

The public panel is organized by the Austrian Institute for International Affairs – oiip in cooperation with the Asia-Europe Foundation – ASEF, the German Council for Foreign Relations – DGAP, the Konrad Adenauer Stiftung, the National Centre for Research on Europe – University of Canterbury and the Institute of International Studies – Tsinghua University, and supported by the European Union.



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Public Panel

„Asia in the Eyes of Europe“– Public and Media Perceptions of Asia in Europe: Challenges and Opportunities for external Relations with Asia

Tuesday, September 27, 2011
6 p.m. – 8 p.m.

House of the European Union
Wipplingerstraße 35, 1010 Vienna

Owing to construction work there are no facilities for parking on the premises of the Diplomatic Academy. Participants are strongly advised to use public transport.

„Asia in the Eyes of Europe“– Public and Media Perceptions of Asia in Europe: Challenges and Opportunities for external Relations with Asia

The public panel, organised by the Austrian Institute for International Affairs-oiip, highlights the findings of the Europe-wide research project „Asia in the Eyes of Europe“, coordinated by the Asia Europe Foundation in a consortium of 5 institutes in Asia and Europe. As a mirror of the similar project „The EU through the Eyes of Asia“, which was conducted in 12 Asian locations between 2006 and 2010, the recent project aims at analyzing the media and public perception of Asia in 8 EU member states. The data, gathered through a large scale public-opinion survey, daily media analysis and media elite interviews, illustrates how Asia is perceived by EU citizens and has wide reaching impacts on how the EU and its member states engage with Asia.

The public panel will focus on three aspects: firstly, the case of Austria - illustrating how Austrian public and media perceive Asia, secondly, the comparative across the 8 EU member states and, finally, the comparative with how Asian countries view the EU.

The main objective of the panel is to discuss the implications of the research findings and their impact on EU and Austrian engagement with Asian partners. The panellists and discussants will analyse the wide application of the research findings for governments, private sector, media professionals and the wider civil society. The panel offers a unique opportunity to discuss the findings and how Asia and Europe can build better mutual understanding and promote greater co-operation in the future.

Event programme:

Language: English

Welcome remarks

- Prof. Otmar Höll, Director, oiip
- H.E. Martin Eichinger, ASEF Governor for Austria, Ministry of Foreign Affairs (TBC)

Chair

- Ms. Anjeli Narandran, Assistant Director, Intellectual Exchange, ASEF

Panellists

- Ms. Melanie Pichler, Researcher - oiip
- Dr. Sebastian Bersick, Research Co-ordinator, „Asia in the Eyes of Europe“ & Associate Researcher - DGAP
- Dr. Natalia Chaban, Deputy Director - NCRE

Discussants

- Dr. Bernhard Zimburg, Representative of the Austrian Foreign Ministry
- Representative, Vienna Chamber of Commerce

Q&A (30 mins)

Reception will commence at 7.45 pm at the House of the European Union