



ASEAN-KOREA CENTRE

## ASEAN Panorama

May-September 2026 | Seoul ASEAN Hall, Press Center (1<sup>st</sup> Floor)

### I. BACKGROUND

Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in the ASEAN economy, particularly in terms of employment generation and the sheer number of business entities. Across the ASEAN region, there are around 70 million MSMEs, representing approximately 97% to 99% of all registered businesses in the Member States. Among them, micro enterprises constitute the largest proportion. According to the ASEAN Secretariat, MSMEs account for roughly 85% of total employment, contribute about 44.8% to GDP, and generate nearly 18% of total exports, highlighting their vital contribution to the region's economic growth and social advancement.

To support MSME growth, the ASEAN-Korea Centre has organized the ASEAN Trade Fair to expand market access to Korea and strengthen enterprise capabilities. Since 2014, the initiative has introduced MSMEs from sectors such as furniture, gaming, and fisheries to the Korean market through established exhibitions and standalone events. While the Fair has successfully promoted ASEAN products, differing industrial priorities among Member States have made it difficult to establish a unified sectoral focus. Following consultations with the Trade & Investment Working Group of ASEAN Embassies in Seoul, the AKC identified the need for more tailored and bilateral approaches.

For FY2026, the AKC plans to reposition the Seoul ASEAN Hall as an interactive business hub under the banner of 'ASEAN Panorama', featuring ASEAN products in an exhibition format tailored to Korean consumers, buyers, and distributors. This approach aims to better address the diverse needs of ASEAN MSMEs while strengthening their presence in the Korean market.

Given ASEAN's strong competitiveness in the food and beverage (F&B) sector, F&B products are expected to feature prominently in most participating countries' exhibitions. From May to September, the Centre will rotate participating countries and thematic focuses monthly in consultation with selected partners. By showcasing ASEAN products and industries in Korea, the program aims to strengthen business networks and enhance public awareness of ASEAN, ultimately deepening economic cooperation between the two regions.

Under the ASEAN Panorama, the program will consist of two core components: (1) an ASEAN Product Exhibition (B2C activity) and (2) Business Meetings and Seminars on Market Penetration (B2B activity). Through the B2B sessions, ASEAN companies will be invited to Korea to connect with buyers and explore entry strategies for the competitive Korean market. Meanwhile, the exhibition will showcase high-quality ASEAN products to Korean consumers and increase public awareness of individual ASEAN Member States by presenting their signature goods in central Seoul.

*\*Source : Development of Micro, Small and Medium Enterprises in ASEAN, ASEAN Secretariat, United Nations, World Bank, International Labor Organization, PwC/ FIA analysis*

## II. OBJECTIVES

- To expand market access for ASEAN MSMEs across diverse industries
- To strengthen the capacity and global competitiveness of ASEAN MSMEs
- To promote deeper economic cooperation between ASEAN and Korea

## III. EXPECTED OUTCOMES

- Increased business linkages and market entry opportunities for ASEAN MSMEs
- Improved industry knowledge and market readiness among participating enterprises
- Stronger and more sustainable ASEAN–Korea business partnerships

## IV. PROGRAM OUTLINE (TBC)

### 1. DATE AND VENUE

- Date: May-September
- Venue: Seoul ASEAN Hall, Press Center (1st Floor)

### 2. COOPERATING/SUPPORTING ORGANIZATIONS

- Trade and Investment Working Group (ASEAN Embassies in Seoul)
- ASEAN Secretariat

### 3. PARTICIPANTS

- ASEAN companies nominated by the ASEAN Embassies in Seoul

### 4. PROGRAM ACTIVITIES (TENTATIVE)

- **Product Exhibition & Public Engagement (B2C Program):** Showcasing products from ASEAN companies to Korean consumers through curated exhibitions and on-site promotional events
- **Business Meetings (B2B Program):** Organizing pre-arranged, in-person business matching sessions between ASEAN companies and Korean buyers, vendors, and distributors to facilitate potential partnerships
- **Seminars and Institutional Visits (B2B Program):** Providing participating companies with practical insights into the Korean market through market entry seminars and visits to relevant institutions or fairs

## Annex 1. Program Timeline and Implementation Plan (TBC)

Month	Timeline
<b>(March-April) ASEAN Panorama Preparation Phase</b>	
<b>March</b>	<b>Project Mobilization Phase</b> - Launch of public tender and selection of Professional Conference Organizer (PCO) - Close coordination with Working Group members - Development of comprehensive Participant Guidelines to ensure smooth execution
<b>April</b>	<b>Design &amp; Build Phase</b> - Final approval of exhibition design and spatial layout - Production, fabrication, and on-site construction preparation
<b>(May-September) ASEAN Panorama Implementation Phase</b>	
<b>May</b>	Launch of ASEAN Panorama
	- Featured Countries: Brunei Darussalam & Indonesia
<b>June</b>	- Featured Countries: Cambodia & Malaysia
<b>July</b>	- Featured Countries: Lao PDR & Philippines
<b>August</b>	- Featured Countries: Myanmar & Thailand
<b>September</b>	- Featured Countries: Singapore & Vietnam
	Dismantling and site clearance

### Offline Program for ASEAN Participants

	Details
<b>Day 1</b>	Opening Ceremony of ASEAN Panorama
	Business Seminar for Korean Market Penetration
<b>Day 2</b>	Pre-arranged Business Meeting
<b>Day 3</b>	Institutional Visits