9th ASEF University 1 - 14 February / Manila, Philippines

AU9 in Manila was the first time that the ASEF University programme focussed on business and management issues.

Thirty-four students of economics, business, and management from 21 ASEF countries learnt about the challenges and opportunities for business enterprises in Asia and Europe against the backdrop of the changing global environment at the 9th ASEF University.

The theme of AU9 was “Asia-Europe Economic Partnership: Opportunities and Challenges for Enterprises in a Changing Global Environment” and the two-week programme was hosted by John Gokongwei School of Management, Ateneo de Manila University. While previous programmes had dealt with international relations issues, the 9th ASEF University (AU9) was about business and entrepreneurship.

The participants attended lectures given by academics and practitioners from different countries on topics ranging from global economy to corporate branding. They also followed up on these lectures by exchanging views through smaller working groups.

The highlight of the programme in Manila was "AU9 Business Plan Competition". Participants were divided into multinational teams, comprising Asian and European students. Each team was tasked to identify a business idea that would harmonise the economic complementarities between Asia and Europe.

In this issue:
- 5th ASEFROPEP Steering Committee Meeting
- 2nd Asia-Europe Film Development Plan Meeting
- Cultures & Civilisations Dialogue Lecture Tour "Asia & Europe: Creating a New Politics of Trust"

- MixMax (ASEF Cultural Grants)
- High-Level Dialogue on Trade, Biotechnology and Sustainable Development
- Museums Hopping: The Asia-Europe Marketplace for Sharing Cultural Heritage (ASEMUS)
- Asia-Europe TV Documentary Series 2: Spain & Vietnam
and formulate a coherent strategy to convert that idea into a viable business. The competition provided the participants an opportunity to apply their knowledge of economic theory and business conditions in Asia and Europe. It also allowed them to experience a simulation of the challenges of doing business across cultural boundaries.

"We meet as strangers and parted as friends. This is the greatest that ASEF University has done for us. To realise that this is a small world and the need to be united."
- Sathasivam 66' Meenakshi Sundaram (Malaysia)

"I have learned a lot more in two weeks at AV9 than in an entire semester at university."
- Deirdre O'Mahony (Ireland)

The collaborative efforts of the various teams generated many interesting business ideas, which bore testimony to their industry and creativity. Prominent business figures in the Philippines, from both local enterprises and MNCs, were invited to judge the presentations. After two rounds, the team that emerged victorious comprised students from Vienna University of Economics and Business Administration (Austria), Copenhagen School of Business (Denmark), Diponegoro University (Indonesia), De La Salle University (Philippines) and the Nanyang Technological University (Singapore). The team had proposed the construction of plants in Beijing to generate electricity from the urban waste in Beijing. Each member was awarded a token cash prize of 500 Euros.

The 9th ASEF University was organised with the support of the Government of Japan, the Philippine Department of Foreign Affairs, embassies of EU countries and the EC Delegation in Manila, and corporate and individual sponsors, including the RC Summit Group, ING Bank, ABN-AMRO, Victory Liner Bus Lines and Globe Telecom. (cathy@asef.org)

The participants exchanged views on the comparative analysis of management of control along and across borders within Asia and Europe. The programme included a field trip to visit the hill tribe villages within the region known as the Golden Triangle, the area where the borders of Thailand, Myanmar and Laos converge.

Dr. Carl-Grundy Watt, Dr. Prem Kumar Rajaram, Prof. Didier Bigo, Prof. Elisabeth Guild and Dr. Chari Tungsasoth had, were the organisers and co-ordinations of this workshop. (caroljane@asef.org)

The fifth meeting of the Steering Committee of the Asia-Europe Forestry Exchange Programme (ASEFOREP) was hosted by the Bogor Agricultural University in Bogor, Indonesia.

In conjunction with this event, the International Seminar on Global Forestry Education and Credit Transfer System was also held. The meeting witnessed the further enlargement of the ASEFOREP network to two universities from Asia - Seoul National University of Korea and Hoong Lam University of Vietnam - as well as two European universities - Georg-August University of Gottingen, Germany, and the University of Helsinki, Finland - were inducted as new members. ASEFOREP now comprises 21 universities and stakeholder institutions in Asia and Europe.

The Second Asia-Europe Film Development Plan, co-organised by the Göteborg Film Festival and Asia-Europe Foundation (ASEF), was the second of the series initiated by Cinemanila International Film Festival in 2002.

