

# 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
4. Cooperative activities and projects under this MOU shall be conducted upon separated agreement of both parties.

