



**'Asia in the Eyes of Europe'
Panel Dialogue
6th International Convention of Asian Scholars
6-9 August 2009, Daejon, Korea**

The Asia-Europe Foundation (ASEF) with the support of the European Commission will organise a panel dialogue to generate ideas and input for its upcoming project to measure perceptions of Asia in the European Union - the reverse of a project undertaken by ASEF & the National Centre for Research on Europe at Canterbury University on 'Europe through the Eyes of Asia' which now covers China, Indonesia, Japan, Korea, The Philippines, Singapore and Thailand, Vietnam, and has now been extended to India, Macau and Malaysia.

ASEF has undertaken this project in order to improve the understanding of Europe in Asia and to create a permanent platform to enable civil society, business, researchers, students, policy makers, media gatekeepers and a broad range of cross-sectoral stakeholders to understand one another better.

The Panel Dialogue will open with four presentations on the issue of the perceptions of Asia amongst Europeans. This session will aim to track the existing landscape of perceptions of Asia in Europe. These insights will provide an informed platform for panel participants and audience members to discuss the issue and will draw on work already conducted. .

Session 2 of the panel dialogue will seek to generate a framework for the research project through facilitated discussion and consultation with a panel drawn from various sectors and a range of Asian and European countries. This session will feature presentations from experts versed in wide ranging media, interview and public opinion style research projects. The speakers will share their expertise and display the merits of previous methodologies, obstacles faced and challenges overcome.

The panel dialogue will address some of the key questions that must be dealt with when undertaking an important bi-regional research project of this scale, including;

- Who are the key players for a project of this nature?
- Who will support the project and be affected by the research?
- What is the best approach in carrying out the project; issue based research topics, sub-regionally research locations, pillar based research (key stakeholder interviews, media analysis, public opinion survey)?
- What aspects from previous interregional research project, namely the ongoing study 'the EU through the Eyes of Asia' might translate to this new project?

The panel dialogue will provide a platform for this very timely and important research topic. The panel organisers will also convene a meeting of advisors on the sidelines of the ICAS event to create a structure for further research and development of this topic. The meeting will bring up to 10 high level experts (including public panel participants) together to discuss the planning for the inception of an "Asia through the Eyes of Europe" perceptions research project.

Partners

International Conference of Asian Scholars



The **International Conference of Asian Scholars (ICAS)** was at the outset an experiment in terms of the parties involved, the nature of the participants, the contents, the manner of organization, and its size in terms of participants. How did the ICAS come about? As of 1995 the Association for Asian Studies and the International Institute for Asian Studies (IIAS) had been thinking of ways of internationalizing Asia Studies. This transatlantic dialogue gradually matured and was thought of as a process involving American and European Asia scholars. Its main goals are to transcend the boundaries between disciplines, between nations studied, and between the geographic origins of the Asia scholars involved.



Asia Europe Foundation

The **Asia-Europe Foundation** was set-up by the members of the Asia-Europe Meeting (ASEM Process) with a mandate to promote better mutual understanding and closer co-operation between the people of Asia and Europe. This is done through facilitating a wide range of activities which encourage and facilitate intellectual, cultural, and people-to-people exchanges. ASEF has to date implemented 400 projects which have directly brought together 14,000 people, involving altogether a broader audience of 185,000 working with over 500 partner institutions.