

# Creative Economy

## *Seek Opportunity and Lean-in Asia*

Korea – ASEAN Forum  
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<http://research.phoenix.edu/research-centers/center-global-business-research>

# What is a Creative Economy?



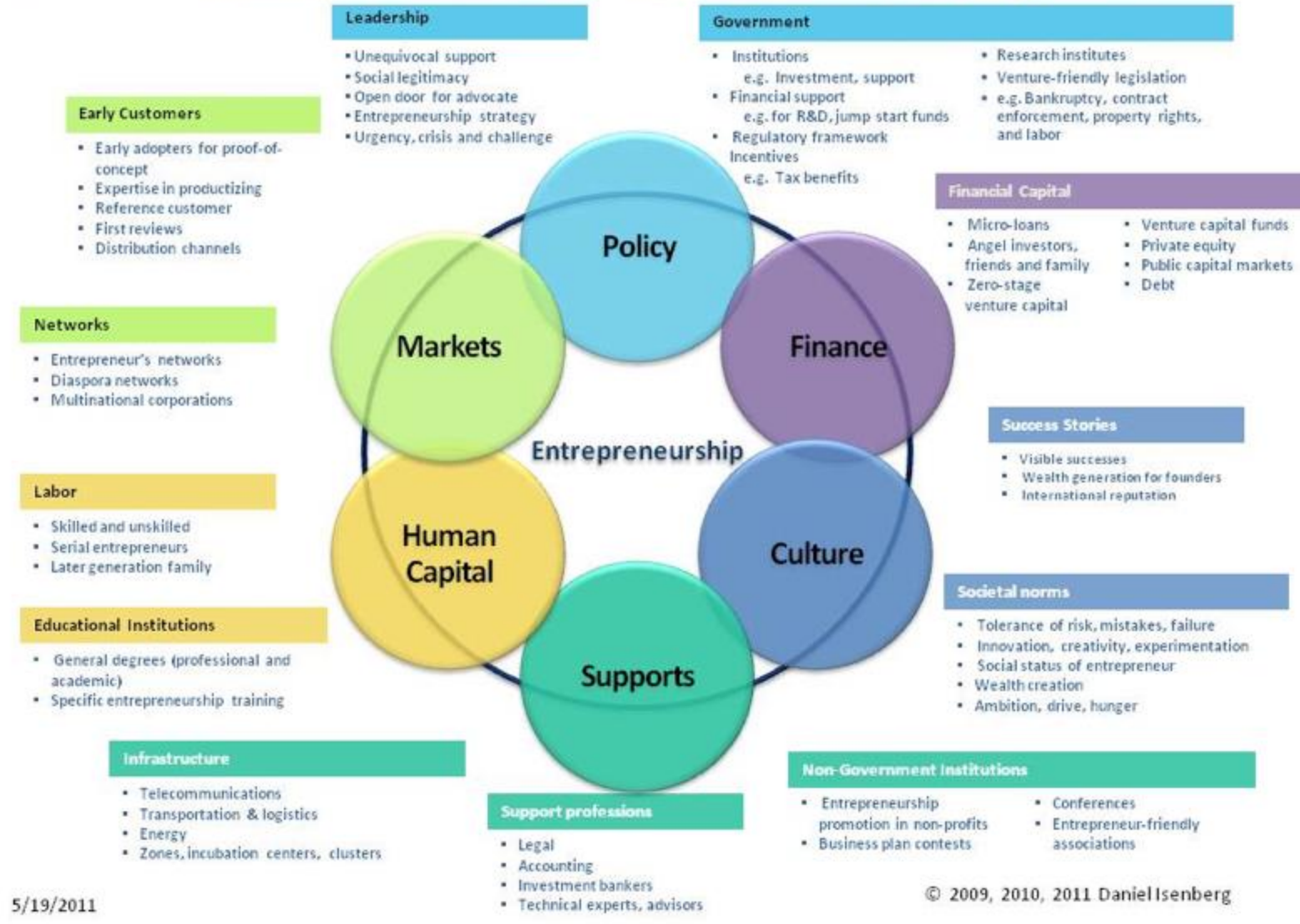
President Park:  
entrepreneurship is “the  
driving force of sustainable,  
inclusive growth”  
[http://www.korea.net/News  
Focus/Policies/view?articleId  
=117262](http://www.korea.net/NewsFocus/Policies/view?articleId=117262)

# Entrepreneurship

# What enables Entrepreneurship?

SMEs

# Domains of the Entrepreneurship Ecosystem



# Global Entrepreneurship Index 2015

Table 2.2: The Global Entrepreneurship Index and Sub-Index Ranks of the First 25 Countries,

Country	GEI	GEI Rank	ATT	ATT Rank	ABT	ABT Rank	ASP	ASP Rank
United States	85.0	1	83.4	1	84.7	2	86.8	1
Canada	81.5	2	79.2	2	85.7	1	79.6	2
Australia	77.6	3	77.9	3	81.3	5	73.5	5
United Kingdom	72.7	4	70.9	10	82.8	4	64.3	16
Sweden	71.8	5	77.1	4	74.7	7	63.5	18
Denmark	71.4	6	59.4	16	83.4	3	71.6	8
Iceland	70.4	7	71.5	8	69.9	13	69.7	13
Taiwan	69.1	8	60.8	14	67.5	15	79.0	3
Switzerland	68.6	9	62.8	12	72.0	9	71.1	10
Singapore	68.1	10	52.1	25	73.5	8	78.8	4
Germany	67.4	11	59.9	15	72.0	10	70.3	11
France	67.3	12	62.0	13	70.3	12	69.7	12
Netherlands	66.5	13	71.0	9	68.1	14	60.3	26
Finland	65.7	14	75.8	5	59.3	20	62.0	21
Norway	65.6	15	72.8	7	75.4	6	48.8	41
Belgium	65.5	16	57.5	18	66.1	17	72.8	6
Ireland	65.3	17	57.9	17	71.5	11	66.5	14
Austria	64.9	18	65.6	11	66.5	16	62.6	20
Chile	63.2	19	74.7	6	50.4	34	64.5	15
United Arab Emirates	61.6	20	55.8	21	57.6	23	71.4	9

Korea 54.1 28 48 37 52.9 32 61.4 25

Figure 1.1: The Structure of the Global Entrepreneurship Index																																																							
Attitudes Sub-Index					Abilities Sub-Index					Aspirations Sub-Index																																													
OPPORTUNITY PERCEPTION		STARTUP SKILLS		RISK ACCEPTANCE		NETWORKING		CULTURAL SUPPORT		OPPORTUNITY STARTUP		TECHNOLOGY ABSORPTION		HUMAN CAPITAL		COMPETITION		PRODUCT INNOVATION		PROCESS INNOVATION		HIGH GROWTH		INTERNATIONALIZATION		RISK CAPITAL																													
MARKET AGGLOMERATION		OPPORTUNITY		POST-SEC EDUCATION		SKILL RECOGNITION		BUSINESS RISK		RISK PERCEPTION		INTERNET USAGE		KNOW ENTREPRENEUR		CORRUPTION		CAREER STATUS		FREEDOM		TEA OPPORTUNITY		TECH ABSORPTION		TECH SECTOR		STAFF TRAINING		HIGH EDUCATION		MARKET DOMINANCE		COMPETITION		TECH TRANSFER		NEW PRODUCT		GERD		NEW TECHNOLOGY		BUSINESS STRATEGY		GAZELLE		GLOBALIZATION		EXPORT		DEPTH OF CAPITAL MARKET		INFORMAL INVESTMENT	

Where does  
South Korea  
rank?

**Table 1.2: Points and Ranks of the**

Rank	Country	GEI
1	United States	85.0
2	Canada	81.5
3	Australia	77.6
4	United Kingdom	72.7
5	Sweden	71.8
6	Denmark	71.4
7	Iceland	70.4
8	Taiwan	69.1
9	Switzerland	68.6
10	Singapore	68.1
11	Germany	67.4
12	France	67.3
13	Netherlands	66.5
14	Finland	65.7
15	Norway	65.6
16	Belgium	65.5
17	Ireland	65.3
18	Austria	64.9
19	Chile	63.2
20	United Arab Emirates	61.6
21	Estonia	60.2
22	Israel	59.9
23	Luxembourg	57.2
24	Qatar	56.2
25	Turkey	54.6
26	Lithuania	54.6
27	Latvia	54.5
28	Korea	54.1
29	Slovenia	53.1
30	Portugal	50.8
31	Saudi Arabia	49.6
32	Spain	49.6
33	Japan	49.5
34	Puerto Rico	48.9



# South Korea in a Snapshot

source: [www.thegeedi.org](http://www.thegeedi.org)



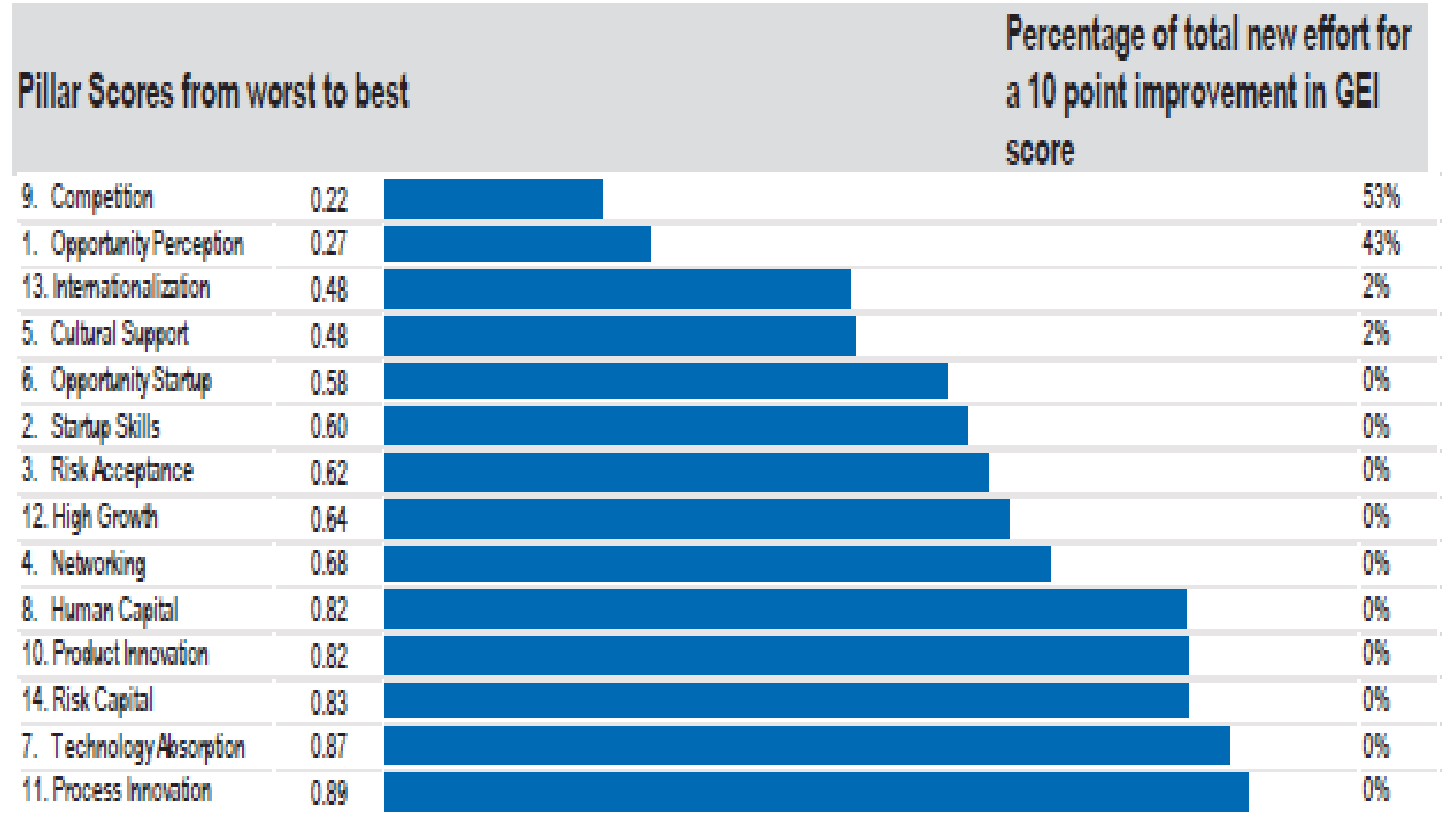
1-5 Attitudes  
6-9 Abilities  
10-14 Aspirations

