Europe-Asia Policy Forum to hold Roundtable on EU perceptions in Asia

Policy experts from Asia and Europe are set to meet in Brussels for the EUforAsia Regional Integration Stakeholders Roundtable: How should the EU package itself to Asia? The roundtable is expected to gather opinion leaders from the Academe, EU institutions, Brussels-based think tanks and the media to discuss the visibility of the EU throughout Asia and examine the current policies in place to communicate the external image of the EU in Asia.

The Roundtable will draw on the findings of The EU through the Eyes of Asia, an ongoing research project supported by the Asia-Europe Foundation (ASEF). This unprecedented comparative study looks at attitudes and citizens’ perceptions of the EU in Asia, thus providing a systematic and detailed empirical insight into EU visibility in several Asian nations. The second volume of the study entitled, The EU through the Eyes of Asia Volume II: New Cases, New Findings will be launched during the Roundtable.

The subject of the Roundtable is a timely one, especially in the light of the recent ratification of the Lisbon Treaty on 1st December 2009. While the treaty paved the way for better understanding of the EU’s external action and increased visibility of the EU abroad, there are still many challenges and opportunities posed by the enabling of the Common Foreign and Security Policy (CFSP).

“As EU policy makers seek to revise its CFSP towards Asia, findings such as those found in The EU through the Eyes of Asia study can provide the means to gauge existing perceptions of the EU in Asia and thus provide for better informed policy”, said Ambassador Dominique Girard, Executive Director of the Asia-Europe Foundation.

According to Dr. Natalia Chaban, Deputy Director & Research Co-ordinator of the National Centre for Research on Europe at the University of Canterbury, “The systematic analysis of how the EU is perceived and imagined by its global partners is important for identifying how outsiders’ expectations and perceptions influence the impact of EU foreign policy”.

The Roundtable will also feature a presentation on the public opinion data from the new research initiative entitled Asia in the Eyes of Europe. This project seeks to carry out rigorous perceptions research in eight locations across Europe—looking at media, public and opinion-leader perceptions of Asia for input into Asia-Europe policy dialogue.
Note to editors:

The press is cordially invited to attend the EUforAsia Roundtable:

EUforAsia Regional Integration Stakeholders Roundtable:
How should the EU package itself to Asia?
9 April 2009 (Friday), 9:00-13:00 H
Résidence Palace
Wetstraat 155, 1000 Brussels, Belgium

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About the Europe-Asia Policy Forum

The Europe-Asia Policy Forum (EUforAsia) has been set up with the support of the European Commission to improve Europe's understanding of Asia and to provide a growing rapport between the two regions. It is based on an extensive academic network of institutes, universities and think tanks in both Europe and Asia. The EUforAsia Policy Forum aims to strengthen knowledge and understanding of EU-Asia relations and contribute to EU policy formulation towards Asia. The EUforAsia will be based primarily in Brussels and managed by a consortium of four partner organisations, each with vast experience in the field of Asian Studies and Europe-Asia relations. These partners include the Singapore Institute of International Affairs, the Asia-Europe Foundation and the International Institute for Asian Studies.

Organised by:

International Institute for Asian Studies
http://www.iias.nl

Asia-Europe Foundation
http://www.asef.org

Singapore Institute of International Affairs
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This event is organised with the financial support of the European Commission