Mr. Lee Chang-soo, Senior Manager of CJ Freshway
- **Lecture 3 :** Customs Clearance and FTA Issues
Lecturer : Ms. Mo Yeon-hee, Customs Specialist of Neo Customs

Exhibition

- **Opening:** Ribbon-cutting Ceremony & Photo Session
- **Booth Tour:** AKC-Malaysia-Vietnam-Thailand-Myanmar-Indonesia

Business Meetings

- One-on-one business meetings between ASEAN seafood companies and Korean buyers and distributors

C. Supporting Organization



ASEAN Trade Fair: Feel ASEAN Comfort

As part of its efforts to bolster mutually beneficial economic partnerships between ASEAN and Korea, the Centre held the second ASEAN Trade Fair, under the heading Feel ASEAN Comfort from 27 August to 2 September at KINTEX, Ilsan in conjunction with the Korea International Furniture & Interior Fair, the largest furniture exhibition in Korea. 129 ASEAN delegates from 62 furniture and interior design companies participated in the fair.



A. Outline

Date	27 Aug. - 2 Sept. 2018
Venue	KITEX, Ilsan
Participants	129 ASEAN delegates from 62 companies

B. Main Activities

The Centre invited 62 ASEAN companies in the furniture and interior industry in 7 AMS, namely, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam to participate in the event. The program consisted of industrial visits, exhibitions and one-on-one business meetings. Through the program, the ASEAN delegation was able to examine the latest trends in Korea's furniture industry and network with the Korean business community. The fair was able to produce fruitful results, including 579 business meetings worth KRW 625,799,066 in commercial orders, while the fair's sample orders amounted to KRW 25,128,636.

Site Visits

- Inart Square
- Yongsan I'PARK Mall Living Park
- Kofrun Mall

Exhibition

- Opening: Ribbon-cutting Ceremony & Photo Session
- ASEAN Pavilion Booth Tour

Business Meetings

- One-on-one business meetings between ASEAN furniture and interior companies, buyers and distributors

C. Supporting Organization



Ministry of Trade,
Industry and Energy



Public Procurement
Service



중소기업청
Small and Medium
Business Administration



SEOUL
SEOUL METROPOLITAN
GOVERNMENT



Global Inspiration
GyeongGi-Do



K C C I



Kotra
Korea Trade-Investment
Promotion Agency



ASEAN Trade Fair: Global Exhibition G-STAR 2018

The third ASEAN Trade Fair: Global Game Exhibition G-Star was held from 13 to 18 November at BEXCO, Busan, to promote service trade between ASEAN and Korea in the gaming sector. ASEAN is one of the world's fastest-growing gaming markets with an increasing number of smartphone users, improving internet infrastructure and expanding middle class. Efforts by governments of AMS to strengthen IP rights and enhance startup ecosystems are expected to help propel this growth. Korea's gaming market was estimated to be worth KRW 12.5 trillion in 2016. With innovative business models, diverse game content, and an advanced IT infrastructure, the Korean gaming industry has reached a mass market level of success. As such, Korea serves as an excellent test bed for determining the future courses of game companies worldwide.

A. Outline

Date	13-18 November 2018
Venue	BEXCO, Busan
Participants	35 ASEAN companies

B. Main Activities

The Centre invited 35 ASEAN game companies from 7 AMS to showcase their respective services, both software and hardware. The program consisted of a seminar on ASEAN and Korea's gaming industry and possible avenues of cooperation between the two regions, an exhibition and business meetings. The fair saw 278 business meetings conducted, while the ASEAN delegation won 2 awards: a 1st place award in the mobile game category and a 2nd place award in the PC game category.

Lectures

- **Lecture 1:** Korean Market Access Strategy for Overseas Startups
Lecturer : Ms. Kim Mi-sun, CEO of Caret Games
- ASEAN delegation introduction

Exhibition

- ASEAN Pavilion

Business Meetings

- One-on-one business meetings between ASEAN game companies and Korean buyers and partners





Section 2.

Technical Cooperation/ Capacity Building

The Centre carried out various activities geared towards facilitating technical cooperation and capacity-building with AMS to boost trade and investment between ASEAN and Korea. Influenced by recent economic trends such as the Fourth Industrial Revolution, the Centre made further efforts to support the development of ASEAN's high value-added industries. The Trade Facilitation Workshop for MSMEs continued to reinforce the capacity-building of ASEAN companies in developing market-oriented products. Furthermore, the ASEAN Digital Commerce Forum, which was a continuation of the workshop held in FY2017, successfully offered a platform to narrow the development gap among AMS, which was integral to fostering ASEAN community-building efforts as well as enhancing the economic cooperation between ASEAN and Korea.

Trade Facilitation Workshop for MSMEs

The ASEAN Economic Community (AEC) Blueprint 2025 envisions a highly inclusive, innovative and resilient AEC. Hence it places focus on elevating the competitiveness of MSMEs, which are the backbone of the ASEAN economy. In this regard, the Trade Facilitation Workshop for MSMEs has been designed to strengthen the capacity of ASEAN MSMEs. The workshop has established a foundation to share the experiences and good practices of Korean business leaders and experts. At the same time, it has contributed to increasing chances for Korean companies to seek new business opportunities with the ASEAN business community.

In FY2018, workshops related to the food and food packaging sector were held in Vientiane, Lao PDR from 15-18 May and in Phnom Penh, Cambodia on 22-26 May. Meanwhile, workshops related to the food processing sector were conducted in Ho Chi Minh City, Vietnam from 13-15 November. Each included seminars, industrial visits and one-on-one business meetings.

A. Outline

Date	15-18 May 2018
Sector	Food & Food Packaging
Venue	Vientiane, Lao PDR
Participants	- 70 government officials and business representatives from Lao PDR - 5 companies from Korea
Date	22-26 May 2018
Sector	Food & Food Packaging
Venue	Phnom Penh, Cambodia
Participants	- 108 government officials and business representatives from Cambodia - 10 companies from Korea
Date	13-15 Nov 2018
Sector	Food Processing
Venue	Ho Chi Minh City, Vietnam
Participants	- 196 government officials and business representatives from Vietnam - 11 companies from Korea

B. Main Activities

To strengthen the capacity of ASEAN MSMEs to gain greater access to the Korean market, the Centre established a platform to share knowledge and good practices of Korean business leaders and experts in relevant sectors. At the same time, the workshops offered Korean companies the chance to seek new business opportunities with their ASEAN counterparts through one-on-one business meetings and consultations.

[Lao PDR]

Seminar

- **Lecture 1:** Overview of Food Industry & Distribution Channels of Imported Food in Korea
Lecturer : Yim Chae-Bok, Manager, CJ Freshway
- **Lecture 2:** Laws and Regulations on Food Export to Korea
Lecturer : Ko Hyo-Jin, Senior Researcher, National Food Safety Information Service
- **Lecture 3:** Suitable Food Packaging Technologies & Design for Korean Market
Lecturer : Oh Se-jong, Specialist, CJ CheilJedang
- **Lecture 4:** Suitable Food Branding and Marketing Strategies for Korean Market
Lecturer : Kim Se-yun, Chief Consultant, Developus

Site Visits

- M-Point Mart (A local convenience store)
- Sang-A Business Center (One-stop service center for foreign investors)
- VIENT HONG HERB (A herbal company)

Business Meetings

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





[Cambodia]

Seminar

- **Lecture 1:** Korea's Agriculture Market Trend and Import Process
Lecturer : Kim Jeong-seok, Specialist, CJ Freshway
- **Lecture 2:** Regulations and Quarantine Procedures for Imported Food in Korea
Lecturer : Sung Kyung-suk, Senior Researcher, National Food Safety Information Service
- **Lecture 3:** Packaging Trend and Cases of Korea
Lecturer : Lee Young-hwan, Specialist, CJ Cheil Jedang
- **Lecture 4:** Technology Trends & Regulations for Food Packaging
Lecturer : Oh Jae-young, Manager, Korea Conformity Lab
- **Lecture 5:** Branding and Marketing Strategy for Cambodian Foods to Enter Korean Market
Lecturer : Kim Se-yun, Chief Consultant, Developus

Site Visits

- Confirel (A local health food producer)
- Hyundai Agro Mango Farm (Fresh Mango farm)
- Phnom Penh SEZ (Special Economic Zone)

Business Meetings

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

[Vietnam]

Seminar

- **Lecture 1:** Food Processing in Vietnam

Lecturer : Ms. Tran Kim Oanh, Director, Investment Promotion Center for Industry and Trade, VIETRADE

- **Lecture 2:** Investment Promotion Policy for Hi-tech Food Processing Projects

Lecturer : Foreign Investment Agency, MPI

- **Lecture 3:** Exploring the Opportunities in Vietnam Food

Lecturers: Mr. Vu Ba Phu, Director General, Vietnam Trade Promotion Agency, MOIT

Mr. Nguyen Quoc Toan, Director General, Agro Processing and Market Development, Ministry of Agriculture and Rural Development

- **Lecture 4:** CJ CheilJedang Investment Case in Vietnam

Lecturer : Lee Dong-hoon, CJ Cheil Jedang

- **Lecture 5:** The Trend of Food Processing Investment & Product Development

Lecturers: Mr. Thierry Rocaboy, Chairman of Food, Agri Aqua Business Sector

Mr. Matthias Ehrtmann, Division Manager Food & Pharma, Rieckermann GmbH



Site Visits

- Green Farm Factory (Long Hau Industrial Park)
- Mega Viet Phat (Long Hau Industrial Park)

Business Meetings

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

Co-organizers

[Lao PDR]



ກະຊວງອຸດສາຫະກຳ ແລະ ການຄ້າ
Ministry of Industry and Commerce



[Cambodia]



[Vietnam]



ASEAN Digital Commerce Forum

Recognizing the rapidly changing global landscape and the nature of businesses driven by recent technological innovations, ASEAN seeks to facilitate trade and investment by achieving greater regional integration. In particular, digital commerce is playing an increasingly crucial role in supporting efforts toward regional integration and connectivity. Accordingly, the ASEAN Agreement on Electronic Commerce, which aims to facilitate cross-border e-commerce transactions among AMS, was signed on the sidelines of the ASEAN Summit in November 2018. With its goal of becoming a key player in building a genuine partnership between ASEAN and Korea, the Centre supports the development of an inclusive and cohesive ASEAN community. In this regard, the ASEAN Digital Commerce Forum aims to examine the state of cross-border e-commerce in ASEAN, identify major challenges, and find effective means to overcome constraints for cross-border e-commerce development and cooperation.



A. Outline

Date	3-6 July 2018
Venue	Seoul, Korea
Participants	- 43 government officials and business representatives from ASEAN - 180 Korean business persons

B. Main Activities

To deepen mutual understanding on e-commerce as an essential element of cross-border trade facilitation, the Centre organized a two-day forum comprised of in-depth and practical presentations and discussions on the current development of e-commerce in ASEAN and Korea. The Centre also offered a one-on-one business partnering platform for network-building among e-commerce practitioners and ASEAN and Korean leaders.





Forum

[Day 1]

- **Lecture 1:** E-commerce in Asia and the Pacific
Lecturer : Kang Jong-woo, Principal Economist, Asian Development Bank
- **Lecture 2:** Status and Trend of E-commerce Market in Korea
Lecturer : Jung Jong-shil, CEO, Changgong Lab
- **Lecture 3:** E-commerce of ASEAN
Lecturer : Nora'in Ali, Assistant Director/Head, ASEAN Secretariat
- **Lecture 4:** Country Case Studies
Lecturer : ASEAN Delegates

[Day 2]

- **Session 1:** Business Start-up for SMEs: KITA's Cross-border Trade Services
Speaker : Shin Sun-young, Director, Korea International Trade Association
- **Session 2:** Features of Cross-border E-commerce and GoGlobal Platform
Speaker : Kim Jung-min, Manager, KTNET

- **Session 3:** Amazon's Digital Innovation
Speaker : Jung Woo-jin, Manager, Amazon Web Services
- **Session 4:** Case of Korea's E-commerce Platform
Speaker : Park Yoo-jin, Director, Wemakeprice
- **Session 5:** Case of MSME's Utilization of E-commerce
Speaker : Joo Myung-kyu, Team Leader, Café 24
- **Session 6:** Case of Korea's E-commerce Start-up
Speaker : Lee Hyun-jae, Director, WooWa Brothers

Business Meetings

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

C. Co-organizer



ASEAN-Korea Startup Week



Section 3.

ASEAN Investment Promotion

Investment Facilitation Seminar on ICT Startups: ASEAN-Korea Startup Week

The digital economy plays an important role in helping AMS to achieve larger growth, be less volatile, be more innovative and become more inclusive. ASEAN ICT Masterplan 2020 has the vision to “promote collaboration and innovation between the public and private sectors”. The Masterplan emphasizes the importance of developing and promoting the business environment for startup companies by connecting the government with the private sector to encourage innovative and ingenious ways of using ICT.

In this regard, the 2018 Investment Facilitation Seminar on ICT Startups: ASEAN-Korea Startup Week aimed to lay out a platform for mutual exchange of experiences and good practices in nurturing ICT startups between ASEAN and Korea, as well as to facilitate investment and economic cooperation. A “Demo Day” was also organized to provide ASEAN startups with an opportunity to pitch to Korean investors.

A. Outline

Date	11-13 September 2018
Venue	<ul style="list-style-type: none">- Startup Campus, Pangyo Techno Valley (Seminar)- International Conference Hall, the Gyeonggi Center for Creative Economy & Innovation (Demo Day)
Participants	<ul style="list-style-type: none">- 54 government officials and business representatives from ASEAN- 339 Korean venture capitalists, startup representatives, and business persons

B. Main Activities

The Centre invited 54 ASEAN delegations consisting of ASEAN startup CEOs and government officials from 8 AMS - Brunei, Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam. ASEAN government officials shared their government policies, initiatives, and incentives to promote ICT startups in their respective countries. ASEAN startups also pitched their business models to Korean venture capital firms on Demo Day. One-on-one business meetings were conducted to build business networks between ASEAN startups and Korean venture capitalists.





