



“Mutual Perceptions of Asia and Europe in a Changing Global Environment”

A Presentation and Discussion on the results of “EU through the Eyes of Asia” & “Asia in the Eyes of Europe” research projects, by the Asia-Europe Foundation (ASEF), Fudan University, Konrad-Adenauer-Stiftung and the Consulate General of the Federal Republic of Germany - Shanghai
The event will also feature an official launch of the publication: “Asia in the Eyes of Europe: Images of a Rising Giant”

Wednesday, 4 July 2012, 10:00am-11:45am
Consulate General of the Federal Republic of Germany
181 Yongfu Road, Xuhui, Shanghai, China

Synopsis

ASEF, in partnership with the Consulate General of the Federal Republic of Germany in Shanghai, Fudan University and Konrad-Adenauer-Stiftung will organise a public briefing “Mutual Perceptions of Asia and Europe in a Changing Global Environment” at the Consulate General of the Federal Republic of Germany in Shanghai on the 4th of July 2012. The briefing will analyse the outcomes of the unique study, “**Asia in the Eyes of Europe**”, which examines media and public perceptions of ‘Asia’ in 8 EU member countries - namely Austria, Belgium, Denmark, France, Germany, Italy, Romania and the United Kingdom.

The study has captured and analysed over 2,700 news items from 29 media outlets, interviewed over 100 top media professionals, and conducted a survey of over 6,000 respondents to develop a unique understanding of how Europeans perceive Asia. The findings shine a very important light into how Europeans see Asia through various lenses; be it spontaneous images relating to ‘Asia’ as geographically vast and culturally rich; to the prominent Asian countries that define Asia’s rising role in the world; right through to how Asia is reported and framed in news media across Europe.

The briefings will also include a presentation from a mirror study examining how the EU is perceived in 10 countries across Asia, including China. The study shines further light on the current state of Asia-EU relations in this era of economic uncertainty and shifting global power. The “EU through the Eyes of Asia”, has analysed over 7,000 news items, interviewed over 300 opinion leaders and surveyed over 10,000 public respondents on their perceptions of the EU during a period of economic and political difficulty for the EU.

9:45am

Registration

10:00am

Introductory Remarks

Dr. Wolfgang Röhr,

Consul General of the Federal Republic of Germany in Shanghai

Prof. WU Xinbo

Associate Dean, School of International Relations and Public Affairs,
Deputy Director, Center for American Studies, Fudan University

Mr. Ronan Lenihan

Project Executive, Intellectual Exchange, Asia-Europe Foundation

10:15am

Panellists

“The EU through the Eyes of the Asia-Pacific – Post-Lisbon Perceptions of the EU”

Prof. Martin Holland – Director, National Centre for Research on Europe (NCRE),
University of Canterbury

“Asia in the Eyes of Europe – Asia’s Rise as seen from Europe”

Dr. Sebastian Bersick, School of International Relations and Public Affairs (SIRPA),
Fudan University and Associate Fellow, German Council on Foreign Relations (DGAP)

10:45am	Discussant Prof. PAN Zhongqi , School of International Relations and Public Affairs, Fudan University
10:55am	Questions & Answers Session Moderator: Prof WU Xinbo
11:30am	Closing Remarks and Launch of publication Dr. Peter Hefele Director, Konrad-Adenauer-Stiftung, Office Shanghai
11:45am	End of Event & Reception

Speakers Profiles



Dr. Wolfgang Röhr
Consul General
Federal Republic of Germany in Shanghai

Dr. Wolfgang Röhr studied law in Hamburg, Tübingen and Geneva and finished his Ph.D. in law in 1977. After visiting the Diplomatic School of the German Foreign Service in Bonn he worked on Disarmament and Arms Control at the German Federal Foreign Office in Bonn in 1979 and at the Delegation to the Committee on Disarmament in Geneva and New York until 1983. Till 1986 he worked at the Federal Foreign Office on NATO Affairs. From 1986 to 1989 he worked at the political section of the German Embassy in Beijing and from 1989 till 1991 he was the head of the Economic Section at the Embassy in Tel Aviv. From 1991 till 1996 he occupied with disarmament and EU affairs at the Federal Foreign Office. In 1996 he went to Beijing again to become head of the Political Department. From 1999 till 2002 he was the head of the East Asia Division at the Federal Foreign Office and thereafter become Consul General in Shanghai until 2007. He then became head of the Task Force Germany – China until 2010. In August 2010 he returned to the Consulate General in Shanghai as Consul General.

Prof. WU Xinbo
Associate Dean, School of International Relations and Public Affairs,
Deputy Director, Center for American Studies, Fudan University



Dr. WU is Professor and Deputy Director at the Center for American Studies, and Associate Dean at School of International Relations and Public Affairs, Fudan University. He teaches China-US relations, US Asia-Pacific policy and writes widely about China's foreign policy, Sino-American relations and Asia-Pacific issues. Prof. Wu is the author of *Dollar Diplomacy and Major Powers in China, 1909-1913* (Fudan University Press, 1997), award-winning *Turbulent Water: US Asia-Pacific Security Strategy in the post-Cold War Era* (Fudan University Press, 2006), *Managing Crisis and Sustaining Peace between China and the United States* (United States Institute of Peace, 2008), and *New Landscape in Sino-U.S. Relations in the Early 21st Century* (Fudan University Press, 2011), and has published numerous articles and book chapters in China, U.S., Japan, Germany, South Korea, Singapore and India. Dr. Wu is on the editorial board of *The Washington Quarterly* published by the Center for Strategic and International Studies and the International Board of the *Studies in Asian Security* book series sponsored by the East-West Center and published by the Stanford University Press.