Chudamanee Chartsawan, Director, Cultural Exchange, ASEF and Sverre Harvengt, Managing Director, Göteborg Film Festival (Copyright Yoko Sakoda)
The meeting while gathering European film distributors and Asian representatives of independent cinema, coincided with the Nordic Film Distribution market and had a strong emphasis on the issues of film distribution. How to facilitate the distribution of Asian independent movies in Europe beyond the European Film Festivals; How to improve distribution channels from commercial Asian movies to more artistic ones.

Among the recommendations expressed were the needs to continue to create the market for independent cinema and to educate the audience in Asia (with film festivals and screenings of independent movies) and Europe (through increasing opportunities to watch Asian films); to further develop film distribution through other channels like TV and DVD (DVD representing a big potential market for more artistic films) and to find ways to encourage governments and national film commissions to support independent local cinema and also “selected” film makers to attend Festivals in Europe.

The meeting also provided the occasion to officially launch the SEA Images Website (http://sea-images.asef.org), a unique platform of information for the improvement of Asia-Europe film exchange. Information on various organisations related to cinema, funding agencies, film production and distribution companies in Asia and Europe are now available. Please send in your feedback to: sea-images@asef.org (muriel.soward@asef.org)

Cultures & Civilisations Dialogue Programme: Asian Lecture Tour “Asia & Europe: Creating a New Politics of Trust for Better Governance”
4 -14 February
Singapore, Malaysia, Thailand, Indonesia, Philippines

Peter Ashby, Director of the New World Order Forum, UK, embarked on a Lecture Tour throughout five major Southeast Asian cities in February.

Starting with Asia Europe Foundation in Singapore, he went on to deliver his lecture in Kuala Lumpur at the newly established Institute for Occidental Studies, Bangkok at the Centre for European Studies, Jakarta at the Habibie Centre, and finally the Third World Studies Centre in Manila in partnership with the Institute for Popular Democracy.

His lecture, which addressed the relationship between government and the governed, focused on the level of trust between the two. In all, Ashby delivered his lecture to over 400 people in the region, and participated in lively debates and discussions with the audience.

The text of his speech can be read at www.civdialogue.asef.org and in the second quarter 2004 issue of Asia Europe Journal. For more information, please contact sobhi.kaur@asef.org.

Upcoming lectures

- May 2004 – May Britt Stumbum (Germany), “European Integration in the field of Foreign and Security Policy – a model for Asia?”

The Intellectual Exchange Department organised its second ‘Talks on the Hill’ bringing together 13 individuals from Asia and Europe in a meeting entitled “Exploring the Relationship between Religion and the State in Asia & Europe.”

The innovative meeting format - with emphasis on open and frank brainstorming and debate - once again resulted in an educational and enriching experience. With the objective of clarifying ideas and encouraging common understanding of this sensitive topic, the two-day meeting was a hub of intense discussion and dynamic exchanges.

Major themes of the meeting:
- Conceptual Relations between Religion and the State
- Religious Actors & Politics
- Minority Religions and Religious Groups
- Religion & Globalisation

For a report of the meeting, as well as to view the profiles of the participants please visit www.civdialogue.asef.org. (sohni.kaur@asef.org)

Peter Ashby delivering his lecture at the Habibie Centre, Jakarta Indonesia. (r) Dr. Dato’ Fatirna Arwani, Peter Ashby, and ASEF Governor Amb. Sathornaksy Wiyprom

This workshop was organised within the framework of UNESCO/AHPADA Seal of Excellence for Handicraft Products in Southeast Asia, which was established in 2001 to promote handicraft products in the ASEAN sub-region and to enhance international market exposure for these products.

The Seal Project also serves as a quality control mechanism and marketing device for handmade traditional and/or innovative craft products from the ASEAN countries.

The workshop consisted of theoretical sessions introducing all aspects of the Seal followed by product and market situational analysis within the ASEAN countries and by an introduction into the market demands and trends in several countries including Europe and Japan.
Four groups working with different products and base materials, then analyzed and re-designed sample products within the concept of how to adapt the design of these products to respond to market trends and requirements in Europe, North America (specially invited by UNESCO) and Japan and how to create products with an unique, innovative design without destroying its traditional basis.

The final set of theoretical sessions focused on pertinent issues important to bring products from the maker to the marketplace including quality control, presentation and training, sale and distribution. (marclesword@aef.org)

Mr. Saneh Champa Na, ASEF Secretary of Thailand, hands out certificates to participants at the closing session of the Workshop.

MixMax (ASEF Cultural Grants)
20 February - 9 May
Seoul, Korea

With the ASEF Cultural Grants from Japan Trust Fund, ASEF supported 7 Asian and European artists to take part in MixMax exhibition, held at Artsonje Center (www.artsone.org), Seoul.