Site Visits

- Gyeonggi Center for Creative Economy & Innovation (GCCEI)
- Pangyo Techno Valley

Seminar

- **Lecture 1:** Overview of Korean ICT Startup Ecosystem
Lecturer : Ms. Lee Ok-hyeong, Director, Ministry of SMEs and Startups
- **Lecture 2:** ICT Startup Ecosystem in Brunei
Lecturer : Mr. Muhammad Fadhil Haji Abd Kadir, Assistant Manager, Darussalam Enterprise (DARe)
- **Lecture 3:** ICT Startup Ecosystem in Cambodia
Lecturer : Mr. Kheng Piseth, Deputy Director, Ministry of Posts and Telecommunications
- **Lecture 4:** ICT Startup Ecosystem in Indonesia
Lecturer : Mr. Nurul Ichwan, Director, Indonesia Investment Coordinating Board (BKPM)
- **Lecture 5:** ICT Startup Ecosystem in Malaysia
Lecturer : Ms. Amizah Binti Ismail, Senior Deputy Director, Malaysian Investment Development Authority (MIDA)

& Mr. Rafe Azsnal bin Ropee Adman, Senior Manager,
Malaysia Digital Economy Corporation (MDEC)

- **Lecture 6:** ICT Startup Ecosystem in the Philippines

Lecturer : Mr. Senen M. Perlada, Director IV, Export Marketing
Bureau

- **Lecture 7:** ICT Startup Ecosystem in Singapore

Lecturer : Mr. Tang Kok Min, Centre Director, Enterprise
Singapore

- **Lecture 8:** ICT Startup Ecosystem in Thailand

Lecturer : Mr. Chinawut Chinaprayoon, Director of the Digital
Startup Promotion Institute, Digital Economy
Promotion Agency & Ms. Vannipa Pipupchaiyasit,
Minister-Counsellor, Thailand Board of Investment

- **Lecture 9:** ICT Startup Ecosystem in Vietnam

Lecturer : Ms. Bui Thu Thuy, Deputy Director, Ministry of
Planning and Investment (MPI) & Mr. Pham Viet
Tuan, Senior Officer, Ministry of Planning and
Investment (MPI)

Business Meetings

- One-on-one business meetings between ASEAN startups and
Korean venture capitalists

Demo Day (pitching)

- **Session 1. Vietnam**

- Mr. Pham Nam Long, CEO, Abivin Vietnam Joint Stock
Company
- Mr. Tung Mai Le, CEO, EYEQ Tech Joint Stock Company

- **Session 2. Thailand**

- Mr. Sittisak Wongsomnuk, CEO, GIZTIX
- Mr. Rungsun Promprasith, CEO, Queue Q Co. Ltd

- **Session 3. Singapore**

- Mr. Tan Gan Hong, COO, Park N Parcel
- Mr. Low Jian Liang, CEO, Trabble

- **Session 4. Philippines**

- Ms. Marigrace Barbara Ozaeta Granlund, CEO, Getmore PH INC
- Mr. John Dave Duenas, Chief Executive Office, HYBrain
Development Corporation

- **Session 5. Malaysia**

- Ms. Melissa Teh Chooi Kim, Country Director, CXS Analytics SDN BHD
- Mr. Aladdin Rami, Chief Technology Officer, Swag Technologies SDN BHD

- **Session 6. Indonesia**

- Mr. Andreas Senjaya, CEO, PT. iGrow Resources Indonesia
- Mr. Muhammad Lingga Naashiruddin, CEO, PT. Propertree Investa Cendikia

- **Session 7. Cambodia**

- Mr. Than Then, Chief Commercial Officer, EZECOM Co., Ltd
- Mr. Sou Sovichea, CEO, Trusted IT Business Co., Ltd

- **Session 8. Brunei Darussalam**

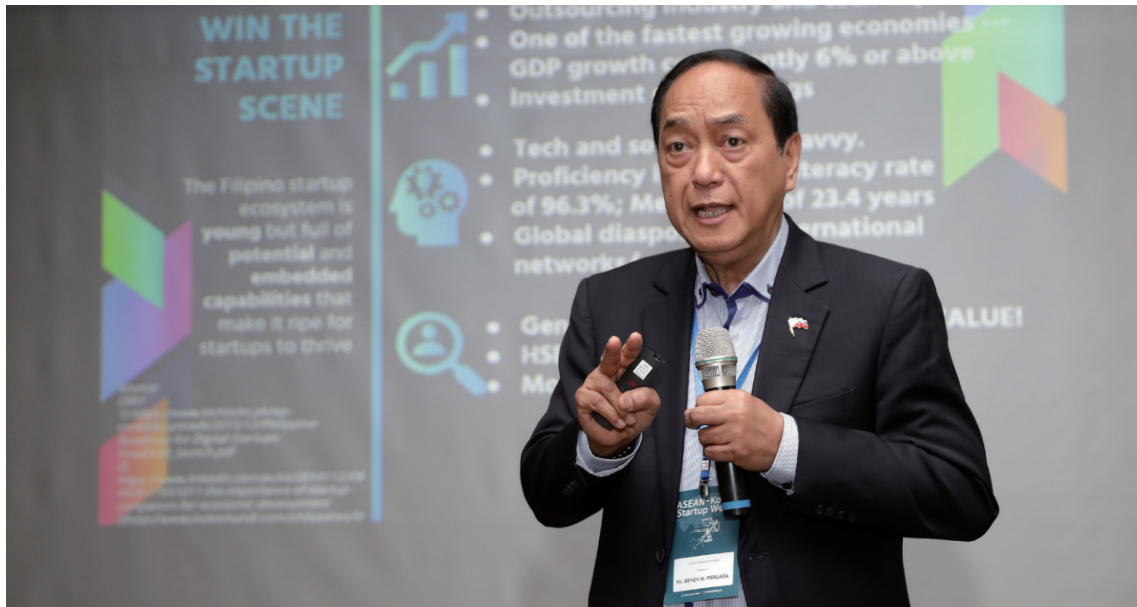
- Ms. Vanessa Teo, Chief Executive Officer, Agrome IQ International Sdn Bhd
- Mr. Soo Say Wah, Founder & Director, Track and Roll Sdn Bhd

C. Co-organizer



D. Supporting Organizations





Investment and Market Research Mission

For Korea, ASEAN is the second largest destination for investment while Korea is the sixth largest investor for ASEAN. With the launching of the ASEAN Economic Community, the investment environment of ASEAN is becoming more attractive to Korean investors, encouraging not only SMEs but also MSMEs to expand their businesses in the region.

The Centre, with its goal of becoming a key player in building a lasting and genuine partnership between ASEAN and Korea and to support ASEAN Economic Community-building efforts, is implementing various programs to enhance investment cooperation between Korea and the AMS. In this regard, the Investment and Market Research Mission was 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 sectors of ASEAN and Korea.



A. Outline

Investment and Market Research Mission to Myanmar

Date	18–21 June 2018
Sector	Manufacturing and Service
Venue	Yangon & Thilawa, Myanmar
Participants	11 private sector representatives from Korea 85 public and private sector representatives from Myanmar

Investment and Market Research Mission to Thailand

Date	3–7 September 2018
Sector	Industrial Robots and Automation
Venue	Bangkok, Thailand
Participants	13 private sector representatives from Korea 77 public and private sector representatives from Thailand

Investment and Market Research Mission to the Philippines

Date	22–24 January 2019
Sector	Infrastructure (Construction & Energy)
Venue	Manila, Philippines
Participants	13 private sector representatives from Korea



B. Main Activities

Designed to promote investment in ASEAN and support Korean MSMEs, the program aims to dispatch Korean potential investors to the priority sectors of the AMS, through trilateral partnerships amongst AMS, the Centre and Korean institutions with expertise and specific mandates in the target sector. The proposal suggests a 3-in-1 formula for the program, which would include an investment seminar, industrial visits, and business meetings, where the delegation could enjoy tailor-made programs with enhanced professionalism, increased chances for business development and capacity-building through knowledge dissemination.

[Myanmar]

Seminar

- **Session 1:** Investment Law, Rules and Investment Opportunities
- **Session 2:** Myanmar's up-to-date Manufacturing Projects
- **Session 3:** Procedure on Wholesale and Retail for Foreign Companies
- **Session 4:** Introduction of Korean Business Delegation
- Q&A

Site Visits

- Lu Thai (Thilawa, SEZ)
- Yusen Logistics (Thilawa, SEZ)
- CJ Cheil Jedang Factory (Thilawa, SEZ)

Business Meetings

- One-on-one business meetings between Korean delegates and Myanmar representatives from the public and private sectors





[Thailand]

Seminar

- **Session 1:** Status, Opportunities, Incentives and Laws of Thailand Investment in the Sector of Industrial Robots & Automation
- **Session 2:** Introduction of the Korean Business Delegation
- **Session 3:** Thailand 4.0 and the Robotics and Automation Industry
- **Session 4:** Development of Robotics in Thailand
- **Session 5:** Introduction of Korean Business Delegation
- Q&A

Site Visits

- Eureka Design Ltd.,
- WHA Eastern Seaboard Industrial Estate 1 & 2
- Thai Summit Eastern Seaboard Autopart Industry
- Lam Chabang Port

Business Meetings

- One-on-one business meetings between Korean delegates and Thai representatives from the public and private sectors

[Philippines]

Seminar

- **Session 1:** PPP Projects and Opportunities for Foreign Participation
- **Session 2:** Legal Framework for Foreigners in the Philippines Infrastructure Industry
- **Session 3:** Overview and Opportunities in the Philippines Infrastructure and Construction Industry
- **Session 4:** Current Development Project - Private Sector's Participation
- Q&A

Site Visits

- DMC
- Makati Development Corporation
- ARCA South

Business Meetings

- One-on-one business meetings between Korean delegates and Philippine representatives from the public and private sectors

C. Co-organizers



D. Supporting Organizations

[Thailand]



[Philippines]



ASEAN Connectivity Forum

To support ASEAN community-building efforts and the implementation of Masterplan on ASEAN Connectivity 2025, the Centre has been organizing the ACF since 2013. The 6th Forum was held on 27-28 November, in collaboration with the Korea Chamber of Commerce and Industry (KCCI). To encourage Korean private sector investment in ASEAN connectivity-related infrastructure development in the sectors of transport, energy and ICT, the Centre invited AMS government officials to Korea to present their connectivity infrastructure projects to the Korean business community. Furthermore, representatives from international organizations and multilateral development banks provided information on project financing and financial solutions to the Korean private sector. The importance of this forum was recognized at the 19th ASEAN-ROK Summit and the 20th ASEAN Plus Three Commemorative Summit in November 2017 in Manila.



A. Outline

Date	26-28 November 2018
Venue	Grand Hall, Korea Chamber of Commerce and Industry
Participants	350 participants, including ASEAN delegates and Korean business persons



B. Main Activities

The forum invited delegations consisting of ASEAN government officials and experts to present their key connectivity-related projects in the sectors of transport, energy, and ICT. International financial institutions were also invited to introduce their financial solutions through project presentations and panel discussions. In addition, one-on-one business meetings were conducted to foster networks between the Korean business community and AMS.

Welcoming Dinner

- **Session1.** Financing for Infrastructure Projects in ASEAN
 - Moderator: Mr. Park Joon-young, representative of IFC Korea
 - Presentation 1. by Mr. Jesper Pedersen, Principal Procurement Specialist of Asian Development Bank (ADB)
 - Presentation 2. by Mr. Um Sung-yong, Director of Korea Export-Import Bank (KEXIM)
 - Presentation 3. by Mr. Douglas Midland, Director of Overseas Private Investment Corporation (OPIC) Japan Office
 - Panel discussion by IFC, ADB, OPIC, KEXIM, KIND
- **Session II.** Sector-Specific Connectivity-related Infrastructure Projects in ASEAN (transport, energy, and ICT)

Business Meetings

- One-on-one business meetings between ASEAN government officials and Korean business persons

C. Co-organizer



D. Supporting Organizations



Mekong-ROK Business Forum

In September 2017, Korea and the five Mekong countries adopted a new Action Plan outlining the long-term vision and priority cooperative projects to be implemented by 2020. In line with these initiatives, and to support ASEAN Economic Community-building efforts, the Centre dispatched a business mission to the Mekong region as part of the 6th Mekong-ROK Business Forum, hosted in Seoul. The program was comprised of a forum as well as one-on-one business consultations between Mekong and Korean companies. Both provided a platform to strengthen the network of private-to-private and public-to-private sectors between Korea and the Mekong region, thereby maximizing the potential for a greater number of business deals and investments in the future.



A. Outline

Date	13-14 December
Venue	Yeong Bin Gwan, The Shilla Seoul, Seoul, Korea
Participants	101 participants from ASEAN and Korea SMEs and government organizations

B. Main Activities

To make the event as beneficial as possible for all sides, the Centre provided a tailor-made program for both Korean and Mekong business communities that:

- 1) provided practical information on SME development policies and business opportunities in one selected sector;
- 2) shared real experiences and knowledge related to doing business in Mekong countries; and
- 3) conducted one-on-one practical and outcome-oriented business meetings between stakeholders from Korea and Mekong countries.





Lectures

- **Session 1:** Sustainable Development and Co-prosperity through Eco-friendly Innovation in the Mekong Region

Lecturer : Mr. Ko Ko Lwin, Permanent Secretary, Ministry of Industry, Myanmar

H.E. Dr. Siphana Sok, Senior Advisor, Ministry of Foreign Affairs and International Cooperation, Cambodia

Mr. Kingphokeo Phommahaxay, Deputy Director General, Ministry of Foreign Affairs, Lao PDR

Mr. Suwanchai Lohawatanakul, Director-General, The Office of SME Promotion, Thailand

H.E. Mr Thao Van Nguyen, Assistant Minister, Director-General, Ministry of Foreign Affairs, Vietnam

Mr. Madhuriya Kumar Dutta, Director, Mekong Institute

- **Session 2:** Promotion of SMEs' Eco-friendly Innovation in the Mekong Countries and the ROK and Best Practices

Lecturer : Ms. Younji Kang, Manager, ASEM SMEs Eco-Innovation Centre, ROK

Ms. NamHee Kim, GCF Program Manager, Korea Environmental Industry and Technology Institute

Site Visits

- Ansan Smart Hub- Ansan Urban Development Inc.

Business Meetings

- One-on-one business meeting between ASEAN startups and Korean venture capitalists

C. Co-organizer



Ministry of
Foreign Affairs



중소벤처기업부
Ministry of SMEs and Startups

INNOBIZ
기술혁신형중소기업

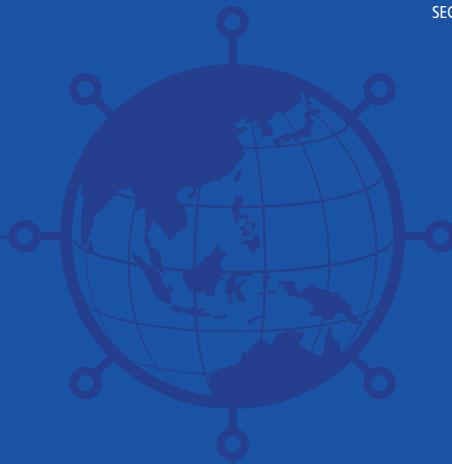
FY2018 Work Programs

CHAPTER 2. Culture & Tourism

SECTION 1: Culture and Tourism Exchange

SECTION 2: Culture and Tourism Promotion

SECTION 3: Culture and Tourism Capacity Building





Section 1.

