

Comparing Perceptions of Asia and Europe

A briefing on the results of the “EU through the Eyes of Asia” & “Asia in the Eyes of Europe” research projects, presented by the Asia-Europe Foundation (ASEF) and Ifri Center for Asian Studies

Monday, 18 June 2012, 5:30pm-7:30pm

French Institute of International Relations (Ifri), 27, rue de la Procession, 75015 Paris

Synopsis

ASEF, in partnership with the **Ifri Center for Asian Studies** will organise a public briefing “Comparing Perceptions of Asia and Europe” at Ifri on the 18th of June 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 main feature of the briefing will be an in depth analysis of how ‘Asia’ is perceived by the public and media in France.

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, shining 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.

The event will also feature an official launch of the publication, “*Asia in the Eyes of Europe – Images of a Rising Giant*”.

5:15pm	Registration
5:30pm	Introductory Remarks Dr. Françoise Nicolas , Director, Center for Asian Studies, Ifri Ambassador Claude Blanchemaison , Governor for France, Asia-Europe Foundation
5:45pm	Panellists “The EU through the Eyes of the Asia-Pacific – Post-Lisbon Perceptions of the EU” Prof. Martin Holland - National Centre for Research on Europe (NCRE) “Asia in the Eyes of France – Between Opportunity and Anxiety” Mr. John Seaman, Research Fellow, Ifri “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)
6:30pm	Discussant: Ambassador Dominique Girard , Co-Chair, France – New Zealand Friendship Fund, & <i>former</i> Executive Director, Asia-Europe Foundation
6:40pm	Questions & Answers Session Moderator: Dr. Françoise Nicolas
7:20pm	Closing Remarks and Launch of publication
7:30pm	End of Event

Speakers Profiles



Dr. Françoise Nicolas

Director
Center for Asian Studies
French Institute of International Relations (Ifri)

Dr. Françoise Nicolas is the Director of the Ifri Center for Asian Studies since 2010 and has been with the Institute since 1990. She is also an assistant Professor in international economics at the University of Paris-Est (Marne-la-Vallée), and teaches at Langues' O and Sciences Po (Paris).

Dr. Nicolas holds a Ph.D in international economics (1991) and a MA in political science (1985) from the Graduate Institute of International Studies (Geneva, Switzerland). She has also studied at the University of Sussex (1980-81) and has spent some time as a visiting fellow at the Institute of Southeast Asian Studies (ISEAS) in Singapore (1999) and at the Korea Institute for International Economic Policy (KIEP) in Seoul (2004).

Ambassador Claude Blanchemaison

Governor for France

Ambassador Claude BLANCHEMAISON has previously served as Ambassador of France to Spain (2005 - 2007), to Russia and Tajikistan (2000 - 2003), to India (1996 - 2000) and to Vietnam (1989 - 1993). He was the Secretary General of the French Presidency 2008 of the Council of the European Union in the Prime Minister Office.



He has held different positions at the Foreign Ministry: Director for Asia Pacific between 1993 and 1996, Director for Europe in 1993, Joint-Secretary for East Asia between 1987 and 1989. From 1982 to 1985, he was appointed the Deputy Secretary General for European Cooperation in the Prime Minister Office.

He served at the Permanent Representation of France to the European Union in Brussels between 1978 and 1982. Prior to that appointment, he had worked in the European Cooperation Department between 1973 and 1978.

Ambassador Blanchemaison has graduated from “Ecole des Hautes Etudes Commerciales” (Business School – Paris) and from the Paris University.



Prof. Martin Holland

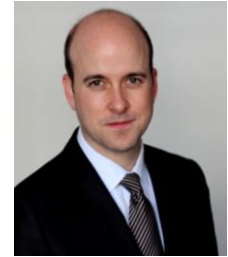
Director
National Centre for Research on Europe
University of Canterbury

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).

Mr. John Seaman

Research Fellow
Center for Asian Studies
French Institute of International Relations



Mr. John Seaman is a Research Fellow in the Ifri Center for Asian Studies where he specialises in energy and natural resource policy with a focus on China. In addition to his work for the *Asia in the Eyes of Europe* project, his most recent research deals with rare earth elements, the development of unconventional energy sources in China including advanced coal technologies and shale gas, and China's broader energy security strategy.

Mr. Seaman is also an International Research Fellow at the Canon Institute for Global Studies (CIGS) in Tokyo and currently holds a Master of International Affairs - International Security from Sciences Po, Paris and a Bachelor of Arts in International Economics and French from Seattle University. He also studied as a NSEP David L. Boren Scholar at the Beijing Center for Chinese Studies and has spent a number of years studying and working in both China and Japan.



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.

Ambassador Dominique Girard,
Co-Chair, France – New Zealand Friendship Fund, &
former Executive Director, Asia-Europe Foundation



Ambassador Dominique Girard is a retired diplomat with a vast experience of working across the Asia-Pacific. He is currently the co-chair of the France – New Zealand Friendship Fund, which is an initiative to promote friendship and understanding between the people of France and New Zealand, with a specific emphasis on young people. Prior to this role, Ambassador Girard held the position of Executive Director at the Asia-Europe Foundation (ASEF) from November 2008.

A graduate in Political Studies from the Institut d'Etudes Politiques de Paris and in Oriental Languages (Chinese and Vietnamese) from the Ecole Nationale des Langues Orientales (1967 and 1969 respectively), Ambassador Girard was a career diplomat holding the rank of Minister Plenipotentiary (*hors classe*).

He started his diplomatic career in the French Ministry of Foreign Affairs as Secrétaire des Affaires Etrangères (Orient) in 1970 and alternated between diverse postings in the Ministry and in French diplomatic missions in Vietnam, Laos, Singapore, USA and China. He was Ambassador to Indonesia (1992-1995), Australia (1995-2000), India (2002-2007), and, Head of the Asia-Oceania Department (2000 to 2002). He also acted as Diplomatic Adviser to the French Government, as well as Chairman of the Foreign Affairs Council of France.

Ambassador Girard has been awarded several French Honorary distinctions; among them, National Order of Merit (Officer), 2002; and the Legion of Honour (Officer), 2007.