# What are South Korea's weaknesses?

Opportunity Perception

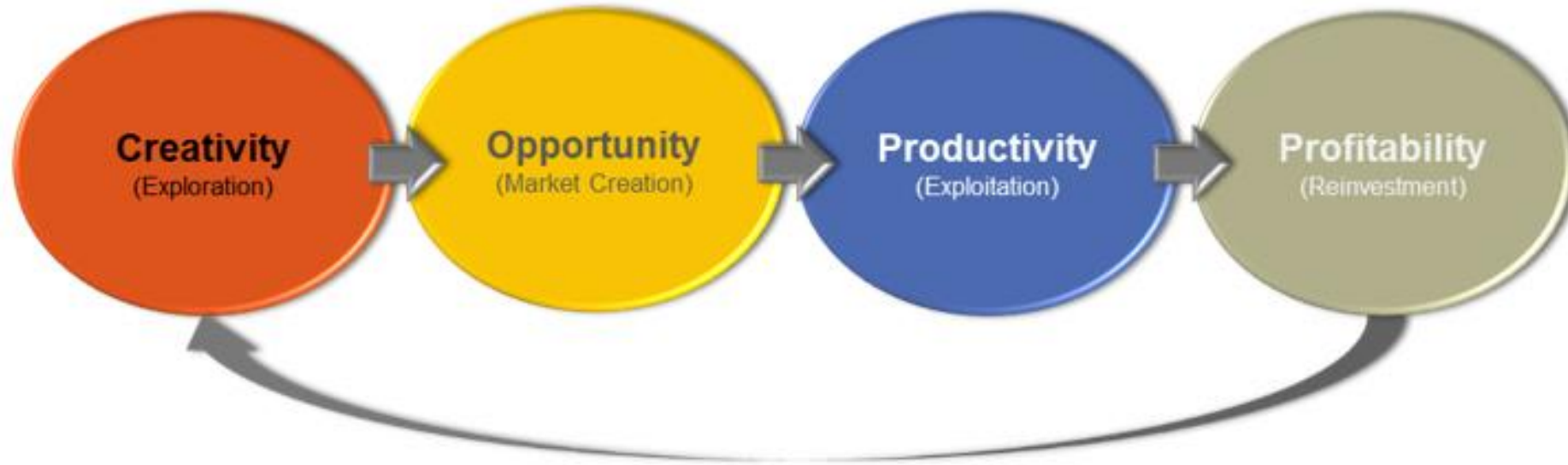
Internationalization

Competition



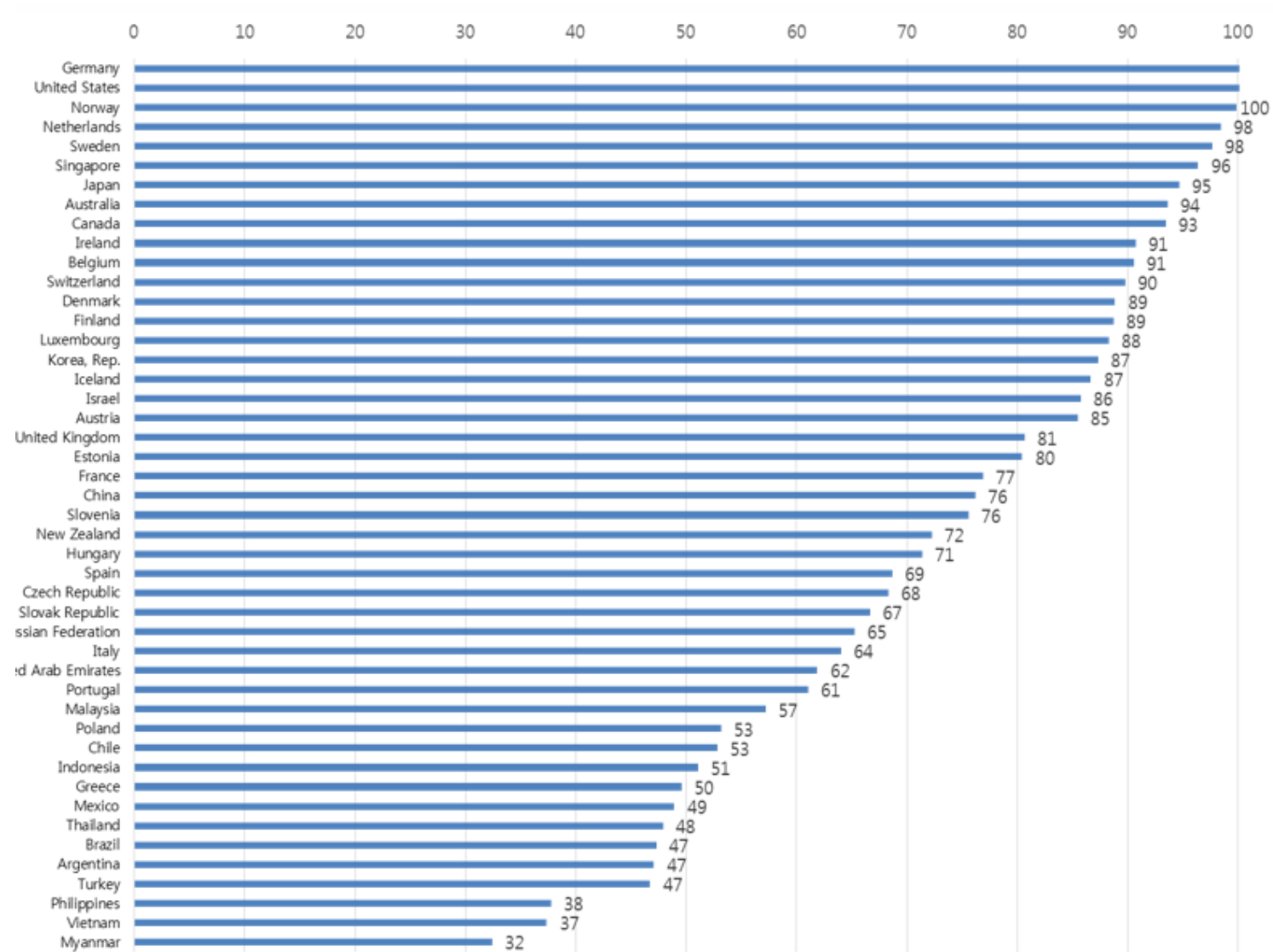
Is Korea truly weak in these areas?