The exhibition presents a new vision and a different artistic form based on an attitude that, as it gains momentum, is turning out to be a generation of artists who mix and remix the cultural production. It is the outcome of its organizers' desire to mix energies, abilities, and disparate materials. It is a way of resisting and reacting to the ascendency of contemporary fundamentals from which art is not excluded.

It is also a mixing of viewpoints – those of Sung Won Kim and Bernard Marzè - that present and echo complexities among territories that, in general, are poor neighbours: art and fashion (Sung Mok), art and music (a six artists performance), and art and design (Soo Young Lee; gardens and materials reputed to be obsolete: ceramics (Fabrice Hyper); and drawing (Jean-François Moraix and Petra Mjöy); dangerous liaisons such as installation and cinema (Christelle Lheureux & Joe Apichapong); and relationships that are most often unconfessed between art and drugs (Jan Christensen), art, war, and games (Young-Hae Chang Heavy Industries), art and sexuality (Johwin Oho), and art and syncretic identity (Bruno Peninado).

The Asia-Europe Foundation (ASEF) and the United Nations University Institute of Advanced Studies (UNU-IAS) held the “High Level Dialogue on Trade, Biotechnology and Sustainable Development” on 21 February in Kuala Lumpur, Malaysia for dialogue with the national delegations of the Asia-Europe Meeting (ASEM) on the interconnections between biotechnology, sustainable development and trade.

The national delegations were in Kuala Lumpur for international meetings on biological diversity and biotechnology held in Malaysia's capital from 9 to 27 February.

Malaysian Deputy Prime Minister Datuk Seri Najib Razak welcomed the guests to the meeting. United Nations Secretary General Kofi Annan's Former Special Envoy for the World Summit on Sustainable Development Jan Pronk made the keynote address. Other prominent panellists included Convention of Biological Diversity (CBD) Secretariat Executive Secretary Handallah Zedan, former member of the World Trade Organisation Minoo Matsushita, former UNESCO Assistant Director-General Albert Sassoon, and Chair of the International Committee for the Cartagena Protocol Philemon Yang.

The roundtable was held under the banner of the Asia-Europe Environment Forum, a series of meetings on specific environmental concerns for the two regions. For more information and to read the report, visit http://env.aef.org. (ed.iglesias@aef.org)
**UPDATE**

**Museum Hopping: The Asia-Europe Marketplace for Sharing Cultural Heritage (ASEMUS)**

4 - 6 March
Singapore

The Asia-Europe Foundation (Japan Trust Fund), in co-operation with the National Heritage Board, Singapore and the British Museum, hosted a corporate and media development event for ASEMUS (Asia-Europe Museum Network) entitled Museum Hopping at Asian Civilisations Museum on 5 March 2004.

Curators from Asia and Europe provided the first-hand information on how cultural projects operate in the form of a museum marketplace to over a hundred stakeholders from the private sector, diplomatic corps, media and international organisations present at the event. Museum Education and Public Programmes, Peranakan Research Project, Records of the Hidden Base of Borobodur, Exchanging Cultural Information on Inlands West Sumatra, Unworthy, Philippine Past in European Museums, Exchange of Techniques to Preserve Shared Heritage, Travelling Exhibition and Virtual Exhibitions were among the 8 projects featured. The Secretary General of the International Council of Museums, Manus Brichta and Singaporean Minister of Information, Communications and the Arts, Lee Hoon Yang were among the special guests to grace the occasion.

**Asia-Europe TV Documentary Series 2:**

**Spain & Vietnam**

December 2003, February 2004

What are some of the challenges encountered by Europeans who live in Asia or Asians who live in Europe?

What initially brought them to the foreign places away from their homeland? How do these individuals contribute to enhancing the bi-regional understanding? The project is intended to capture the images of people living in cross-cultural context, in locations away from their countries of birth.

**VTV crew during an interview in Spain**

**TVE crew in Vietnam.**

The second series was made in partnership with VTV (Vietnam) and TVE (Spain). The two stations broadcast the programmes throughout the period of December 2003 till March 2004.