Culture and Tourism Exchange

Given ASEAN's rich culture and diverse tourism resources, it is inevitable that its tourism sector has become a key driving force in its development. To accommodate the growing interest in ASEAN tourism, the Centre organized various programs in 2018 to forge a stronger partnership between Korea and the AMS. The programs were designed to contribute to the competitiveness of the ASEAN tourism industry, and to ensure sustainable and inclusive tourism. In addition, the Centre raised the public profile of ASEAN meetings by promoting its activities and reinforcing its network with relevant stakeholders.

ASEAN Tourism Meetings

In FY2018, the Centre participated in several notable meetings including the ASEAN National Tourism Organizations (NTOs) Meeting, the ASEAN Tourism Forum (ATF), the Mekong Tourism Forum (MTF) and the Greater Mekong Subregion (GMS) Tourism Working Group Meeting. During these meetings, the Centre introduced its core activities and efforts to promote ASEAN tourism as well as the Centre's contributions toward the development of the ASEAN tourism sector.

A. Outline

ASEAN National Tourism Organizations (NTO) Meeting

Date 4-5 July 2018
Venue V-Plaza Hotel, Kuala Belait, Brunei Darussalam
Participants Representatives from 10 AMS
 ASEAN Centres of China, Japan, Korea and civil society organizations such as the ASEAN Tourism Research Association (ATRA), etc.

ASEAN Tourism Forum (ATF)

Date 14 -19 January 2019
Venue FLC Ha Long, Quang Ninh Province, Vietnam
Participants Representatives of ASEAN National Tourism Organizations (NTOs)
 ASEAN Centres of China, Japan, Korea
 Other key ASEAN tourism stakeholders

Mekong Tourism Forum (MTF)

Date 23-26 June 2018
Venue Srikotraboorn Conference Center, Nakhon Phanom, Thailand
Participants Greater Mekong Subregion (GMS) Tourism Working Group Representatives from tourism academia, public and private sector media and international organizations

Greater Mekong Subregion (GMS) Tourism Working Group Meeting

Date 4-5 December 2018
Venue Phu Quoc Island, Vietnam
Participants Greater Mekong Subregion (GMS) Tourism Working Group Committee members, GMS partners and stakeholders





B. Main Activities

ASEAN National Tourism Organizations (NTOs) Meeting

The 48th ASEAN NTOs Meeting provided its participants with a platform to share information, exchange ideas and discuss ASEAN-wide policies, strategies, agreements, standards, and campaigns, which may provide a common framework to accelerate the development of the region's tourism sector and better promote ASEAN as a single tourism destination.

ASEAN Tourism Forum (ATF)

The forum consisted of various meetings including the 49th ASEAN NTOs Meeting, the 34th ASEAN Plus Three NTOs Meeting, and the 22nd Meeting of ASEAN Tourism Ministers. The Centre was officially invited to make a presentation on activities conducted in FY2018 and planned programs for FY2019. Through the forum, the Centre was updated on the latest developments and issues related to ASEAN tourism development, and strengthened its networks with each NTO, as well as key tourism stakeholders at the regional and global level.

Mekong Tourism Forum (MTF)

The 42nd GMS Tourism Working Group Meeting brought together GMS National Tourism Organizations to discuss the implementation status of the GMS Tourism Sector Strategy, including Priority Programs and Sub-Regional Marketing Program, and to strengthen cooperation in GMS tourism efforts.



Section 2.

Culture & Tourism Promotion

The Centre aims to raise public awareness of the rich and diverse culture of ASEAN by promoting the tourism products and destinations of its Member States. In FY2018, the Centre organized various promotional programs and events. The ASEAN Culinary Festival introduced the many and varied cuisines of the ASEAN region to the Korean public. Through the ASEAN Community-based Tourism Program, ASEAN and Korean youths were involved directly with the hands-on cultural programs provided, thereby fostering sustainable tourism development. In addition, the Centre worked to reinforce the relationship between ASEAN and Korea by showcasing ASEAN cultures through a range of experiences. Alongside this event, the Centre continued to apply updates to its 'ASEAN Travel' Mobile Application, which is designed to boost local awareness of the region.

ASEAN Culinary Festival

Following the great success of the ASEAN Culinary Festival in FY2016 and FY2017, the Centre brought the event back to fanfare in FY2018. Designed to provide a platform for enjoying ASEAN cuisine and introducing ASEAN gastronomy culture to the Korean public, the 2018 edition of the festival was held in conjunction with Food Week Korea at Coex, Seoul, from 28 November to 1 December. This year, the Centre offered ASEAN's signature rice-based dishes (main dish), dessert, and drinks for the benefit of visitors with little knowledge of ASEAN cuisines. In addition, the festival included ASEAN performances and other events connected with gastronomy tourism. The festival was made possible through close cooperation with local ASEAN embassies and National Tourism Organizations of AMS in Korea.

A. Outline

Date and Venue	15-18 May 2018
Venue	Coex (Hall D), Seoul
Participants	5,083 visitors

B. Main Activities

Under the theme of *Gourmet Trips to ASEAN*, ASEAN Culinary Festival 2018 was comprised of 10 ASEAN Culinary Booths, ASEAN Drinks Booth, Live Cooking Show for the Opening Ceremony, ASEAN Performances, and ASEAN Gastronomy Tourism related Public Events.

The culinary booths in particular showcased signature rice-based main dishes and desserts with authentic ASEAN tastes. Meanwhile, the live cooking show - a collaboration between ASEAN and Korean celebrity chefs - provided a unique opportunity to experience the recipes of authentic ASEAN dishes as well as Korean-style infused ASEAN dishes. Visitors were able to try dishes from two booths, taste coffee and tea representing the flavors of each AMS, and enjoy ASEAN performances. ASEAN gastronomy tourism-related public events were designed to engage the Korean public in learning about ASEAN and its tourism destinations.

* List of Participating ASEAN Chefs

No.	Country	Name	Affiliation
1	Brunei Darussalam	Ms. Rosni Mohd Yassin	Embassy of Brunei Darussalam in ROK
2	Cambodia	Mrs. Nhim Davy	Embassy of Cambodia in ROK (Spouse of Ambassador of Cambodia)
3	Indonesia	Mr. Budiyo	Embassy of Indonesia in ROK
4	Lao PDR	Ms. Chouniachan Phengdy	Lao National Institute of Tourism and Hospitality
5	Malaysia	Dato Chef Ismail Ahmad	Malaysian Tourism Food Ambassador, Restaurant Rebung (Owner, Chef & Founder)
6	Myanmar	Ms. Khin Win Myint	Restaurant Inwa (Owner Chef)
7	Philippines	MR. Claude Tayag	Bale Dutung 1956, Downtown Caf'e (Owner Chef)
8	Singapore	Mr. Kim Gwang Jong	Millennium Seoul Hilton
9	Thailand	Ms. Sansanee Thimthong	Rajamangala University of Technology Phra Nakhon
10	Vietnam	Ms. Lee Yoo-ri	Vietnam Culture Centre in ROK





C. Program Summary

ASEAN Culinary Booths

Date	Time	Venue	No. of Visitors
28 November (Wed)	11:00-18:00	ASEAN Culinary Festival Zone, Hall D, Coex	1,324
29 November (Thu)	(Food Preparation: 08:00-10:00)		1,059 (Opening: 170)
30 November (Fri)	Indonesia		1,242
1 December (Sat)	11:00-17:00 (Food Preparation: 08:00-10:00)		1,458

Total Visitors

5,083

ASEAN-Korea Tourism Investment Seminar

Recognizing tourism as one of the main pillars in boosting the ASEAN economy, the ASEAN Tourism Competitive Committee proposed the organization of an “ASEAN Plus Three Tourism Investment Seminar” to the Centre. The committee further suggested that the seminar be held at the ASEAN-Japan Centre and ASEAN-China Centre respectively in subsequent years on a rotational basis. Responding to the call, the Centre organized the 2018 ASEAN-Korea Tourism Investment Seminar under the theme, *Tourism Investment Partnership for a Sustainable Future* on 8 June at the Lotte Hotel, Seoul.

More than 300 participants attended the seminar to gain information about the array of opportunities and incentives to be gained by investing in ASEAN tourism. The seminar aimed to provide a platform for exploring these opportunities and identifying the challenges in making them possible. In addition, special presentations conducted by the World Bank Group and Daewoo Amara, as well as one-on-one business meetings, were arranged to highlight the prospects for further innovative cooperation between parties involved in ASEAN tourism investment.



A. Outline

Date	8 June 2018
Venue	Lotte Hotel, Seoul, Korea
Participants	328 (53 ASEAN delegates, 244 Korean participants)

B. Main Activities

At the opening ceremony, the keynote address was delivered by H.E. Aladdin D. Rillo, Deputy Secretary General, ASEAN Secretariat, along with welcoming remarks by H.E. Datuk Rashidi Hasbullah, Secretary General of the Ministry of Tourism and Culture, Malaysia; and congratulatory remarks by Mr. Geum Gi-hyung, Director General, Ministry of Culture, Sports and Tourism. Following the ceremony, special presentations were conducted by the World Bank Group and the CEO of Daewoo Amara managing the Lotte Hotel Yangon Country, as well as one-on-one business meetings. Site visits to the Hana Tour International Travel Show - one of the most popular tourism fairs in Korea - also provided ASEAN delegates a chance to build up a network with Korean tourism stakeholders.





Program Summary

Date	Program
7 June 2018	Arrival / Orientation
	Opening Ceremony
	Special Presentation
8 June 2018	Country Presentations on Tourism Investment Climate and Opportunities
	One-on-One Business Meeting
9 June 2019	Site Visit to ASEAN Tourism Pavilion (12 th Hana Tour International Travel Show)
10 June 2017	Departure

C. Co-organizer



ASEAN Tourism Promotional Pavilion

In 2018, ASEAN tourism ministers adopted the Joint Declaration on Gastronomy Tourism, which recognizes the integral role that gastronomy plays in building competitive destination brands. In its efforts to support the establishment and expansion of an ASEAN gastronomy platform, the Centre organized the ASEAN Tourism Promotional Pavilion 2018 event in conjunction with the Hana Tour International Travel Show at KINTEX, Ilsan, from 7-10 June. The Centre focused on the event to promote ASEAN as an attractive gastronomy destination under the theme, *ASEAN Food Trails*, by introducing representative ASEAN cuisines. In addition, various promotional activities were conducted to bolster the pavilion's impact on the Korean public, such as an ASEAN Culinary Photo Match, ASEAN Snack Event, and an SNS Upload Event.



A. Outline

Date	7-10, June 2018
Venue	Hana Tour International Travel Show (KINTEX Exhibition Hall 1, Ilsan, Korea)
Participants	Korean public (Approx. 80,000 visitors)

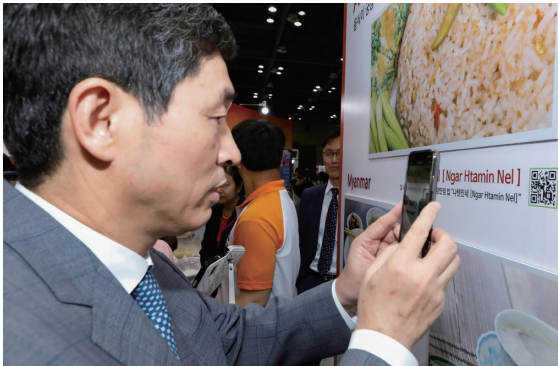
B. Main Activities

In cooperation with the AMS embassies and tourism boards in Korea, the pavilion showcased 20 ASEAN cuisines to the public. In addition, various promotional activities were also conducted, such as an ASEAN Photo Match, ASEAN Quiz and SNS Event at the Photo Wall.

Date	Program
7-10 June 2018	Booth Operation & Public Promotional Events
9 June 2018	Congratulatory Ceremony
	Booth Operation & Public Promotional Events

C. Co-organizer





‘ASEAN Travel’ Mobile Application

Since its launch in 2011, the ‘ASEAN Travel’ Mobile Application (ATMA) has served as an effective online platform for providing tourism information on AMS to the Korean public. Given the consistently growing popularity of ASEAN tourism amongst Koreans, the Centre has maintained operation of the ATMA to provide useful cultural and travel-related information in Korean on the 10 AMS.

A. Outline

A. Year-round program

The Centre updated and added new content to the ATMA to ensure it continues to provide the latest and most useful information about ASEAN tourism. This included the introduction of food trails and ASEAN culinary delights in collaboration with the ASEAN Tourism Promotional Pavilion and Seoul Friendship Festival 2018. To support the wide adoption of the ATMA, the Centre also planned to organize a series of online and offline promotional events.



B. Main Activities

Online Program

Promotional Events

Updates were made to tourism destination information and promotional events were launched in conjunction with the Centre's PR platforms

Content Updates

- Additions such as ASEAN representative dishes, tour-themed AKC produced videos, useful information on ASEAN conversational phrases for Korean travelers, and other relevant content
- Modifications to grammar, spelling, and content errors found in material relating to each country based on the ATMA Student Ambassador reports (see below)

Offline Program

Download event in conjunction with AKC programs

- Conducted an application download event at the ASEAN Tourism Promotional Pavilion and Seoul Friendship Festival 2018

ATMA Student Ambassadors

10 students from each ASEAN country were recruited to identify contextual errors and make recommendations for tourism sites promoting their respective countries

C. Co-organizers

- ASEAN tourism offices in Korea
- Embassies of the AMS in Korea
- Headquarters of the ASEAN National Tourism Organizations (NTOs)





Section 3.

Culture and Tourism Capacity Building

In FY2018, the Centre continued to support the development of ASEAN tourism through various capacity building programs. In particular, the Centre focused on sustainable tourism development to highlight the importance of developing tourism resources and enhancing their competitiveness. Under the ASEAN Tourism Agenda, the Centre conducted advanced workshops on sustainable and inclusive tourism: Workshop on Sustainable Tourism for Natural Heritage Destinations, CLMV Tourism Capacity Building Program on Secondary Tourism Development and the ASEAN-Korea Tourism Capacity Building Workshop.

Workshop on Sustainable Tourism for Natural Heritage Destinations

ASEAN is home to many natural heritage sites thanks to its abundant and diverse natural assets, which attract quite a number of tourists. The Centre has responded to calls by ASEAN to develop sustainable and inclusive tourism as one of the strategic directions of the ASEAN Tourism Strategic Plan (ATSP) 2016-2025. The Centre focused on natural heritage corridor/cluster package development for the workshop under the theme of Sustainable Tourism for Natural Heritage Destinations. The workshop outlined key issues and challenges in promoting natural heritage sites as tourism destinations. It also provided a regional platform to strengthen the networks among ASEAN and Korean experts and stakeholders, and also share sustainable tourism practices as a catalyst for natural heritage site protection and conservation to enhance understanding and facilitate community benefits from sustainable utilization of natural resources.

