

## ASIA-EUROPE LECTURE TOUR

### “HOW THE EU IS PERCEIVED IN ASIA” MANILA – JAKARTA – HANOI

**Prof. Martin Holland**, Jean Monnet Chair *ad personam*, University of Canterbury - New Zealand

#### ABSTRACT

Asia and Europe have become increasingly interconnected over the last few decades; this growth in mutual interest is due largely to their economic, political, cultural, and historical ties to one another. Due to the deepening relationship between the two regions, it seems natural to ask, “How is the European Union perceived in Asia?” as the EU is the most significant economic partner for many Asian countries and is emerging as an increasingly prominent political and security dialogue partner for the region. In 2006, the Asia-Europe Foundation (ASEF) and National Centre for Research on Europe (NCRE) initiated the “EU through the Eyes of Asia” project to address this existing knowledge gap in “How we perceive one another”.

This unprecedented comparative study looks at the attitudes and citizens' perceptions of the EU in Asia, and, to date, the project has been undertaken in 12 research sites throughout Asia. The Asia wide research project is a major academic collaboration to measure media, public and elite perceptions of the EU in the Asian Countries of ASEM. The latest findings of this project are expressed in the new publication “**The EU through the Eyes of Asia Volume II: New Cases, New Findings**”, which provides detailed empirical insights into EU visibility in the public discourses of 3 Southeast Asian countries – Vietnam, Indonesia and the Philippines. The data and analyses in this work cover 2008 and the first half of 2009, and compares the findings with those included in Volume I (published in 2007), which examined the perceptions of the EU in China, Japan, Singapore, South Korea, and Thailand. The data collected through this project is of direct relevance to policy-makers and opinion leaders across Asia and Europe, providing essential recommendations to the EU, Asian governments, the media and those managing relations between the two regions.

Prof. Holland will travel to Vietnam, Indonesia and The Philippines to launch the new publication and present the unique findings and key data collected throughout the course of the project. He will link up with the projects local partners, namely Vietnam National University (Hanoi), Universitas Indonesia (Jakarta) and Ateneo de Manila for each event. This series of events is organised under the Asia-Europe Lecture Tour programme, an initiative by ASEF to bring “leaders of opinion” from each region to tour the opposite region, engaging in debates at a selected number of institutions - typically think-tanks or universities and NGOs but all of which are open to the public.



#### PROFILE OF SPEAKER

Martin Holland holds a Jean Monnet Chair *ad personam* and is the Director of the National Centre for Research on Europe (NCRE) at the University of Canterbury. Since writing his PhD at the University of Exeter, United Kingdom, on the 1979 direct elections to the European Parliament, he has specialised in the analysis of the European Union (EU)'s external relations, initially in terms of European Political Co-operation and latterly through the Common Foreign and Security Policy (CFSP). His research on EU-South African relations during the apartheid and post-apartheid eras is particularly well-known and saw Holland involved as a practitioner in one of the EU's first election observer missions to monitor the first democratic non-racial South African election in 1994. More recently, he has focused his research interests most broadly on the EU's global development policy and on the perceptions of the EU in third countries.

#### ABOUT THE 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 focussed 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. [www.asef.org](http://www.asef.org)



**ASEF's Contribution is made with the financial support of the European Commission**

<sup>1</sup> The **Asia-Europe Meeting (ASEM)** 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>