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We welcomed the work of the ASEAN-Korean Business Council (AKBC) and the ASEAN-Korea Centre (AKC) in increasing trade and investment flows, deepening business-to-business cooperation and networking, promoting connectivity and tourism, fostering people-to-people exchanges, and increasing cultural exchanges between ASEAN and the ROK. We also appreciated the AKC's efforts in organising commemorative programmes throughout the year such as the ASEAN-Korea Train, which organised on-board performances and showcased culture, history and development in major cities in the ROK, aimed at fostering mutual understanding among participants from ASEAN and Korea, and ASEAN Week which featured a variety of performances that combine traditional and modern culture, fashion shows, tourism pavilions and food zones

”

**Excerpt from the Co-Chairs' Statement of the  
2019 ASEAN-Republic of Korea  
Commemorative Summit**

26 November 2019, Busan, Republic of Korea

## Secretary General's Message

The year 2020 marks the beginning of a new era of heightened partnership for ASEAN and Korea.

As the only intergovernmental organization dedicated to promoting relations between ASEAN and Korea, the ASEAN-Korea Centre, which is celebrating its 11th anniversary this year, will step up efforts to strengthen the partnerships among the peoples of ASEAN and Korea towards a robust future together.

First, the ASEAN-Korea Centre will spare no effort in serving as a platform of cooperation for mutual growth and prosperity. The Centre aims to invigorate economic cooperation by organizing tailored programs in the field of trade and investment. Moreover, the Centre will also seek opportunities for cooperation in future technology through joint projects on smart cities and startups so that ASEAN and Korea can together make headway in the 4th Industrial Revolution.

The driving force of ASEAN-Korea friendly relations and cooperation comes from exchanges among the peoples. In this regard, the Centre will continue expanding cooperation in the areas of culture and tourism to introduce new and hidden charms of ASEAN. Also, by developing various creative contents on ASEAN culture, the Centre aims to set off an ASEAN Wave in the region.

Third, the ASEAN-Korea Centre aims to create an environment that promotes public engagement and ownership in ASEAN-Korea cooperation. To this end, the Centre will continue to raise public awareness on the importance of ASEAN-Korea partnership as well as foster friendship among the peoples through various networks. In this way, the Centre will step up efforts towards building a people-oriented, people-centered community.

Lastly, the Centre will make efforts to promote cooperation with other ASEAN-related organizations.

ASEAN and Korea today form an important and integral part of each other's futures. Our similarities and differences both inspire and enrich us to generate creative energy that will drive us forward to realize the vision for a future community together.

The ASEAN-Korea Centre looks forward to your continuous support as we take the first step of our journey together into the next 30 years of ASEAN-Korea relations. Thank you.

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

Exchanges and interactions between ASEAN and Korea have been put on hold for the time being as a result of the COVID-19 pandemic. Yet, the solidarity and partnership between ASEAN and Korea remain steadfast, if not stronger, as we work together to overcome this challenge. The ASEAN-Korea Centre will be ready to resume our exchange programs and activities as soon as the situation improves. In the meantime, we will continue to communicate and engage with the peoples of ASEAN and Korea online via our "Staying Connected with AKC" initiative.





## Overview

### 01 Establishment

Established on 13 March 2009 to expand exchange and cooperation between ASEAN Member States and Korea

### 02 Vision

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

### 03 Members

10 ASEAN Member States and Korea



Brunei Darussalam



Cambodia



Indonesia



Lao PDR



Malaysia



Korea



Myanmar



Philippines



Singapore



Thailand



Viet Nam

#### Location

5 Gwanghwamun Station, Exit 5

 **ASEAN-Korea Centre**  
8th fl., 124, Sejong-daero, Jung-gu,  
Seoul, Republic of Korea

Sejong-daero

Seoul City Hall

1 City Hall Station, Exit 4

## Organization



## Activities

### Development & Planning

#### External Relations

Plan and finalize Centre's annual work programs with Council Directors and Executive Board members

Explore and develop new programs with ASEAN Committee in Seoul and other related organizations



#### Council Meeting

- Review and evaluate completed programs
- Approve proposed programs and budget



#### Executive Board Meeting

- Hold quarterly meetings to discuss program planning, direction and budget



#### Cooperation with Stakeholders

- Hold trilateral meetings with ASEAN-China Centre and ASEAN-Japan Centre
- Build partnership with key organizations in the ASEAN region



