



**ASEAN-KOREA CENTRE**

*Visit Asean@50*  
GOLDEN CELEBRATION 2017

**PRESS  
RELEASE**

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

## **Wonders of ASEAN to be revealed through Photos**

- ASEAN Culture and Tourism Photo Contest on nature, culture, culinary, and peoples of ASEAN**
- Photo entries to be accepted until April 23, winners to be announced on May 18, and photo exhibition throughout Korea to be held from May to August 2017**

*Seoul, Korea* – The ASEAN-Korea Centre (Secretary General Kim Young-sun) will organize the ASEAN Culture and Tourism Photo Contest as a special program to celebrate the 50th Anniversary of ASEAN and ASEAN-ROK Cultural Exchange Year. The event aims to reveal infinite charm of the 10 ASEAN Member States under four categories: natural wonders, cultural wonders, culinary wonders, and wonderful people. The Contest is organized by the Centre and sponsored by ASEAN, Ministry of Foreign Affairs of ROK, TTG Asia, and ASEAN Tourism Association (ASEANTA).

Secretary General Kim Young-sun noted that, “ASEAN is the number one tourist destination for Korea, where 6 million Koreans visited last year. However, there still remain unexplored attractions and places in the region. Marking the ASEAN-ROK Cultural Exchange Year and Visit ASEAN@50: Golden Celebration Campaign, the Centre will reveal hidden jewels of ASEAN through photos, thus contributing to two-way exchanges and mutual understanding between peoples of ASEAN and Korea.”

The Contest is open to all citizens of ASEAN and Korea. Those who want to join may visit the Contest web/mobile site (<http://photo.aseankorea.org>), provide the required information in the entry form, and upload their photos. Photo entries must be the original work of the entrants taken within the last 3 years. Submission deadline will be on 23 April (23:59 KST), and announcement of winners will be on 18 May. 1st prize winner (1 winner) will be awarded with 2 round-trip economy class tickets to any destination in ASEAN and Korea, 2nd prize winners (4 winners, 1 winner per category) with 1 iPad Mini 2 each, and 3rd prize winners (45 winners) with KRW 10,000/USD 10 worth of gift card each. Special Country Awards will also be awarded by the Malaysia Tourism Promotion Board, Philippine Department of Tourism, Singapore Tourism Board and the Tourism Authority of Thailand. The winners of the Special Country Awards will receive 2 round-trip economy class tickets to Malaysia, Philippines, Singapore, or Thailand, respectively.

The winning photo entries will be exhibited at the following venues in Korea: COEX, Seoul on 1-4 June; Ansan Culture Center in Gyeonggi Province on 15-30 June; Seoul Metropolitan Library in Seoul on 1-31 July; and ASEAN Hall at the ASEAN-Korea Centre in Seoul in August-December 2017.

[Attachment] e-poster