# Healthiness of Global Ecosystem Index (HeBEX)



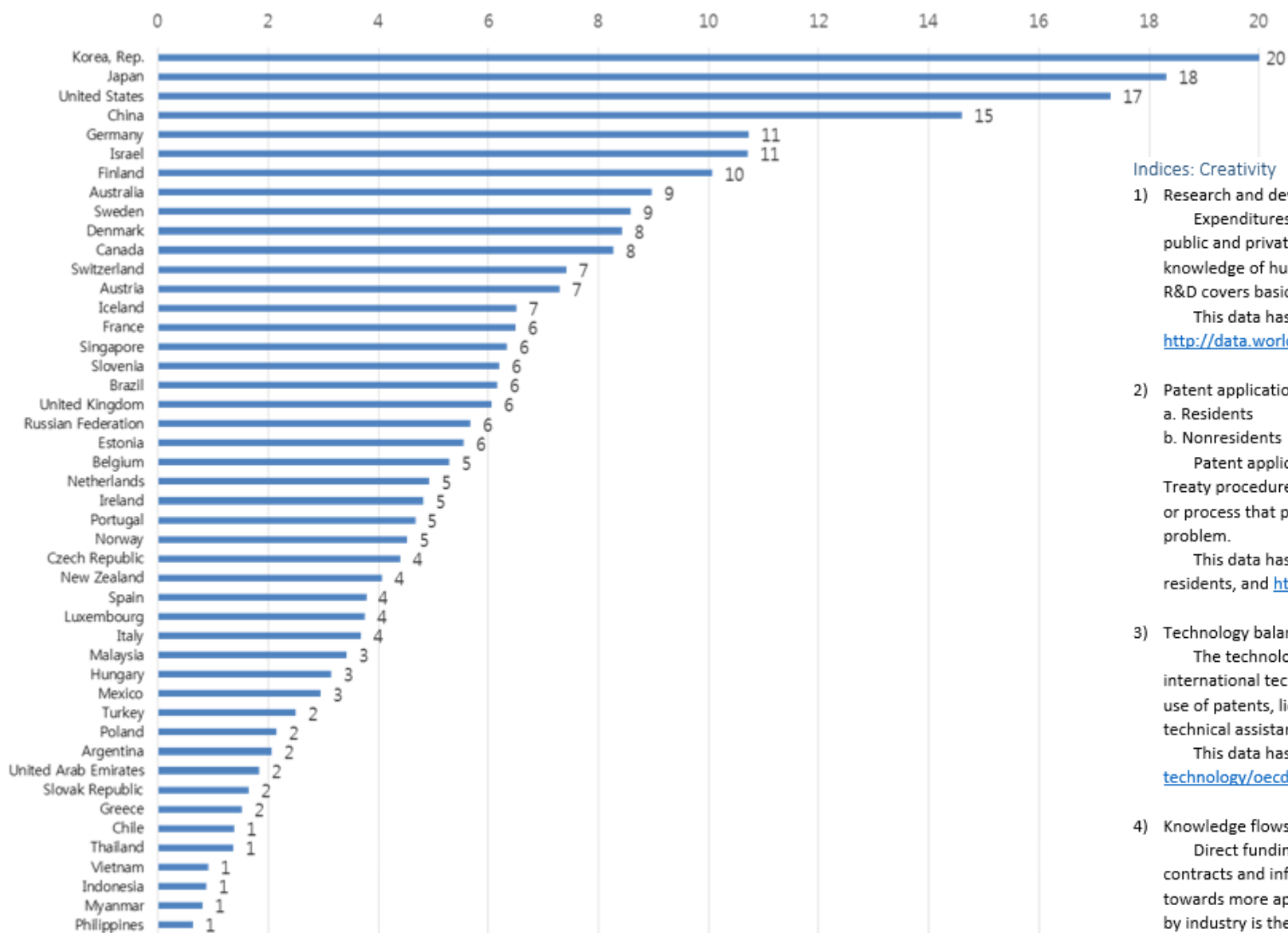
**Figure 1: The HeBEx Model**

		Creativity						Opportunity					Productivity					Entrepreneurship & Reinvestment						HeBEx	Rank
		1)	2a)	2b)	3)	4)	Subtotal	5)	6)	7)	8)	Subtotal	9)	10)	11)	12	Subtotal	GEDI	GEM	PMR	Vitality	Feedbac k	Subtotal		
		2012	2012	2012	2012	2012		2012	2012	2012	2012		2012	2012	2014	2011		2014	2013	2013	2012	2012			
		10	5	5	10	10	40	10	10	10	10	40	10	10	10	10	40	5	5	10	10	10	40	160	Out of 46
Germany	DEU	7.3	1.6	1.8	3.2	10.0	23.9	5.3	5.1	10.0	10.0	30.5	8.2	7.9	3.2	8.1	27.3	3.9	1.0	9.1	1.1	6.3	21.3	103.1	1
United States	USA	7.3	5.0	5.0	3.2	2.6	23.1	1.7	1.3	8.6	0.0	11.6	9.0	10.0	5.0	9.9	33.9	5.0	2.6	10.0	8.0	6.9	32.5	101.1	2
Norway	NOR	4.4	0.0	0.1	5.8	6.1	16.3	9.9	4.1	0.3	7.5	21.7	10.0	9.4	8.5	10.0	37.9	3.9	1.3	8.2	6.4	4.1	24.0	99.9	3
Netherlands	NLD	4.8	0.1	0.0	3.1	10.0	18.1	9.8	8.7	2.0	7.5	28.0	8.5	8.5	3.2	8.5	28.6	4.2	1.9	10.0	3.7	4.0	23.8	98.4	4
Sweden	SWE	8.5	0.1	0.0	5.0	5.9	19.4	6.5	4.8	0.4	6.9	18.6	7.7	9.5	6.5	9.0	32.8	4.5	1.7	7.9	5.3	7.5	26.9	97.6	5
Singapore	SGP	5.2	0.0	1.1	3.0	5.0	14.3	10.0	10.0	0.6	7.2	27.8	4.0	9.1	6.2	9.1	28.4	4.1	2.2	8.0	6.6	4.9	25.9	96.4	6
Japan	JPN	8.3	5.0	5.0	10.0	1.2	29.5	1.7	1.5	3.3	7.4	13.8	5.6	8.2	10.0	7.0	30.8	2.8	0.8	8.5	0.9	7.6	20.6	94.7	7
Australia	AUS	6.0	0.1	2.9	1.4	6.5	16.8	3.5	2.1	0.5	5.5	11.6	7.5	9.2	10.0	8.0	34.7	4.7	0.8	9.1	10.0	6.0	30.5	93.7	8
Canada	CAN	4.4	0.2	3.7	10.0	6.6	24.9	3.8	3.0	1.1	5.6	13.4	6.6	9.1	10.0	8.6	34.4	5.0	2.5	8.4	0.9	4.0	20.8	93.5	9
Ireland	IRL	4.8	0.0	0.0	2.3	1.9	9.1	10.0	10.0	0.3	6.6	26.9	10.0	10.0	3.2	10.0	33.2	3.7	1.9	8.3	3.7	4.0	21.7	90.8	10
Belgium	BEL	5.3	0.0	0.0	2.8	7.0	15.2	9.1	8.6	1.3	6.3	25.3	8.7	10.0	3.2	8.2	30.0	4.0	1.0	8.6	2.0	4.5	20.2	90.6	11
Switzerland	CHE	7.2	0.0	0.2	2.3	7.5	17.2	10.0	5.2	0.7	7.3	23.1	7.7	7.6	2.5	9.3	27.1	4.3	1.7	8.0	2.1	6.2	22.3	89.8	12
Denmark	DNK	8.3	0.0	0.0	2.9	3.6	14.9	7.5	5.4	0.3	6.7	20.0	8.4	8.6	3.2	8.3	28.4	4.4	1.0	9.4	3.6	7.1	25.5	88.9	13
Finland	FIN	10.0	0.1	0.0	3.6	7.9	21.5	4.5	4.0	0.2	6.4	15.2	6.9	9.2	3.2	8.1	27.3	4.2	1.1	9.1	1.9	8.5	24.8	88.7	14
Luxembourg	LUX	3.7	0.0	0.0	1.2	0.5	5.4	10.0	10.0	0.0	6.5	26.5	10.0	9.3	3.2	9.2	31.6	1.5	1.8	8.3	10.0	3.2	24.8	88.3	15
Korea, Rep.	KOR	10.0	5.0	5.0	0.9	6.7	27.6	3.1	5.6	0.9	7.1	16.7	4.1	8.3	1.8	6.7	20.9	2.8	1.4	6.1	1.7	10.0	22.0	87.3	16
Iceland	ISL	6.5	0.0	0.0	3.6	10.0	20.1	6.1	5.9	0.1	6.5	18.5	5.9	8.4	2.0	7.8	24.1	2.5	1.0	8.1	6.7	5.7	24.0	86.7	17
Israel	ISR	10.0	0.0	0.7	10.0	6.3	27.0	2.9	3.6	0.3	6.5	13.3	4.0	8.3	2.4	7.9	22.6	3.6	2.1	4.8	2.4	10.0	22.9	85.7	18
Austria	AUT	7.2	0.1	0.0	4.3	5.5	17.1	6.5	5.7	0.4	6.6	19.2	7.5	9.0	3.2	8.5	28.2	3.9	1.0	9.6	0.4	6.2	21.0	85.5	19
United Kingdom	GBR	4.6	0.5	1.0	4.3	4.2	14.5	3.0	3.1	1.2	5.1	12.4	6.8	9.0	0.0	9.2	25.1	4.2	1.5	10.0	9.1	4.1	28.8	80.7	20
Estonia	EST	5.6	0.0	0.0	4.9	3.4	13.9	3.7	9.0	0.0	6.5	19.2	3.9	8.5	2.0	6.0	20.4	3.6	2.7	9.1	6.7	5.0	27.0	80.5	21
France	FRA	5.7	0.5	0.3	4.0	4.2	14.7	2.6	2.7	1.5	5.6	12.5	8.4	9.6	3.2	8.3	29.4	4.1	0.9	8.2	2.4	4.9	20.5	76.9	22
China	CHN	4.6	5.0	5.0	3.0	6.8	24.4	0.4	2.7	10.0	9.3	22.4	6.7	2.8	0.0	3.6	13.1	2.5	2.9	1.2	5.0	4.7	16.3	76.2	23
Slovenia	SVN	6.2	0.0	0.0	0.8	8.2	15.2	4.8	7.7	-	6.5	19.0	5.5	6.7	3.2	5.9	21.3	3.2	1.3	7.0	3.6	5.0	20.2	75.6	24
New Zealand	NZL	3.3	0.0	0.7	2.7	7.0	13.8	2.7	2.8	0.3	6.4	12.2	5.3	6.7	2.5	7.7	22.2	1.0	0.8	9.2	10.0	3.2	24.2	72.3	25
Hungary	HUN	3.1	0.0	0.0	2.3	6.5	11.9	3.6	10.0	0.1	6.5	20.2	4.0	3.7	6.1	5.5	19.3	2.7	2.0	8.9	3.9	2.6	20.1	71.4	26
Spain	ESP	3.6	0.1	0.0	3.1	6.0	12.9	2.2	3.2	1.0	6.2	12.7	7.0	7.9	3.2	7.5	25.6	2.8	1.1	8.3	2.2	3.0	17.5	68.7	27
Czech Republic	CZE	4.4	0.0	0.0	2.5	1.8	8.7	3.5	7.7	0.2	6.4	17.8	4.4	4.9	8.0	5.8	23.0	2.7	1.5	8.6	2.4	3.6	18.8	68.4	28
Slovak Republic	SVK	1.6	0.0	0.0	2.6	3.3	7.5	4.5	9.6	0.1	6.5	20.7	4.9	6.1	1.0	7.2	19.2	2.8	2.0	8.9	4.2	1.4	19.3	66.7	29
Russian Federation	RUS	2.8	1.0	1.9	2.0	7.3	14.9	1.0	2.9	0.6	7.5	12.1	4.7	3.6	10.0	6.2	24.4	2.0	1.2	4.4	3.5	2.7	13.8	65.3	30
Italy	ITA	3.3	0.3	0.1	1.5	1.1	6.3	2.5	3.0	3.2	6.3	15.1	6.6	8.2	3.2	8.0	25.9	2.5	0.7	9.2	1.6	2.7	16.7	64.0	31
United Arab Emirates	ARE	1.2	0.2	0.5	1.0	0.0	2.8	9.6	9.5	-	6.0	25.1	4.7	2.6	10.0	5.0	22.3	2.9	2.5	4.0	1.1	1.2	11.7	61.9	32
Portugal	PRT	4.6	0.0	0.0	3.2	0.4	8.3	1.9	3.8	0.1	6.4	12.3	4.8	5.7	3.2	6.5	20.2	2.8	1.7	9.1	3.0	3.7	20.3	61.1	33
Malaysia	MYS	2.7	0.0	0.7	0.5	0.0	3.9	2.2	8.7	0.8	6.7	18.4	3.3	4.5	8.7	4.9	21.5	2.7	1.4	5.0	1.9	2.6	13.5	57.2	34
Poland	POL	2.0	0.1	0.0	2.0	2.7	6.8	1.4	4.6	0.3	6.2	12.5	3.9	5.0	2.6	7.9	19.5	3.0	1.9	7.3	0.4	1.7	14.3	53.2	35
Chile	CHL	1.0	0.0	0.3	2.0	0.5	3.9	1.3	3.4	0.3	6.3	11.3	3.8	6.2	1.0	6.4	17.4	1.5	5.0	8.0	4.7	1.0	20.2	52.8	36
Indonesia	IDN	0.2	0.0	0.6	0.5	10.0	11.4	0.2	2.4	0.9	6.1	9.6	3.3	2.1	10.0	3.8	19.2	2.1	5.0	3.4	0.2	0.2	10.9	51.1	37
Greece	GRC	1.5	0.0	0.0	1.5	3.0	6.1	1.5	2.7	0.1	6.4	10.6	4.8	5.9	3.2	7.0	20.9	2.3	1.1	6.8	0.6	1.2	12.0	49.6	38
Mexico	MEX	1.2	0.0	1.7	0.4	0.0	3.3	0.8	3.3	0.6	6.3	10.9	2.7	3.7	8.0	7.1	21.5	2.3	3.0	6.0	0.7	1.1	13.2	48.9	39
Thailand	THA	0.6	0.0	0.7	0.5	0.0	1.9	1.0	7.4	0.7	6.4	15.6	3.3	3.1	10.0	4.0	20.4	2.2	3.6	3.0	0.7	0.6	10.1	48.0	40
Brazil	BRA	2.9	0.2	3.1	1.0	0.0	7.2	0.3	1.2	0.5	5.7	7.8	3.3	2.5	10.0	4.2	20.0	1.8	3.6	2.8	1.8	2.4	12.4	47.3	41
Argentina	ARG	1.5	0.0	0.5	0.5	0.0	2.6	0.6	2.0	0.2	6.5	9.2	3.3	5.2	10.0	6.4	24.9	2.3	3.3	3.0	0.4	1.5	10.5	47.1	42
Turkey	TUR	2.3	0.1	0.0	0.5	6.9	9.9	0.7	2.6	0.7	5.8	9.7	4.1	5.2	0.4	10.0	19.6	1.0	0.5	3.2	0.6	2.1	7.5	46.7	43
Philippines	PHL	0.3	0.0	0.3	0.5	0.0	1.1	0.2	3.1	-	6.6	9.8	3.3	1.6	9.6	3.3	17.8	1.7	3.8	3.0	0.2	0.3	9.0	37.8	44
Vietnam	VNM	0.5	0.0	0.4	0.5	0.0	1.4	0.3	7.9	-	6.6	14.9	3.3	1.1	6.2	3.2	13.9	1.0	3.2	2.0	0.5	0.5	7.2	37.4	45
Myanmar	MMR	0.4	0.0	0.4	0.5	0.0	1.3	0.3	0.0	-	6.4	6.8	3.3	1.4	9.4	3.2	17.3	1.0	3.0	2.0	0.5	0.5	7.0	32.5	46