A. Outline

Date and Venue 2-6 October 2018 / Jeju Island, Korea

Participants ASEAN Participants

32 participants from 8 AMS (3 from the public sector, 1 from the private sector), except Brunei Darussalam and the Philippines

Korean Participants

Approximately 56 Korean stakeholders from ecotourism and sustainable tourism-related fields (such as the Jeju Tourism Organization, Asia Climate Change Education Center, Jeju Ecotourism Association, and Jeju National University)





B. Main Activities

The workshop took place in Jeju, Korea, in collaboration with World Leaders' Conservation Forum (WLCF) 2018, hosted by the Ministry of Environment of Korea, Jeju Special Self-Governing Province, and International Union for Conservation of Nature (IUCN). At the workshop, the invitees showcased best practices for maintaining natural heritage cluster/corridor packages in their countries. Panel discussions were held afterwards for the invitees and participants to exchange insights. As part of the workshop, technical visits to the Jeju World Natural Heritage Center were organized to promote Korea's experience in developing sustainable tourism practices in natural heritage sites.



Date	Program
2 October 2018	Orientation
	Keynote Address
	Keynote Address 1: Mr. Natarajan Ishwaran, Visiting Professor at the International Centre on Space Technologies for Natural and Cultural Heritage (HIST) under the auspices of UNESCO
3 October 2018	Keynote Address 2: Dr. Kelly Bricker, Professor and Director of Parks, Recreation and Tourism, University of Utah & Vice Chair of the Global Sustainable Tourism Council
	Keynote Address 3: Amb. Young-sam Ma, Director, UNITAR (United Nations Institute for Training and Research) CIFAL Jeju



Date	Program
	Keynote Presentations Presentation 1: Impact of Tourism on Conservation and Promotion of Natural Heritage: Seeking the Role of Sustainable Tourism Policy and Strategy for Natural Heritage - Mr. Wouter Schalken, Senior Tourism Specialist, Word Bank Group Presentation 2: Impact of Tourism on Conservation and Promotion of Natural Heritage: Seeking the Role of Sustainable Tourism Policy and Strategy for Natural Heritage - Mr. Mickel L. Ollave, Community Development Officer, Puerto Princesa Subterranean River National Park, Philippines Presentation 3: The Way of ASEAN: Sustainable Tourism Development in ASEAN Heritage Park - Ms. Claudia Binondo, Project Development Officer, ASEAN Centre for Biodiversity Country Presentations 1 Presentation: Key Issues and Challenges in Conserving and Promoting ASEAN Heritage Parks as Sustainable Tourism Destinations - Representatives from 4 countries (Cambodia, Lao PDR, Myanmar, Singapore)
3 October 2018	
	Country Presentations 2 Presentation: Key Issues and Challenges in Conserving and Promoting UNESCO Natural Heritage Sites as Sustainable Tourism Destinations - Representatives from 4 countries (Indonesia, Malaysia, Thailand, Vietnam)
4 October 2018	
5 October 2018	Technical Visit Jeju World Natural Heritage Center

C. Co-organizer





CLMV Tourism Capacity Building Workshop

As the fastest growing region in the world, four countries in the Mekong sub-region - Cambodia, Lao PDR, Myanmar, and Vietnam (CLMV) - have discovered tourism development as a means of creating opportunities for sustainable future growth to ensure improved economic and social well-being. In line with its unceasing efforts to contribute towards tourism development in the CLMV region and the capacity building of relevant stakeholders, the Centre carried out a workshop in FY2018 under the theme, *Toward a Sustainable Future: Secondary Tourism Destination Development, Planning and Management*. Held in Busan, the workshop aimed to support CLMV government officials and related stakeholders in order to enhance their capacity for adopting innovative approaches to unearthing the potential of emerging tourism resources.



A. Outline

Date	11 - 14 September 2018
Venue	Busan, Republic of Korea
Participants	16 participants from CLMV countries (4 from each country: 2 from the public sector, 2 from the private sector)

B. Main Activities

In order to provide diverse approaches toward identifying key issues and component variables that will help lead the development of emerging secondary destinations in the CLMV region, the workshop lecture session gave particular focus to the sustainable development of secondary tourism destinations. After the lecture session, CLMV delegates gave country presentations on their secondary tourism of each country and draft action plans for the development of secondary tourism destinations were also created based on the presentations, as well as an action plan framework presentation guideline developed by the Centre. A technical tour provided by the Busan Tourism Organization was included in the schedule, based on their already-existing 'Old Downtown Story Tour'. The tour explored the city's modern history, still-standing historical relics, notable scenery, and government tourism strategies for sustainable development in regenerating Busan's old districts into tourist attractions.





Lectures

- **Lecture 1:** Policy Framework for Secondary Tourism Destination Development
Lecturer : Mr. Steven Schipani, Head of Project Administration Unit, Asian Development Bank
- **Lecture 2:** Data and Trend Analysis for Secondary Destination Development
Lecturer : Mr. Eddy Krismeidi Soemawilaga, Head of Indonesia Affairs and Policy, PT Indonesia AirAsia
- **Lecture 3:** Promotion and Marketing for Secondary Tourism Destination Development
Lecturer : Ms. Natasha Martin, Managing Director, Bannikin Travel and Tourism Ltd.
- **Lecture 4:** Strategy for Developing Sustainable Secondary Destination
Lecturer : Mr. Steve Noakes, Director, Pacific Asia Tourism, Binna Burra Lodge (Australia), Ecolodges Indonesia, Ecolodges Myanmar
- **Lecture 5:** Best practices for destination development and management in Busan
Lecturer : Mr. Johnnie Moon, Senior Marketing Manager, Busan Tourism Organization

Site Visits

Provisional Capital Memorial Hall

Yeongdo Bridge

Jagalchi Market

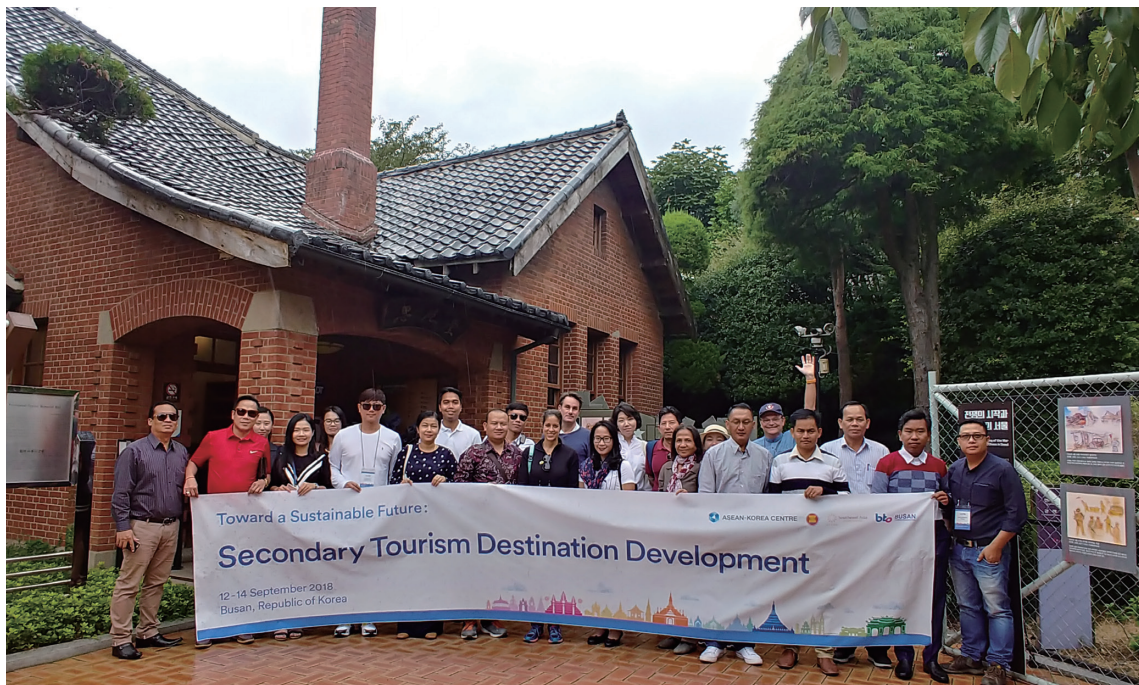
Gamcheon Culture Village

Igidae Park

Activities

- Workshop Lecture Session
- Delegate Group Discussion
- CLMV Delegates Presentations
- Speakers Panel Discussion
- Technical Tour of Busan

C. Co-organizer



ASEAN-Korea Tourism Capacity Building Workshop

The ASEAN-Korea Tourism Capacity Building Workshop is a bilateral outbound capacity-building program aimed at strengthening the competitiveness of local tourism industries in the ASEAN region. Specifically, it provides a platform for sharing information and experience on how to better target the Korean tourism market and more effectively attract Korean tourists to the AMS. These workshops are tailor-made with specific topics in line with the needs and strategic directions of individual countries. In FY2018, the workshops were held in four countries - Brunei Darussalam, Malaysia, the Philippines, and Singapore - under the themes in line with the focus areas of the ASEAN Tourism Strategic Plan. The theme for the Philippines was *Discovering Palawan as an Attractive Natural Heritage Destination*, whereas the one for Malaysia was *Promoting Melaka as an Attractive Cultural Heritage Destination*. In Brunei, the theme was *Promoting Brunei Darussalam as an Attractive Growing Travel Destination in ASEAN*. To reinvigorate tourism in Singapore, as well as meet the request of the Singapore Tourism Board (STB), the Centre conducted an inbound workshop - the 'Singapore Update Seminar' - in the form of business meetings between the various stakeholders of Singapore's tourism industry.

A. Outline

}	Date and Venue	24 August 2018, Palawan, Philippines
	Participants	169 tourism professionals from the private and public sectors
}	Date and Venue	27 August 2018, Melaka, Malaysia
	Participants	130 tourism professionals from the private and public sectors
}	Date and Venue	31 January 2019, Bandar Seri Begawan, Brunei Darussalam
	Participants	85 tourism professionals from the private and public sector
}	Date and Venue	22, 25, 27, 28 February 2018, Daegu, Ulsan, Gwangju, Jeonju, Korea
	Participants	220 regional tourism operators and travel agencies

B. Main Activities

[Philippines]

Program: Workshop Sessions

- **Session 1:** The Changing Landscape of Travel: The Rise of FITs
 - Mr. Lee Zun-ho, Regional Manager, Klook Travel
- **Session 2:** Sustainable Tourism Development Using and Preserving UNESCO Natural Heritage
 - Korean lecturer: Ms. Kang Mi-hee, Director for the Asia-Pacific, Global Sustainable Tourism Council
 - Philippine lecturer: Ms. Elizabeth Maclang, Park Superintendent, Puerto Princesa Subterranean River National Park
- **Session 3:** Accommodation Development Strategy in Palawan
 - Korean lecturer: Mr. Baek Seung-woo, Area Director of Finance, Hyatt International Corporation
 - Philippine lecturer: Mr. Elcer Cuenca, President, Association of Accredited Tourist Accommodation in Puerto Princesa
- **Session 4:** Fair and Sustainable Tourism Business Practices for Korean Tourists
 - Mr. Na Hyo-woo, CEO, Good Travel



Site Visits

Butterfly Eco-Garden

Tribal Village

Binuatan Weaving Creations Center

Puerto-Princesa Subterranean River National Park

Daluyon Beach and Mountain Resort

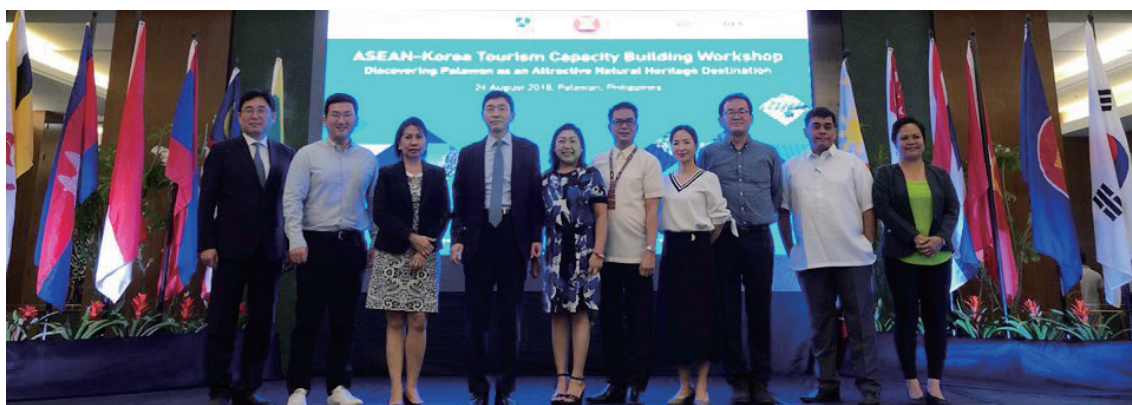
Activities

One-day Workshop

On-site Consultation

Roundtable Discussion

Networking Reception



[Malaysia]

Program: Workshop Sessions

- **Session 1:** The Changing Landscape of Travel: The Rise of FITs
 - Mr. Lee Zun-ho, Regional Manager of Seoul, Klook Travel
- **Session 2:** Melaka, a World Heritage: Significance, Preservation and Promotion
 - Korean lecturer: Prof. Bae So-young, Assistant Professor, Department of Cultural & Tourism Contents, Kyung Hee University
 - Malaysian lecturer: Ms. Erne bt Hamsah, Architect, Building Control Department, Melaka Historic City Council
- **Session 3:** Development Strategy for Improved Tourism Business Operation
 - Mr. Kim Gwan-jo, CEO, Online Travel Center
- **Session 4:** Fair and Sustainable Tourism Business Practices for Korean Tourists
 - Mr. Na Hyo-woo, CEO, Good Travel



Site Visits

Ulu Temburong National Park

Gadong Night Market

Activities

One-day Workshop

On-site Consultation

Networking Reception



[Singapore]**Program: Sessions of the Seminar**

- **Session 1:** Singapore Tourism Board in Korea
- **Session 2:** Singapore Airline
- **Session 3:** Royal Caribbean Cruise
- **Session 4:** Mode Tour/Hana Tour

Site Visits

Daegu

Ulsan

Gwangju

Jeonju

Activities

One-day Seminar

Networking Reception

C. Co-organizer

KEMENTERIAN PELANCONGAN,
SENI & BUDAYA MALAYSIA



Ministry of Primary
Resources & Tourism

ASEAN Community-based Tourism Program

Community-based Tourism (CBT) is one of the main priorities identified in the Strategic Actions outlined in ASEAN Tourism Strategic Plan (ATSP) 2016-2025. As one form of sustainable tourism, Community-based Tourism is a practice in which the tourism services and products of a local community are owned, operated, and managed by its residents. It protects socio-cultural traditions, natural resources and cultural heritage by supporting sustainable activities and livelihoods. It is considered as an effective way of addressing the current challenges of the over-tourism that has severely damaged the natural assets of a given region and marginalized local economies from deriving revenue from that tourism.

