



Mongolian Foreign Minister opened the 8th ASEF Editors' Roundtable discussions

Minister for Foreign Affairs of Mongolia, Mr Lundeg PUREVSUREN, inaugurated the 8th ASEF Editors Roundtable "Asia-Europe Digital Connectivity" on 7 July 2016 in Ulaanbaatar, Mongolia. Senior editors from Asian and European media outlets discussed the roles and responsibilities of journalists when reporting.

Press Release

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More Information

<http://bit.ly/ASEFERT8>



20 senior commentators from esteemed media houses including Wenhui Daily (China), Frontline Magazine (India), The Jakarta Post (Indonesia), The Independent (Ireland), the Mongolian National Public Radio & Television, The Straits Times (Singapore), BBC (United Kingdom) and Vietnam Plus participated in this event.

"We explored possibilities for linkages between Asian and European media to expand beyond geographical boundaries reaching out to more readers in both continents", highlighted Ambassador ZHANG Yan, Executive Director of the Asia-Europe Foundation (ASEF).

Dr Mike McCLUSKEY, International Media and Broadcast Consultant and moderator of the 8th ASEF Editors' Roundtable, presented the preliminary results from the "Asia-Europe Digital Connectivity Survey". This survey reveals that the Asian community has a higher perceived rate of continuous usage of social media at 40%, with the European at 24%. Over 50% of journalists say they have collaborated with a journalist from the other region. However, 54% of the ones not collaborating say that they do not know who to collaborate with. This survey aims to analyse the current practices of journalists and readers from Asia and Europe and is open to new submissions from journalists until 15 August 2016.

<https://www.surveymonkey.com/r/Asia-Europe-Digital-Connectivity>.

The 8th ASEF Editors' Roundtable is organised in conjunction with the 11th Asia-Europe Meeting Summit (ASEM11) on 7-9 July 2016 in Ulaanbaatar, Mongolia. It is ASEF's top media project and taps into the media's influence in creating images and impressions, and in stimulating communication and dialogue between people. Since the roundtable's inception in 1997, it has engaged editors and senior commentators representing respected print, broadcast and new media from Asia and Europe.

For more information, please visit: <http://bit.ly/ASEFERT8>

About the Organisers



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 750 partner organisations ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.

For more information, please visit www.asef.org



The **Konrad-Adenauer-Stiftung (KAS)** is a political foundation named after the first Chancellor of the Federal Republic of Germany, Konrad Adenauer. His name is synonymous with the democratic reconstruction of Germany, the firm alignment of foreign policy with the trans-Atlantic community of values, and the vision of a unified Europe. His intellectual heritage continues to serve both as our aim as well as our obligation today. We cooperate with governmental institutions, political parties, civil society organizations and handpicked elites, building strong partnerships along the way.

For more information, please visit www.kas.de/medien-asien/en/



The **Mongolian Confederation of Journalists (CMJ)**.
