

## “Mutual Perceptions: Asia, Europe and Germany 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), the German Council on Foreign Relations (DGAP), and the Konrad-Adenauer-Stiftung (KAS)

Friday, 22 June 2012, 12:00pm-2:30pm

German Council on Foreign Relations (DGAP), Rauchstraße 17/18, 10787 Berlin

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### Synopsis

ASEF, in partnership with the **German Council on Foreign Relations** (DGAP), and the **Konrad-Adenauer-Stiftung** (KAS) will organise a public briefing entitled “Mutual Perceptions: Asia, Europe and Germany in a Changing Global Environment ” at DGAP on the 22<sup>nd</sup> 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 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 briefing 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*”.

12:00pm	<b>Registration and Lunch</b>
12:40pm	<b>Introductory Remarks</b> <b>Prof. Dr. Eberhard Sandschneider</b> , Otto Wolff-Director of the Research Institute, German Council on Foreign Relations (DGAP) <b>Mr. Karsten Warnecke</b> , Deputy Head of Division, Counsellor Regional Organisations in Asia/Pacific & Regional Cooperation with Asia/Pacific, German Federal Foreign Office
1:00pm	<b>Presentations</b> “ <b>The EU through the Eyes of the Asia-Pacific – Post-Lisbon Perceptions of the EU</b> ” Prof. Martin Holland - National Centre for Research on Europe (NCRE) “ <b>Asia in the Eyes of Europe – Asia’s Rise as seen from Europe</b> ” Dr. Sebastian Bersick, Assoc. Prof. School of International Relations and Public Affairs, Fudan University and Associate Fellow, German Council on Foreign Relations, & Ms. Tanja Bauer, Associate Researcher, Asia in the Eyes of Europe “ <b>Visions of a giant - Perceptions of Asia amongst the European public</b> ” Dr. Michael Bruter, Reader in European Political Science, London School of Economics and Political Science (LSE)
1:50pm	<b>Questions &amp; Answers Session</b> Moderator: <b>Prof. Dr. Eberhard Sandschneider</b>
2:20pm	<b>Concluding Remarks and Launch of publication</b> <b>Dr. Stefan Friedrich</b> , Head, Asia Programme, Konrad-Adenauer-Stiftung (TBC)
2:30pm	<b>End of Event</b>

## Speakers Profiles

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**Prof. Dr. Eberhard Sandschneider**

Otto Wolff-Director of the Research Institute  
German Council on Foreign Relations (DGAP)

Dr. Eberhard Sandschneider has been Otto Wolff Director of the DGAP's Research Institute since August 2003. He has held a chair for Chinese politics and international relations at the Free University of Berlin since 1998. Between 1995 and 1998, he was professor of international relations at the Johannes-Gutenberg University in Mainz. He was managing director of the Otto Suhr Institute from October 1999 to March 2001 and was dean of the faculty for political and social sciences at the Free University from 2001 to

2003.

Eberhard Sandschneider's books include "*Globale Rivalen – Chinas unheimlicher Aufstieg und die Ohnmacht des Westens*" (Global Rivals – China's uncanny rise and the helplessness of the West, 2008) and "*Der erfolgreiche Abstieg Europas – Heute Macht abgeben um morgen zu gewinnen*" (Europe's Successful Descent – Giving away power today in order to win tomorrow, 2011). He was promoted to professor on the topic "*The Stability and Transformation of Political Systems*" (1993) and wrote his doctoral thesis on "*Military and Politics in the PR China 1969-1986*" (1986). He graduated from the Saar University in English, classical philology, and political science in 1981.

**Mr. Karsten Warnecke,**

Deputy Head of Division,  
Counsellor Regional Organisations in Asia/Pacific & Regional Cooperation  
with Asia/Pacific,  
German Federal Foreign Office

Mr. Karsten Warnecke is currently Deputy Head of Division for Regional Organizations in Asia/Pacific and Regional Cooperation with Asia/Pacific at the German Federal Foreign Office in Berlin. He looks back at 22 years in the diplomatic service, the last 13 years exposed to Asia. Previous postings have taken him to New York City, Chennai in India and Singapore. He holds an M.A. in International Relations from the School of Advanced International Studies (SAIS) of the Johns Hopkins University in Washington, D.C., and studied Political Science at the Free University in Berlin. Karsten Warnecke is the Deputy Executive Director designate of the Asia-Europe Foundation (ASEF) in Singapore.



**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, &  
Associate Fellow, German Council on Foreign Relations (DGAP)



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.



**Tanja Bauer**

Associate researcher  
Asia in the Eyes of Europe

Prior to taking part in the Asia in the Eyes of Europe study, she worked for the Konrad-Adenauer-Stiftung in Berlin and spent some time in Shanghai/China, working for the German Chamber of Commerce. She graduated with a Masters' degree from Trier University, majoring in Political Science and Sinology. While studying, she spent one study year abroad at the University of Sydney and did a three-months internship in Guatemala with the Konrad-Adenauer-Stiftung. Her main fields of interest except for Perception are Security Politics, International Relations and Development Politics with a focus on Asia. She is currently working as a PR manager for a scholarship institution for post-graduate students and scientists from developing countries.

**Dr. Michael Bruter**

Reader in European Political Science  
London School of Economics and Political Science.

Dr Michael Bruter is Reader in European Political Science at the London School of Economics and Political Science where he directs the ECREP initiative in electoral psychology. He is currently directing several large-scale comparative projects on voters, elections, European identity and citizenship, public opinion, electoral memory, political participation, and extreme right politics. He is involved in the APPP project directed by Prof

Martin Holland and Dr Natalia Chaban, particularly in the project's public opinion component and its methodological aspects. ECREP is Europe's only research initiative dedicated to the study of electoral psychology, which will be launched at the LSE in 2012 with prestigious partnerships with such institutions as McGill and Columbia universities.



Some of Dr Bruter's recent books include *Mapping Extreme Right Ideology* (2011, with Sarah Harrison), *From the Engine Room: Methods and Approaches in the Social Sciences* (with Martin Lodge, forthcoming), *The Future of our Democracies?* (2009, with Sarah Harrison), *Encyclopaedia of European Elections* (2007, with Yves Deloye), *Citizens of Europe* (2005), and he has also published in numerous leading political science journals.