**Table 2: Healthiness of Business Ecosystem Index**





**Table 3: Creativity through R&D**

#### Indices: Creativity

##### 1) Research and development expenditure (% of GDP):

Expenditures for research and development are current and capital expenditures (both public and private) on creative work undertaken systematically to increase knowledge, including knowledge of humanity, culture, and society, and the use of knowledge for new applications. R&D covers basic research, applied research, and experimental development.

This data has been downloaded from

<http://data.worldbank.org/indicator/GB.XPD.RSDV.GD.ZS>.

##### 2) Patent applications

###### a. Residents

###### b. Nonresidents

Patent applications are worldwide patent applications filed through the Patent Cooperation Treaty procedure or with a national patent office for exclusive rights for an invention—a product or process that provides a new way of doing something or offers a new technical solution to a problem.

This data has been downloaded from <http://data.worldbank.org/indicator/IP.PAT.RESD> for residents, and <http://data.worldbank.org/indicator/IP.PAT.NRES> for nonresidents.

##### 3) Technology balance of payment

The technology balance of payments (TBP) registers the commercial transactions related to international technology and know-how transfers. It consists of money paid or received for the use of patents, licenses, know-how, trademarks, patterns, designs, technical services (including technical assistance) and for industrial research and development (R&D) carried out abroad, etc.

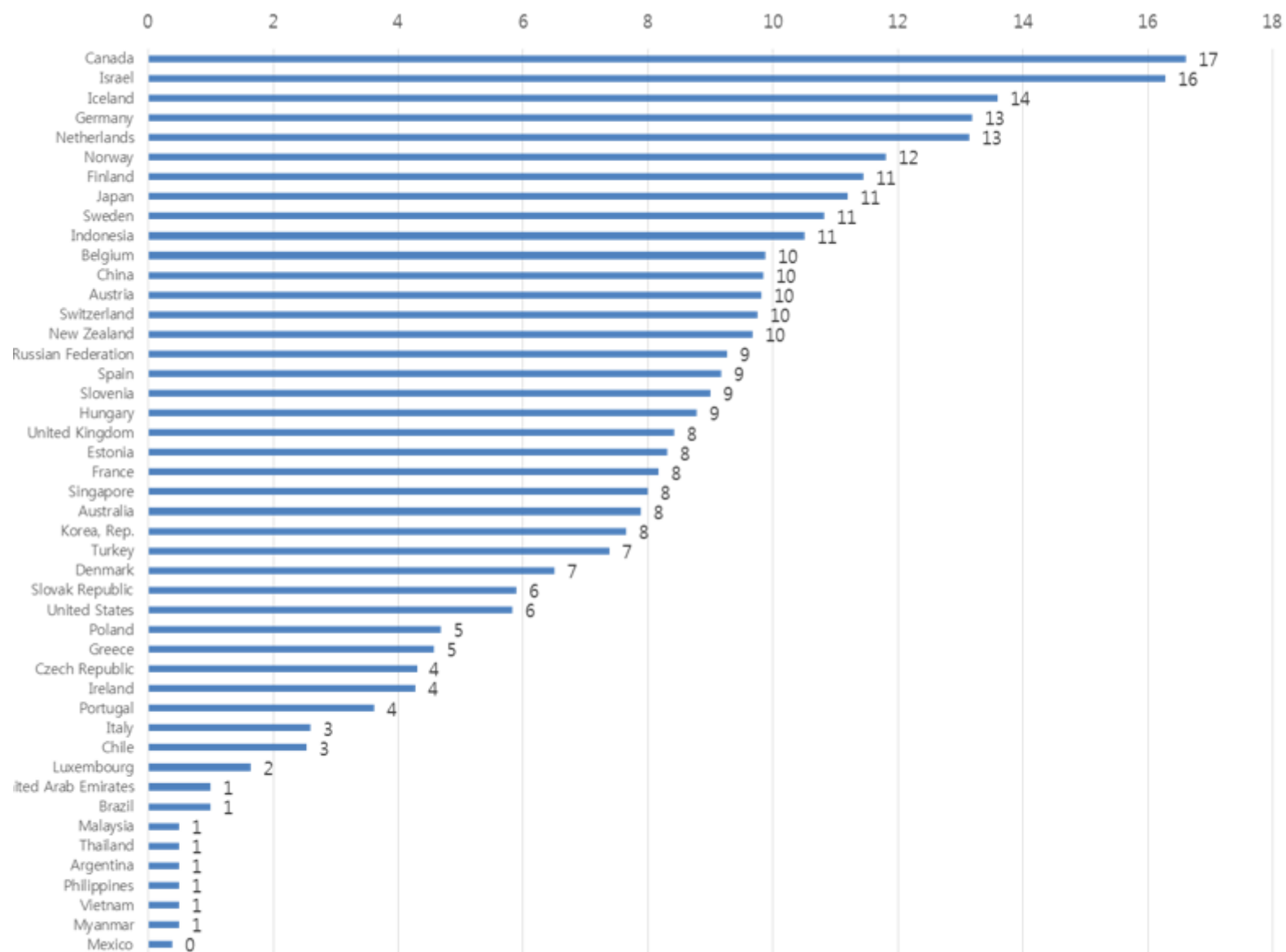
This data has been downloaded from [http://www.oecd-ilibrary.org/science-and-technology/oecd-science-technology-and-industry-scoreboard\\_20725345](http://www.oecd-ilibrary.org/science-and-technology/oecd-science-technology-and-industry-scoreboard_20725345).

##### 4) Knowledge flows and commercialization (Industry-financed public R&D/GDP)

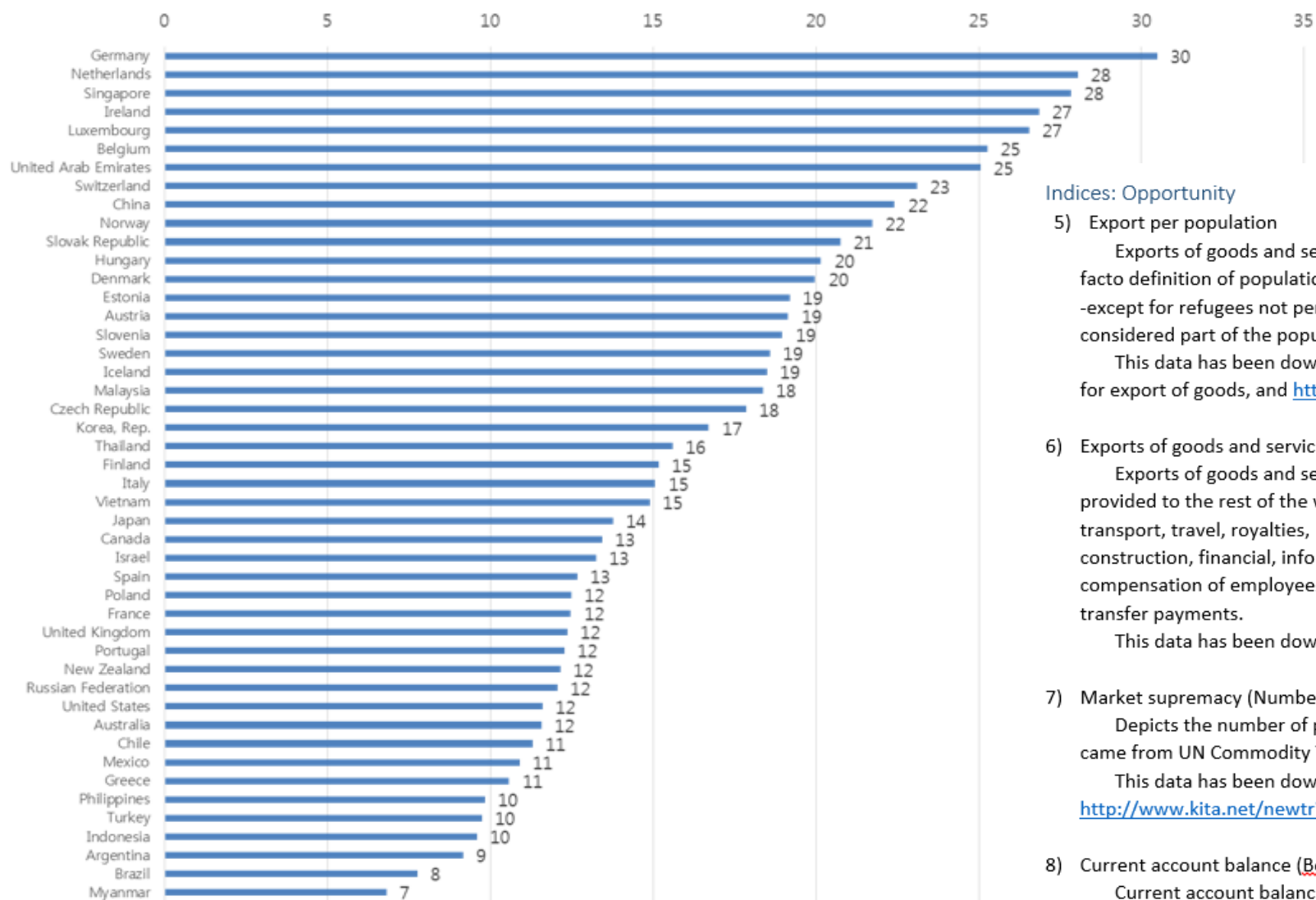
Direct funding of public research by industry takes the form of grants, donations and contracts and influences the scope and orientation of public research, generally steering it towards more applied and commercial activities. The share of public R&D expenditure financed by industry is the domestic business enterprise sector's contribution to the intramural R&D expenditures of the higher education (HERD) and government (GOVERD) sectors.

This data has been downloaded from <http://stats.oecd.org/Index.aspx?QueryId=41991>.





**Table 7: Creativity with Commercialization**



**Table 11: Opportunity**

#### Indices: Opportunity

##### 5) Export per population

Exports of goods and services (current US\$) divided by Total population is based on the de facto definition of population, which counts all residents regardless of legal status or citizenship—except for refugees not permanently settled in the country of asylum, who are generally considered part of the population of their country of origin.

