MEMORANDUM OF UNDERSTANDING

ON

CITY MARKETING

Between

Seoul Metropolitan Government, Republic of Korea and Bangkok Metropolitan Administration, Kingdom of Thailand

The following is a Memorandum of Understanding (hereinafter referred to as the MOU) between Seoul Metropolitan Government, Republic of Korea, and Bangkok Metropolitan Administration, Kingdom of Thailand (hereinafter referred to as 'the parties').

Both parties desire to strengthen amicable relations between two cities, and promote mutual understanding between their citizens.

Both parties wish to expand active cooperation between both cities in the sphere of city marketing on the basis of equality and mutual benefits.

This MOU carries no legally binding responsibilities upon each party.

Both parties have reached the following understandings:

- 1. The parties, subject to their national laws and regulations, will promote and develop the cooperation in the field of city marketing based on reciprocity and mutual benefits.
- 2. The parties will offer convenience and assistance for city promotion activities through their PR/Marketing tools in each city based on reciprocity and mutual benefits.
- 3. The parties will facilitate the following coordination:
 - (a) Exchange of Advertising/PR tools owned by the parties or to be able to make use of
 - (b) Exchange of promotional materials for city marketing
 - (c) Exchange of research and reference materials, documents, and statistics in the field of City Marketing and Public Relations
- Cooperative activities and projects under this MOU shall be conducted upon separated agreement of both parties.

This MOU will enter into force from the date of signature.

Done in Bangkok on 29th day of May in the year 2007 in duplicate in the Thai, Korean and English languages, all texts being equally authentic.

SEOUL METROPOLITAN GOVERNMENT BANGKOK METROPOLITAN ADMINISTRATION REPUBLIC OF KOREA KINGDOM OF THAILAND

Mr. Young-Jin Kwon

Vice Mayor

Seoul Metropolitan Government

Mr. Vallop Suwandee

Deputy Governor of Bangkok

Bangkok Metropolitan Administration

Vallop Auwande