



PRESS RELEASE

Launch of a New Publication

The EU through the Eyes of Asia



Launch of a New Publication and Panel Discussion

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

22/10/2008, Beijing News Plaza Hotel

The Asia-Europe Foundation (ASEF) in partnership with the Centre for European Studies at Renmin University is organising the launch of the publication "**The EU through the Eyes of Asia: Media, Public and Elite Perceptions in China, Japan, Korea, Singapore and Thailand**" from **16h00 to 18h00, 22 October 2008**. The Launch will take place at Conference Room 7, Floor 4, Beijing News Plaza Hotel.

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, 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.

There will also be a **high-level panel discussion** on the specific topic of **the perception of the EU in China and Hong Kong** with the Hong Kong and China chapter authors: **Prof. Dai Bingran**, Director, Centre for European Studies, Fudan University; **Dr. Kenneth Chan**, Associate Professor, Hong Kong Baptist University; and the studies co-ordinator and editor **Prof. Martin Holland**, Director, NCRE, University of Canterbury

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.

To register for the public book launch of for further information, please contact:

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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>

CENTRE FOR EUROPEAN STUDIES – RENMIN UNIVERSITY OF CHINA



The European Economic Community Information and Research Center ---- the forebody of Center for European Studies was organized in 1994, which was promoted to university level research center and renamed as Center for European Studies in 1996. Selected as one of the key institutions of EU-China Higher Education Cooperation Program in 1997, the CESRUC became the key supporting target of Asian Link project and EU-China European Studies Center Program for the following consecutive years. In 2000, CESRUC was awarded as the National Key Research Institute by the China Ministry of Education and in 2005 was awarded as the Jean Monnet Centre of Excellence by the European Commission, which was the only one in China. The director of CESRUC was Dr. Song Xinning, Jean Monnet Chair Professor. After he became the senior researcher of the UNU-CRIS, Dr. Zhang Xiaojin took his place in the centre.

The Center is very active in the fields of European studies, namely the politics, economics, law and social issues, and occasionally published *European Studies Forum* and *European Studies* and two book series on European studies and comparative regional integration since 1998.

¹ **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>