### Secretariat

Secretary General



Development  
Planning & General  
Affairs Unit



Trade &  
Investment  
Unit



Culture &  
Tourism  
Unit



Information  
& Data  
Unit



## Trade & Investment



### Promoting Exchange in Consumer Goods

Promote brand image of ASEAN consumer goods and support introduction to Korean market

#### Seoul International Home Meal Replacement (HMR) Show

- Introduce and promote ASEAN HMR products to Korean consumers and businesses

#### ASEAN Premium Furniture Fair

- Introduce and promote diverse ASEAN furniture and home decoration products to Korean market

#### ASEAN Beauty Showcasing

- Exhibit ASEAN beauty products to potential business partners in Korea and strengthen business cooperation

#### ASEAN Consumer Market Seminar

- Organize information sessions on ASEAN consumer market trends and business environment to Korean companies interested in entering ASEAN market

#### ASEAN-Korea Excellent Design Award Exhibition

- Support capacity-building of ASEAN packaging design firms and networking opportunities with Korean stakeholders

### Enhancing Cooperation in Infrastructure Development

Support technical cooperation for building sustainable and competitive infrastructure

#### ASEAN Connectivity Forum

- Introduce ASEAN's major connectivity (transport and energy) projects and provide networking opportunities through 1:1 business meetings

#### ASEAN Smart Cities Forum

- Share know-how on smart city development with officials of the ASEAN Smart Cities Network (ASCN) through seminars, industrial visits and business meetings



ASEAN-Korea Trade Volume (2019)

**\$153.3 billion**

Source: Direction of Trade Statistics (IMF)

“ASEAN is Korea's 2nd largest trading partner”

### Stimulating Cooperation in the 4th Industrial Revolution (4IR) Sectors

Strengthen high value-added industries in technology and digital content to lead the 4IR era

#### ASEAN-Korea Creative Industry Forum

- Share current trends in the ASEAN contents market and strengthen cooperation for co-production and networking through pitching sessions and 1:1 business meetings

#### ASEAN-Korea Robot Business Forum

- Discuss policies and latest industrial technologies in robotics to expand and strengthen ASEAN-Korea cooperation in the robotics industry

#### ASEAN-Korea Startup Week

- Engage with early-stage ASEAN startups to share experiences, policies and good practices in nurturing startups

#### ASEAN-Korea Startup Scale-Up

- Promote mid-to-late-stage ASEAN startups to potential investors to attract further investment

#### Global Game Exhibition

- Strengthen capacity and competitiveness of ASEAN game developers by supporting participation in G-Star exhibition and business meetings with Korean partners





Culture & Tourism

Culture & Tourism Exchanges

Promote exchanges in culture and tourism through various events and participation in ASEAN meetings

ASEAN Culture & Tourism Meetings

- Participate in ASEAN Tourism Forum and other related meetings to learn about the latest tourism trends in ASEAN and establish networks with key stakeholders

ASEAN Week 2020  
(ASEAN Culture and Tourism Showcase)

- Organize ASEAN culture and tourism event featuring ASEAN food, fashion, design and cultural performances



Culture & Tourism Promotion

Organize promotional programs introducing ASEAN's attractions and local cultures

ASEAN Tourism Promotional Pavilion

- Promote tourist destinations in ASEAN through information materials and interactive resources

ASEAN Culture & Tourism Promotion via Online Platform 'ASEAN Travel'

- Provide information on ASEAN tourism including major sites, restaurants, transportation and accommodation
- Enhance understanding of culture and tourism exchanges between ASEAN and Korea via various online platforms

ASEAN-Korea Familiarization Tour

- Invite major Korean travel media and agencies to promote emerging tourist attractions in ASEAN
- Organize community-based tourism in ASEAN to promote and raise awareness of sustainable tourism

Culture & Tourism Capacity-Building and Technical Cooperation

Organize capacity-building programs for the development of ASEAN-Korea tourism market and active people-to-people exchanges

ASEAN-Korea Tourism Development Workshop

- Provide training for ASEAN tourism professionals for developing sustainable, comprehensive and competitive tourist destinations and programs

ASEAN-Korea Culture & Tourism Workshop

- Share latest tourism trends and marketing strategies and build network among stakeholders





## PR and ASEAN Awareness

### Public Relations & Outreach

Fostering awareness of ASEAN and ASEAN-Korea relations



#### Media Relations

- Promote ASEAN, ASEAN-Korea relations and AKC's activities through press release, interviews, op-eds and feature stories
- Invite ASEAN and Korean media to AKC programs and support network building



