



THE ASIA-EUROPE FOUNDATION AND THE NATIONAL UNIVERSITY OF SINGAPORE  
EUROPEAN STUDIES PROGRAMME ARE PLEASED TO JOINTLY PRESENT A BOOK  
LAUNCH



# THE EU THROUGH THE EYES OF ASIA

## Media, Public and Elite Perceptions in China, Japan, Korea, Singapore and Thailand

Friday, 18 April 2008 | 11:30-13:30  
Asia-Europe Foundation  
31 Heng Mui Keng Terrace, Singapore

### PROGRAMME

- 11:20**      **Registration**
- 11:30**      **Welcome Remarks**
- Ambassador Wonil Cho (10")**  
                 Executive Director  
                 Asia-Europe Foundation
- Prof. Lai Choy Heng (10")**  
                 Vice Provost  
                 National University of Singapore
- 11:50**      **Book Presentation**  
                 ***"The EU through the Eyes of Asia: The Case of Singapore"***
- Assoc. Prof. Barnard Turner**  
                 Academic Convenor  
                 European Studies Programme  
                 National University of Singapore

**12:10**

**Remarks**

**Ambassador Holger Standertskjöld**

Head of Delegation

European Commission Delegation to Singapore

**12:20**

**Panel Discussion**

**Chair: Mr. Peter Ryan**

Director for Intellectual Exchange

Asia-Europe Foundation

**Ambassador Mary Seet-Cheng (TBC)**

Ministry of Foreign Affairs of Singapore

**Mr. John Chalmers**

Senior Editor

Reuters

Singapore

**Mr. Joachim Ihrcke**

President

European Chamber of Commerce of Singapore

**Assoc. Prof. Barnard Turner**

Academic Convenor

European Studies Programme

National University of Singapore

**13:00**

**Q&A**

**13:30**

**Lunch Reception**

**PROFILE OF SPEAKER**



**Assoc. Prof. Barnard TURNER**

Barnard Turner is currently Associate Professor of English at the National University of Singapore and Academic Convenor for European Studies. He was born outside London, England, and studied in the UK and at two universities in the Pacific Northwest, the University of British Columbia (BA in 1976) and the University of Oregon (PhD in 1988). He has published a book and a more than two dozen articles and essays on a variety of topics in European and American culture and cultural politics, a study of Thoreau reception in India and has given some 40 conference and other papers on these and related themes. He has most recently been working on European and EU-related topics including the Constitution debate, the British Labour party, and the Lithuanian tourism industry.

## ABOUT US

### ASIA-EUROPE FOUNDATION

The **Asia-Europe Foundation (ASEF)** advances mutual understanding and collaboration between the people of Asia and Europe through intellectual, cultural, and people-to-people exchanges. These exchanges include conferences, lecture 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 areas and issues that help to strengthen Asia-Europe relations. Established in February 1997 by the partners of the Asia-Europe Meeting (ASEM)<sup>1</sup>, ASEF reports to a board of governors representing the ASEM partners. ASEF is the only permanent physical institution of the ASEM process. Since 1997, the Foundation has initiated projects engaging 14,000 individuals from Asia and Europe. 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.

The European Studies in Asia (ESiA) network was initiated by ASEF 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 specialising in 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. The “EU through the Eyes of Asia” is the inaugural project of the ESiA network. For more information, please visit <http://esia.asef.org>

### NATIONAL UNIVERSITY OF SINGAPORE

The **National University of Singapore (NUS)** is a multi-campus university of global standing, with distinctive strengths in education and research and an entrepreneurial dimension. Its diverse and cosmopolitan community of over 32,000 students from 88 countries contribute to a rich learning and living environment across three campuses. NUS offers a broad-based curriculum underscored by multi-disciplinary courses and cross-faculty enrichment. There are 14 faculties offering courses from architecture to medicine to music. A special feature of NUS education is the global dimension of its courses in partnership with some of the world's best institutions.

The European Studies Programme, in the Faculty of Arts and Social Sciences, offers a multi-disciplinary Bachelor of Arts (BA) degree, combining a wide range of social science and humanities subjects and a choice of European languages, and has developed good international and local ties with leading actors in the field. For further information please visit <http://www.nus.edu.sg>

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<sup>1</sup> **ASEM** (the Asia-Europe Meeting) is an informal process of dialogue and cooperation. It brings together Austria, Belgium, Brunei, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, Pakistan, the Philippines, Poland, Portugal, Romania, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom, Vietnam, the ASEAN Secretariat and the European Commission. <http://www.aseminfoboard.org>