The next series is in partnership with TV5 (France) and ITV (Thailand). To learn more about the project, or if you are interested in participating as a broadcaster, send an e-mail to: jessicayom@asef.org

**What are the benefits of sharing cultural heritage through museums?**

**Opening speech of the Singaporean Minister of Information, Communications and the Arts, Lee Hoon Yang**

In efforts to expand the network of ASEMUS to the general public, an open discussion on the role of museums in peace and development, "Peace by Piece" took place on 6 March 2004 at ACM. The panel was composed of four museum professionals from the British Museum, Museum of Ethnology in Osaka, Japan, the Philippine National Museum and the Ethnographic Museum in Antwerp and was chaired by Mr Kwa Chang Chian from the Institute of Defence and Strategic Studies, Nanyang Technological University. (vammi@asef.org)

**Booths displaying the projects of ASEMUS at Museum-Hopping**

**Philippine culture of female, courtesy of National Museum Hamburg: "Together in Europe" is a collaboration project of the Museum für Völkerkunde, Hamburg and the Philippine National Museum.**

**Museum Education, Outreach and Public Programmes: An initiative of Cheung Chau Museum, Hong Kong and Singaporean University, Thailand.**
**VISITORS TO ASEF AND OTHER EVENTS**

**Public Lecture by Amb. Christian Hauswedell**

28 January

In collaboration with the Embassy of Germany in Singapore, ASEF organised a public lecture by the Director for Asian and Pacific Affairs of the German Federal Ministry of Foreign Affairs, Ambassador Dr. P. Christian Hauswedell.

Upon completion of his tertiary education in Berlin, New York, and London, Amb. Hauswedell joined the Foreign Office thirty years ago, and has since worked on political, trade and defence relations with various regions, as well as with international organisations. He has also served in the German missions in Beijing, Hong Kong, and London. He became the Director for Asian and Pacific Affairs in August 2002.

Before an audience mainly consisting of representatives from the diplomatic community and academia in Singapore, Amb. Hauswedell delivered a lecture entitled "Towards the Hanoi Summit of October 2004: The ASEM Process and the Prospects of Increased Cooperation between Europe and Asia." He expressed his enthusiasm for the future of ASEM and its relevance, while also underlining the urgent need for an ASEM Secretariat. The reception held following the lecture was generously sponsored by Siemens Pte Ltd.

**Visit of the Scandinavian Scholars**

23 February

Thirty-five Scandinavian scholars visited ASEF on the occasion of ISEAS (Institute of Southeast Asian Studies) - SSAAPS (Swedish School of Advanced Asia-Pacific Studies) Winter Seminar, which dealt with Southeast Asian matters.

The delegation which mostly consisted of Swedish scholars specialised in Asian affairs and a few Norwegians and Danes, was headed by Dr. Thormy Svensson, an ASEF alumnus and now General Director for Culture at the Swedish Government. Executive Director Amb. Dr. Colomé explained about ASEF, ASEF, future after the European Union enlargement, and about the general European perception of Asia. A lunch was hosted by ASEF at the end of the Seminar.

**Other Visits**

- 7 January: Dr. Douglas Webber from INSEAD, Singapore visited ASEF to discuss about the publication of the conference held in 2003 on regionalisation processes.
- 8 January: Mr. Francis Delon (French Ministry of Foreign Affairs), Prof. Goran Melander (Raoel Wallenberg Institute, Sweden), Dr. Carl Gründy-Warr, Dr. Prem Kumar (National University of Singapore) and Bertrand Fort, Director of Intellectual Exchange, held a coordination meeting for the 6th Human Rights Seminar.
- 9 and 12 January: Prof. Thonmy Svensson, Director General, Ministry of Culture, Sweden, Steven Engelsman, Director of Ethnological Museum in Leiden, the Netherlands, and Kenzo Kwock, Director of Asian Civilisation Museum, Singapore visited to discuss ASEFUS Museum Hopping project.
- 10 January: Mr. Norbert von Hoffman (Friedrich Ebert Stiftung, Singapore) and Dr. Yeo Lay Hwee (Singapore Institute of International Affairs) came to discuss the 4th Asia-Europe Roundtable.
- 12 January: Mr. Philip Malone and Ms Rachel Martins from the British High Commission, Singapore paid a visit for networking.
- 15 January: Mr. Rajaratnam (Asian Dialogue Society) and Mr. Thai Quang Trong (Hans Seidel Foundation) visited ASEF in preparation for the consultation of civil society in Asia and Europe forseen for June 2004 in Barcelona.
- 6 February: Mr. Gunalan Nadarajah, Dean, Office of Research & Creative Industries, LASALLE-SIA College of the Arts, to discuss the development of a project on arts and the new media.
- 10 February: Mr. Javad Mottaghi, Director of Asia-Pacific Institute for Broadcasting Development (ABID), Malaysia, visited ASEF to discuss ASEF-ABID project on television.
- 18 February: Mr. Rafael Bueno from Casa Asia paid a courtesy visit to ASEF.
- 18 February: Mr. Alain Robbe-Grillet, a French writer and film director was received at ASEF by Amb. Défis Colomé and Mr. Bertrand Fort.
- 19 February: Mr. Brian Ferrer and Ms. Joyce Foo from the British High Commission visited for networking.
- 23 February: Mr. Hubert Moncet and Dr. Paul Dhalla from Académie Diplomatique Internationale paid a networking visit.
- 8 March: Mr. Roeland Kollen, the ASEF contact point for the Netherlands, paid a courtesy visit.
- 8 March: Mr. Tom Roe, the ASEF Co-ordinator at the European Commission in Brussels, paid a visit to ASEF for a meeting with its management team.
- 10 March: Mr. Rolf Ring (Raoel Wallenberg Institute) came to discuss projects on Human Rights and Connecting Civil Society.
ASEF IN THE NEWS