This data has been downloaded from <http://data.worldbank.org/indicator/NE.EXP.GNFS.CD> for export of goods, and <http://data.worldbank.org/indicator/SP.POP.TOTL> for total population.

##### 6) Exports of goods and services (% of GDP)

Exports of goods and services represent the value of all goods and other market services provided to the rest of the world. They include the value of merchandise, freight, insurance, transport, travel, royalties, license fees, and other services, such as communication, construction, financial, information, business, personal, and government services. They exclude compensation of employees and investment income (formerly called factor services) and transfer payments.

This data has been downloaded from <http://data.worldbank.org/indicator/NE.EXP.GNFS.ZS>.

##### 7) Market supremacy (Number of products with the best market share)

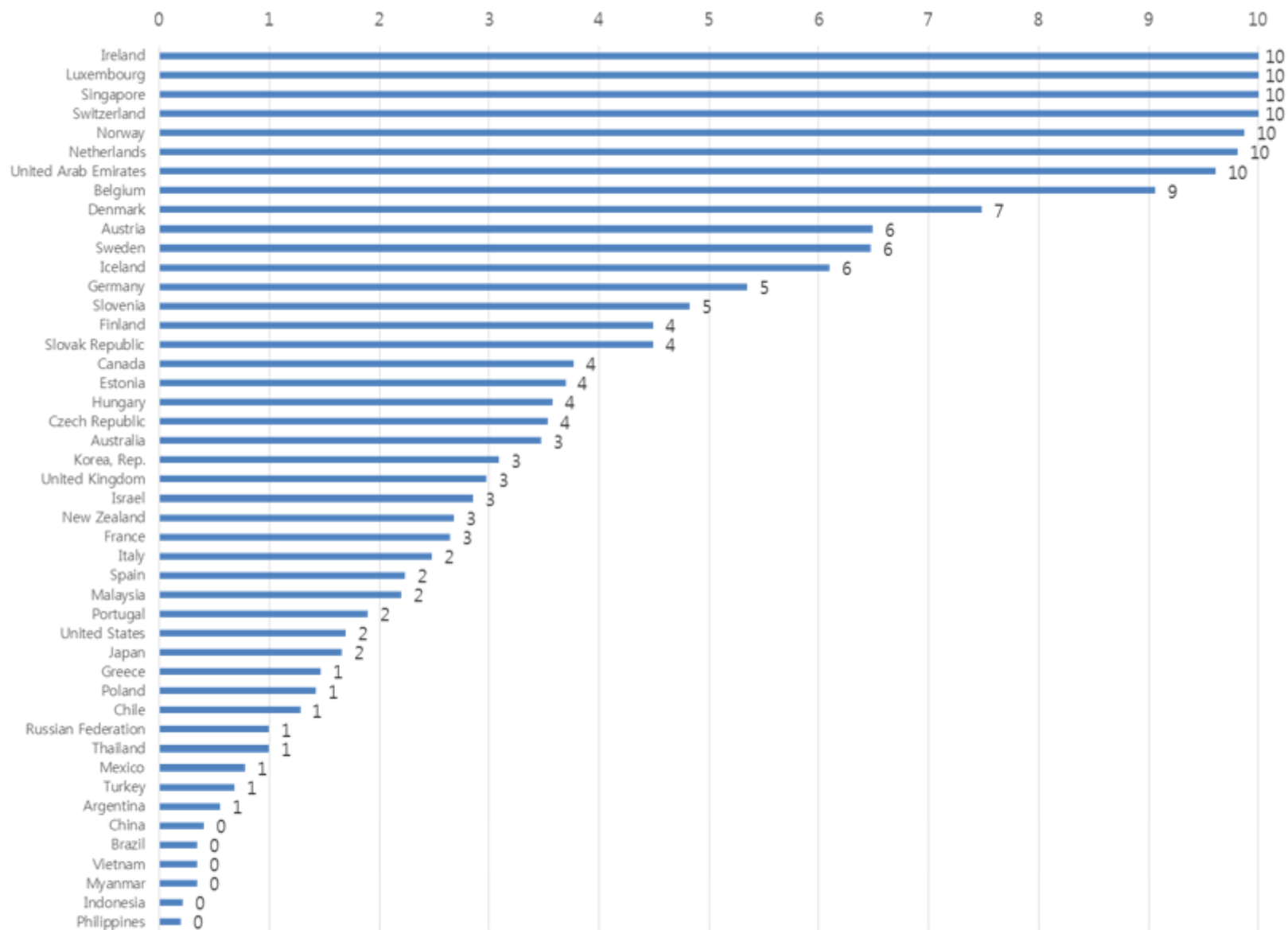
Depicts the number of products which have the best market share per country. This data came from UN Commodity Trade Statistics.

This data has been downloaded from [http://www.kita.net/newtri2/report/iitreporter\\_view.jsp?sNo=1090](http://www.kita.net/newtri2/report/iitreporter_view.jsp?sNo=1090).

##### 8) Current account balance (BoP, current US\$)

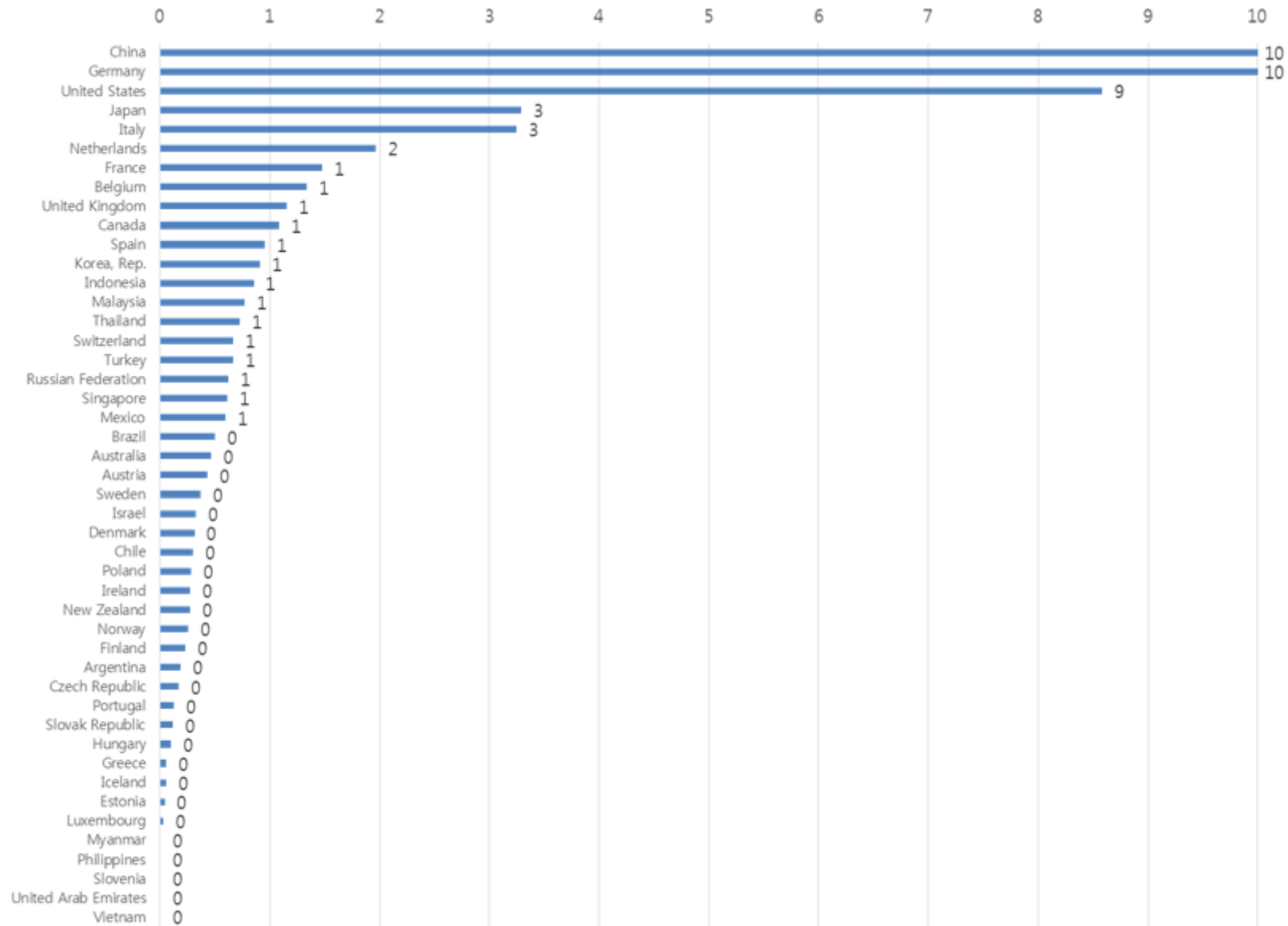
Current account balance is the sum of net exports of goods and services, net primary income, and net secondary income. Data are in current U.S. dollars.

This data has been downloaded from <http://data.worldbank.org/indicator/BN.CAB.XOKA.CD>.

