





ASEAN AT 57: FROM VISION TO REALITY

» Remembering the Past, Shaping the Future »

 6 August 2024

 Building HS03, Faculty of Humanities and Social Sciences
Khon Kaen University, Khon Kaen, Thailand

CONCEPT NOTE

Background

1.1. The Association of Southeast Asian Nations

The Association of Southeast Asian Nations (ASEAN) was established on August 8, 1967, in Bangkok, Thailand, with the signing of the ASEAN Declaration by Indonesia, Malaysia, the Philippines, Singapore, and Thailand. Since then, ASEAN has expanded to include Brunei Darussalam (1984), Vietnam (1995), Lao PDR and Myanmar (1997), and Cambodia (1999), forming a ten-member regional bloc representing over 600 million people across 4.5 million km².

To commemorate the founding of this political and economic union, ASEAN Day is observed annually on August 8. This marks ASEAN's dedication to regional cooperation and integration among Southeast Asian nations. Each ASEAN Day, member states engage in activities that promote regional solidarity, highlight ASEAN's achievements, and reinforce its objectives. This celebration underscores the founding ideals of ASEAN, emphasizing the importance of regional collaboration in addressing shared challenges, fostering economic growth, and enhancing cultural understanding. By celebrating ASEAN Day, member countries honor ASEAN's foundational ideals and reaffirm their commitment to working together as one cohesive community, striving towards shared goals for the betterment of the region.

1.2. The KKU Centre for ASEAN Study

Khon Kaen University's Center for ASEAN Study serves as a hub for disseminating knowledge about the ASEAN Community to society and academic institutions, particularly in Northeast Thailand. Its mission includes conducting research on ASEAN-related topics, such as the economy, social and cultural planning, law, and security development. The Center also focuses on building networks for the exchange of experiences and fostering relationships with academic, governmental, and private organizations.

In line with the 2022 Khon Kaen University Implementation Plan, the Center plays a pivotal role in the internationalization strategy of the university. This involves collaboration and development with ASEAN countries in areas such as instruction, research, innovation, academic service, and business networking. The Center aims to promote education, research, and knowledge creation on various aspects of the ASEAN Community. Additionally, it seeks to enhance instruction, research, and academic services through partnerships with universities, faculties, and organizations both domestically and internationally.

1.3. Mekong Institute

Mekong Institute (MI), headquartered in Khon Kaen, Thailand and jointly owned and governed by China, Cambodia, Lao PDR, Myanmar, Thailand, and Viet Nam, is an intergovernmental organization committed to deepening regional cooperation and integration. MI focuses on capacity development, dialogue, and advocacy for sustainable socioeconomic development in the Greater Mekong Subregion (GMS).

In 2021, MI was honored with the ASEAN Prize for its outstanding contributions to promoting sub-regional development and advancing regional integration and cooperation. Administered by the ASEAN Secretariat, the ASEAN Prize is a prestigious annual award that recognizes exceptional achievements by individuals or organizations in ASEAN who have significantly contributed to community-building efforts. As an ASEAN Prize recipient, MI has demonstrated its expanding role from a GMS-focused entity to a reputable organization supporting broader regional frameworks such as ASEAN.

MI strives to be a center of excellence in human resource development, a leading think tank, and a convener for dialogue and collaboration. The Institute brings together stakeholders to advance development agendas in key areas such as agriculture, trade and investment, and sustainable energy and environment. Additionally, MI addresses critical cross-cutting themes including social inclusion and vulnerability, the digital economy and innovation, and labor mobility to ensure holistic and meaningful impacts across the region.

57th ASEAN Day at Khon Kaen University

Building on their mutual dedication to fostering international collaboration and supporting ASEAN's overarching goals, the KKU Centre for ASEAN Study and MI are collaborating to celebrate the 57th ASEAN Day at Khon Kaen University. The theme for this year's celebration, "From Vision to Reality: Remembering the Past, Shaping the Future," will reflect on ASEAN's original vision and celebrate the significant progress made over the past 57 years. This theme highlights how ASEAN's founding goals have been achieved through collective efforts and sets the stage for new aspirations and opportunities for the future of the region.

As a nation instrumental in the founding of ASEAN, Thailand's historic role is commemorated through this event. It also offers an opportunity to emphasize the country's continued relevance in upholding the ASEAN framework and showcase how the KKU Centre for ASEAN Study and MI are strategically positioned to promote ASEAN's principles and the motto of "One Vision, One Identity, One Community" across the KKU community, Northeastern Thailand, and the GMS.

ASEAN Day at KKU will be a vibrant blend of cultural celebration and academic experience, offering an array of activities designed to engage and inspire participants. The event will feature a series of insightful presentations by experts on ASEAN's past achievements and future aspirations, and networking activities that highlight the importance of international collaboration in building a sustainable ASEAN Economic Community. Attendees will have the chance to explore the region's cultural heritage through ASEAN country kiosks by participating foreign students associations.

2.1. Objectives

The ASEAN Day at KKU is a key initiative aimed at promoting the ASEAN way, framework, principles, and motto, contributing to the building of a regional community. The event specifically seeks to:



Commemorate the Founding of ASEAN: Celebrate the establishment of ASEAN on August 8, 1967, and honor the vision of the founding members who came together to create a framework for regional cooperation and unity.



