

“The EU through the Eyes of Asia: The Case of Japan”

A symposium discussing 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 Waseda University and supported by the European Union Delegation to Japan.

Thursday, 5 July 2012, 1:00pm-2:30pm
4th Floor, Building 11, Waseda University, Tokyo, Japan

Synopsis

ASEF, in partnership with Waseda University, will organise a public symposium “The EU through the Eyes of Asia: The Case of Japan” at Waseda University on the 5th of July 2012. The symposium will analyse the outcomes of the unique study, “**The EU through the Eyes of Asia**” which examines media, public and opinion leader perceptions of the “EU” in 10 countries across Asia including Japan.

The study provides unique insights into 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. This multi-layered research offers an understanding of how the EU is perceived by a wide-section of civil society across Asia, providing a depth of knowledge into the importance of the EU for Asia.

In addition, the symposium will feature a presentation on a mirror study, ‘Asia in the Eyes of Europe’, which systemically tracks and analyses the perception of ‘Asia’ in 8 EU member states. To date 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 offer unique insights 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 event will also feature an official launch of the new publication, “*Asia in the Eyes of Europe – Images of a Rising Giant*”.

The event is supported by the European Union Delegation to Japan.

12:45pm **Registration**

1:00pm **Introductory Remarks**

Ambassador Nobutake Odano
Governor for Japan, Asia-Europe Foundation

1:10pm **Panellists**

“The EU through the Eyes of the Asia-Pacific – Post-Lisbon Perceptions of the EU”
Prof. Martin Holland – Director, National Centre for Research on Europe (NCRE),
University of Canterbury

“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)

‘Public, Media and Opinion Leader perceptions of the EU in Singapore’
Dr. Paul Bacon, Japan research team, Waseda University

- 1:45pm **Discussant**
Amb. Hans Dietmar Schweisgut,
Delegation of the European Union
- Discussant**
Prof. Tomonori Yoshizaki,
National Institute of Defence Studies
- 2:00pm **Questions & Answers Session**
Moderator:
Prof. Hidetoshi Nakamura, Deputy Director of EUIJ Waseda, Waseda University
- 2:30pm **End of Event & Book Launch**

ASEF's contribution is with the financial support of:



Japanese Ministry
of Foreign Affairs



European Union

Speakers Profiles



Ambassador Nobutake Odano
Governor for Japan, Asia-Europe Foundation

H.E. Ambassador Nobutake ODANO was the Head of Mission of Japan to the European Union from 2008 to May, 2011. He has promoted closer and more comprehensive cooperation between Japan and the EU. Some examples are conclusion of Science and Technology Agreement and Mutual Legal Assistance Treaty.

He is a career diplomat and his background encompasses a broad range of issues, for example, European and Asian affairs, trade negotiations, OECD activities and development issues. His assignments in Tokyo include Ambassador in charge of the African Development Conference (TICAD IV), Chief of Protocol and Managing-Director of the Japan International Cooperation Agency. His overseas assignments include Ambassador to Myanmar, Consul-General in Sydney, and Deputy Chief of Mission at the Embassy in Seoul, Republic of Korea. He has also served at the Embassies in London and Bonn and at the Japanese Mission to the United Nations, New York. He was a visiting Senior Research Fellow at Chatham House, Royal Institute of International Affairs, UK.



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.



Dr. Paul Bacon

Associate Professor, School of International Liberal Studies, Waseda University
Deputy Director, European Union Institute in Japan at Waseda University

Paul Bacon is Deputy Director of the European Union Institute in Japan (EUIJ) at Waseda University, and an Associate Professor of International Politics at Waseda's School of International Liberal Studies. Professor Bacon received his Ph.D. from the University of Kent (UK) and his research interests include European Union foreign policy, EU-Japan relations, United Nations reform, democracy promotion and human rights protection. He is a co-editor of the book *Japanese-European Relations in Global Perspective*, and has published a number of book chapters and articles in leading international relations journals. He was a founding Assistant Editor of *International Relations of the Asia-Pacific: A Journal of the Japan Association of International Relations*. With regard to EU research, he is currently working in partnership with the National Centre for Research on Europe, Canterbury University, New Zealand, on the research project *After Lisbon: The EU as an Exporter of Values and Norms through ASEM*, funded principally by ASEF.

Amb. Hans Dietmar Schweisgut,
Delegation of the European Union



1977 - 1979	Ministry of Foreign Affairs
1979 – 1983	Second Secretary at the Permanent Mission of Austria to the United Nations in New York
1983/84	Head of the office of the State Secretary for Economic Coordination in the Austrian Federal Chancellery
1984 – 1986	Secretary and later head of the office of the Federal Minister for Public Economy and Transport of Austria
1986/87	Economic advisor to the Austrian Federal Minister of Finance
1987 – 1991	Minister at the Austrian Embassy in Tokyo
1991 – 1999	Director General for Economic Integration and Customs at the Federal Ministry of Finance of Austria
1999 – 2003	Ambassador of Austria to Japan
2003 - 2007	Ambassador of Austria to the People's Republic of China
2007 - 2010	Permanent Representative of Austria to the European Union in Brussels



Prof. Tomonori Yoshizaki,
National Institute of Defence Studies

Prof. Tomonori Yoshizaki is Director of the Security Studies Department, National Institute for Defense Studies (NIDS), Ministry of Defense, Japan. He is an expert on conflict resolution, security sector reform and European security issues. After obtaining his BA and MA from Keio University, he joined NIDS in 1987. He was a visiting fellow at the Department of War Studies, King's College London, and at the Hudson Institute in Washington, DC. He is currently an advisor to the Study Group of International Peace Cooperation Activities, MOD and a visiting lecturer at Self-Defence Forces Staff Colleges and Graduate School of Tokyo University for Foreign Studies. His recent publications include *NATO after the Cold War [Reisengo no NATO]* (Kyoto: Minerva Shobo, forthcoming) and *Security Sector Reform in Peacebuilding [Heiwa Kochiku to Chianbumon Kaikaku]* (Tokyo: Kokusai Shoin, 2012).