Mr. Ronan Lenihan
Project Executive
Asia-Europe Foundation



Mr. Ronan Lenihan, is Project Executive for the European Studies in Asia (ESiA) network, an initiative of the Asia-Europe Foundation (ASEF). In this role he works as part of a research co-ordinating team for the EU through the Eyes of Asia and the newly implemented mirror project, Asia in the Eyes of Europe. He also works on ASEF activities focusing on regional economic integration including a research project focusing on foresight strategies for regional financial integration mechanisms in Asia and Europe.

He graduated from Dublin City University with a Bachelor of Arts in Communication Studies in 2006 and following this completed his MA in Globalisation and International Relations at the Centre for International Studies at Dublin City University in 2007. Prior to joining ASEF, he worked for a period in the private sector with Rabobank International in Dublin.

Prof. Martin Holland
Director
National Centre for Research on Europe
University of Canterbury



Prof. Martin Holland holds a Jean Monnet Chair (ad personam), and is Director of the National Centre for Research on Europe in New Zealand. Professor Holland is internationally recognised for his work on EU Development policy, Common Foreign and Security Policy and on the Perceptions of the EU, especially within the Asia Pacific region. He has written or edited more than 20 books and is a visiting lecturer at several EU Studies programmes in Asia and the USA. Previously he has been an EUI Jean Monnet Fellow (1987), an Alexander von Humboldt Fellow (1992-4) as well as a Rockefeller Bellagio Fellow (2000).



Dr. Sebastian Bersick,
Associate Professor,
School of International Relations and Public Affairs (SIRPA),
Fudan University

Dr. Bersick is Associate Professor in International Relations at the School of International Relations and Public Affairs (SIRPA), Fudan University, Shanghai, PR China. He is also Associate Fellow at the German Council on Foreign Relations (DGAP) in the China and Asia-Pacific Program and the Research Coordinator of the international research project Asia in the Eyes of Europe. He is a specialist in EU-Asia affairs, has published widely in this area and is a frequent commentator in national and international media. His main scholarly interests lie in Asian international relations, regional co-operation and integration in Asia-Pacific, interregional relations (esp. ASEM, EU-ASEAN) and the role of perceptions in EU-Asia affairs.

In 2002 he obtained his Ph.D. in political science from Free University Berlin. He studied political science, Sinology, and economics in Cologne and Berlin and Mandarin at Xiamen University, China. In 1998 he graduated from Free University Berlin. Between 2007 and 2009, he was Associate in the Research Division Asia at the German Institute for International and Security Affairs (SWP) in Berlin. From 2004 until 2007 he was Senior Research Fellow at the European Institute for Asian Studies (EIAS) in Brussels and Lecturer in the Department of Government, National University of Ireland, Cork from 2009 until 2011.

Prof. PAN Zhongqi

School of International Relations and Public Affairs
Fudan University



Zhongqi Pan is Professor of International Relations at School of International Relations and Public Affairs, Fudan University; teach international politics at both undergraduate and graduate levels and in both Chinese and English; give course of International Politics and Theories to MA students in the Chinese Politics and Diplomacy program; research on international relations theory, China and international system, China's foreign policy and strategy, China-US and China-EU relations, etc.; author of *From Following the Shi to Shaping the Shi: China's International Orientation and Strategy* (Shanghai: Fudan University Press, 2012); *The Logic to Live with the Hegemony: American Strategies and China-US Security Relations in the Post-Cold War Period* (Shanghai: Shanghai People's Publishing House, 2012); and *Conceptual Gaps in China-EU Relations: Global Governance, Human Rights and Strategic Partnerships*, (ed.) (Palgrave Macmillan, forthcoming); seconded by China's Foreign Ministry as a First Secretary at Mission of the People's Republic of China to the European Communities in 2008-09; Contact: zqpan@fudan.edu.cn.



Dr. Peter Hefe

Director, Konrad-Adenauer-Stiftung, Office Shanghai

Dr. Peter Hefe studied Economics and Economic History in Munich, Bamberg and Eichstätt-Ingolstadt and received his master's degree in 1994. Thereafter he worked on his doctoral thesis on Germany's post-war economy and acquired his Ph.D. in 1997. After a research visit to the University of Economics in Budapest (1997-1998) he became head of the division „Further education – New media – Educational Statistics“ of the German Rectors' Conference / Bonn and worked as an economist at the Institute for Economy and Society / Bonn from 2000 to 2002. Since 2003 he has been working for the Konrad-Adenauer-Stiftung, first heading the division 'Economic Policy' (2003-2006) and from 2006 on the department for China, South East Asia and India. He works as director of the KAS representative office in Shanghai since January 2011.

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