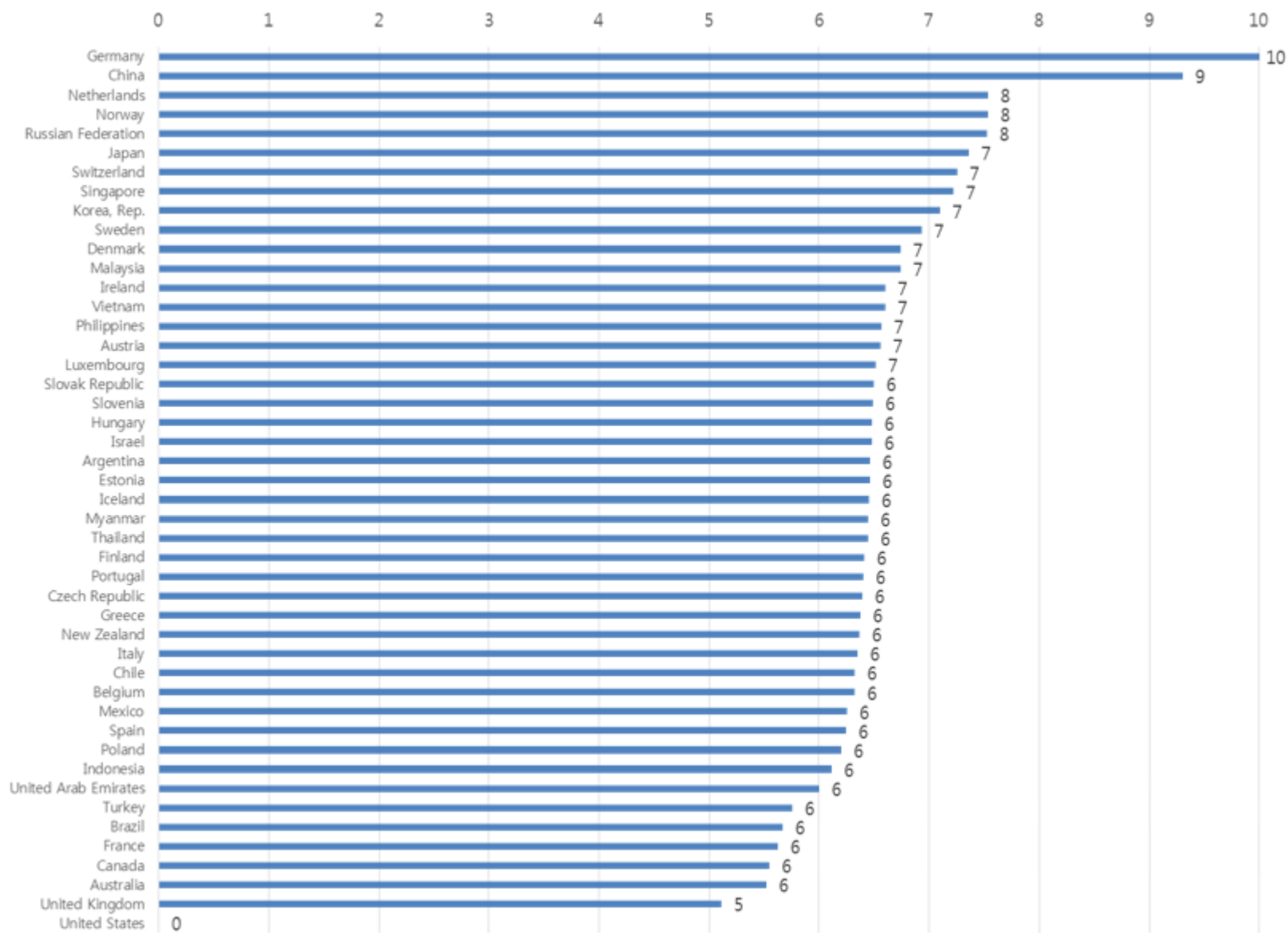


**Table 12: Export per population**

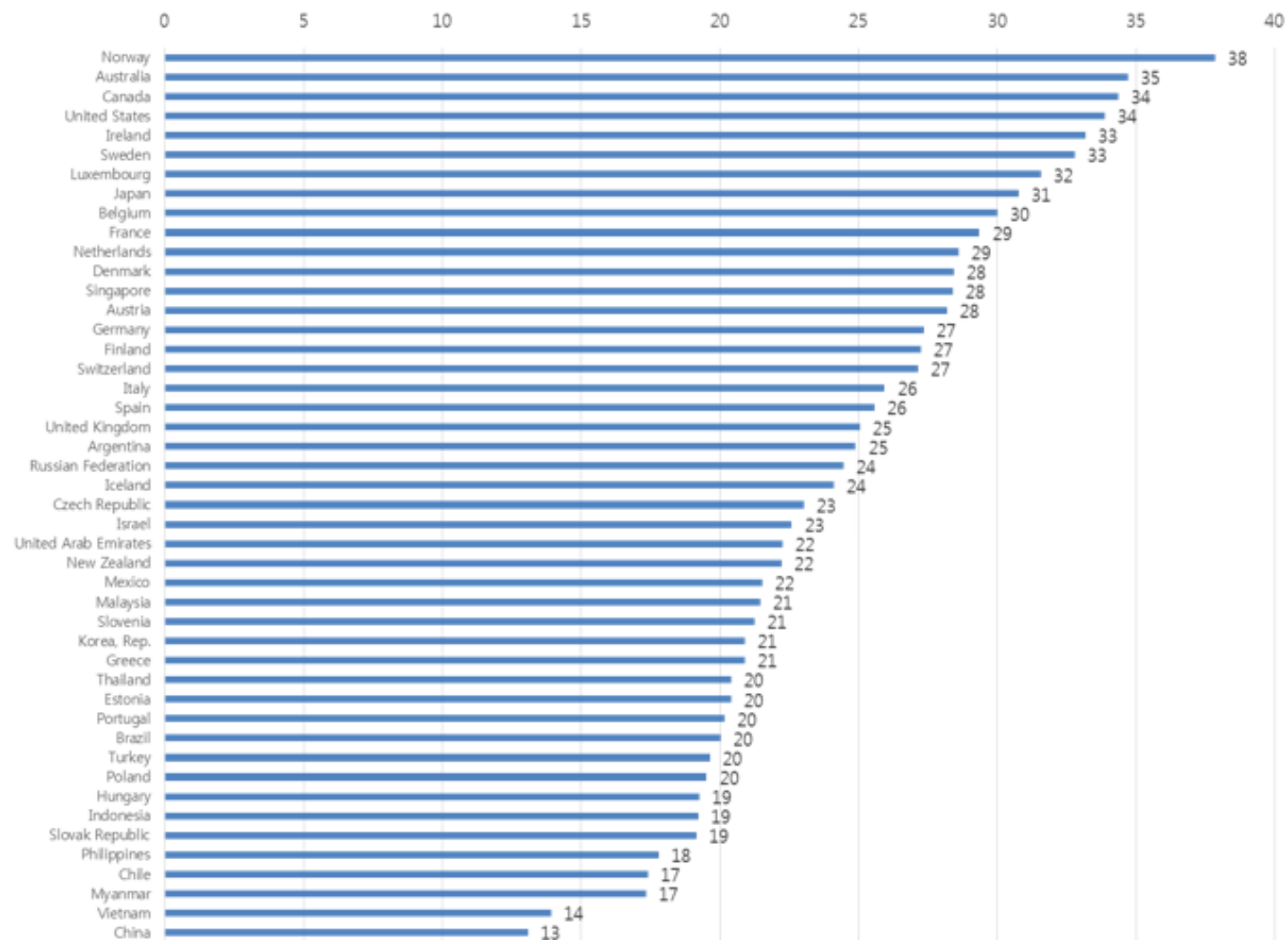
Creative Economy: Seeking Opportunity and Learn-in Asia



**Table 14: Market supremacy**  
Creative Economy: Seeking Opportunity and Lean-in Asia

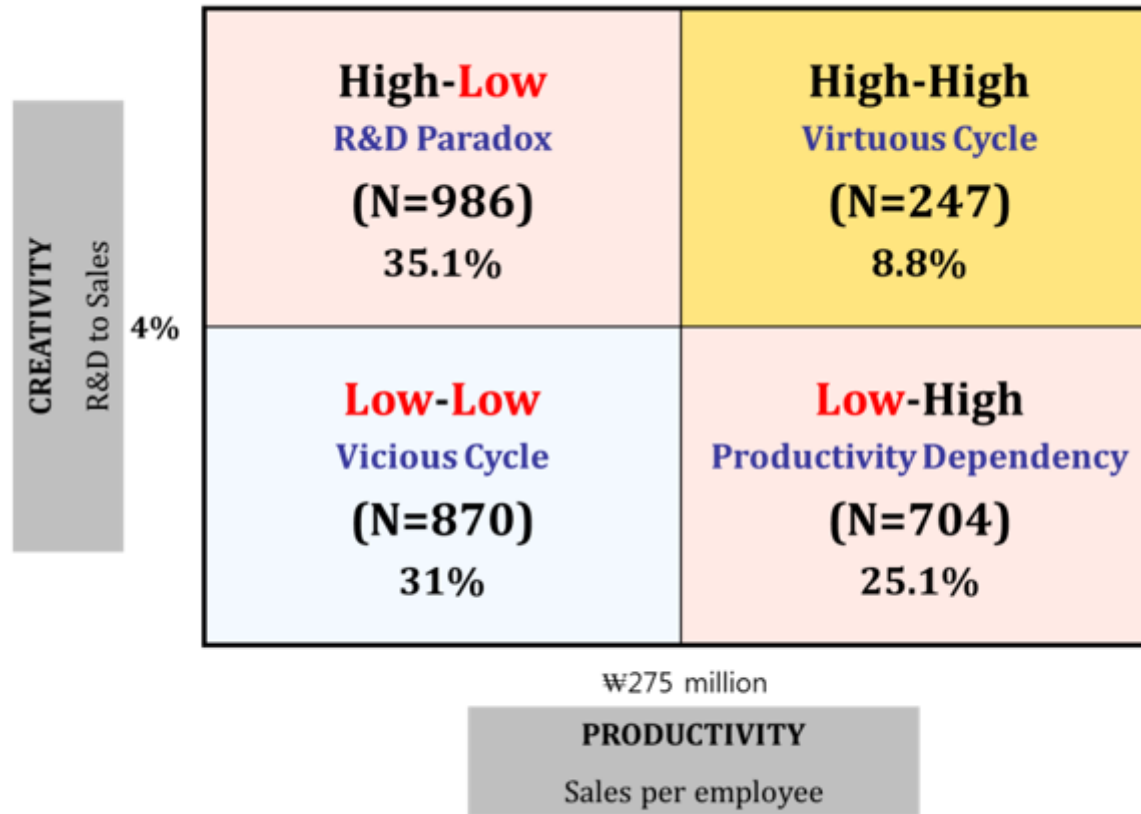


**Table 15: Current account balance**



**Table 16: Productivity**

Let's put the GEI HeBEX snapshots into a reality check using industry data!





Creativity, Export ( $r = -.02$ )

So, export strategy, where to?

# Globalization Strategy

Cultural Distance		Hi	Geographically far Culturally close	Geographically far Culturally far
		Low	Geographically close Culturally close	Geographically far Culturally close
			Low	Hi Geographic Distance

# So where is Korea SMEs going?



Culturally close  
Geographically close



## ASEAN

Markets with  
best growth  
potential

	Population (mn)
Indonesia	250
Philippines	98
Vietnam	90
Thailand	67
Myanmar	53
Malaysia	30
Cambodia	15
Lao PDR	7
Singapore	5
Brunei	0.4

Table 19

ASEAN Statistics

**ASEAN trade by selected partner country/region, 2013**

as of 4 December 2014

value in US\$ million; share in percent

Partner country/region	Value			Share to total ASEAN trade		
	Exports	Imports	Total trade	Exports	Imports	Total trade
ASEAN	330,318.1	278,240.2	608,558.3	26.0	22.4	24.2
Australia	45,526.1	22,531.4	68,057.5	3.6	1.8	2.7
Canada	7,247.4	6,219.0	13,466.3	0.6	0.5	0.5
China	152,545.5	197,962.8	350,508.4	12.0	16.0	14.0
EU 28 <sup>1/</sup>	124,434.1	121,794.1	246,228.3	9.8	9.8	9.8
India	41,935.2	25,926.7	67,861.9	3.3	2.1	2.7
Japan	122,863.2	117,903.9	240,767.1	9.7	9.5	9.6
Republic of Korea	52,823.0	82,139.6	134,962.6	4.2	6.6	5.4
New Zealand	5,684.1	4,101.3	9,785.4	0.4	0.3	0.4
Pakistan	5,274.3	864.2	6,138.5	0.4	0.1	0.2
Russia	5,243.5	14,706.0	19,949.6	0.4	1.2	0.8
US	114,509.7	92,345.7	206,855.4	9.0	7.4	8.2
Total selected partner countries/regions	1,008,404.3	964,734.9	1,973,139.2	79.3	77.8	78.6
Others <sup>2/</sup>	262,723.8	275,653.5	538,377.3	20.7	22.2	21.4
<b>Total ASEAN</b>	<b>1,271,128.1</b>	<b>1,240,388.4</b>	<b>2,511,516.5</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: ASEAN Merchandise Trade Statistics Database (compiled/computed from data submission, publications and/or websites of ASEAN Member States' national ASEAN Free Trade Area (AFTA) units, national statistics offices, customs departments/agencies, or central banks)

## Symbols used

- not available as of publication time
- n.a. not applicable/not available/not compiled
- Data in *italics* are the latest updated/revised figures from previous posting.