#### Digital Communications

- Connect with the public via website and social media platforms including Facebook, Instagram and YouTube
- Create and disseminate various digital content and latest information on ASEAN, ASEAN-Korea relations and AKC's activities



#### Publications

- Publish and translate ASEAN related materials including statistics, annual report, and promotional brochures
- "Staying Connected with AKC"  
Produce digital publications such as e-Newsletters



#### Public Communication

- Engage in major forums and academic conferences in ASEAN and Korea to share knowledge and expertise on ASEAN and ASEAN-Korea partnership
- Reach out to Korean and ASEAN communities and support activities of the Honorary Ambassador

### Youth Awareness and Exchange Programs

Expand network among the future generations to establish a "people-centered Community of peace and prosperity" between ASEAN and Korea

#### ASEAN-Korea Youth Network Workshop

- Bring the youths of ASEAN, Korea, China and Japan together to build friendship and enhance mutual understanding
- Explore regional and global issues and offer joint solutions through interactive discussions

#### ASEAN-Korea Youth Forum

- Support network-building among next-generation leaders of ASEAN and Korea
- Promote exchanges among young leaders in politics, economy, civil society, culture and arts

#### ASEAN Youth Network in Korea (AYNK) & Council of ASEAN Professors in Korea (CAPK) Programs

- Support capacity-building and networking of ASEAN youths in Korea through career mentorship, academic seminars and year-end celebrations
- Promote roles and interests of ASEAN professors in Korea by supporting their engagement in academic seminars, workshops and public diplomacy

#### ASEAN-Korea Academic Essay Contest

- Provide platform for the youths of ASEAN and Korea to share their perspectives on the ASEAN-Korea partnership



“ Korea is a country that can put creative ideas into action. To many ASEAN countries, Korea presents a strong identity of 'a hard-working nation aimed at progress and development' ”

- Pe Myint, Union Minister for Information of the Republic of the Union of Myanmar during his interview with Maeil Business Newspaper on the occasion of the ASEAN-Korea Train (16 October 2019)

“ The ASEAN-Korea Youth Network Workshop is a connecting point that brought us together, triggered our sense of responsibility, stimulated our intellectual curiosity, and reignited the will to fight for better lives that we all deserve ”

- Dang Ngoc Nam Tran, 2019 ASEAN-Korea Youth Network Workshop participant



## ASEAN Hall

The ASEAN Hall is a multi-purpose space where lectures, seminars, workshops and school field trips are held to promote mutual understanding among the peoples of ASEAN and Korea. The Hall also serves as an exhibition area where visitors can enjoy the diverse cultural artifacts from the 10 countries in ASEAN. The Hall's information corner carries a wide range of books and multimedia materials (films, CD) on ASEAN countries, ASEAN-Korea relations and the Centre's activities. All materials are accessible to the general public and can be viewed on site. Also, the ASEAN Hall is available for use for ASEAN-related events.

### ASEAN School Tour Program

The ASEAN-Korea Centre provides opportunities for students who are interested in international affairs to explore their career in an international organization. The ASEAN School Tour Program is a "career experience" program accredited by the ROK Ministry of Education and features ASEAN diplomats and officials who speak about the history and culture of Southeast Asian countries as well as about working in international organizations.

Application for the ASEAN School Tour Program can be made online via the following website of the Ministry of Education: <https://www.ggoomgil.go.kr>

### Visit Programs

The ASEAN-Korea Centre offers visit programs for university students and the general public to raise understanding on ASEAN and promote ASEAN-Korea relations.