Reflect on ASEAN's Progress, Achievements, and Collective Aspirations: Look back on ASEAN's journey from its inception to the present day, acknowledging the significant milestones, successes, and shared goals that have shaped the organization's development.



Foster Regional Solidarity and Cultural Understanding: Create opportunities for attendees to engage in cultural exchange and deepen their appreciation of the diverse traditions and values of ASEAN member states.



Inspire New Aspirations for the Region: Encourage new ideas and partnerships that advance ASEAN's principles and address future challenges, paving the way for continued regional growth and integration.

2.2. Potential Participants and Partners

The event targets 200 participants, including students and professors in Northeast region, general audiences, and members of the diplomatic network. Also, it is expected to be attended by:



KKU Foreign Students Associations

(i.e. Myanmar Students Association, Vietnamese Students Association, Indonesian Students Association, Lao Students Association, and Cambodian Students Association).

2.3. Registration

Please confirm your attendance by 31 July 2024 via this link: <https://bit.ly/57thASEANDay>

Questions on the registration and other inquiries may be sent to:

Ms. Anusara Tanpitak
Communications and Knowledge Management Manager
Mekong Institute
anusara@mekonginstitute.org



2.4. Format and Language

It will be held at KKU's Faculty of Humanities and Social Sciences and will be livestreamed over the Faculty and MI's Facebook Pages. The morning session will be held entirely in English, while the afternoon panel discussion will be in Thai.

ACTIVITIES



Expert-Led Presentations
 A series of talks and lectures on ASEAN then and now.



Networking Sessions
 Organized sessions for students, faculty, and guests to meet and discuss ASEAN-related topics in an informal meet-and-greet opportunity.



ASEAN Country Kiosks
 A side feature of the ASEAN Day will be booths set up by participating KKU foreign student associations representing different ASEAN countries. Each kiosk will feature cultural displays, traditional food tastings, and informational materials about the respective countries.



Cultural Performances
 Live performances including traditional dances and music as event intermission numbers, offering attendees an immersive experience of the region's artistic traditions.



ASEAN-themed Photo Booth
 A photo booth decorated with ASEAN-themed props and backdrops where attendees can take pictures.

INDICATIVE AGENDA

Time	Activity
0830 - 0900	Registration
0900 - 0905	Welcome and Greetings By emcee
0905 - 0920	Welcome and Opening Remarks <ul style="list-style-type: none"> Mr. Suriyan Vichitlekarn, Executive Director, MI Assoc. Prof. Charnchai Panthongviriyakul, President, Khon Kaen University (TBC)
0920 - 0940	Keynote Address on “Remembering the Past, Shaping the Future” Mr. Vongthep Arthakaivalvatee, Former Deputy Secretary-General, ASEAN Socio-Cultural Community (ASCC), ASEAN Secretariat
0940 - 0945	Opening Cultural Performance
0945 - 0950	Group Photo
0950 - 1050	Panel Discussion on “Envisioning ASEAN in 2045: Community Building and Its Significance for Isan and the Mekong Subregion” <ul style="list-style-type: none"> Mr. Vongthep Arthakaivalvatee, Former Deputy Secretary-General, ASEAN Socio-Cultural Community (ASCC), ASEAN Secretariat Mr. Apichai Sunchindah, former Executive Director, ASEAN Foundation Mr. Arthayudh Srisamoot, former Thai Ambassador to PR China, and former Director-General of the ASEAN Affairs Department, Ministry of Foreign Affairs of Thailand Dr. Somsak Pipoppinyo, former Director, Sectoral Development Directorate, ASEAN Secretariat Ms. Pouchamarn Wongsanga, former Senior Officer, Food and Forestry Division, and Regional Component Leader, Promotion of Sustainable Agriculture Value Chain (ASEAN AgriTrade), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Moderated by Mr. Suriyan Vichitlekarn, Executive Director, MI
1050 - 11:00	Q & A via Mentimeter and Open Format
1100 - 1115	Networking Break
1115 - 1200	ASEAN Quiz
1200 - 1215	Costume Award
1215 - 1330	ASEAN Lunch

INDICATIVE AGENDA

Time	Activity
1330 - 1345	Introduction to Afternoon Program
1345 - 1500	<p>Panel Discussion on “ASEAN Perspective through Politics, Culture, the Arts, and Society”</p> <ul style="list-style-type: none"> • Speakers: <ul style="list-style-type: none"> ◦ Mr. Suriyan Vichitlekarn, Executive Director, MI ◦ Assoc. Prof. Dr. Niyom Wongphongkham, Vice President for Arts, Culture, and Creative Economy, Khon Kaen University ◦ Assoc. Prof. Dr. Hideki Hiramatsu, Center for Southeast Asian Studies, Kyoto University ◦ Asst. Prof. Dr. Keeratiporn Jutaviriya, Acting Director, Centre for ASEAN Studies, Khon Kaen University ◦ Asst. Prof. Dr. Supakit Buakaw, Faculty of Humanities and Social Sciences, Khon Kaen University • Moderated by Dr. Kantaphong Chitkla, Faculty of Humanities and Social Sciences, Khon Kaen University
1500 - 1515	Q & A
1515 - 1530	<p>Wrap up and Closing</p> <ul style="list-style-type: none"> • Asst. Dr. Keeratiporn Jutaviriya, Acting Director, Centre for ASEAN Studies, KKU
1530 - 1545	Networking Break