1st Young Academics’ Workshop
How is the EU Perceived in Asia?
Media, Public and Elite Perceptions
Bruges, Belgium | 1-4 September 2008

AGENDA

DAY 0 - SUNDAY, 31 AUGUST 2008

ARRIVALS

DAY 1 - MONDAY, 1 SEPTEMBER 2008

Session 1: Introduction (Part 1)

Chair:
Dr. Marc Vuijlsteke
Director-General of Development
College of Europe

09h00-09h30 Welcome Remarks

Prof. Paul Demaret (15’’)
Rector
College of Europe

Prof. Martin Holland (15’’)


**Introduction to the European Studies in Asia (ESiA) Network**

**Ms. Sol Iglesias**  
Assistant Director for Intellectual Exchange  
Asia-Europe Foundation

### Session 2: Introduction (Part 2)

**Chair:**  
**Dr. Natalia Chaban**  
Deputy Director  
National Centre for Research on Europe  
University of Canterbury

**10h00-10h30**  
Informal Introduction between Workshop Facilitators and Participants

**10h30-11h15**  
Introduction to Workshop Agenda and the “EU through the Eyes of Asia” Project

**Dr. Natalia Chaban**  
Deputy Director  
National Centre for Research on Europe  
University of Canterbury

**Prof. Martin Holland**  
Director  
National Centre for Research on Europe  
University of Canterbury

**11h15-11h30**  
SHORT BREAK

**11h30-12h30**  
Introduction to and Discussion of Participants’ Research Topics (Part 1)

Each participant should prepare a 5-minute presentation (supported by Microsoft PowerPoint) overviewing his/her main research interests in the context of answering the question “How I expect to benefit from this workshop”.

12h30-14h00  LUNCH

14h00-14h45  Introduction to and Discussion of Participants’ Research Topics (Part 2)

14h45-15h00  SHORT BREAK

15h00-15h45  Introduction to and Discussion of Participants’ Research Topics (Part 3)

15h45-16h00  TEA/COFFEE BREAK

Session 3: Special Panel

Chair:
Dr. Marc Vuijsteke
Director-General of Development
College of Europe

16h00-16h45  Europe’s changing role in a changing world
Prof. Luk Van Langenhove
Director
Centre for Regional Integration Studies
United Nations University

16h45-17h15  Q&A Session

19h00-21h00  WELCOME DINNER
DAY 2 - TUESDAY, 2 SEPTEMBER 2008

Session 4: Research Methodology

Chair:
Dr. Natalia Chaban
Deputy Director
National Centre for Research on Europe
University of Canterbury

Prof. Martin Holland
Director
National Centre for Research on Europe
University of Canterbury

09h00-10h30 Working with Media Data
Discussing categories of analysis and conducting exercises in small groups.

10h30-10h45 TEA/COFFEE BREAK

10h45-12h00 Working with Media Data (continued)

12h00-14h00 LUNCH LECTURE

Asia and Europe: Mutual Ignorance?

Mr. Richard Werly
European Affairs Correspondent
Le Temps

14h00-15h00 Working with Media Data (continued)

15h00-15h15 TEA/COFFEE BREAK

15h15-18h00 Working with Elite Interviews Data
Discussing categories of analysis and conducting exercises in small groups.
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<tr>
<td>19h00-21h00</td>
<td>DINNER TALK</td>
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<td>Eurobarometer: Understanding European Public Opinion</td>
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<td>Mr. David Voidies</td>
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<td>Unit for Research and Political Analysis</td>
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**DAILY 3 - WEDNESDAY, 3 SEPTEMBER 2008**

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<th>Session 5: Working with Public Opinion Data</th>
<th>Assoc. Prof. Barnard Turner</th>
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<tr>
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<td>Discussing categories of analysis and conducting exercises in small groups.</td>
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<td>10h30-10h45</td>
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<td>10:45-12h00</td>
<td>Working with Public Opinion Data (continued)</td>
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<td>12h00-12h30</td>
<td>Public Opinion Findings vs. Actual Perceptions</td>
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<td>Assoc. Prof. Barnard Turner</td>
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<td>12h30-14h00</td>
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**Session 6: Developing Individual Research Cases**

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<th>Chair</th>
<th>Dr. Natalia Chaban</th>
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14h00-15h00 **Discussion on Participants’ Research Topics and Preparation for Individual Presentations**

Work in small groups and with facilitators on an individual basis.

15h00-15h15 **TEA/COFFEE BREAK**

15h15-16h15 **Discussion on Participants’ Research Topics and Preparation for Individual Presentations (continued)**

16h15-16h30 **TEA/COFFEE BREAK**

16h30-18h00 **Discussion on Participants’ Research Topics and Preparation for Individual Presentations (continued)**

19h00-21h00 **DINNER TALK**

**Mr. Geoffrey Barrett**  
ASEM Counsellor  
Directorate General - External Relations  
European Commission

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**DAY 4 - THURSDAY, 4 SEPTEMBER 2008**

**Session 5: Reporting Results and Planning for the Future**

**Chair:**  
**Prof. Martin Holland**  
Director  
National Centre for Research on Europe  
University of Canterbury

09h00-10h00 **Final Individual Presentations Followed by Discussion**

Individual 10-minute presentations aided by PowerPoint on research plans and paper-writing.

Each presentation should cover three main topics, namely:
chose research topic, how the ESiA dataset will be used and timeline for paper-writing.

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<td><strong>Final Individual Presentations Followed by Discussion</strong> (continued)</td>
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<td>11h15-11h30</td>
<td>SHORT BREAK</td>
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<td><strong>Final Individual Presentations Followed by Discussion</strong> (continued)</td>
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<td>15h00-15h30</td>
<td>TEA/COFFEE BREAK</td>
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| 15h30-17h30  | **ROUND TABLE:**
|              | Discussion on the Use of ESiA Datasets      |
|              | Discussion on Paper-writing                 |
|              | Workshop Evaluation and Wrap-up             |
| 17h30-17h45  | TEA/COFFEE BREAK                           |

**Session 8: Closing**

Chair:
Dr. Marc Vuijlsteke  
Director-General of Development  
College of Europe

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<td>Closing Remarks</td>
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<td><strong>Prof. Martin Holland (5”)</strong></td>
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National Centre for Research on Europe
University of Canterbury

**Mr. Ronan Lenihan (5")**
Project Officer, Intellectual Exchange
Asia-Europe Foundation

**Dr. Marc Vuijlsteke (5")**
Director General
College of Europe

19h00-21h00  CLOSING DINNER

### DAY 5 - FRIDAY, 5 SEPTEMBER 2008

09h00-12h00  Field Trip to EU Institutions in Brussels

12h00 onwards  CHECK OUTS AND DEPARTURES