The eu through vietnamese eyes

Assoc.Prof.Dr. Pham Quang Minh
Bui Hai Dang, Ph.D Candidate
Tran Bach Hieu, MA.

USSH - VNU Hanoi
EUROPEAN UNION
Delegation of the European Commission to Vietnam
THE EU THROUGH VIETNAMESE EYES

1. Introduction
2. Vietnamese Media Perspectives
3. Vietnamese Stakeholders Points of Views
4. Vietnamese Public Opinion
5. Conclusion
Introduction

22 October 1990: Establishment of Official Diplomatic Relations

17 July 1995: Framework Co-operation Agreement
2 Vietnamese Media Perspectives

* 3 Newspapers:
  - Tien Phong
  - Vietnam Economic Times (VNET)
  - Vietnam News

* TV channel: VTV1

* Time: from January to June 2008
Figure 1: Number of News on EU on Vietnamese Media

- Tien Phong (19/228) 9.2%
- VNET (29/228) 8.3%
- Vietnam News (159/228) 12.7%
- VTV1 (21/228) 69.85%
Figure 2: Primary frames of the EU on Vietnamese Media
Figure 3: Focus of domesticity of EU News on Vietnamese Media

- VNET: EU focus = 16, 3rd party focus = 9, Local focus = 7
- Tien Phong: EU focus = 2, 3rd party focus = 10, Local focus = 8
- Vietnam News: EU focus = 88, 3rd party focus = 73, Local focus = 19
- VTV1: EU focus = 5, 3rd party focus = 15, Local focus = 2
Figure 4: Visibility of EU member states officials and member states

- British PM Gordon Brown: 6
- UK: 16
- French President Nicolas Sarkozy: 16
- France: 29
- German Chancellor Angela Merkel: 8
- Germany: 19
THE EU THROUGH VIETNAMESE MEDIA

- Low visibility
- A predominantly neutral position
- A minor perspective
- An international actor
- Fairly diverse
3 Vietnamese Stakeholders Points of Views

- 33 in-deep interviews conducted with Vietnamese “Elites”:
  - Political sector: 08
  - Civil society sector: 09
  - Business sector: 08
  - Media sector: 08
Figure 5: The importance of the EU to Vietnam
Figure 6: Issues impact on Vietnam – EU Relations

- **Political**
  - Culture: 1
  - Politics/Diplomatic: 0
  - Economics: 6
  - Human Rights: 0
- **Media**
  - Culture: 0
  - Politics/Diplomatic: 4
  - Economics: 0
  - Human Rights: 6
- **Business**
  - Culture: 1
  - Politics/Diplomatic: 1
  - Economics: 6
  - Human Rights: 0
- **Civil Society**
  - Culture: 1
  - Politics/Diplomatic: 1
  - Economics: 5
  - Human Rights: 2

- **Total Impact**
  - Culture: 6%
  - Politics/Diplomatic: 12%
  - Economics: 64%
  - Human Rights: 18%
Figure 7: The EU’s Spontaneous Images

- Economics Power: 42%
- Great Culture: 21%
- Regionalism Model: 20%
- Euro: 9%
- Vietnam’s Partner: 4%
- The USA’s Balancer: 4%
Figure 8: Top five important partners for Vietnam in the present

China: 56.80%
USA: 53.80%
Japan: 53.00%
Europe/EU: 30.30%
Asia: 20.00%
Figure 9: Future importance of partners for Vietnam

- China: 4.4
- Japan: 4.39
- USA: 4.36
- Asia: 4.14
- Europe/EU: 4.1
Figure 10: Most important developmental actors for Vietnam

- Australia: 4.68
- UN: 4.13
- EU: 3.61
- China: 3.21
- Japan: 2.68
- USA: 2.68
CONCLUSION

1. Reflection of Dynamic Vietnam – EU Relations
2. Preference of Political News
3. A Primary Economic Power
4. Insignificant Global Political Leader
5. The Similarities of Vietnamese Points of Views
6. Less Important Partner for Vietnam
7. Economic Concern
SUGGESTIONS

1. Expanded Efforts from Both Sides
2. Diversification of Cooperation
3. EU as a unique, but a unified Voice
4. EU as supra-national Interlocutors within multilateral Dialogues
5. The Delegation of EC as bridge
THANK YOU!

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