As such, the Centre has initiated the ASEAN CBT Program, which aims to promote CBT in the ASEAN region as an attractive product to both Korean and international tourists. Building upon the success of the ASEAN CBT Program previously conducted in Malaysia (2015), Brunei (2016) and Thailand (2017), the Centre held its 2018 ASEAN CBT Program in Desa Wisata Nglanggeran, Yogyakarta, Indonesia with the aim of providing a platform for young Korean and ASEAN advocates and advertisers to promote sustainable CBT development in the AMS. In addition, the Centre invited journalists from Naver Travel Plus to showcase various aspects of Indonesian tourism, from modern, up-to-date tourist spots to the most appealing cultural and historical heritages of the country.



A. Outline

Date	3-7 January 2019
Venue	Desa Wisata Nglanggeran, Yogyakarta, Indonesia
Participants	24 ASEAN and Korean university students majoring in Tourism, International Relations, International Development, Community-development or related studies (12 Korean students, 12 ASEAN students)



B. Main Activities

As part of the program, participants were divided into groups and had the unique opportunity to stay with host families in the picturesque mountainous area of Nglanggeran Tourism Village. They experienced various CBT programs, including eco-tourism activities, hands-on cultural activities (traditional musical instruments and Javanese dance) and study visits to a local farm. The participants promoted Nglanggeran and Yogyakarta through their SNS platforms. Notable also was the publishing of a travel brochure, which included valuable information about Nglanggeran activities and homestays, and Yogyakarta itself, based on the statements and work activities of the students.



Date	Program
3 January 2018	Orientation at Gadjah Mada University
	Opening Ceremony*
	Cultural Experience: Javanese culture
	1) Musical instrument: Karawitan
	2) Traditional Dance: Reog and jathilan
4 January 2018	3) Batik Topeng Workshop
	Traditional Culinary Session: Kendurian
	Visiting Borobudur Temple Compounds & Prambanan Temple Compounds
5 January 2018	Visiting Borobudur Temple Compounds & Prambanan Temple Compounds
	Eco-tourism Activities
	- Trekking at Nglanggeran Mountain
	- Kedung Kandang Waterfall
6 January 2018	- Talang Purba Waterfall
	Study Visit
	- Griya Coklat Ngelanggeran
	- Etawa Goat Farm
7 January 2018	Wrap-up session



C. Co-organizer



FY2018 Work Programs

CHAPTER 3. Public Relations & Information Service

SECTION 1: Public Relations & Digital Communications

SECTION 2: Academic Exchange & Community Outreach

SECTION 3: Youth Awareness & Exchange





Section 1.

Public Relations and Digital Communications

PR THROUGH MEDIA

As a result of widespread media attention towards ASEAN after the Korean government's announcement of the New Southern Policy, the Centre was widely exposed to local and ASEAN media outlets as a hub for the ASEAN-Korea partnership. To take advantage of this favorable media environment, the Centre adopted a more aggressive approach in gaining wider publicity in 2018 by utilizing and expanding its media networks.

Media Relations

With the aim of dramatically raising its profile, the Centre co-organized numerous large-scale events with leading Korean media events such as the Maekyung Thailand Forum in May, the ASEAN Entrepreneurs Award and the Korea Herald Biz Forum in October. Feature stories on ASEAN such as ASEAN's UNESCO Heritages in the *JoongAng Ilbo* and the New Southern Policy in the *Maeil Business Newspaper* provided the Korean public with a deeper understanding of the region.

Equal emphasis was placed on obtaining greater coverage in the ASEAN media in order to reach the citizens there. To this end, the Centre invited journalists from major news organizations in the region to participate in its inbound and outbound programs.

ASEAN Media Invitation Program

Recognizing the significance of the media in fostering mutual understanding of the peoples of ASEAN and Korea, the Centre organized the ASEAN Media Invitation Program in November 2018. Held in cooperation with the Asia News Network (ANN), a coalition of influential media outlets in Asia, the program invited experienced journalists from ASEAN to cover the flagship programs of the Centre - the ASEAN Connectivity Forum and the ASEAN Culinary Festival. The participants also gained insight into ASEAN-Korea relations by meeting high-ranking government personnel as well as major private-sector players.

A. Outline

Date	26-29 November 2018
Venue	Seoul, Korea
Participants	9 journalists from ASEAN (except Brunei) *Phnom Penh Post (Cambodia), The Jakarta Post (Indonesia), Vientiane Times (Lao PDR), The Star (Malaysia), Eleven Myanmar (Myanmar), Manila Bulletin (Philippines), The Straits Times (Singapore), The Nation (Thailand), and Vietnam News (Vietnam)



B. Main Activities

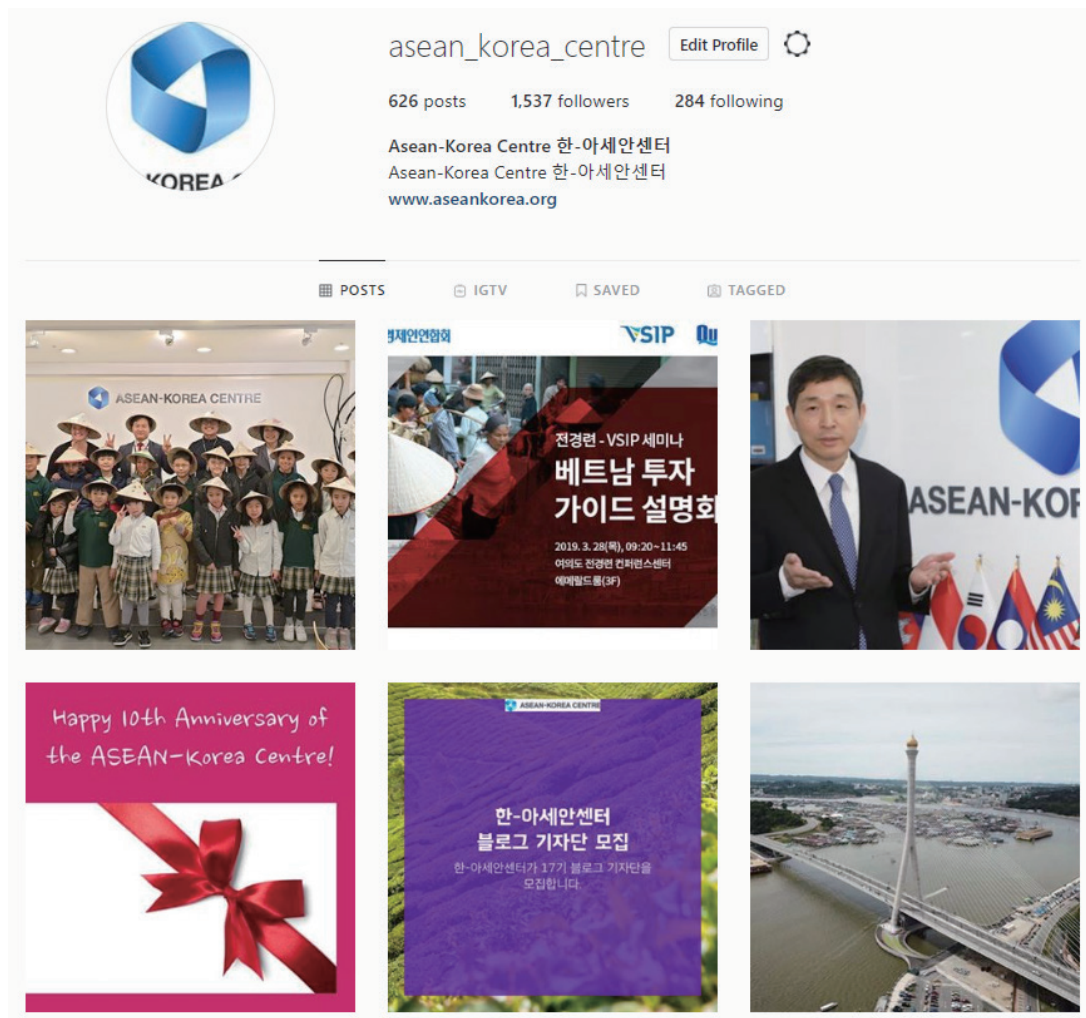
- ASEAN Culinary Festival
- Interview with the Chairman of the Presidential Committee on the New Southern Policy
- Coverage of ASEAN-Korea cooperation efforts in the private sector, including a visit to CJ Cheil Jedang and an opportunity to cook ASEAN foods using CJ products

C. Co-organizer



DIGITAL COMMUNICATIONS

With ASEAN Internet users now topping 380 million, as well as South Korea's 91.5% Internet penetration rate, digital platforms have become one of the most effective and widely-used tools for PR and communications. In FY2018, the Centre continued to adopt an aggressive approach toward developing its digital marketing and communications strategy by creating interesting and interactive social media contents that offered opportunities for the peoples of ASEAN and Korea to connect.



Management of Social Media Channels

To engage ASEAN and Korean audiences, the Centre managed accounts on multiple social media platforms: Facebook, Instagram, Twitter, blogs, and YouTube.

Channel	Followers/Page Views	Main Activities
Facebook	33,586	Posts about the Centre's activities, ASEAN, AMS, and ASEAN-Korea relations with content including links, photos, videos, card news, infographics, etc.
Instagram	1,537	Posts about the Centre's activities, ASEAN, AMS, and ASEAN-Korea relations with content including photos, short videos, card news, etc.
Twitter	1,745	Posts about the Centre's activities, ASEAN, AMS, and ASEAN-Korea relations in formats of link shares, texts, photos, etc.
Blogs	Korean: Naver Blog (Avg. 1,500 pages views per day) English: Wordpress Blog (Avg. 400 pages views per day)	Posts about the Centre's activities, ASEAN, AMS, and ASEAN-Korea relations, with content produced by the Centre's Blog Reporters and ASEAN Correspondents
YouTube	3,816	AKC introductory videos, AKC program highlight videos, videos produced in collaboration with YouTubers, etc.



ASEAN Viral Videos

Recognizing the effectiveness of video content in terms of PR and communications, the Centre produced and distributed viral videos about ASEAN and ASEAN-Korea relationships in collaboration with video creators from ASEAN and Korea. The videos were produced along several themes and distributed through the creators' channels.

A. Main Activities

A total of 20 viral videos were produced about ASEAN and ASEAN-Korea relations, as well as the Centre's signature programs.

No.	Theme	Creator	No. of Views (as of March 2019)
1	A Korean YouTuber experiences Muslim culture and halal food with a Malaysian Instagram Influencer	Sibong (in collaboration with Asyallie)	1,151,939 views
2	A Korean YouTuber takes a quiz about ASEAN ghosts	Blimey	390,878 views
3	A Korean YouTuber interviews ASEAN students studying in Korea (Reality of studying in Korea)	Blimey	58,842 views
4	A Korean YouTuber experiences Malaysian food with a Malaysian K-pop cover dancer	Sibong	35,664 views
5	A Korean food YouTuber experiences ASEAN food (ASEAN Culinary Festival promotion)	Edmmer	53,489 views
6	A Korean YouTuber learns about Vietnamese housing culture	Khao Tieng Viet	11,519 views
7	AKC ASEAN officials' day out	Lelaki Korea YoungE	446 views
8	Vietnamese volunteers have a one-day class with a Korean YouTuber	Khao Tieng Viet	8,789 views
9	A Korean food YouTuber experiences the ASEAN Culinary Festival	SINCOOK	22,815 views
10	A Korean Instagram influencer's visit to the ASEAN Culinary Festival	Choi Lee & Dalia	500 views
11	A Philippine YouTuber experiences campus life in Korea	Kim Ilagan	19,000 views

No.	Theme	Creator	No. of Views (as of March 2019)
12	Korean and Thai youths visit the War Memorial of Korea	Sanuksanan	10,058 views
13	Philippine YouTubers visit Nami Island	Adober Studios	6,200 views
14	Philippine YouTubers experience Seoul in 24 hours	Adober Studios	12,000 views
15	Korean YouTubers take a quiz guessing the country of origin of various ASEAN horror films	Blimey	58,686 views
16	A Korean YouTuber talks with Malaysians about dating (Malaysia vs. Korea)	Blimey	120,975 views
17	Korean YouTubers talk with ASEAN citizens about relationships	Burrito	994 views
18	Korean YouTubers talk with ASEAN citizens about careers	Burrito	117 views
19	An ASEAN YouTuber experiences halal food in Itaewon	OOHAMI	29,987 views
20	An ASEAN YouTuber experiences winter sports in Korea	OOHAMI	26,371 views



Publications

The key focuses of all materials published in the Centre about ASEAN and ASEAN-Korea relations are to help public and related organizations become more aware of both the ASEAN region and the Centre itself. In FY2018, the Centre published a total of 9 publications on a variety of topics, ranging from general information about its activities to matters of trade and investment, as well as culture and tourism. Publications such as the Centre's brochure, e-newsletters, and annual report allowed readers to gain a fuller picture of Centre activities as well as information about upcoming programs.

Notable for FY2018 was a new series of articles added to the list of publications, named *ASEAN Talks*. Staffs of the Centre wrote about an ASEAN-related topic of personal interest, thereby contributing original material to the Centre's body of content. Continuing the ASEAN Lecture Series from previous years, two further publications were produced related to economics and multiculturalism, while the winning essays from the ASEAN-Korea Academic Essay Contest and a statistical booklet about the AMS and Korea were also published.

All publications were subsequently distributed to relevant organizations and uploaded to the Centre's website for easy public access.



A. List of Publications (in chronological order)

No.	Area	Title	Language	Frequency	Description
1	General	Brochure	English, Korean	Annually	Introduction to the Centre and its programs
2	General	E-newsletter	English, Korean	Bimonthly	Updates about recent Centre events and upcoming programs
3	General	Annual Report 2017	English	Annually	Annual report on the Centre's activities for 2017
4	General	ASEAN Talks	English, Korean	Monthly	Series of articles written by Centre staff about ASEAN-related topics of personal interest
5	Economy	The Road to the ASEAN Market: Cases of Korean Companies in ASEAN	Korean	Semiannually	Collection of contents from the 19th ASEAN Lecture Series, shedding light on the ASEAN economy and Korean firms that have entered the market
6	Culture	ASEAN Hall Collection Guide	English, Korean	-	Guide to items from AMS that are displayed in the ASEAN Hall
7	People-to-People Exchange	Multiculturalism and Diversity	Korean	Semiannually	Collection of contents from the 20th ASEAN Lecture Series, discussing the social phenomenon of multiculturalism
8	People-to-People Exchange	[Young Perspectives] The Future of ASEAN-Korea Partnership Vol.3	English	Annually	Collection of winning essays from the 3rd ASEAN-Korea Academic Essay Contest
9	General	2018 ASEAN Korea in Figures & Fast Facts on ASEAN-Korea	English, Korean	Annually	Annual compilation of statistics about AMS and Korea

C. Co-organizer





Section 2.