Change of Italian Governor for ASEF

With effect from 1 February, Professor Carlo Giovanni Cereti will succeed Prof. Adriano Rossi as the Italian Governor for ASEF. Prof. Cereti chairs the Course in Oriental and Mediterranean History and Civilisations at the University of Rome while writing and participating in study projects on languages and religions of Central Asia.

Mr. Kim Sung-Chul, Deputy Executive Director (Nov 2000 - Feb 2004), bids farewell

Mr. Kim Sung-Chul who has served his term as ASEF’s Deputy Executive Director bid farewell to friends at the reception held for him on 19 February at ASEF headquarters. He is returning to the Korean Foreign Ministry to take up his new position as the Spokesman for Foreign Media. At the farewell reception where friends from the diplomatic and cultural institutions, as well as international organisations participated, Amb. Dr. Delfin Colomé, the Executive Director, expressed his thanks and well wishes to the parting colleague.

Summa cum laude for Dr. Delfin Colomé

The Executive Director of ASEF, Amb. Delfin Colomé recently received his PhD with Summa Cum Laude in Aesthetics and Theory of the Arts, at the Universidad Autonoma de Madrid, where he used to also teach Aesthetics of Dance a few years back. His PhD thesis was on “The American Modern Dance and the Spanish Civil War”. It is going to be published in Spanish, but some articles in English will also appear in some specialised journals such as the American “Dance Research” and the journal of the Dance History Scholars Society. He says, “I would like my example to be ‘inspirational’ and encouraging for young students of Asia and Europe. It is never late to get a PhD, but it is better to have it as soon as possible!”

CulturE ASEF

A long-term joint project by Universes in Universe - Worlds of Art and the Asia-Europe Foundation (ASEF), the website containing practical information to encourage bi-regional cultural co-operation has been on-line since March 2002. The website has recently been updated and extended, and it currently includes about 550 annotated links on 10 Asian and 15 European countries in the following areas: cultural relations, institutions, organisations, events, projects, programmes, grants, stipends, and more.

Find out more about the information system for the Asia-Europe Cultural Exchange: www.cultur-e-asef.org.
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Papers from the Seminar held in Madrid, Spain during 26 - 29 November 2001

- The Protection of the Cultural Heritage
- Inventory Methods of Preserving Cultural Heritage
- Cultural Heritage Architects and Operators
- Cooperation between Historical Monument Research Laboratories
- Tourism Trades and the Cultural Heritage Conservation


Papers from the Meeting held in Beijing, China during 30 March - 6 April 2003

- Situation and Conception, Methodology
- National and Regional Experience
- Archives and New Techniques
- Education and Media
- Legal Issues
- Proposals for Follow-Ups


Papers from the Workshop held in Kuala Lumpur, Malaysia during 7 - 25 April 2003

Working Papers
- Bamboo as a Material for Craft Industry in Malaysia
- Bamboo Resources and its Utilisation in Peninsular Malaysia
- Conservation of Archives Material: Introduction to Preservation and Restoration
- Museum Negara Collection as I Recall it from 1962 through 1995
- Collection Management
- The Biography of Objects: A Tool for Analysing Object’s Significance
- Object Identification without Handling Objects: Reduction in Moments of Risk


Proceedings of the Asia-Europe Environment Forum, First Roundtable on 29-30 September 2003 in Bangkok, Thailand

- Summary and Synthesis of Discussions
- Post-WSSD Challenges in the Context of Asia-Europe Co-operation
- Enhancing the Effectiveness of Civil Society in Sustainable Development Initiatives
- Civil Society Partnership with Government/Inter-Governmental Institutions
- Civil Society Partnerships in Business and Industry
- Civil Society Partnerships at the Grassroots

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