## Notes

Some figures may not add up to totals due to rounding off errors.

- 1/ Includes Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, United Kingdom and Croatia
- 2/ Includes of all other countries and those that could not be attributed to specific countries.

Table 24

ASEAN Statistics

**ASEAN trade by partner country/region, 2013**

as of 4 December 2014

in US\$ thousand

ISO Code	Trade partner country	Value of trade			Share to total		
		Exports from ASEAN	Imports by ASEAN	Total trade	Exports from ASEAN	Imports from ASEAN	Total trade
	ASEAN	330,318,074.7	278,240,225.7	608,558,300.4	26.0	22.4	24.2
CN	China	152,545,531.7	197,962,837.0	350,508,368.7	12.0	16.0	14.0
	EU-28	124,434,147.4	121,794,123.5	246,228,270.9	9.8	9.8	9.8
JP	Japan	122,863,231.8	117,903,870.5	240,767,102.3	9.7	9.5	9.6
US	USA	114,509,739.0	92,345,682.8	206,855,421.8	9.0	7.4	8.2
KR	Korea, Republic of	52,822,992.7	82,139,580	134,962,572.8	4.2	6.6	5.4
TW	Taiwan	35,469,376.3	66,219,976.2	101,689,352.5	2.8	5.3	4.0
HK	Hong Kong	82,084,822.3	13,135,912.2	95,220,734.6	6.5	1.1	3.8
AU	Australia	45,526,067.3	22,531,393.2	68,057,460.5	3.6	1.8	2.7
IN	India	41,935,240.2	25,926,651.7	67,861,891.9	3.3	2.1	2.7
AE	United Arab Emirates	18,840,398.1	41,678,404.4	60,518,802.5	1.5	3.4	2.4
SA	Saudi Arabia	7,607,221.3	33,258,567.6	40,865,788.9	0.6	2.7	1.6
CH	Switzerland	3,914,872.1	16,922,903.0	20,837,775.1	0.3	1.4	0.8
RU	Russia	5,243,541.0	14,706,049	19,949,590.1	0.4	1.2	0.8
BR	Brazil	9,000,626.0	9,185,217.3	18,185,843.3	0.7	0.7	0.7
QA	Qatar	997,015.1	15,745,648.6	16,742,663.7	0.1	1.3	0.7
CA	Canada	7,247,384.1	6,218,963.7	13,466,347.9	0.6	0.5	0.5
PA	Panama	12,109,717	254,455.2	12,364,172.5	1.0	0.0	0.5
ZA	South Africa	7,548,957.6	4,449,565.1	11,998,522.7	0.6	0.4	0.5
MX	Mexico	5,971,303.3	4,285,423	10,256,726.1	0.5	0.3	0.4
NZ	New Zealand	5,684,137.3	4,101,283.5	9,785,420.8	0.4	0.3	0.4
KW	Kuwait	1,178,220.6	7,316,721	8,494,941.2	0.1	0.6	0.3
TR	Turkey	5,316,348.5	2,624,339.4	7,940,687.9	0.4	0.2	0.3
AR	Argentina	2,013,799.7	5,875,050.2	7,888,849.9	0.2	0.5	0.3
BD	Bangladesh	6,563,930.6	429,207	6,993,138.1	0.5	0.0	0.3
VE	Venezuela	325,844.6	6,142,919.9	6,468,764.5	0.0	0.5	0.3
PK	Pakistan	5,274,261.7	864,208.2	6,138,469.9	0.4	0.1	0.2
OM	Oman	1,486,886.8	4,522,027.5	6,008,914.2	0.1	0.4	0.2
NG	Nigeria	1,830,801.9	4,042,217	5,873,019.0	0.1	0.3	0.2
NO	Norway	1,831,377.8	2,692,948	4,524,325.4	0.1	0.2	0.2
IQ	Iraq	1,197,109.6	3,158,711.4	4,355,821.0	0.1	0.3	0.2
EG	Egypt	3,593,290.8	537,802.5	4,131,093.3	0.3	0.0	0.2

Table 22

ASEAN Statistics

**Top ten ASEAN trade commodity groups, 2013**

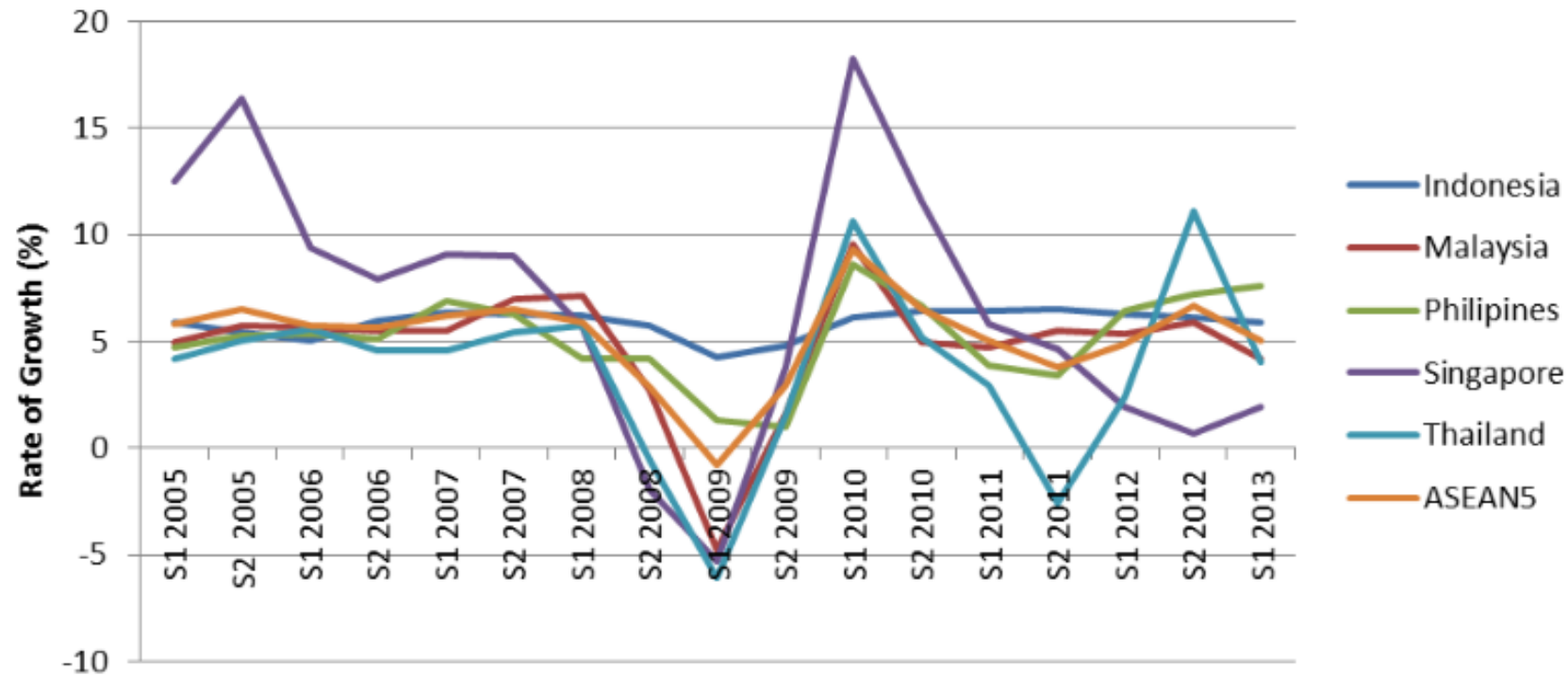
as of 4 December 2014

value in US\$ million; share in percent

Commodity group <sup>1/</sup>		Value			Share to total ASEAN trade		
2-digit HS code	Description	Exports	Imports	Total trade	Exports	Imports	Total trade
85	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television image and sound recorders and reproducers, and parts and accessories of such articles	277,373.3	249,318.0	526,691.4	21.8	20.1	21.0
27	Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes	220,166.4	273,821.9	493,988.3	17.3	22.1	19.7
84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	138,437.3	155,769.4	294,206.7	10.9	12.6	11.7
87	Vehicles other than railway or tramway rolling-stock, and parts and accessories thereof	40,412.4	40,453.7	80,866.1	3.2	3.3	3.2
39	Plastics and articles thereof	39,606.0	40,646.0	80,252.0	3.1	3.3	3.2
90	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof	32,775.3	27,710.4	60,485.7	2.6	2.2	2.4
71	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad with precious metal, and articles thereof; imitation jewellery; coin	26,338.7	33,504.0	59,842.7	2.1	2.7	2.4
29	Organic chemicals	32,701.7	26,458.2	59,159.9	2.6	2.1	2.4
40	Rubber and articles thereof	39,945.5	12,897.1	52,842.6	3.1	1.0	2.1
72	Iron and steel	8,378.0	43,510.9	51,888.9	0.7	3.5	2.1
	<b>Top Ten Commodities</b>	<b>856,134.6</b>	<b>904,089.7</b>	<b>1,760,224.3</b>	<b>67.4</b>	<b>72.9</b>	<b>70.1</b>
Others <sup>2/</sup>		414,993.5	336,298.7	751,292.3	32.6	27.1	29.9
<b>Total</b>		<b>1,271,128.1</b>	<b>1,240,388.4</b>	<b>2,511,516.5</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: ASEAN Trade Database (compiled from data submission and/or websites of ASEAN Member Countries' national statistical offices and other relevant government agencies)

### ASEAN5's Rate of GDP Semester Growth, 2005-2013



Source: AMSs submission as of 17 October 2013

Notes : ASEAN5 growth rate is calculated as a weighted average using PPP-GDP share of the World Total as used in the IMF-WEO Database of April 2013

Figure 3. ASEAN5's Rate of GDP Semester Growth, 2005-2013

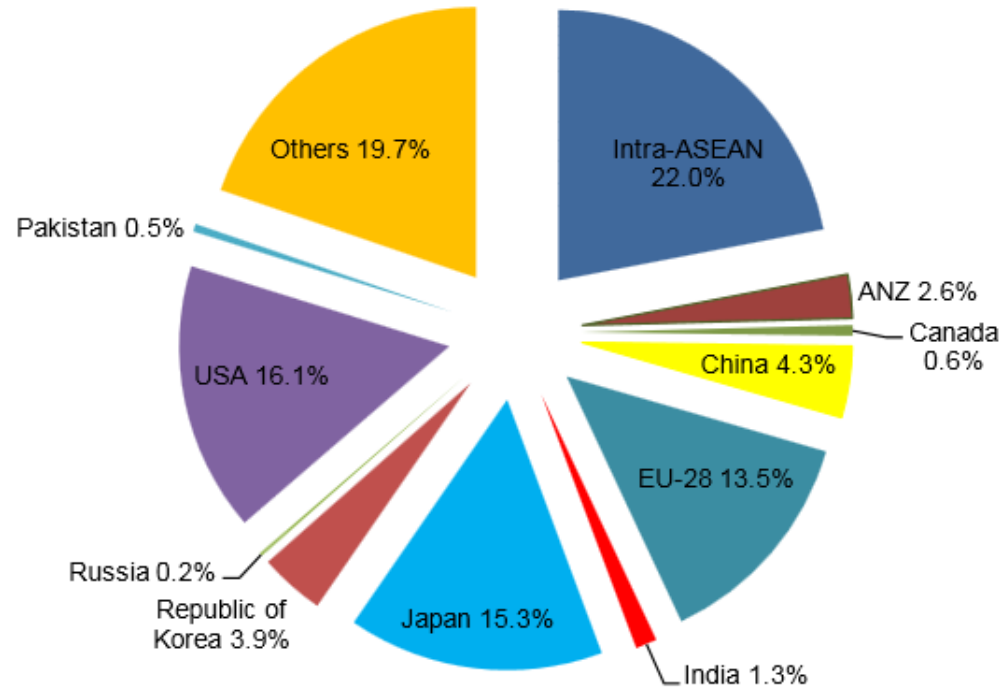


Table 2.1. Trade with Selected Dialogue Partner Countries (in US\$ billion)