**Opening Hours:** Mon-Fri 09:30-17:30  
(Closed on weekends & holidays)

**Location:** 8th Floor., Korea Press Center, 124 Sejong-daero,  
Jung-gu, Seoul, Republic of Korea

**Contact:** 02-2287-1177 / [aseanhall@aseankorea.org](mailto:aseanhall@aseankorea.org)



## Publication



**ASEAN-Korea Journal**  
2019 | Korean, English



**Does ASEAN Matter?**  
(Korean Edition)  
2019 | Korean



**2019 ASEAN & Korea in Figures**  
2020 | Korean, English



**Young Perspectives:  
The Future of ASEAN-Korea Partnership Vol. 4**  
2020 | English



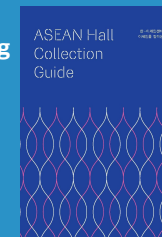
**My Friend ASEAN**  
2019 | Korean



**The Road to ASEAN Market:  
Cases of Korean Companies in ASEAN**  
2018 | Korean



**Sustainable Cultural Heritage Tourism: Fostering ASEAN-Korea Partnership**  
2018 | English



**ASEAN Hall Collection Guide**  
ASEAN Hall Collection Guide  
2018 | Korean, English

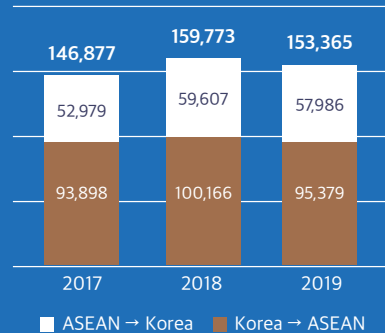


# ASEAN-Korea Relations in Figures

**Trade** ASEAN is Korea's 2nd largest trading partner

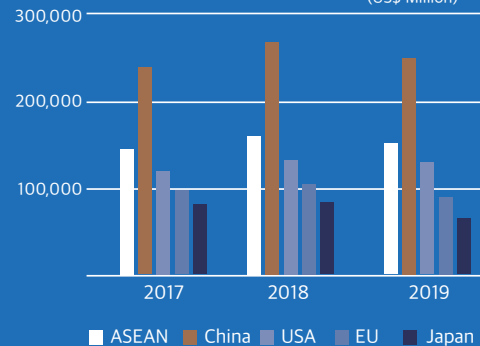
ASEAN-Korea Trade Volume

(US\$ Million)



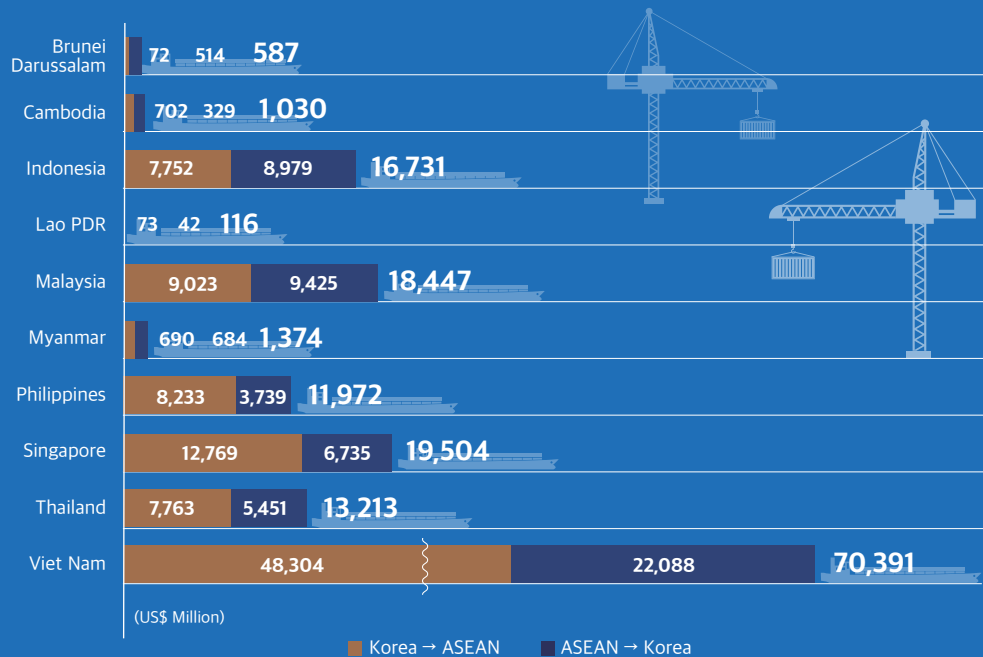
Major Trading Partners of Korea

(US\$ Million)



Source: Direction of Trade Statistics (IMF)

