



University of Social  
Sciences and  
Humanities, VNU-Hanoi

EUROPEAN UNION  
Delegation of the European Commission to Vietnam

## PRESS RELEASE

### Launch of a New Publication

# The EU through the Eyes of Asia

PRESS RELEASE No. 080507\_PRO804  
7 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”**

**07/05/2008, Hanoi, Vietnam**

The Asia-Europe Foundation (ASEF) in partnership with the National Centre for Research on Europe (NCRE), University of Social Sciences and Humanities, Vietnam National University-Hanoi and the Delegation of the European Commission in Vietnam jointly-organised the launch of the publication **“The EU through the Eyes of Asia: Media, Public and Elite Perceptions in China, Japan, Korea, Singapore and Thailand”** in Hanoi, on **7 May 2008**.

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 said, *“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 significance of this event was apparent as the study has expanded to Vietnam, Indonesia and the Philippines, with the view to eventually encompassing all of Asia by 2010. The book launch offered an important opportunity to convey the findings of the study to key Vietnamese academics, practitioners, and business and media professionals.

The event kicked off with welcome remarks followed by a brief presentation about the study. There were also **keynote speeches by Ambassador Sean Doyle**, Head of Delegation of the European Commission in Vietnam and **Prof. Dr. Nguyen Van Khanh**, Rector, University of Social Sciences and Humanities, Vietnam National University-Hanoi.

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.

**Programme contact: Ms. Ira Martina Drupady**, Asia-Europe Foundation

T. +65 6874 9709 | F. +65 6872 1207 | E-mail: ira.martina@asef.org

**Media contact: Ms. Bich Vien**, Delegation of the European Commission in Vietnam

T. +84 9 41 00 99 (ext: 8224) | F. +84 9 4617 01 | E-mail: Bich.VIEN@ec.europa.eu

## ABOUT US

### ASIA-EUROPE FOUNDATION



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. <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>



In 2000, the forerunner to the National Centre for Research on Europe (NCRE) - the Centre for Research on Europe - was founded at Canterbury. In 2002 a grant from the European Commission was awarded and at this time the Centre became the NCRE. It remains the only EU-dedicated tertiary level centre in New Zealand. Since then, the NCRE has developed significantly in both academic and outreach activities, involving a variety of roles and mechanisms. It has also established an effective form of collaboration with four other New Zealand universities (Auckland, Victoria, Otago and Lincoln) and one Australian university (Melbourne) during this time. Above all, the NCRE has begun the essential process of encouraging and promoting a new generation of New Zealand graduates who have a high level of expertise and interest in the European Union (EU).



Vietnam National University, Hanoi (VNU) is the first modern university established in Vietnam. VNU has undergone various development stages: the University of Indochina established on 16 May, 1906; Vietnam National University (November, 1945); the University of Hanoi (June, 1956). In December, 1993, VNU was reorganised on the basis of amalgamating the University of Hanoi, Foreign Language Teachers' Training College (established in 1967) and other leading universities in Hanoi.

VNU is the largest multidisciplinary higher educational and research centre in Vietnam. VNU is entrusted with the task of producing qualified human resources for the industrialisation and modernisation of the country. VNU holds a special position in the system of tertiary education in Vietnam, operating according to a special regulation promulgated by the Prime Minister. VNU reports directly to the Prime Minister and has the high autonomy in organization -personnel, training programs, scientific research and technological development, planning - finance, international relations and other fields. VNU is entitled to work directly with ministries, ministerial level organizations, governmental bodies, people's committees of central cities and provinces concerning affairs related to VNU. VNU's colleges and institutes maintain their juridical person status of a higher education and scientific research institution as regulated by the Law on Education and the Law on Science-Technology.



The European Commission (EC) represents and upholds the interests of Europe as a whole. It is independent of national governments. The EC is one of the biggest financial contributors to ASEF. The European Commission to Vietnam represents the European Commission's External Service. It serves the Commission and the European Union by publicising, explaining and implementing EU policy, promoting Europe's interests as embodied in the European Community policies, and playing a key role in development assistance.

---

<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>