Country	1993	2000	2005	2011	2012	2013	Rate of growth 1993-2013	Ratio 2013/1993
Intra-ASEAN	82.4	166.8	304.8	598.4	602.0	608.6	10.5	7
Australia	9.1	17.6	31.2	59.7	69.5	68.0	10.6	7
Canada	3.5	4.8	6.0	10.8	12.3	13.5	7.0	4
China	8.9	32.3	113.3	280.1	319.5	350.5	20.2	40
EU-28	63.2	102.8	140.7	234.6	242.6	246.2	7.0	4
India	2.9	9.7	23.0	68.2	71.8	67.9	17.0	23
Japan	86.7	116.2	153.8	273.9	262.9	240.9	5.2	3
Republic of Korea	13.3	29.6	48.0	124.4	131.0	135.0	12.3	10
New Zealand	1.3	2.2	4.1	8.2	9.2	9.8	10.7	8
Pakistan	1.0	3.5	2.3	6.8	6.3	6.1	9.4	6
Russia	0.4	1.4	4.7	13.9	18.2	19.9	21.3	47
USA	75.7	122.2	153.9	198.8	200.0	206.9	5.2	3
Rest of the World	81.5	149.9	238.7	510.7	531.0	538.1	9.9	7
<b>Total ASEAN</b>	<b>429.9</b>	<b>759.1</b>	<b>1,224.6</b>	<b>2,388.4</b>	<b>2,476.4</b>	<b>2,511.5</b>	<b>9.2</b>	<b>6</b>
ASEAN+3	191.2	345.0	620.0	1,276.8	1,315.4	1,335.0	10.2	7
ASEAN+6	204.5	374.5	678.3	1,412.9	1,466.0	1,480.7	10.4	7
EAS	280.7	498.1	836.9	1,625.6	1,684.2	1,707.6	9.4	6

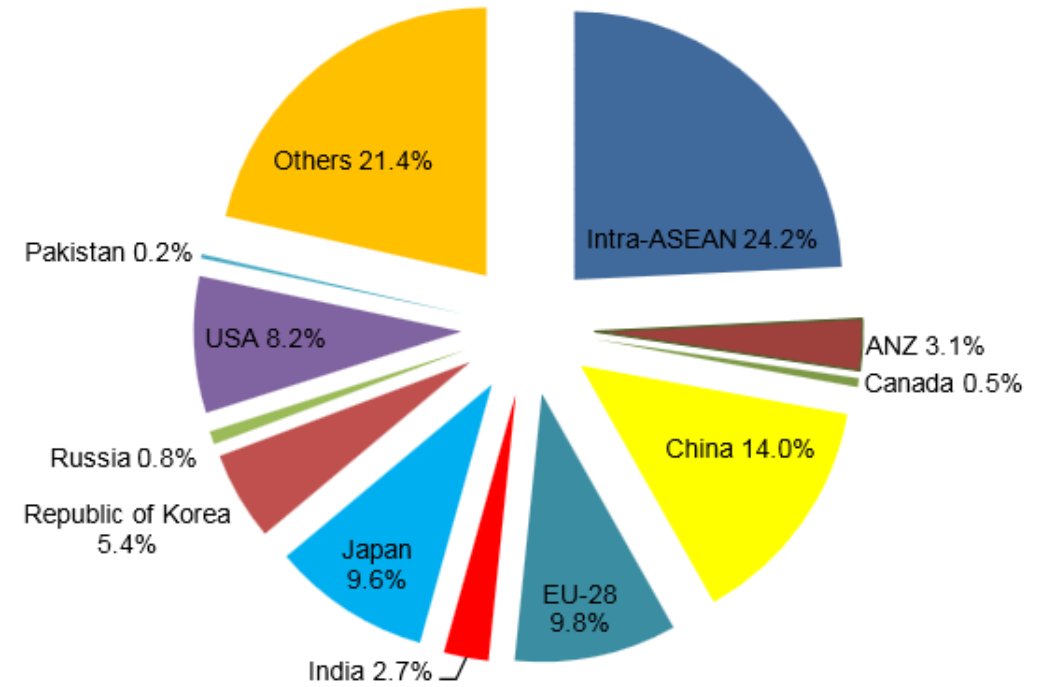
Source: ASEAN Trade Statistics Database, as of 24 July 2014

Figure 2.9 Share of Major Trade Partner in ASEAN Trade, 2000



Source: ASEAN Trade Statistics Database, as of 24 July 2014

Figure 2.10 Share of Major Trade Partner in ASEAN Trade, 2013



Source: ASEAN Trade Statistics Database, as of 24 July 2014

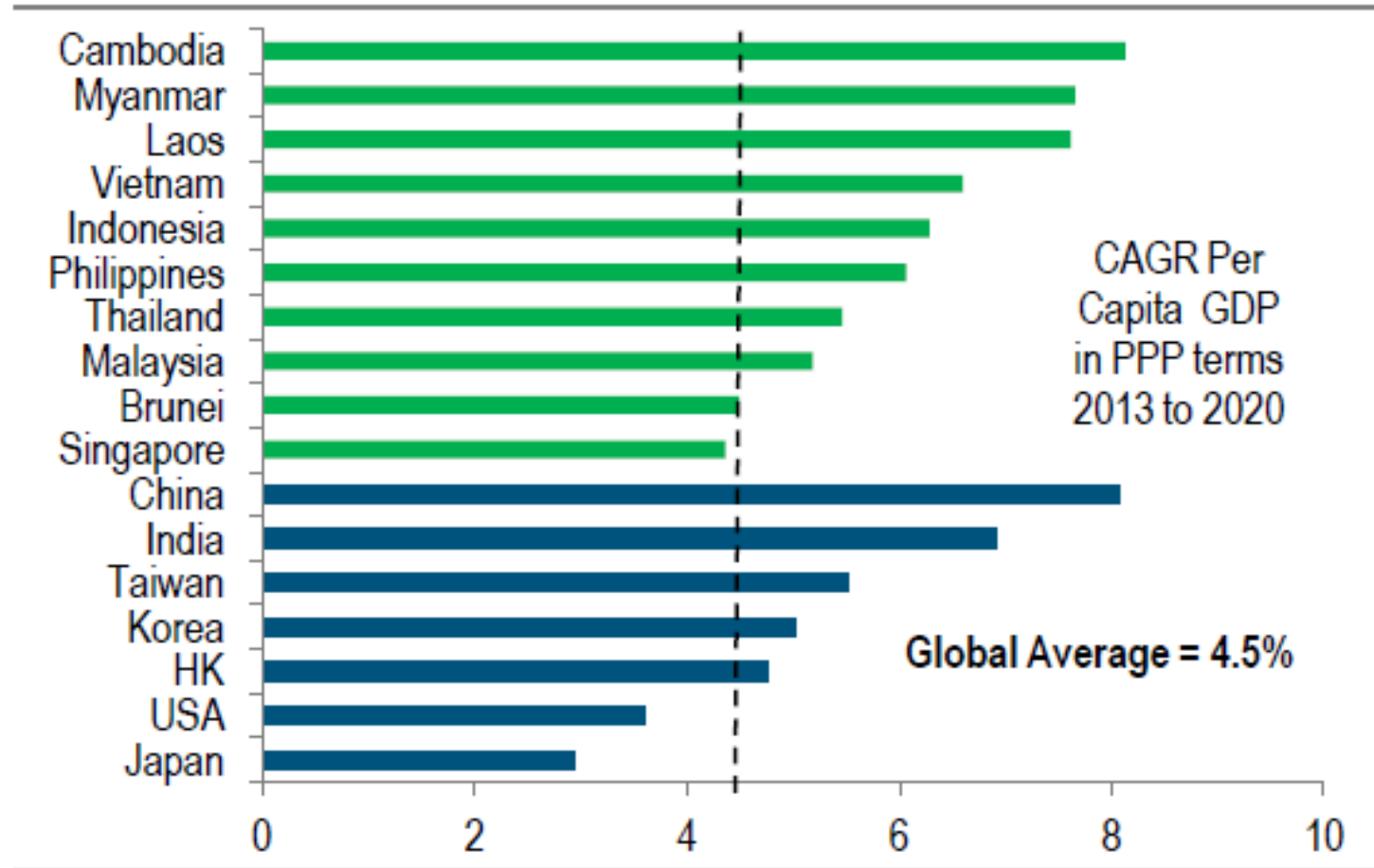
**Figure 7. FDI Inflows into ASEAN, by Source Country (US\$ million)**

Source Country	1995	2000	2009	2010	2011	2012	2013p/
Intra-ASEAN	4,651	1,219	6,672	15,200	15,228	20,658	21,322
Australia	535	-325	994	4,001	1,530	1,831	2,002
Canada	609	-98	753	1,298	768	924	851
China	137	20	1,965	4,052	7,858	5,377	8,644
EU-28	5,049	9,210	8,598	19,018	29,693	18,085	26,980
Hong Kong	1,257	912	5,650	1,735	4,274	5,030	4,517
India	108	59	553	3,474	-2,230	2,233	1,317
Japan	5,633	968	3,919	11,171	9,709	23,777	22,904
New Zealand	35	24	-157	22	7	-108	246
Pakistan	3	1	15	30	12	-21	-1
Republic of Korea	611	-191	1,799	4,299	1,742	1,708	3,516
Russia	-	-	140	60	68	184	542
Taiwan, Province of China	913	866	-70	1,116	1,033	2,317	2,242
USA	4,335	6,913	5,215	12,285	9,130	11,080	3,758
Rest of the World	4,286	2,563	10,695	22,683	17,432	21,284	24,456
Unspecified	-	-334	-	-	-	-	-
<b>Total</b>	<b>28,164</b>	<b>21,809</b>	<b>47,927</b>	<b>100,360</b>	<b>97,538</b>	<b>114,284</b>	<b>122,377</b>

Note: p/ Preliminary as of 30 July 2014

**Figure 3: Compounded growth in PPP terms, 2013-20**

*Growth, %*



Source: World Bank, Standard Chartered Research

THANK YOU  
감사합니다  
terima kasih  
ຂໍຂອບໃຈທ່ານ  
คุณ ขอบคุณ  
cam on  
謝謝