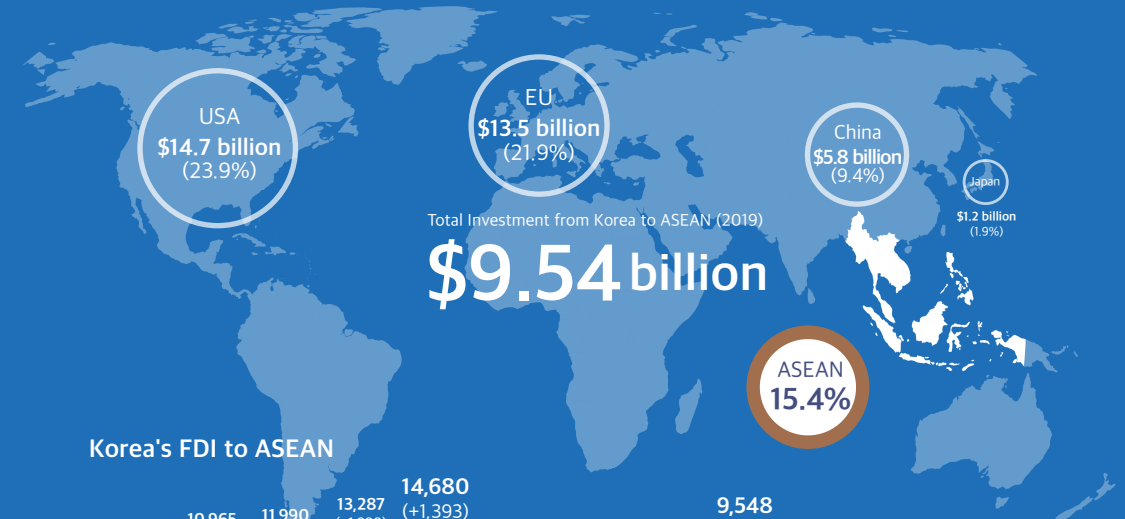
Trade Volume between ASEAN Member States and Korea (2019)



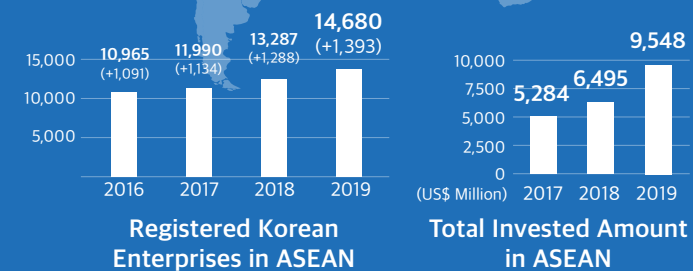
Source: Trade Statistics Yearbook (IMF)

**Investment** ASEAN is Korea's 3rd largest investment destination

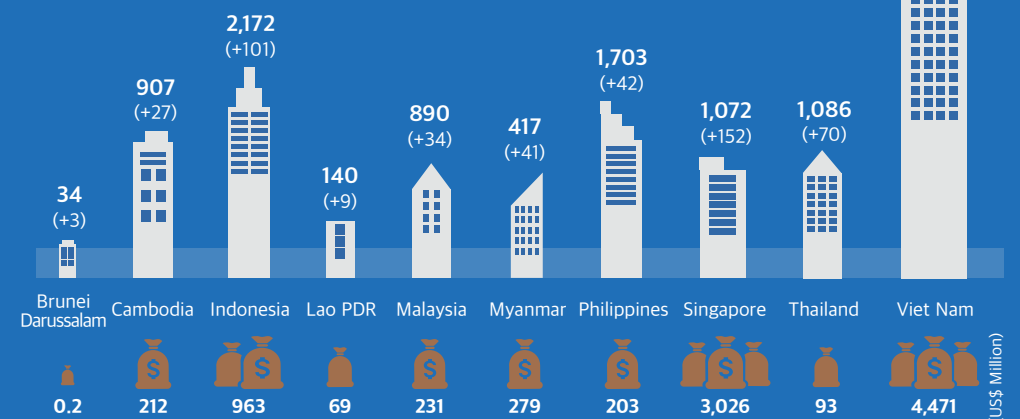
Foreign Investment Destinations of Korea (2019)



Korea's FDI to ASEAN



Registered Korean Enterprises in ASEAN Member States (2019)

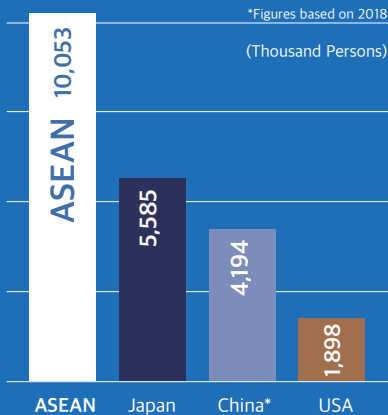


Total Invested Amount in ASEAN Member States (2019)

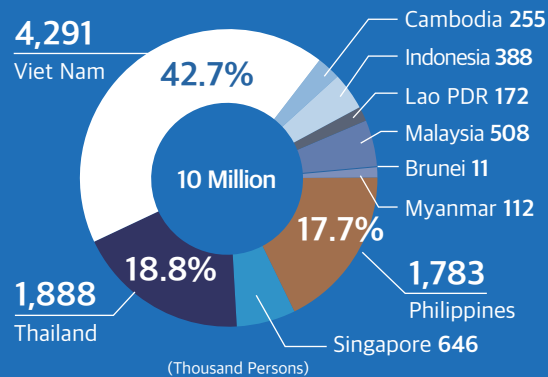
Source: Overseas Investment Statistics (Korea Eximbank)

