Press Release

Launch of a New European Studies Publication
“The EU through the Eyes of Asia”

05/12/2007, Manila, the Philippines

The European Studies in Asia (ESiA) network is launching the publication “The EU through the Eyes of Asia: Media, Public and Elite Perceptions in China, Japan, Korea, Singapore and Thailand” on 5 December 2007 at 6:30 pm at the Crown Plaza Galleria Manila, the Philippines. The event will be held immediately before ESiA’s “Workshop on the Future of European Studies in Asia”, a major gathering of European studies academics from Asia and Europe hosted by Ateneo de Manila University.

Two keynote speakers, H.E. Alistair MacDonald, Head of the Delegation of the European Commission in the Philippines, and H.E. Prof. Dr. Edilberto C. de Jesus, former Secretary of Education of the Philippines, will address the approximately 100 invited guests representing the academe, think-tanks, government officials, the diplomatic community, the private sector and the media.

The publication is the outcome of ESiA’s pilot study “EU through the Eyes of 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 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 about 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.

More importantly, as Director of Ateneo de Manila University’s European Studies Program, Ambassador Rosario Manalo reiterated, the study “will provide a significant impetus to strengthen partnerships among centres for European studies in Asia and Europe.”

ESiA is an academic network initiated by the Asia-Europe Foundation (ASEF) to stimulate European studies in the Asian region. It is a partnership between ASEF, NCRE, Ateneo University of Manila, and the University of Warsaw, and is supported by the European Commission and the Ministry of Foreign Affairs of France. The publication is printed in Poland by the University of Warsaw.

For further information, or to register for the public book launch by 30 November, please contact

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The European Studies in Asia (ESIA) network was initiated 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 in the field of 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. ESIA is a flagship initiative of the Asia-Europe Foundation (ASEF) under the framework of the ASEF Education Hub (AEH). [www.esia.asef.org](http://www.esia.asef.org)

The publication is a partnership between

The Asia-Europe Foundation (ASEF) seeks to promote better mutual understanding, closer co-operation between the people of Asia and Europe through greater intellectual, cultural, and people-to-people exchanges. These exchanges include conferences, study 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 area issues that help to strengthen Asia-Europe relations.

Established in February 1997 by the partners of the Asia-Europe Meeting (ASEM)*, ASEF reports to a board of governors representing the ASEM partners. ASEF is the only permanent physical institution of the ASEM process. Having completed over 350 projects, involving over 13,500 individuals (‘ASEF Alumni’), 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)

*The Asia-Europe Meeting (ASEM) is an informal process of dialogue and co-operation. It brings together Austria, Belgium, Brunei, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, The Netherland, Pakistan, The Philippines, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Thailand, United Kingdom, Vietnam, the European Commission and the ASEAN Secretariat. [www.aseaminfoboard.org](http://www.aseaminfoboard.org)

In 2000, the forerunner to the NCRE - the Centre for Research on Europe - was founded at Canterbury. In 2002 a grant from the European Commission was awarded and at this time the Centre became the National Centre for Research on Europe (NCRE). The NCRE remains the only EU-dedicated tertiary level centre in New Zealand. Since then, the NCRE has developed significantly in both academic and outreach activities, involving a variety of roles and mechanisms. It has also established an effective form of collaboration with four other New Zealand universities (Auckland, Victoria, Otago and Lincoln) and one Australian university (Melbourne) during this time. Above all, the NCRE has begun the essential process of encouraging and promoting a new generation of New Zealand graduates who have a high level of expertise and interest in the European Union (EU).

The Ateneo de Manila University's European Studies Program equips students to understand the cultural, economic and political relations between the Philippines and Europe, specifically the European Union (EU). The program seeks to develop future professionals who will enhance the Philippines’ role in the global community, particularly in that region of the world. The program thus educates professionals who will help the country respond to the challenges and opportunities presented by the European integration.

The Centre for Europe at University of Warsaw was established in October 1991 and was one of the very first institutions of its kind in Poland. The centre is an autonomous inter-faculty institute specialising in European studies. The Centre for Europe focuses its research and teaching activities on political, economic, legal as well as cultural and social aspects of European development, within an interdisciplinary framework. The Centre's primary objectives are to promote, initiate and support research and education in European studies; develop the European and international collaborative research network; and create a broad forum for the exchange of ideas.

With the support of