



PRESS RELEASE

Launch of a New Publication

The EU through the Eyes of Asia



PRESS RELEASE No. 080409_PR0802
9 April 2008

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

18/04/2008, Singapore

The Asia-Europe Foundation (ASEF) in partnership with the National University of Singapore (NUS) European Studies Programme 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”** at the ASEF premises on **18 April 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, 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.

H.E. Holger Standertskjöld, Head of the Delegation of the European Commission to Singapore as well as **Prof. Lai Choy Heng**, Vice Provost, NUS, will speak at the event. There will also be a **high-level panel discussion** on the topic of **the EU’s visibility in Asia** with: **Mr. John Chalmers**, Senior Editor, Reuters; **Mr. Joachim Ihrcke**, President of the European Chamber of Commerce of Singapore; and **Assoc. Prof. Barnard Turner**, Academic Convenor, European Studies Programme, NUS.

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, please contact Ms Andra Matei, ie.projects@asef.org, by **14 April 2008**. 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>

NATIONAL UNIVERSITY OF SINGAPORE



The **National University of Singapore (NUS)** is a multi-campus university of global standing, with distinctive strengths in education and research and an entrepreneurial dimension. Its diverse and cosmopolitan community of over 32,000 students from 88 countries contribute to a rich learning and living environment across three campuses. NUS offers a broad-based curriculum underscored by multi-disciplinary courses and cross-faculty enrichment. There are 14 faculties offering courses from architecture to medicine to music. A special feature of NUS education is the global dimension of its courses in partnership with some of the world's best institutions.

The European Studies Programme, in the Faculty of Arts and Social Sciences, offers a multi-disciplinary Bachelor of Arts (BA) degree, combining a wide range of social science and humanities subjects and a choice of European languages, and has developed good international and local ties with leading actors in the field. For further information please visit <http://www.nus.edu.sg>

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>