

Borobudur
(Indonesia)



Angkor Wat
(Cambodia)



Omar Ali Saifuddien Mosque
(Brunei Darussalam)



Wat Arung
(Thailand)



Petronas Twin Towers
(Malaysia)



Ha Long Bay
(Vietnam)



That Luang
(Laos)



Bagan
(Myanmar)



Marlion
(Singapore)



Magellan's Cross
(Philippines)



ASEAN: A Region with Fascinating Attractions

ASEAN (Association of Southeast Asian Nations) was established in 1967 to accelerate economic growth and to promote regional peace and stability in Southeast Asia. At the outset, ASEAN had five member countries, namely, Indonesia, Malaysia, the Philippines, Singapore and Thailand. Later, Brunei Darussalam, Vietnam, Laos, Myanmar and Cambodia joined, bringing the total number of member countries to 10. Today, the total land area of ASEAN member countries is 12 times larger than that of Japan, and it has a population of around 570 million.

Through the ages, ASEAN member countries have interacted and exchanged various forms of local culture with many countries around the world by opening their gates not only to their Asian neighbors, such as India and the Middle East, but also to Europe. As a result of these exchanges, various religions, such as Buddhism, Islam and Christianity, exist side by side in the region.

The citizens of ASEAN comprise of different ethnic groups, including Indonesian, Malay, Thai, Chinese, Indian and ethnic minorities; they all live together in harmony. In addition to each country's own unique history and culture, this mixture of people from around the region has created distinct culinary dishes and various forms of traditional arts and crafts.

Besides its rich local culture, ASEAN is blessed with beautiful natural environments and numerous historic sites. The 27 World Heritage Sites of ASEAN include the remains at Angkor Archaeological Park in Cambodia and the world's largest Buddhist temple compounds at Borobudur in Indonesia. With a plethora of mesmerizing scenic spots and world class resorts, ASEAN continues to attract and enthrall tourists from around the world.

Our ASEAN neighbors always welcome visitors with sincere smiles and warm hospitality, making it a truly fascinating region of amazing people in 10 remarkable countries. That is ASEAN – A Perfect 10 Paradise.



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