



Asia-Europe Institute



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## PRESS RELEASE

### European Studies in Asia (ESiA) Network Public Panel

### EU-Asian relations: Policies and Perceptions of the EU in Malaysia

3:00 – 5:00p.m 19 June 2009 | Asia Europe Institute – University of Malaya

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### EU-Asian relations: Policies and Perceptions of the EU in Malaysia

The public panel will take place in direct follow up to the implementation of the ESiA network's flagship project 'The EU through the Eyes of Asia' in Malaysia. This Asia wide research project provides scientifically valid feedback drawn from three sources; public opinion survey, media analysis and key stakeholder interviews. The EU through the Eyes of Asia project illustrates the unique perceptions of Asians towards the EU, highlighting a wealth of information designed to build better mutual understanding between Academics, Media, Policy Makers and private sector actors in Asia and Europe. To date the study has been carried out in nine research locations including China, Hong Kong, Indonesia, Japan, Korea, The Philippines, Singapore, Thailand and Vietnam, with India and Macao joining Malaysia in the latest phase of the research.

It is on this basis that this public panel will discuss the current state of play in relation to EU – Asian relations and attempt to map the shifts and trends of EU policies and perceptions in Asia as a whole and Malaysia specifically. The two regions of Asia and Europe are becoming increasingly more interrelated and interdependent and over the past decade have strengthened their ties politically, economically and culturally. At present the strategic partnership between the two regions is of immense importance to one another.

The panel will bring together four high-level experts from both academic and policy making backgrounds to share expertise and discuss their own unique perspectives. The goal of this event is to spur dialogue between Asian and European experts to evaluate the current policies of the EU towards building stronger links and partnership across Asia while discussing the popular perceptions of the EU in Asia. The panelists will discuss economic, educational, environmental, political factors and perceptions that are of paramount importance to forging a healthy relationship between the EU and Asia.

#### Moderated by:

**Prof. Datuk Dr. Roziah Omar**, Executive Director, Asia-Europe Institute

#### Speakers include:

**Prof. Martin Holland** – Director, National Centre for Research on Europe, University of Canterbury

**Prof. Rajendra Jain** - Chairman, Centre for European Studies, Jawaharlal Nehru University

**H.E. Vincent Piket** – Ambassador & Head of Delegation of the European Commission to Malaysia

#### Panel Discussant:

**Profesor Dato' Paduka Mohamad bin Abu Bakar**

Department of International and Strategic Studies, Faculty of Arts and Social Sciences, University of Malaya

The public panel will encourage participants to actively contribute in the public discussion, and allow audience members the opportunity to raise questions and concerns to the experts on the many facets of this pivotal issue.

*"The meeting in Kuala Lumpur is an important milestone in enhancing the multilevel cooperation between Asia and the European Union in our efforts to promote global peace, progress and prosperity."* - **Prof. Datuk Dr. Roziah Omar, Executive Director, Asia-Europe Institute**

There will be an opportunity for the media to conduct private interviews with panelists. Interested parties please contact:

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### Asia-Europe Foundation

The Asia-Europe Foundation (ASEF) advances mutual understanding and collaboration between the people of Asia and Europe through intellectual, cultural, and people-to-people exchanges. These exchanges include conferences, lecture tours, workshops, seminars and the use of web-based platforms. The major achievement of ASEF is the establishment of permanent bi-regional networks focused on areas and issues that help to strengthen Asia-Europe relations.

Established in February 1997 by the partners of the Asia-Europe Meeting (ASEM)<sup>1</sup>, ASEF reports to a board of governors representing the ASEM partners. ASEF is the only permanent physical institution of the ASEM process. Since 1997, the Foundation has initiated projects engaging 14,000 individuals from Asia and Europe. ASEF works in partnership with other public institutions and civil society actors to ensure its work is broad-based and balanced among the partner countries. [www.asef.org](http://www.asef.org)



### Asia-Europe Institute

The Asia-Europe Institute has successfully established itself as one of the Southeast Asia's leading institution for social science postgraduate research and teaching. Established under the Asia-Europe Meeting (ASEM) process with a philosophy of enhancing Asia-Europe relations, AEI aims to foster exchange of students and scholars with a view to develop a better understanding of the cultures, histories, politics, institutions, economics, business and legal practices of both regions.

The origins of AEI can be traced back to the idea of establishing closer higher education linkages between Asia and Europe under the provisions of the Asia-Europe Meeting (ASEM) initiative in 1996.

AEI aims to be the place where intellectual discourses are held. Key issues on intensifying globalisation and regionalisation environment, international business, innovation and technologies and inter regional relations between Asia and Europe are discussed. Further AEI promotes collaborative research with academic as well as government and private sector institutions. Our postgraduate students are central to the realisation of a collaborative and innovative education hub for the future.