## Tourism ASEAN is No.1 travel destination for Koreans

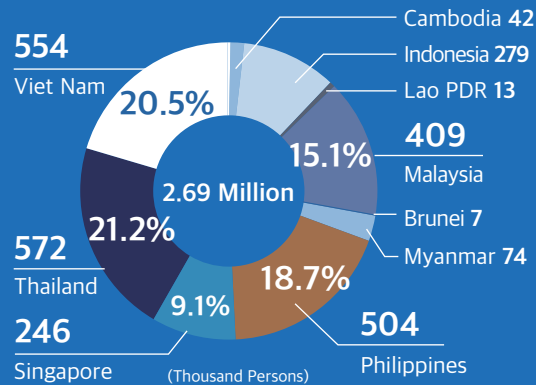
Destination for Korean Outbound Travelers (2019)



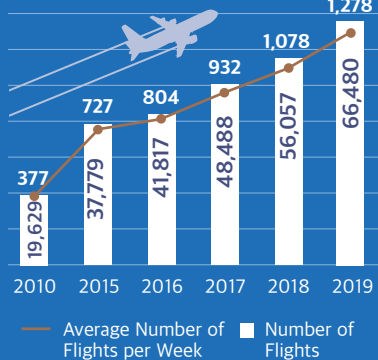
Korean Visitors to ASEAN (2019)



ASEAN Visitors to Korea (2019)



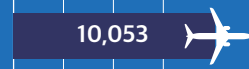
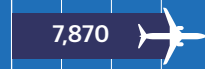
Passenger Flights between ASEAN and Korea



ASEAN Visitors to Korea



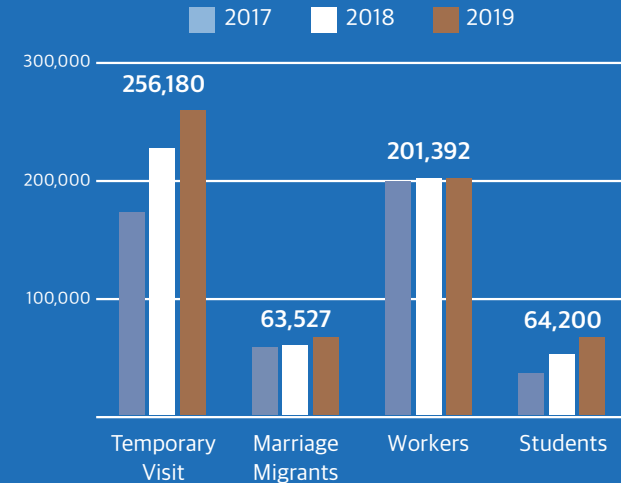
Korean Visitors to ASEAN



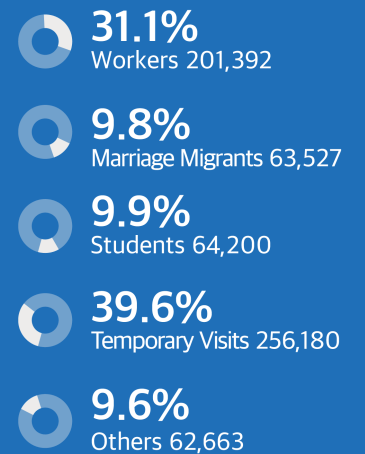
Source: Tourism Statistics (KTO), Tourism Boards of AMS

## People-to-People Exchanges

ASEAN Nationals in Korea by Visa Type (2019.12.31)

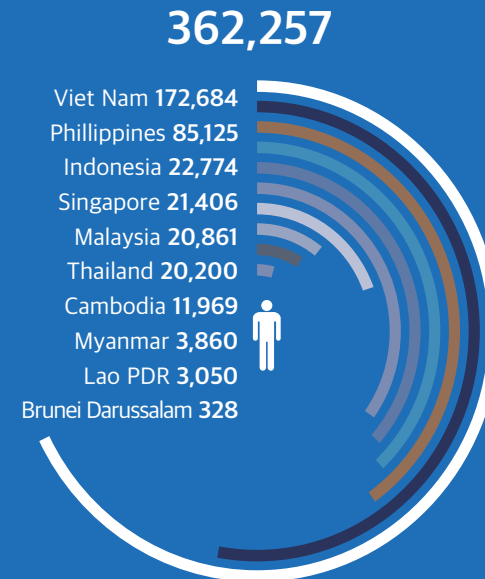


Temporary Visit - B-1, B-2, C-1, C-3, C-4 | Marriage Migrants - F-6  
Workers - E, D-3 | Students - D-2, D-4, D-10



