

## “Mutual Perceptions of Asia and Europe in a Changing Global Environment”

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 the Institute of International Studies – Tsinghua University

**Monday, 2 July 2012, 10:00am-11:45am**

Tsinghua University, Beijing, China

北京市海淀区清华大学甲所第二会议室, 联系电话

No.2 Meeting Room of Jia Suo Building, Tsing Hua University, Haidian District, Beijing

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### Synopsis

**ASEF**, in partnership with the Institute of International Studies – Tsinghua University will organise a public briefing “Mutual Perceptions of Asia and Europe in a Changing Global Environment” at Tsinghua University on the 2<sup>nd</sup> of July 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 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, including China. The study shines 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*”.

9:45am	<b>Registration</b>
10:00am	<b>Introductory Remarks</b> <b>Prof. Zhiqin Shi</b> , Institute of International Studies, Tsinghua University <b>Mr. Ronan Lenihan</b> Project Executive, Asia-Europe Foundation
10:20am	<b>Panellists</b> “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 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)
11:00am	<b>Questions &amp; Answers Session</b> Moderator: <b>Prof. Zhiqin Shi</b>
11:40am	<b>Closing Remarks and Launch of publication</b>
11:45am	<b>End of Event</b>

## Speakers Profiles

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**Prof. Shi Ziqin**

Chairman, European Studies Center, Professor,  
Institute of International Studies  
Tsinghua University

Dr. Shi Zhiqin is the Professor of the Institute of International Studies, Tsinghua University, China. He got Ph.D. degree at the School of International Relations of Peking University. His research mainly focuses on Comparative Politics and International Relations, especially about European issues and China-EU relations and has numerous publications relating this area.

**Mr. Ronan Lenihan**

Project Executive  
Asia-Europe Foundation



Mr. Ronan Lenihan, is Project Executive for the European Studies in Asia (ESiA) network, an initiative of the Asia-Europe Foundation (ASEF). In this role he works as part of a research co-ordinating team for the EU through the Eyes of Asia and the newly implemented mirror project, Asia in the Eyes of Europe. He also works on ASEF activities focusing on regional economic integration including a research project focusing on foresight strategies for regional financial integration mechanisms in Asia and Europe.

He graduated from Dublin City University with a Bachelor of Arts in Communication Studies in 2006 and following this completed his MA in Globalisation and International Relations at the Centre for International Studies at Dublin City University in 2007. Prior to joining ASEF, he worked for a period in the private sector with Rabobank International in Dublin.



**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).

**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.

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