Academic Exchange and Community Outreach

In FY2018, increased efforts were made to raise awareness of both ASEAN and the Centre's programs among a wider, more diverse audience through a range of programs. Target audiences and program participants included young students and the general public, through ASEAN Hall visits and the ASEAN Lecture Series respectively. The Centre also strengthened ties with academia through numerous engagement sessions.

Academic Outreach

In 2018, the Centre continued to strengthen its academic networks in both ASEAN and Korea. Domestically, many academic institutions connected with various fields of study showed increased interest in the ASEAN region as a result of the Korean government's New Southern Policy. The Centre was invited to many academic gatherings where heightened interest in

the ASEAN region as well as ASEAN-Korea relations was in full evidence. The ASEAN-Korea cooperation in the fields of science and technology gained particular attention from both regions, and the Centre took part in a number of related conferences, roundtable discussions and meetings to accommodate the rising demand.

Throughout the year, the Centre strengthened its domestic and international academic networks through supporting Korean academic organizations to engage in Southeast Asian studies and hosting visitors from ASEAN universities and think tanks to provide briefs on ASEAN-Korea relations and hold academic roundtables. The extended academic networks also contributed to the Centre's engagement with ASEAN and Korean youths, particularly through visits by youth delegations from AMS.

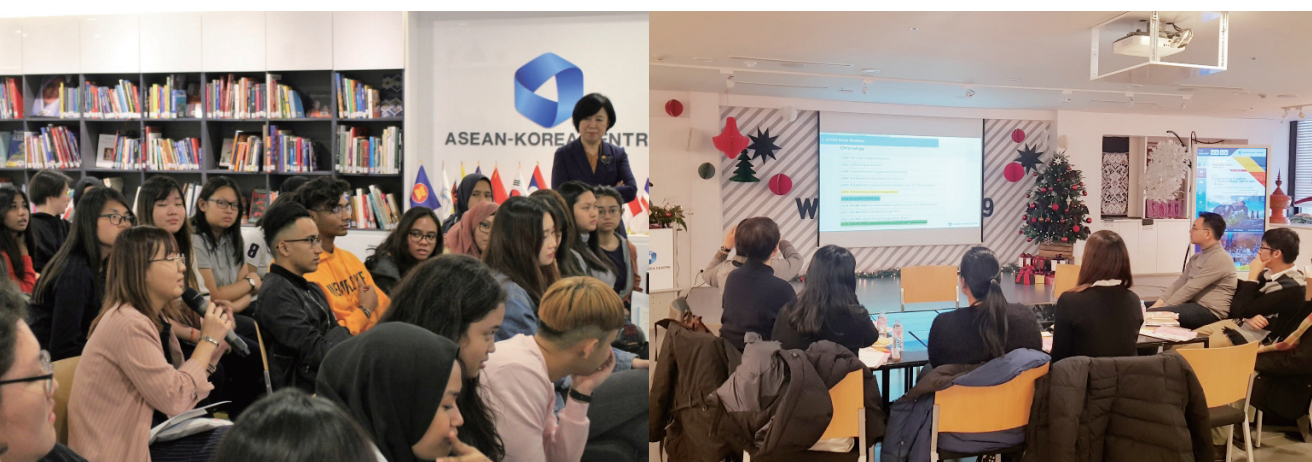


List of Academic Events

Inbound	1	Event Title	Advisory Committee for ASEAN Cyber University Project
		Date and Venue	8 March 2018, Busan University of Foreign Studies
	2	Event Title	SIEAS HK 10th Anniversary Conference
		Date and Venue	17 March 2018, Sogang University
	3	Event Title	SNU-GSIS ASEAN Roundtable
		Date and Venue	11 April 2018, Seoul National University
	4	Event Title	Youth Visit by Yonsei University
		Date and Venue	13 April 2018, ASEAN-Korea Centre
	5	Event Title	Youth Visit by Seoul National University
		Date and Venue	24 May 2018, ASEAN-Korea Centre
	6	Event Title	Youth Visit by Yonsei University
		Date and Venue	24 May 2018, ASEAN-Korea Centre
	7	Event Title	International Conference on Korea and Vietnam in the Modern and Contemporary Ages
		Date and Venue	1 June 2018, Seoul National University
	8	Event Title	Youth Visit by KDI School of Public Policy and Management
		Date and Venue	1 June 2018, ASEAN-Korea Centre
	9	Event Title	AKC-STEPI Science Technology ODA Forum
		Date and Venue	27 July 2018, ASEAN-Korea Centre
	10	Event Title	The 42nd HUIF International Model United Nations
		Date and Venue	12 August 2018, Hankuk University of Foreign Studies
	11	Event Title	2018 KASEAS Annual Conference
		Date and Venue	24 August 2018, Sogang University
	12	Event Title	Centre Visit by delegations from ASEAN Universities (Royal Academy of Cambodia, National University of Laos, University of Yangon, Vietnam National University, Hanoi)
		Date and Venue	30 August 2018, ASEAN-Korea Centre
	13	Event Title	2018 KIEP and Associations of Area Studies Conference
		Date and Venue	4 September 2018, Coex, Seoul
	14	Event Title	Special Lecture on Korea-Vietnam Relations
		Date and Venue	12 September 2018, Hotel Inter-Burgo Daegu
	15	Event Title	2018 e-Learning Korea International Conference
		Date and Venue	14 September 2018, Coex, Seoul

Inbound	16	Event Title	International Conference Commemorating the 60th Anniversary of Korea-Thailand Diplomatic Relations
		Date and Venue	5 September 2018, Hankuk University of Foreign Studies
	17	Event Title	Youth Visit by Singapore Republic Polytechnic
		Date and Venue	1 October 2018, ASEAN-Korea Centre
	18	Event Title	Youth Visit by Bogor Agricultural University
		Date and Venue	12 October 2018, ASEAN-Korea Centre
	19	Event Title	The Korea Herald Biz Forum
		Date and Venue	16 October 2018, The Shilla Hotel Seoul
	20	Event Title	Roundtable with Korea Secondary School English Teachers' Association
		Date and Venue	18 October 2018, ASEAN-Korea Centre
	21	Event Title	Youth Visit by Ministry of Youth and Sports, Indonesia
		Date and Venue	19 October 2019, ASEAN-Korea Centre
	22	Event Title	Special Lecture on ASEAN and ASEAN-Korea Relations
		Date and Venue	24 October 2018, Sangmyung University
	23	Event Title	ASEAN & India Business Forum
		Date and Venue	30 October 2018, Lotte Hotel World, Seoul
	24	Event Title	Sawasdee Thailand - Amazing Thailand
		Date and Venue	5 November 2018, Seoul National University
	25	Event Title	2018 KOR-ASIA Forum
		Date and Venue	7 November 2018, Seoul Dragon City Hotel
	26	Event Title	Special Lecture on ASEAN-Korea STI Cooperation
		Date and Venue	16 November 2018, Korea Institute of Science and Technology
	27	Event Title	Youth Visit by Ministry of Youth and Sports, Malaysia
		Date and Venue	16 November 2018, ASEAN-Korea Centre
	28	Event Title	Special Lecture on ASEAN-Korea Relations
		Date and Venue	21 November 2018, Busan University of Foreign Studies
	29	Event Title	Special Lecture on ASEAN-Korea Relations
		Date and Venue	21 November 2018, Changwon National University
	30	Event Title	2018 ASEAN-Korea Youth Academic Workshop
		Date and Venue	3 December 2018, Seoul National University
	31	Event Title	Roundtable with Academic Delegation from Thailand
		Date and Venue	7 December 2018, ASEAN-Korea Centre

Inbound	32	Event Title	New Southern Policy and the Future of Korea-ASEAN Cooperation
		Date and Venue	12 December 2018, Koreana Hotel, Seoul
	33	Event Title	Youth Visit by International Youth Center, Malaysia
		Date and Venue	12 December 2018, ASEAN-Korea Centre
Outbound	1	Event Title	ASEAN Next 2018: Rising STI Networking for Innovative ASEAN
		Date and Venue	19-20 March 2018, Royal Orchid Sheraton, Bangkok
	2	Event Title	2018 Forum on Science, Technology and Innovation for the Sustainable Development Goals (STI Forum 2018)
		Date and Venue	5-6 June 2018, United Nations Headquarters, New York
	3	Event Title	ASEAN 51st Anniversary Symposium
		Date and Venue	8 August 2018, Bellesalle Onarimon Ekimae Hall, Tokyo
	4	Event Title	Roundtable with Economic Research Institute for ASEAN and East Asia
		Date and Venue	9 October 2018, ERIA
	5	Event Title	Regional Youth Conference on Peace and Tolerance
		Date and Venue	19 October 2018, Sheraton Grand Jakarta Gandaria City Hotel, Jakarta
	6	Event Title	Roundtable with Thammasat University
		Date and Venue	16 January 2019, Thammasat University
	7	Event Title	Roundtable with ASEAN University Network
		Date and Venue	17 January 2019, ASEAN University Network
	8	Event Title	Roundtable with Burapha University
		Date and Venue	18 January 2019, Burapha University



ASEAN Lecture Series

The ASEAN Lecture Series continued in FY2018 with the aim of raising local public awareness of ASEAN and ASEAN-Korea relations. The 19th and 20th ASEAN Lecture Series were held during the first and second half of the year respectively. Entitled *The Road to ASEAN Market: Cases of Korean Companies in ASEAN*, the first series focused on the ASEAN market, looking particularly at the success stories of Korean companies in the region. The second series, titled *Multiculturalism and Diversity*, explored the topic of multiculturalism. In addition, a special series of lectures on Thailand were held in celebration of the 60th Anniversary of Thailand-Korea relations. A total of 19 sessions were held over the course of 19 weeks, with in-depth publications about the 19th and 20th series produced afterwards.



A. Outline

Date	19 th ASEAN Lecture Series: 17 May - 28 June 2018 20 th ASEAN Lecture Series: 18 October - 29 November 2018 (Every Thursday, 18:30 - 20:00, 7 sessions each) Special Thai Lecture Series: 6 September - 4 October 2018 (Every Thursday, 18:30 - 20:00, 5 sessions)
Venue	ASEAN Hall
Participants	1,102 participants (approximately 58 per session)

B. Main Activities

The ASEAN Lecture Series offered interested parties a variety of in-depth lectures on the subjects of ASEAN culture and industry. The lectures, held every Thursday evening, attracted a range of audiences including students, government officials, entrepreneurs, and office workers from diverse age groups. In addition to lectures, each session included time for active questions and discussion from the floor.

19th ASEAN Lecture Series *The Road to ASEAN: Cases of Korean Companies in ASEAN*

1	Date: 17 May 2018 Lecturer: Dr. Shin Min-geum Affiliation: Korea Institute for International Economic Policy (KIEP) Topic: Economic Trends and Prospects of ASEAN
2	Date: 24 May 2018 Lecturer: Mr. Lee Choon-keun Affiliation: Korea Creative Content Agency (KOCCA) Topic: Introduction and Current Status of ASEAN Contents Market
3	Date: 31 May 2018 Lecturer: Dr. Cheong Jae-wan Affiliation: Korea Institute for International Economic Policy (KIEP) Topic: Korean SME's Management Status in Southeast Asia
4	Date: 7 June 2018 Lecturer: Mr. Bok Duk-gyou Affiliation: Korea Trade-Investment Promotion Agency (KOTRA) Topic: Industry 4.0 and Growing ASEAN E-commerce Market
5	Date: 14 June 2018 Lecturer: Mr. Lee Chang-hoon Affiliation: Hyundai Corporation Holdings Topic: ASEAN, Investment Strategy Especially in Cambodia
6	Date: 21 June 2018 Lecturer: Mr. Kim Yu-ho Affiliation: Baker McKenzie Law Firm Vietnam Topic: Vietnamese Law and Success Cases that Investors Must Know
7	Date: 28 June 2018 Lecturer: Mr. Lim Seon-kyu Affiliation: Daewoo Amara Topic: Case Study of Foreign Company's Real Estate Development in Myanmar

Special Thai Lecture Series	1	Date: 6 September 2018 Lecturer: Prof. Yoon Jin-pyo Affiliation: Sungshin University Topic: Looking Back at 60 Years of Thailand-Korea Relations
	2	Date: 13 September 2018 Lecturer: Prof. Park Eun-hong Affiliation: Sungkonghoe University Topic: Civil Society of Thailand: Past-Present-Future
	3	Date: 20 September 2018 Lecturer: Prof. Lee Yo-han Affiliation: Hankuk University of Foreign Studies Topic: Mekong Region and Thai Economy
	4	Date: 27 September 2018 Lecturer: Prof. Park Kyung-eun Affiliation: Hankuk University of Foreign Studies Topic: Lifestyle of Thai People
	5	Date: 4 October 2018 Lecturer: Prof. Jeong Hwan-seung Affiliation: Hankuk University of Foreign Studies Topic: The Differences and Similarities Between Thai and Korean Culture Society
20 th ASEAN Lecture Series Multiculturalism and Diversity	1	Date: 18 October 2018 Lecturer: Mr. Oh Kyung-seok Affiliation: Gyeonggi Institute of Research and Policy Development for Migrants' Human Rights (GMHR) Topic: Multiculturalism in Korea, Issues and Challenges
	2	Date: 25 October 2018 Lecturer: Dr. Jang Ju-young Affiliation: IOM Migration Research and Training Centre (MRTC) Topic: Cultural Diversity and Social Integration
	3	Date: 1 November 2018 Lecturer: Dr. Lee Ji-hyounk Affiliation: The Center for Social Sciences in SNU Topic: The Rise of Islamic Economy in Korea
	4	Date: 8 November 2018 Lecturer: Prof. Lee Kee-woong Affiliation: Institute for East Asian Studies of Sungkonghoe University Topic: Asian Pop: From the Margin to the World

C. Co-organizer





ASEAN Hall

The ASEAN Hall of the Centre is a multi-purpose venue for exhibitions, public lectures, and seminars, as well as educational programs with the aim of promoting economic and socio-cultural cooperation between AMS and Korea. It consists of a permanent open exhibition space as well as an information corner and serves as a learning venue for the public to increase their understanding of AMS. In April 2018, the ASEAN Hall was newly refurbished and relaunched.

