

PRESS RELEASE

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RELEASE**

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PROJECT INFORMATION:

http://www.asef.org/index.php/projects/themes/education/2668-Perceptions_Briefings_Asia

To order the book from the German publisher Nomos:
<http://www.asef.org/index.php/pubs/asef-publications/2650-ASiE-asia-eyes-europe-book>
Editors and columnists are encouraged to review the book and may request a complimentary copy.

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Seeing Asia and Europe

New book on how Asia is seen in 8 European countries released, findings shared in Asian capitals

3rd July, Singapore – The Asia-Europe Foundation (ASEF) and its research partners have recently released a new book “Asia in the Eyes of Europe – Images of a Rising Giant”. After a series of launches in Europe last month, the briefings kicked off yesterday in Beijing and will move on to Shanghai (4 July) and finally Tokyo (5 July).

The events will display the major findings of the “Asia in the Eyes of Europe” and “EU through the Eyes of Asia” research projects. The studies utilise a unique methodology to examine the public, media and opinion leader views of ‘Asia’ in the European Union (EU) and vice versa.

“ASEF firmly believes that perceptions matter”, said Sol Iglesias, ASEF Director for Intellectual Exchange, at the foundation’s office in Singapore. “They are a decisive factor in determining the expectations of others and vital for improving relations between countries/regions.”

ASEF’s studies offer a wealth of information on how Europeans perceive Asia and, from a parallel study, how Asians see the EU. To date, over 70 top media outlets across Asia and Europe have been analysed on a daily basis over months at a time, capturing over 8,500 articles in 15 countries. Public Opinion surveys have been conducted with 13,500 respondents across Asia and Europe. While over 300 opinion leaders from business, civil society, media and political sectors have shared their perspectives on Asia and the EU.

The study demonstrates that the European perception of Asia centres on the region’s rising economic powers, with China as a main player. In contrast, Asian media focuses on the on-going Eurozone crisis and its impact on Asia.

The briefings will take place in association with the following partners:

Beijing - 2 July – Tsinghua University
Shanghai - 4 July – Consulate General of the Federal Republic of Germany, Fudan University, Konrad-Adenauer-Stiftung (KAS)
Tokyo - 5 July – European Union Institutes in Japan – Waseda University, Delegation of the European Union in Japan

ASEF produced the ‘Asia in the Eyes of Europe’ book with the National Centre for Research in Europe at the University of Canterbury (New Zealand), the German Council for Foreign Relations, Tsinghua University and the Konrad Adenauer Stiftung, (Germany) with financial sponsorship from the government of Japan and the European Commission.

ABOUT THE ASIA-EUROPE FOUNDATION



Asia-Europe Foundation

The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM), which currently comprises of 46 member states plus the European Commission and the ASEAN Secretariat (www.aseminfoboard.org) ASEF was established in February 1997 by the participating governments of ASEM and has since engaged over 17,000 direct participants through more than 550 projects in the realms of economy and society, environment, education, public health, arts and culture, human rights and governance, and inter-communal dialogue. www.asef.org

In 2012, ASEF is commemorating its 15th Anniversary and invites everyone to take part in celebrating **Connected Histories, Shared Future**.
