European Studies in Asia

Teaching the EU in Asia – Challenges and Solutions
Asia-Europe Institute
University of Malaya

15-19 June 2008

Professor Martin Holland

ASEF Academic Initiatives

- ASEM Education Hub
- ASEF University
- Asia-Europe Lecture Tours
- Asia-Europe Workshop Series
- European Studies in Asia (ESiA)
ESiA Co-organisers

Asia-Europe Foundation (Secretariat)

National Centre for Research on Europe, University of Canterbury

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EU through the Eyes of Asia

- Inaugural project of the ESiA network.
- A comparative study of media, public and elite perceptions of the EU in the Asian region.
- Phase I&II: China, Hong Kong, Japan, Korea, Singapore and Thailand in 2006-2007.
- Phase III: Indonesia, the Philippines and Vietnam in 2008-2009.
- Phase IV: July 2009 launched in Malaysia, India and Macau
ESiA Website and eMonitor

http://esia.asef.org

- A platform for academics, institutions and networks in the field European studies in Asia and Europe.
- eMonitor, electronic newsletter of ESiA.
- Published three times a year.
- Circulation of 10,000 internationally.
- Contains the latest highlights of the ESiA website.
- Next issue in July.
ESiA Lecture Tour

- Subset of the Asia-Europe Lecture Tour.
- 1\textsuperscript{st} ESiA Lecture Tour by Prof. Martin Holland of NCRE in Helsinki, Paris, Preston, Ulster, Bristol, Pamplona and Brussels (September 2006).
- 2\textsuperscript{nd} ESiA Lecture Tour by Dr. Kenneth Chan of HKBU in Warsaw, Prague, Vienna, Ljubljana, Budapest and Cork (February 2008).
- 3\textsuperscript{rd} … To be confirmed.

Young Academics Workshop

- A new series intended support the creation of a critical mass of the next generation European studies academics, particularly in Asia, by giving an opportunity to young academics to present their work to their peers and seniors.
- 1\textsuperscript{st} workshop held in Bruges trained 20 participants on the dataset generated from “EU through the Eyes of Asia” Phase I -III.
- 2\textsuperscript{nd} Second workshop scheduled for April 2010.
- Institutions are welcome to nominate best students.
- Seeking additional hosting partner to join.
Europe and Asia: perceptions from afar  
(Holland and Chaban (eds), Nomos, Baden-Baden, 2009)

- Section I. Asia’s Visions of the EU as Normative Power  
  Chapter 1 Human rights  
  Chapter 2 Environment  
  Chapter 3 Multiculturalism/ religion

- Section II. Perception of the EU as an Economic Power  
  Chapter 4 Economic perceptions of the EU in Shanghai and Hong Kong  
  Chapter 5 Economic public perceptions vs. political media imagery in China

- Section III. Images of the EU as Political Actor in the Region-to-Region Dialogue  
  Chapter 6 Asia’s elite’s perceptions of ASEM  
  Chapter 7 Asia’s media and public perceptions of ASEM

- Section IV: New Directions for the ‘EU External Perceptions’ Research  
  Chapter 8 A new pilot study in India  
  Chapter 9 Reversing the view: Spanish public opinion

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Workshop on the Future of European Studies in Asia

- Launched as a partnership between ASEF, NCRE, Ateneo de Manila University and University of Warsaw in December 2007.
- Session on curriculum development for European studies in Asia and Europe with country case studies, a discussion on e-learning and possible Asia-Europe co-operation.
- Follow-up January 2008 Kobe meeting.
- Publication in 2009 of:  
  The Future of European Studies in Asia  
  (Holland, Jora and Ryan (eds))
Common Features in Asia and Europe

- The Anglo-Saxon Bachelors-Masters model for European studies is increasingly being adopted.
- However, many universities still rarely have an independent European studies or EU studies programme.
- No clear definition or distinction between European studies and EU studies.
- Further, European studies face severe competition with other area studies (e.g. Asian studies).
- Financial and human resources are often limited for European studies, including funding from the EC.
- Meeting market needs in addition to academic excellence should be an underlying consideration for European studies curriculum development (e.g. a business-track course, e-learning, etc).
- Particular attention must be given to the geopolitical specificities of a country’s relations with the EU.

Looking Ahead

- Expanding the national participation of ESiA
- Further Curriculum Development
- Future Young Academics’ Workshop
- Completion of “EU through the Eyes of Asia” for all Asian ASEM partners
- Your new ideas for ESiA….
Thank You!