



THE ASIA-EUROPE FOUNDATION AND CHULALONGKORN UNIVERSITY ARE PLEASED  
TO JOINTLY PRESENT A BOOK LAUNCH  
With the support of the European Commission



**THE EU THROUGH THE EYES OF ASIA**  
**Media, Public and Elite Perceptions**  
**in China, Japan, Korea, Singapore and Thailand**

**Bangkok, 5 August 2008 | 15:30-18:00**

Room 105, Maha Chulalongkorn Building,  
Chulalongkorn University  
Phyathai Road, Bangkok 10330, Thailand

**PROGRAMME**

**15:30**      ***Registration***

**16:00**      ***Welcome Remarks***

**Professor Pirom Kamolratanakul, M.D.**  
President  
Chulalongkorn University

**Ambassador Savanit Kongsiri**  
Board Governor for Thailand  
Asia-Europe Foundation

**16:20**      ***Notes on "The EU through the Eyes of Asia"***

**Prof. Martin Holland**  
Director  
National Centre for Research on Europe

University of Canterbury

**16:40**      ***The EU through the Eyes of Thailand***

**Assoc. Prof. Apirat Petchsiri**

Research Team Leader for Thailand  
Interdisciplinary Department of European Studies  
Chulalongkorn University

**17:00**      ***Remarks***

**Ambassador Friedrich Hamburger**

Head of Delegation  
Delegation of the European Commission

**17:10**      ***Question and Answer Session***

**17:40**      ***Closing Remarks***

**Assoc. Prof. Dr. Chayodom Sabhasri**

Director  
Interdisciplinary Department of European Studies  
Chulalongkorn University

**Peter Ryan**

Director for Intellectual Exchange  
Asia-Europe Foundation

**17:50**      ***Launch of "The EU through the Eyes of Asia" Publication***

**18:00**      ***Reception***

***Co-hosted by ASEF and ECSA (THAILAND) Foundation***

## **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)<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.

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>

### **CHULALONGKORN UNIVERSITY**

Chulalongkorn University, Thailand's first institution of higher learning, officially came into being in March, 1917. The groundwork and preparation for it in terms of planning and development, however, took place more than a century ago. The worldwide economic, social and political changes in the late nineteenth century contributed to Siam's decision to adapt herself in order to avoid being colonized by the Western powers (“Siam” became “Thailand” in the year 1939). Thus King Chulalongkorn (Rama V) has royal policy to strengthen and improve government so that the country could successfully resist the tide of colonialism. One of the major parts of the policy, which would later prove to be deep-rooted and highly effective, was to improve the Siamese educational system so as to produce capable personnel to work in both the public and private sectors. As a result, a school was founded in 1871 at the Royal Pages Barrack within the Grand Palace compound.

### **INTERDISCIPLINARY DEPARTMENT OF EUROPEAN STUDIES**

The Interdisciplinary Department of European Studies, established in 1997, is a division of the Graduate School of Chulalongkorn University, Bangkok, Thailand. It was the first international European studies program in Southeast Asia to focus on the European integration process from various perspectives, and combines insights from the disciplines of history, law, political science, and economics. The program involves an intensive one-year course of study under professors from both Europe and the Asia-Pacific region, a research trip to Europe, and the preparation of either a research paper or thesis. Upon graduation, students are granted the degree Master of Arts in European Studies. In addition, the Department maintains close relations with similar programs throughout Europe and Asia, engages in various forms of research, and periodically hosts academic speeches, conferences, and workshops.

---

<sup>1</sup> **ASEM** (the Asia-Europe Meeting) is an informal process of dialogue and cooperation. 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>