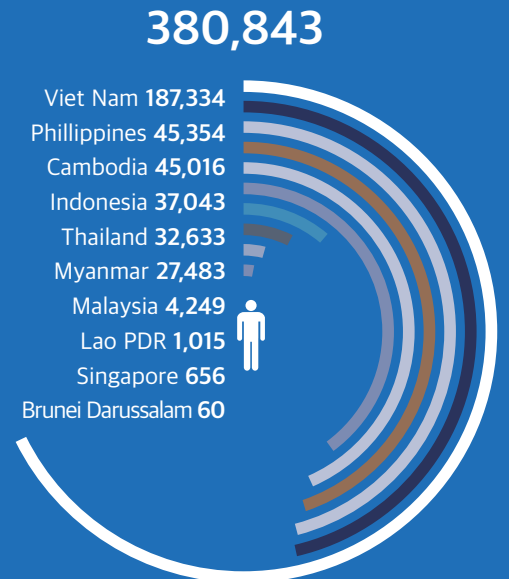
Source: ROK Ministry of Justice

Overseas Koreans in ASEAN (2019)



Source: Overseas Koreans Status (ROK Ministry of Foreign Affairs)

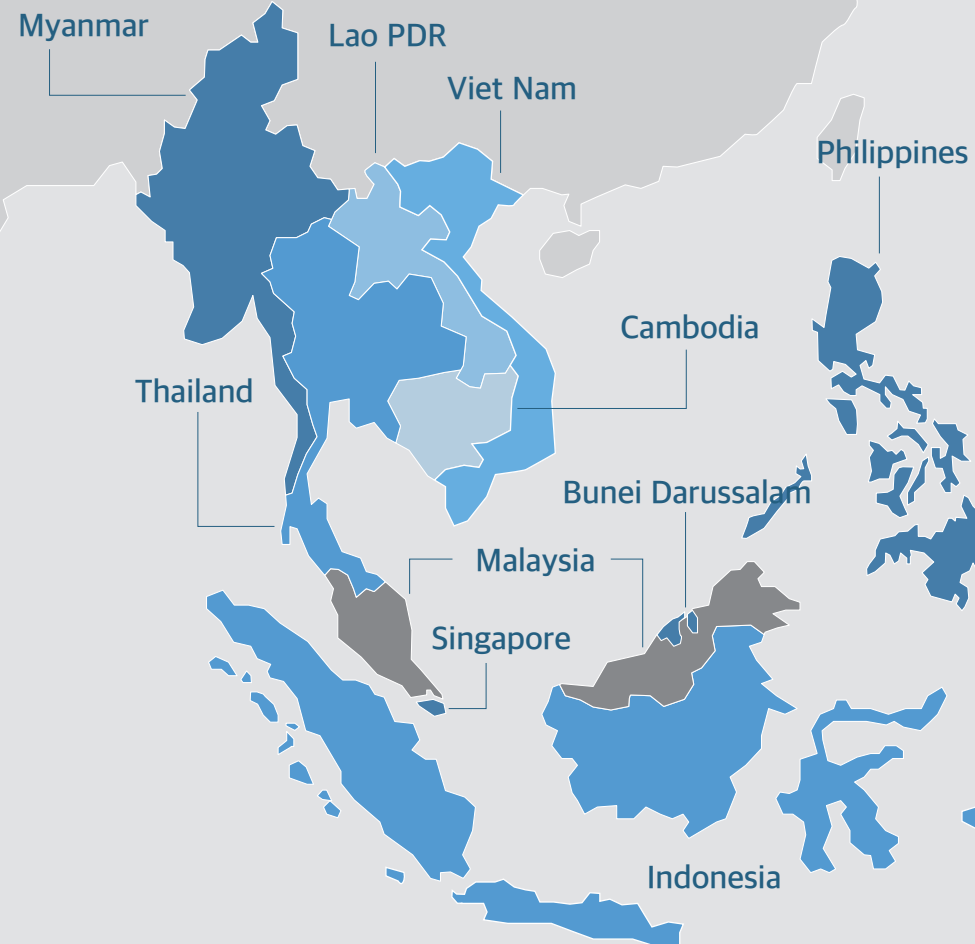
Registered Foreigners in Korea (2019)