In the latter half of FY2018, through efforts to boost economic partnerships between ASEAN and Korea, the ASEAN Hall was made available for rent to outside entities involved with ASEAN-related business activities.



A. Outline

ASEAN HALL

- 200m² in size, with a maximum seating capacity of 100 persons
- Around 80 events held in FY2018, with 5,500 visitors

Category by Purpose	Details/Programs
Permanent Exhibition Space	<ul style="list-style-type: none"> • Collection of 200 exhibits: Handicrafts, artwork, design furniture, textiles, and traditional musical instruments of the 10 AMS • Designed to give visitors a range of socio-cultural experiences relating to AMS
Information Corner	<ul style="list-style-type: none"> • Collection of 2,000 publications, periodicals, research papers, and multimedia resources on AMS, ASEAN-Korea Relations, and the Centre's activities • Open to the general public
ASEAN Learning Venue	<ul style="list-style-type: none"> • Around 80 programs and events were held in FY2018 to promote ASEAN awareness and enhance mutual understanding among the peoples of ASEAN and Korea (ASEAN School Tour Programs, Lecture Series, Youth Visit Programs, ASEAN Youth Nights, visiting delegations, etc.) • 1,700 ASEAN and Korean youths participated in 60 programs held at the ASEAN Hall



B. Main Activities

In order to achieve the goal of making the ASEAN Hall a place for fostering mutual understanding and awareness among the peoples of ASEAN and Korea, the Centre applies a multi-pronged approach through a range of different programs. Educational endeavors for students include the opportunity to take part in an immersive learning program specifically catered to that age bracket as well as interactive activities such as the ASEAN Quiz and a Q&A roundtable session at the end of each provided lecture. At the exhibition corner, students can enjoy a hands-on experience by interacting with traditional musical instruments and artifacts on display. In addition to offering programs for youths, the hall caters to visits from different stakeholders such as scholars, public officials, journalists and ASEAN delegates.

In FY2018, the ASEAN Hall saw a significant number of youths utilizing its facilities, with about 1,700 students from ASEAN and Korea participating in youth programs and various other activities held on site. Some of the youth group visits from AMS included the International Youth Centre (IYC) of the Ministry of Youth and Sports Malaysia, Bogor Agriculture University Indonesia and Republic Polytechnic Singapore. Domestic youth group visits were also conducted at major local educational institutions such as Korea University, Yonsei University and Seoul National University.

2018 was also a special year for Thai-ROK diplomatic relations. To commemorate its 60th Anniversary, a youth workshop and Thai book exhibition was held under the theme *My Amazing Thailand* from August to September in collaboration with the Royal Thai Embassy in Seoul and Association of Thai Studies in Korea.







Section 3.

Youth Awareness and Exchange

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 Youth Awareness and Promoting Youth Exchange' has been the grand theme for Youth ASEAN Awareness Programs of the AKC in FY2018. 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 youth awareness and exchange programs 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

The Centre continues to recognize the importance of providing educational outreach programs to raise public awareness of the multifaceted aspects of ASEAN and its member states. With this in mind, the ASEAN School Tour Program has been designed to raise awareness and understanding of AMS among students and educators in South Korea. The program has been organized in line with the strategic measures and goals proposed in *ASEAN Socio-Cultural Blueprint 2025*.

In FY2018, under the 'Kkumgil' project organized by the Korean Ministry of Education, the School Tour Program effectively expanded its reach to a wider audience through its cultural, educational and career experience activities. In December 2018, the scheme was acknowledged and certified as an Educational Partner for Career Exploration, as well as a quality mentorship program for Korean students in promoting understanding of international organizations and the ASEAN region.

A. Outline

Date	March - December 2018
Venue	ASEAN Hall
Participants	1,114 students from 39 elementary, middle and high schools



B. Main Activities

The ASEAN School Tour Program consists of diverse activities to raise awareness of ASEAN through various platforms such as lectures, interactive quiz competitions, and ASEAN-related cultural activities. In addition, the program brings students from all over Korea to the Centre to learn more about career options at international organizations and the multi-faceted aspects of the AMS.

For the 2018 program, educational materials included workbooks, informative videos and puzzles, while the lectures were conducted by four government officials seconded to the Centre from the AMS of Indonesia, Lao PDR, Myanmar and Vietnam. Through these lectures, students were able to interact and raise questions to ASEAN officials in person.

The outcome from the evaluation surveys affirmed that the majority of the participants (96.6%) benefitted from the program by helping to increase their understanding of and interest in AMS and ASEAN-Korea relations.

Educational materials

- AKC Introductory Video
- Youth-focused Video: *ASEAN-Korea, We are Friends*
- Workbook *My Friend, ASEAN*
- Map Puzzle of ASEAN
- Lecture PPT: Understanding International Organizations and the AKC
- Lecture PPT: Getting to Know ASEAN and the ASEAN Member States
- ASEAN Quiz
- ASEAN Hall exhibits



Program Outline

Program	Time	Program Description
Introduction	10:00-10:10 (10')	Registration Opening Speech Showcase of video clips - <i>ASEAN-Korea, We are Friends</i>
Presentation	10:10-10:35 (25')	Subject 1: International organizations and the ASEAN-Korea Centre Subject 2: Getting to know ASEAN ✓ ASEAN-Korea Relations, Socio-Economy and the Culture of ASEAN, ASEAN Food, ASEAN pop culture and celebrities, etc.
Golden Bell Quiz	10:35-10:50 (15')	ASEAN Quiz: Competition among participating students
Recess	10:50-11:00 (10')	Rearrangement of the seating Light refreshments to be provided
Cultural Experience	11:00-11:40 (40')	Learning ASEAN languages Landmark painting and crafting Playing musical instruments and traditional games
Closing	11:40-11:50 (10')	Group photo Distribution of souvenirs ✓ Workbook, handicrafts and drawing, Eco bag and other souvenirs
		End of program

C. Cooperating partners

Ministry of Education, Korea
Office of Education, Jung-gu, Seoul



ASEAN-Korea Youth Network Workshop

Digital technology plays an essential role in the lives of today's youth. As the world moves toward fully embracing the 4th Industrial Revolution, it is necessary to equip youths with the skills and knowledge that will help them thrive in the digital economy. Having a relatively young and increasingly tech-savvy population, the ASEAN region is keen to encourage its youths to be flexible and adaptable to the changes brought about by rapidly-evolving digital technology.

This can be seen through the various efforts being undertaken by the region in terms of policies and programs. As a key ASEAN partner, Korea has worked closely with the AMS regarding capacity-building in the digital era. As cited in the ASEAN-Republic of Korea Plan of Action to Implement the Joint Declaration on Strategic Partnership for Peace and Prosperity (2016-2020), ASEAN and Korea are committed to “further strengthen consultations, joint programs and initiatives to build up the ICT knowledge partnership between ASEAN and the ROK in the fields of ICT human resource development, information security, e-government, digital convergence and collaboration to address new challenges brought about by technology changes”.

In line with its vision to be a key player in building a lasting and genuine partnership between ASEAN and Korea, the Centre has been organizing its annual ASEAN-Korea Youth Network Workshop since 2012, and held the 6th edition in 2018 under the theme, *ASEAN and Korean Youth as Drivers of Global Digitalization*.





A. Outline

Korea Program

Date 2-7 July 2018
Venue Seoul, Korea
Participants 60 university students from ASEAN, Korea, China, and Japan

ASEAN Program

Date 7-12 July 2018
Venue Manila, Philippines
Participants 70 university students from ASEAN, Korea, China and Japan

B. Main Activities

The workshop provided participants with a rare learning opportunity through insightful lectures and site visits. The list of speakers included Seoul City Mayor Park Won-soon, Korean Ambassador to the Philippines H.E Han Dong-man, professors from Seoul National University and the University of the Philippines, and representatives from relevant companies such as Google, Uber, KT, and the ASEAN Cyber University. Site visits were made to Samsung D'light, the Seoul Transport Operation & Information Service (TOPIS) control center, and Rappler, to name a few. This combination of theory and practical-based learning enabled participants to obtain valuable insights related to the workshop's theme, in turn helping them produce quality output such as policy proposals and presentations, as well as videos. The workshop also featured some cultural activities such as city tours, historical site visits, hands-on experiences, team-building activities, and performances.

Lectures

[Korea Program]

- **Lecture 1:** ASEAN and Korea, Past, Present and Future
Lecturer : Dr. Lee Jae-hyon, Senior Fellow, Asan Institute for Policy Studies
- **Lecture 2:** Global Trends in Digitalization
Lecturer: Mr. Park Hyun-soo, Research Fellow, Korea Telecommunications Research Institute
- **Lecture 3:** Digitalization in Korea
Lecturer : Dr. Choi Byung-sam, Director, Science and Technology Policy Institute
- **Lecture 4:** Industry 4.0 and Sharing Economy in ASEAN
Lecturer : Dr. Eom Eunhui, Research Fellow, SNU Asia Center
- **Lecture 5:** Education in the Digital Era
Lecturer : Dr. Suh Soonshik, Professor, Computer Education, Chuncheon National University of Education
- **Lecture 6:** Seoul and Digitalization
Lecturer : Ms. Ko Kyunghee, Director, Information Planning Division, Seoul Metropolitan Government
- **Lecture 7:** Role and Participation of Cities and Local Governments in Pursuing Urban Development based on e-Government and ICT
Lecturer : Mr. Andrew Lim, Program Officer, WeGO



[ASEAN Program in the Philippines]**• Lecture 8 : ASEAN**

Lecturer : Dr. Joefe Santarita, Dean, University of the Philippines Asian Center

• Lecture 9 : Digitalization in ASEAN

Lecturer : Ms. Lee Soo-youn, Consultant, Digital Transformation, MCS Consulting

• Lecture 10: Digitalization in the Philippines

Lecturer : Ms. JG Ortilla, Business Development Specialist, Bases Conversion and Development Authority

• Lecture 11: Culture and Information-sharing

Lecturer : Ms. Chay Hofilena, Ms. Stacy de Jeses, Ms. Raisa Serafica, Rappler

• Lecture 12: Work/Business and Digitalization

Lecturer : Mr. Mario Jordan “Magellan” Fetalino III, CEO, Acudeen

Site Visits**[Korea Program]**

- Samsung D'light
- Seoul City Hall
- Seoul Transport Operations and Information Service (TOPIS)
- Digital Media City, Sangam
- TV/Radio Stations: MBC and YTN
- VRight (VR experience)

[ASEAN Program in the Philippines]

- Rappler
- Acudeen
- QBO Innovation Hub
- Las Casas Filipinas de Acuzar
- Korean Embassy in the Philippines

Activities

- Ice-breaking Activities
- Team-building Activities
- Video-making Activity and Competition
- National Cultural Performances
- Group Discussion and Presentation
- Policy Proposals and Presentation
- Awarding Ceremony

Cultural Explorations

- Korean Craft-making Activity
- City Tour: Seoul and Manila
- Visit to Las Casas Filipinas de Acuzar (traditional carriage ride, river cruise, and tour of Hotel de Oriente)
- Traditional Korean and Filipino Clothing Experience

C. Co-organizers



D. Supporter



ASEAN-Korea Youth Innovation Forum

Youth entrepreneurship has been central to ASEAN's efforts towards its goal of becoming a socially responsible community. The ASEAN Secretariat has 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”.

In FY2018, the Centre organized the 4th ASEAN-Korea Youth Innovation Forum under the theme of *Entrepreneurship to Improve the Lives of ASEAN and Korean People*. The forum was designed to provide a platform for acknowledging the growing importance of leveraging innovation, technology, and entrepreneurship in the AMS. The Centre aimed to create more opportunities for ASEAN and Korean youths by inculcating entrepreneurial mindsets from the experiences and insights of successful youth startup founders, experts in the field of entrepreneurship, and the youths themselves.



A. Outline

Date	12 November 2018
Venue	Hanra Hall, Seoul Dragon City
Participants	<ul style="list-style-type: none">• 300 graduate and undergraduate students from ASEAN and Korea, including 11 finalists (30 persons) of the inaugural ASEAN-Korea Startup Idea Competition• Young professionals with start-up experience, venture capitalists, and young innovators

B. Main Activities

Held during *Global Entrepreneurship Week Korea 2018 (GEW Korea 2018)*, the Forum included knowledge-sharing sessions with successful young entrepreneurs as well as startup idea presentations by 11 highly qualified finalist teams from the *2018 ASEAN-Korea Startup Idea Competition*. The “ASEAN-Korea Young Innovators Talk” session featured speeches by successful young entrepreneurs from ASEAN and Korea under the theme of *Making Better Lives through Innovation*. CEO of Innopresso, Cho Eunhyung Jeff, creator of the “Mokibo”, a touchpad embedded keyboard, shared his story about minimizing inconvenience in our daily lives through creative innovation, while Co-Founder of Seniors and Youth (SAY) Quan Nguyen, presented his experiences in establishing the online language-learning edutech start-up. The session was followed by a panel discussion led by the moderator, Yoon Il-seon, Consultant at the Born2Global Center.

In the “Startup Idea Pitching” Session, 11 finalist teams out of 279 applications from the competition prior to the Forum presented their ideas to venture capitalists and their friends from ASEAN and Korea. Three top scorers were awarded and received prizes based on the evaluation of the panel of judges and onsite electronic popular votes.

Meanwhile, the competition finalists enjoyed two-day mentoring sessions and study visits were provided at the Hanwha Dreamplus Center, Seoul Global Startup Center, Get-In-The-Ring Seoul Global Startup Competition and the ASEAN-Korea Centre.

ASEAN-Korea Startup Idea Competition

Theme: *Startup Ideas to Improve the Lives of ASEAN and Korean People*

Application Period: 10 August - 10 September

Submissions: 279 from 10 AMS and Korea

Finalists: 11 teams (10 from each AMS and 1 from Korea)

ASEAN-Korea Young Innovators Talk

Theme: *Making Better Lives through Innovation*

- Moderator: Yoon Il-seon, Consultant, Born2Global Center
- Speaker (Korea): Cho Eunhyung Jeff, CEO, Innopresso, Inc.
- Speaker (ASEAN): Quan Nguyen, Co-Founder/CMO, Seniors and Youth (SAY)



ASEAN-Korea Startup Idea Pitching

Theme: *Creativity and Innovation from ASEAN-Korean Youth*

- Presenters: 11 teams from ASEAN and Korea
- Commentators:
 - Jochem Cuppen, Co-Founder/Global Director, Get-In-The-Ring Foundation
 - Yoon Il-seon, Consultant, Born2Global Center
 - Shim Hyun-suk Michael, Director, Seoul Global Startup Center

Mentoring Sessions

- Hanwha Dreamplus Center
- Get-In-The-Ring Seoul Global Startup Competition
- Seoul Global Startup Center
- ASEAN-Korea Centre

C. Co-organizers



ASEAN-Korea Academic Essay Contest

Since its launch in 2016, the ASEAN-Korea Academic Essay Contest has successfully engaged ASEAN and Korean youths, receiving over 130 and 160 entries from the 1st and 2nd contests, respectively. The contest has become a distinctive, one-of-a-kind event that attracts many young students and scholars from both ASEAN and Korea actively studying the past, present and future of the two regions. In response, the Centre has expanded the contest to provide greater opportunities for participating graduate and undergraduate students with a platform to demonstrate their knowledge and deepen their understanding of ASEAN-Korea relations.



