



PRESS RELEASE

Launch of a New Publication

The EU through the Eyes of Asia

PRESS RELEASE No. 080523_PR0806
23 May 2008

Launch of a New Publication

"The EU through the Eyes of Asia: Media, Public and Elite Perceptions in China, Japan, Korea, Singapore and Thailand"

26/05/2008, Seoul, Korea

The Asia-Europe Foundation (ASEF) together with the EU Research Centre, Korea University; and the SNU-KIEP EU Center, Korea Institute for International Economic Policy; are co-hosting the launch of the **"The EU through the Eyes of Asia: Media, Public and Elite Perceptions in China, Japan, Korea, Singapore and Thailand"** in Seoul, on **26 May 2008**. This event will be co-organised by the EU Research Centre (EURC) and the Graduate School of International Studies (GSIS) of Korea University.

The publication is the result of a major academic collaboration to measure the perceptions of the European Union (EU) in Asia. It presents an in-depth analysis on Asian **perceptions of the EU** through media evaluation, public opinion surveys and elite interviews in **China, Japan, Korea, Singapore and Thailand** between January 2006 and July 2007.

Prof. Martin Holland, Director of the National Centre of Research on Europe (NCRE), University of Canterbury, and co-editor of the book says, *"Misperception or ill-informed views of the European Union EU's global role puts the EU at risk of being overlooked or undervalued by third countries with [which] the EU is a significant partner. Similarly, low awareness of the EU expose[s] third countries to the risk of slipping under the EU's radar."*

Hence, the findings reported in this pioneering study are a crucial step toward developing a broader understanding regarding the international perceptions of the EU. They provide scientifically-compelling feedback that can better assist in policy-making, suggesting recommendations to the EU, Asian governments and the media.

The event will kick off with opening addresses by **Dr. Wook Chae**, President of KIEP and **Prof. Changrok Soh**, Dean of GSIS, Korea University. Welcome remarks will be given by **Ambassador Wonil Cho**, the Executive Director of ASEF. The highlight of the event will be the **keynote address by Ambassador Brian McDonald**, Head of Delegation of the European Commission to the Republic of Korea. This will be followed by an introduction to the book along with a discussion on Korean perspectives of the EU by **Prof. Sung-Hoon Park**, Director of the EU Research Centre, Korea University, and **Dr. Heungchong Kim**, Head of the Europe Team at KIEP.

ESiA is an academic network initiated by the ASEF and NCRE to stimulate European studies in the Asian region. The publication is a collaboration between ASEF, NCRE, Ateneo University of Manila (the Philippines), and the University of Warsaw (Poland), and is supported by the European Commission and the Ministry of Foreign Affairs of France.

Registration and Press Enquiries:

Prof. Sunghoon Park, Korea University | T. +82-2-3290-2405 or 1647 | E-mail: shpark@korea.ac.kr

ABOUT US



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)¹, 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. <http://www.asef.org>

The European Studies in Asia (ESiA) network was initiated by ASEF to stimulate European studies in the Asian region by providing a reliable platform for exchange and co-operation between European studies academics both in Asia and Europe. As an all-inclusive network, ESiA embraces all academics, institutions and networks specialising in European studies in Asia-Europe Meeting (ASEM) countries. It endeavours to strengthen existing academic links in Asia as well as facilitate the creation of new synergies within Asia as well as between Asia and Europe, through networking meetings, academic collaborations and the use of online tools. The “EU through the Eyes of Asia” is the inaugural project of the ESiA network. For more information, please visit <http://esia.asef.org>



SNU-KIEP EU CENTER, KIEP

SNU-KIEP Centre for EU Studies (hereafter EU Centre) aims to contribute to enhancing public awareness of the EU in the Korean society, and stimulate various EU-related activities in Korea, by supporting research and outreach activities on the EU and EU-Korea related issues. The EU Centre was established on March 1, 2006, with the financial support of the European Commission, combining the EU Studies Division at the Korea Institute for International Economic Policy (KIEP) and the EU Studies programme at the Graduate School of International Studies of Seoul National University. KIEP has played a pivotal role in organizing international conferences, research on the EU, publications and intellectual exchange of the programme.

EU RESEARCH CENTRE, KOREA UNIVERSITY



Established in 1992, the EU Research Center (EURC) of Korea University strives to promote and enhance academic efforts concerning the EU by conducting comprehensive and profound research activities, as well as to provide for the educational needs. The EURC is an interdisciplinary research institution encompassing the whole spectrum of academia, including economics, politics, law, sociology, as well as culture and arts. The institution collects and analyses information relating to the integration of EU, funds and hosts academic conferences, workshops, educational programs and outreach activities, and publishes newsletters in the hopes to increase the awareness of, and thus enhance the understanding of, the EU in Korea. The EURC has been particularly keen to establish a platform for exchange and cooperation between European studies experts both in Korea and Europe, and has been an integral part of various international research networks, including ESiA (EU Studies in Asia) Network and EU-NESCA (Network of EU Studies Centers in Asia). The EURC is intent on becoming the Mecca of EU studies in Korea by creating and maintaining a community of EU specialists throughout Korea, Asia and Europe, as well as other parts of the world.

¹ **ASEM** (the Asia-Europe Meeting) is an informal process of dialogue and co-operation. It brings together Austria, Belgium, Brunei, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, Pakistan, the Philippines, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam, the ASEAN Secretariat and the European Commission. <http://www.aseminfoboard.org>