Source: Korea Immigration Service Statistics (ROK Ministry of Justice)



## About ASEAN



 <b>Brunei Darussalam</b> 5,265km <sup>2</sup> 0.45 million Bahasa Melayu, English Bandar Seri Begawan Bruneian Dollar(BND) 12.5 billion USD 27,871 USD	 <b>Cambodia</b> 176,515km <sup>2</sup> 16.49 million Khmer Phnom Penh Cambodian Riel(KHR) 26.7 billion USD 1,620 USD
 <b>Indonesia</b> 1,811,569km <sup>2</sup> 267 million Bahasa Indonesia Jakarta Indonesia Rupiah(IDR) 1.11 trillion USD 4,163 USD	 <b>Lao PDR</b> 230,800km <sup>2</sup> 7.16 million Lao Vientiane Lao Kip(LAK) 19.1 billion USD 2,670 USD
 <b>Malaysia</b> 328,657km <sup>2</sup> 32.8 million Bahasa Melayu, English, Chinese, Tamil Kuala Lumpur Malaysia Ringgit(MYR) 365.3 billion USD 11,136 USD	 <b>Myanmar</b> 653,508km <sup>2</sup> 53.02 million Burmese Nay Pyi Taw Myanmar Kyat(MMK) 66 billion USD 1,244 USD
 <b>Philippines</b> 298,170km <sup>2</sup> 108 million Tagalog, English Manila Philippine Peso(PHP) 356.8 billion USD 3,294 USD	 <b>Singapore</b> 709km <sup>2</sup> 5.67 million English, Mandarin, Malay, Tamil Singapore Singapore Dollar(SGD) 362.8 billion USD 63,987 USD
 <b>Thailand</b> 510,890km <sup>2</sup> 67.91 million Thai Bangkok Thai Baht(THB) 529.2 billion USD 7,792 USD	 <b>Viet Nam</b> 310,070km <sup>2</sup> 95.49 million Vietnamese Hanoi Vietnamese Dong(VND) 261.6 billion USD 2,739 USD



Area  
 Population  
 GDP  
 Chair of 2020  
 Secretariat  
 Secretary General

4.48 million km<sup>2</sup>  
 654 million  
 3.11 trillion USD  
 Viet Nam  
 Jakarta, Indonesia  
 H.E. Dato Lim Jock Hoi (Brunei Darussalam)

 Area  
 Population  
 Languages  
 Capital  
 Currency  
 GDP  
 GDP per capita

Source: ASEAN Secretariat, World Economic Outlook Database October 2019 (IMF), The World Factbook (CIA), World Development Indicators (World Bank)



Through programs that promote mutually beneficial economic cooperation and flourishing exchanges in culture and tourism, the ASEAN-Korea Centre supports ASEAN-Korea partnership that connects our peoples and brings about shared prosperity in the region.

## Chronology of ASEAN-Korea Relations

- **1989. 11** Establishment of Sectoral Dialogue Partnership
- **1991. 7** Establishment of Full Dialogue Partnership
- **1997. 12** 1st ASEAN+3 Summit and 1st ASEAN-ROK Summit
- **2004. 11** Adoption of 「Joint Declaration on Comprehensive Cooperation Partnership between ASEAN and the ROK」
- **2006. 8** Conclusion of ASEAN-Korea Trade in Goods Agreement
- **2007. 11** Conclusion of ASEAN-Korea Trade in Services Agreement
- **2009. 3** Inauguration of the ASEAN-Korea Centre
- **2009. 6** 1st ASEAN-ROK Commemorative Summit on the occasion of the 20th Anniversary of ASEAN-ROK Dialogue Partnership (Jeju)  
Conclusion of ASEAN-Korea Investment Agreement
- **2010. 10** Adoption of 「Joint Declaration on ASEAN-ROK Strategic Partnership for Peace and Prosperity」
- **2012. 9** Establishment of the ROK Mission to ASEAN
- **2014. 12** 2nd ASEAN-ROK Commemorative Summit on the occasion of the 25th Anniversary of ASEAN-ROK Dialogue Partnership (Busan)
- **2017. 9** Opening of the ASEAN Culture House (Busan)
- **2019. 11** 3rd ASEAN-ROK Commemorative Summit and 1st Mekong-ROK Summit on the occasion of the 30th Anniversary of ASEAN-ROK Dialogue Partnership (Busan)



ASEAN-KOREA CENTRE

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