A. Outline

Date	17 July 2018 - 18 January 2019
Themes	1) <i>ASEAN's Contributions for Peace on the Korean Peninsula</i> 2) <i>Forging Towards a Prosperous ASEAN Economic Community</i> 3) <i>Unity in Diversity: Building an ASEAN Identity</i> 4) <i>A Cooperation Model for ROK's New Southern Policy</i>
Results	169 essay entries 15 winners

B. Main Activities

The Academic Essay Contest called for papers from mid-July to the end of September. From the 169 essay entries received, the evaluation committee, comprised of professors and researchers from ASEAN and Korea, selected 15 winning essays: 10 from ASEAN and 5 from Korea. Among these, 9 essays were compiled and published under the title *Young Perspectives: The Future of ASEAN-Korea Partnership Vol. 3*. In December 2018, the 10 ASEAN winners participated in the Study Trip to Korea program, where they joined the Korean winners to learn more about Korea and its expanding relations with ASEAN. The winners also presented their essays at the ASEAN-Korea Youth Academic Workshop held at the Seoul National University Asia Center. In January 2019, the winners reunited in Thailand on their Study Trip to ASEAN, where they visited various academic, cultural and governmental institutions to learn about the history and development of ASEAN and its engagement with Korea.

Date	Program
17 July - 30 September	Essay Submission
1 - 31 October	Judging
5 November	Winner Announcement
30 November	<i>Publication of Young Perspectives: The Future of ASEAN-Korea Partnership Vol. 3</i>
1 December	Award Ceremony
3 December	ASEAN-Korea Youth Academic Workshop
30 November - 4 December	Study Trip to Korea
14 - 18 January 2019	Study Trip to Thailand



C. Cooperating partners



D. Supporting Organizations



ASEAN Youth Network in Korea Programs

With the number of ASEAN students in Korea growing exponentially in recent years, the Centre has been organizing events with the ASEAN Youth Network in Korea (AYNK). As the role of ASEAN students in Korea is crucial to deepening ASEAN-Korea relations, it is necessary for these students to build strong networks and enhance their awareness of their region as well as their skills and capacity. Furthermore, as residents of Korea, there is also a need for local ASEAN students to gain a better understanding of their host country, including the culture and its youths. To this end, the Centre organized the AYNK Programs in 2018, under which 4 sub-programs were conducted; namely, ASEAN Youth Career Mentorship Program, ASEAN Youth Startup Development Workshops, ASEAN-Korea Youth Short Film Festival, and ASEAN Youth Yearend Celebration.



A. Outline

ASEAN Youth Career Mentorship Program

Date and Venue 31 March 2018, ASEAN Hall

Participants 70 students

ASEAN Youth Startup Development Workshop

Date and Venue 26 May 2018, ASEAN Hall

Participants 110 students

ASEAN-Korea Youth Short Film Festival

Date and Venue 1 December, Seoul Global Culture Centre

Participants 150 students

Online Voters 10,741 YouTube users

ASEAN Youth Yearend Celebration

Date and Venue 1 December 2018, ASEAN Hall

Participants 110 students

B. Main Activities

The AYNK programs were held four times in FY2018 to raise the students' awareness of ASEAN, Korea and ASEAN-Korea relations, as well as to give ASEAN youths network-building opportunities amongst themselves. Activities included presentations, friendly competitions, team-building games, and networking receptions, activities, and performances.



ASEAN Youth Career Mentorship Program

Presentations

- **Session 1:** Basics of Job Application in Korea
Presenter: Ms. Byeon So-jeong, HR Specialist, Han-edu Tech
- **Session 2:** Obtaining a Korean Work Visa
Presenter: Mr. Simon Lee, Immigration Lawyer, Pureum Law Office

Other Activities

Breakout Sessions

Networking Reception

ASEAN Youth Startup Development Workshop

Activities

- **Session 1:** Developing Business Ideas
- **Session 2:** Creating a Startup Business Plan
- **Session 3:** Pitching Startup Business Ideas
- Startup Idea Development Challenge
- Networking Reception

ASEAN-Korea Youth Short Film Festival

Activities

- Film-making competition and awarding of winners
- Screening of winning short films and a feature film
- Online screenings and voting for best films
- ASEAN winners visit to Korea

ASEAN Youth Yearend Celebration

Activities

- Contemporary and traditional performances
- Team-building and networking activities
- ASEAN food presentations
- Recognition of ASEAN graduates
- Networking reception



C. Co-organizers

ASEAN
FOUNDATION

FY2018 Work Programs

CHAPTER 4. Research and Development for Key Performance Indicators



Section 4.

Research and Development on Key Performance Indicators

Monitoring and Evaluation of the Centre

The Centre's Monitoring and Evaluation (M&E) system provides an overall performance review of the Centre's programs and activities. The system has been developed in response to the Centre's mandate to assess results, inform decision making, and promote organizational learning, accountability and transparency derived from its various activities. In particular, this initiative aims to monitor and evaluate the Centre's performance based on each departmental Unit's specific remit, by drawing in-depth analyses and implications for their corresponding activities. Of the 46 projects that were implemented in FY2018, a total of 23 projects from three of the Centre's Units have been evaluated.

Overview of the Centre's Monitoring and Evaluation in 2018

In keeping with its vision to be "a key player in building a lasting and genuine partnership between ASEAN and Korea", the Centre has recognized the importance of M&E for its own learning purposes and has been regularly conducting the process since 2015.

In order to enhance the credibility of each Unit's evaluation, the Centre made a slight but significant change to its M&E system in 2018 by assigning individual external consultants for each of the three Units to evaluate the Centre's projects more objectively. However, the system of using Project Evaluation Standards and Project Evaluation Sheets to monitor and evaluate the Centre's programs and compiling a comprehensive evaluation report has remained the same. Further, the evaluation results were reported to the Council as an effort to keep up with its mandate to increase accountability and transparency and to continuously develop its M&E system.

Thus far, the restructured M&E system has proven effective, benefiting from each consultant's strong expertise in each field. First-hand participation in the Centre's programs, along with meeting and sharing evaluation standards and framework with the program teams, as well as conducting interviews to clarify and confirm the data and information presented in the program reports all significantly enhanced in-depth understanding of overall performances.

Program Evaluation for 2018

The Centre's M&E process for 2018 was implemented systematically through a pre-planned process. As active participants in the process, the three independent consultants were required to undertake the following missions:

- i) Meetings: A series of meetings were held with each Unit prior to and following the M&E, attended by management and the relevant consultants:
 - A pre-meeting provided guidance for the annual M&E; an introductory meeting with the officers of each Unit took place.
 - A kick-off meeting was conducted with all staff discussing M&E requirements, timetables, guidelines and evaluation indicators. This helped the officers to thoroughly understand the evaluation criteria.
 - A coordination meeting was held among the consultants to share their respective M&E results and to discuss each consultant's scoring in order to ensure that the score range for one Unit did not differ greatly from that of other Units. This session also made sure that they all had the same understanding of the criteria for evaluating the projects.
- ii) Monitoring the Centre's Projects
- iii) Interviews with Program Officers
- iv) Project Evaluation Sheets
 - Consultants evaluated each Unit's program by using the Project Evaluation Sheet. This sheet was composed of three columns: a first column filled out by the M&E officers of the Centre, a second by the program officers in charge, and a third by the consultants themselves. The consultants were to evaluate each indicator based on the Measurement Method and Evaluation Standards using allocated points.
- v) Final Evaluation Report
 - Finally, a monitoring and evaluation report for FY2018 was compiled with all final Unit reports, project evaluation sheets and suggestions.

Key Performances of the Centre in FY2018

In FY2018, the Centre saw remarkable results in all three Units by setting up timely objectives, establishing effective KPIs to measure their performances, conducting excellent ex-ante research, establishing practical timetables, forging partnerships to enhance the impact and efficiency of the program, and effectively communicating with their target audiences and all related stakeholders.

In particular, the themes for many of the programs were in line with the Korean government's New Southern Policy, adequately conforming to the emerging topics in ASEAN such as trade, entrepreneurship, tourism, youth issues, and digital technology. This was very much in concert with the Centre's collective theme for 2018 of *Connecting People, Sharing Prosperity*.

With its unique position and strong resolve to achieve its continuing mission, the Centre is expected to reinforce its pivotal role of contributing to the increase of trade volume, investment flow, tourism, cultural exchange and fostering of people-to-people exchanges between ASEAN and the Republic of Korea in FY2019 and beyond.

Administration



Administration

Council

The 11th Meeting of the Council of the Centre was held from 18-19 February 2019 at the Lotte Hotel, Seoul in Korea. The meeting was attended by the Centre's Council Directors and Executive Board Members, as well as delegates from AMS and the Republic of Korea (ROK) and staff members of the AKC Secretariat. It was chaired by Mr. Suriya Chindawongse, Director General of the Department of ASEAN Affairs of the Ministry of Foreign Affairs of Thailand. During the meeting, the Council reviewed the programs implemented by the Centre throughout FY2018 and approved the Draft Annual Work Program and Budget for FY2019 presented by the Centre's Secretariat.

Executive Board

The Meeting of the Executive Board was convened on three occasions in FY2018: the first on 27 March, the second on 28 June and the third on 13 December 2018. During the third and final meeting of the year, the Executive Board members reviewed the highlights of the Centre's programs in FY2018 and provided suggestions and advice to the Secretariat for planning FY2019 programs, based upon presentations conducted by the Centre. As a result, the Executive Board approved and finalized the Draft Annual Work Program and Budget for FY2019, which was subsequently reported to the Council at the 11th Annual Meeting.

Secretariat

In 2018, H.E. Lee Hyuk assumed his position as the 4th Secretary General of the Centre. Under his leadership, the Centre organized a total of 26 programs, comprised of 46 projects in FY2018, under the collective theme of *Connecting People, Sharing Prosperity* to reinforce elements outlined by the Secretariat at the 10th Meeting of the Council. The four focus areas were as follows: *Prosperity and Industry 4.0, Sustainable Development, People-Centered Community-Building, and People-to-People Exchange*.

The Trade and Investment Unit (TIU) carried out multiple programs to support the development of digital economies and startups in ASEAN, while the Culture and Tourism

Unit (CTU) made efforts toward enhancing cultural and tourism exchanges between ASEAN and Korea. In particular, the CTU successfully organized the first ASEAN-Korea Tourism Investment Seminar, which was initially proposed by ASEAN National Tourism Organizations (NTOs). Moreover, the Information and Data Unit (IDU) carried out various academic, youth and media exchange programs to raise awareness of ASEAN among the Korean public and vice versa.

There were also several notable appointments for the organization's senior staff members. Mr. Kim Chang-nyun from the Ministry of Foreign Affairs of the ROK was appointed to serve as the Head of Development Planning and General Affairs Unit. Meanwhile, four officials from Indonesia, Lao PDR, Myanmar and Vietnam were seconded to serve as Heads and Deputy Heads of each unit.

The Centre's External Relations

The Centre organized an event celebrating the inauguration of the Secretary General and re-launching of the ASEAN Hall, which was attended by more than 200 distinguished guests, including the Foreign Minister of Korea. Moreover, the 11th meeting of the ASEAN-Korea Centre, ASEAN-China Centre and ASEAN-Japan Centre took place in Beijing, China, where the three centres shared work programs in FY2018 and discussed possible areas of future cooperation. Also, representatives from the ASEAN-Korea Centre visited Jakarta in October, during which the Secretary General engaged in consultations with key stakeholders, including the ASEAN Secretariat, Committee of Permanent Representatives (CPR) and government ministries of Indonesia.

Appendix

Council Directors and Executive Board Members



Appendix

Council Directors of the ASEAN-Korea Centre

1	Ms. Norhayati Ismail	Minister Counsellor	Trade Facilitation and Promotion Division, Ministry of Finance and Economy, Brunei Darussalam
2	H.E. Mr. CHANN Rotana	Director-General	ASEAN Division of the Ministry of Foreign Affairs and International Cooperation, Kingdom of Cambodia
3	Ms. Yang Mulia Ibu Arlinda	Director General	Directorate General of National Export Development (DGNED), Ministry of Trade, Republic of Indonesia
4	H.E. Mr. Latsamy KEOMANY	Director-General	ASEAN Department, Ministry of Foreign Affairs, Lao People's Democratic Republic
5	Ms. Hafizah Abdullah	Deputy Director-General	ASEAN Economic Community Division, ASEAN-Malaysia National Secretariat, Ministry of Foreign Affairs, Malaysia
6	H.E. Thant Sin	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 National Secretariat Ministry of Foreign Affairs, Republic of Singapore
9	Mr. Suriya Chindawongse	Director-General	Department of ASEAN Affairs, Ministry of Foreign Affairs, Kingdom of Thailand
10	Mr. Vu Ba Phu	Director General	Vietnam Trade Promotion Agency Ministry of Industry and Trade, Socialist Republic of Vietnam
11	Mr. Koo Hong-seok	Director-General	South Asian and Pacific Affairs Bureau, Ministry of Foreign Affairs, Republic of Korea

Executive Board of the ASEAN-Korea Centre

1	Ms. Siti Iffah Nazurah HAJI MOHD RAWI	Second Secretary	Embassy of Brunei Darussalam
2	Mr. Seng Socheat	Counsellor	Embassy of Cambodia
3	Ms. Ani Nigeriawati	Counsellor	Embassy of the Republic of Indonesia
4	Mrs. Vithaya XAYAVONG	Minister Counsellor, Deputy Chief of Mission	Embassy of Lao PDR
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	Mrs. Pimpiree MANEERATANA	Minister Counsellor	Royal Thai Embassy
10	Mr. Tran Truong Thuy	Deputy Chief of Mission	Embassy of the Socialist Republic of Vietnam
11	Mr. Jo sung-wook	Director	ASEAN Cooperation Division, Ministry of Foreign Affairs, Republic of Korea

ASEAN-KOREA CENTRE

ANNUAL REPORT 2018

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