



ASIA IN THE EYES OF FRANCE

BETWEEN OPPORTUNITY AND ANXIETY

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PARIS - 18 June 2012



Data sources

Le Monde
Le Figaro
France 2 (20h)
SEPT-NOV 2010

11 leading
journalists
MAR-JUN 2011

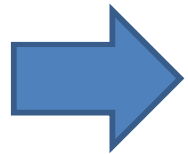


906 survey
respondents
FEB 2011



WHAT IS ASIA?

Ideas of Asia



Analytical Categories	Percentage of Occurrence
Civilisation, imagined other	47.8%
Heterogeneity, non-entity	41.6%
Development, evolution	28.9%
Size, gigantism	28.3%
Suffering, misery	27.4%
Peril, Threat	19.6%
Other	11.8%

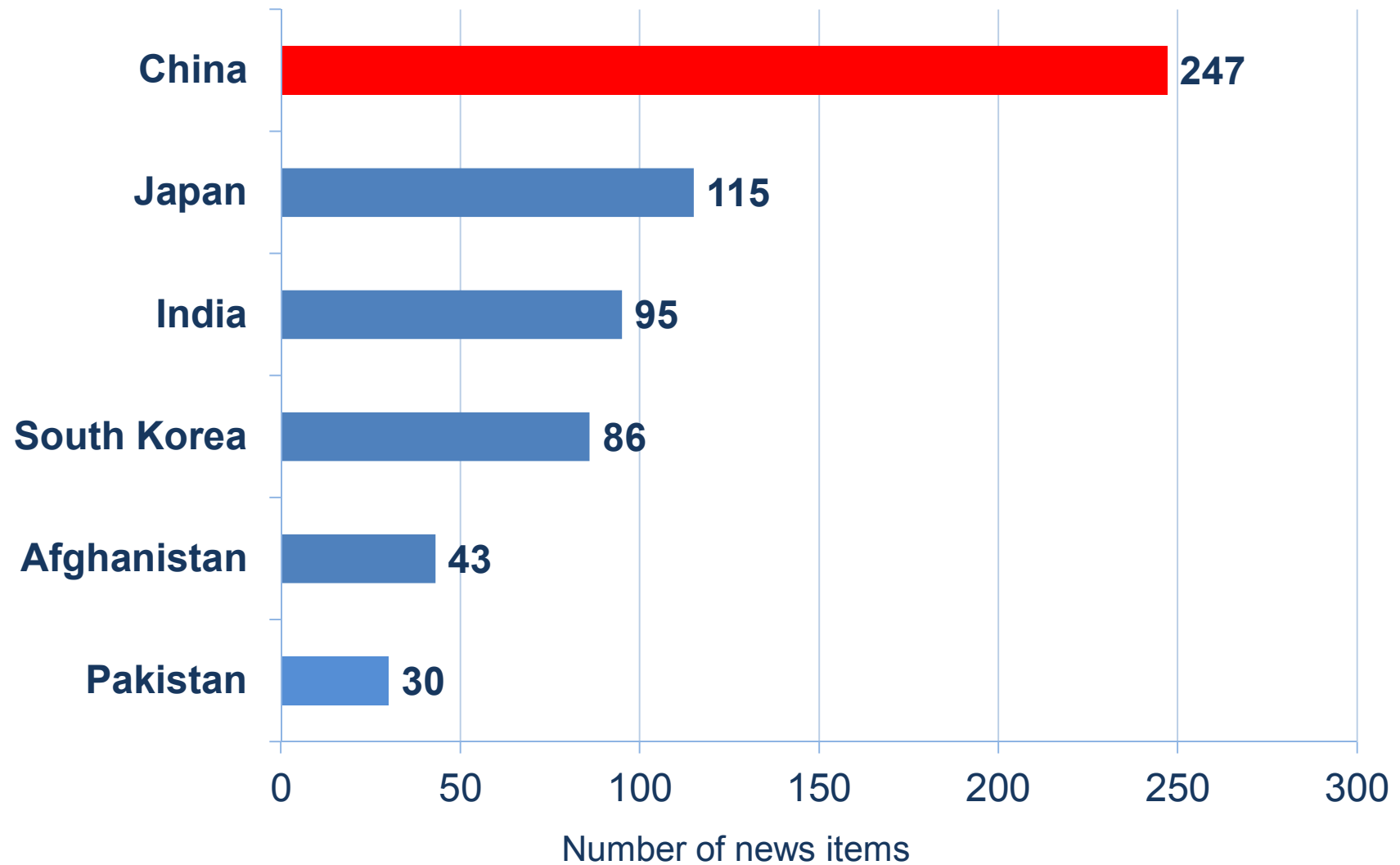
Five most cited images

Image	Number of citations
China	264*
Japan	95
Rice	81
Population	79
Poverty	72

* 317 listed China or Chinese

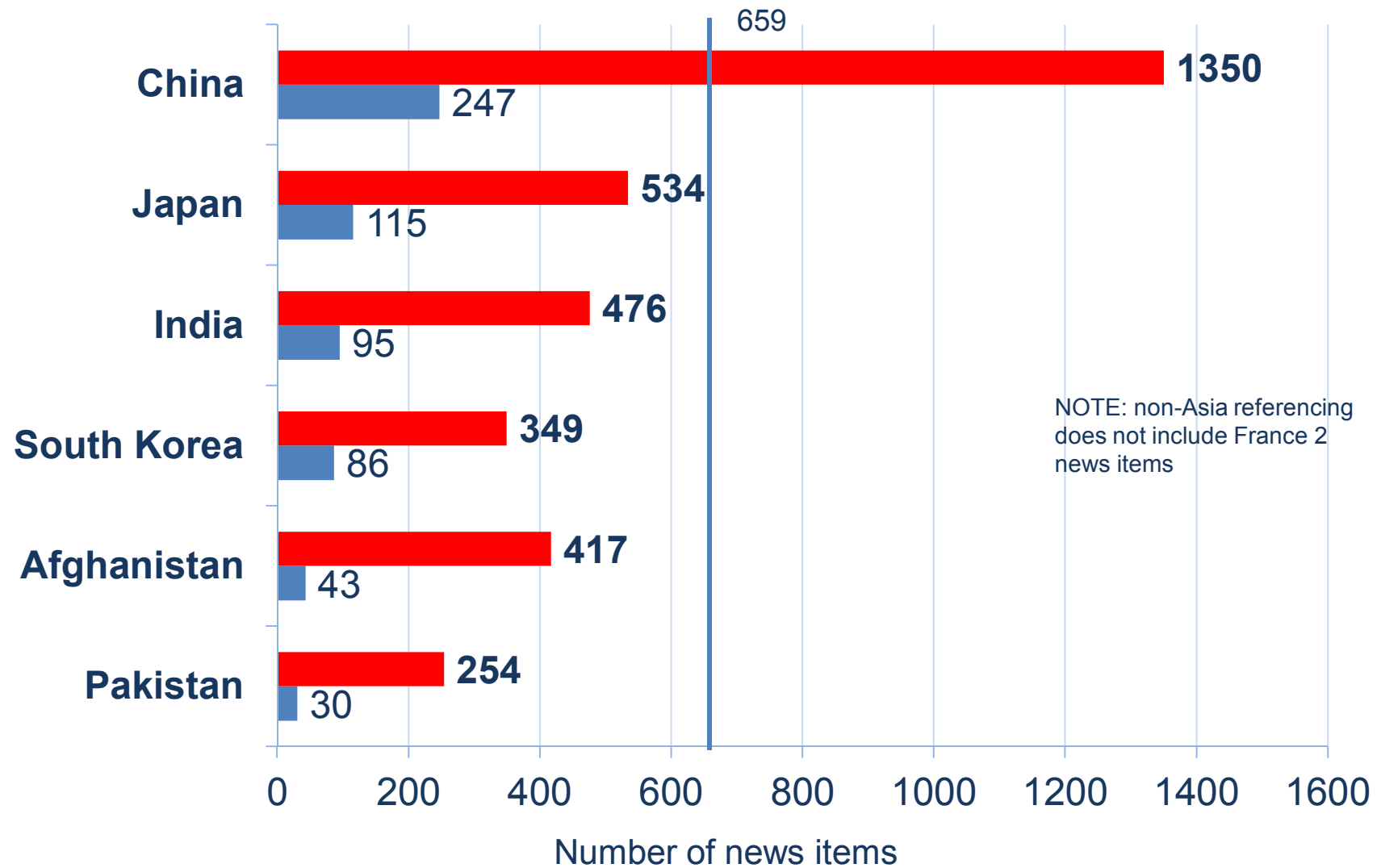
Number of appearances in articles referencing Asia

(Total articles = 659; Sept - Nov 2010)



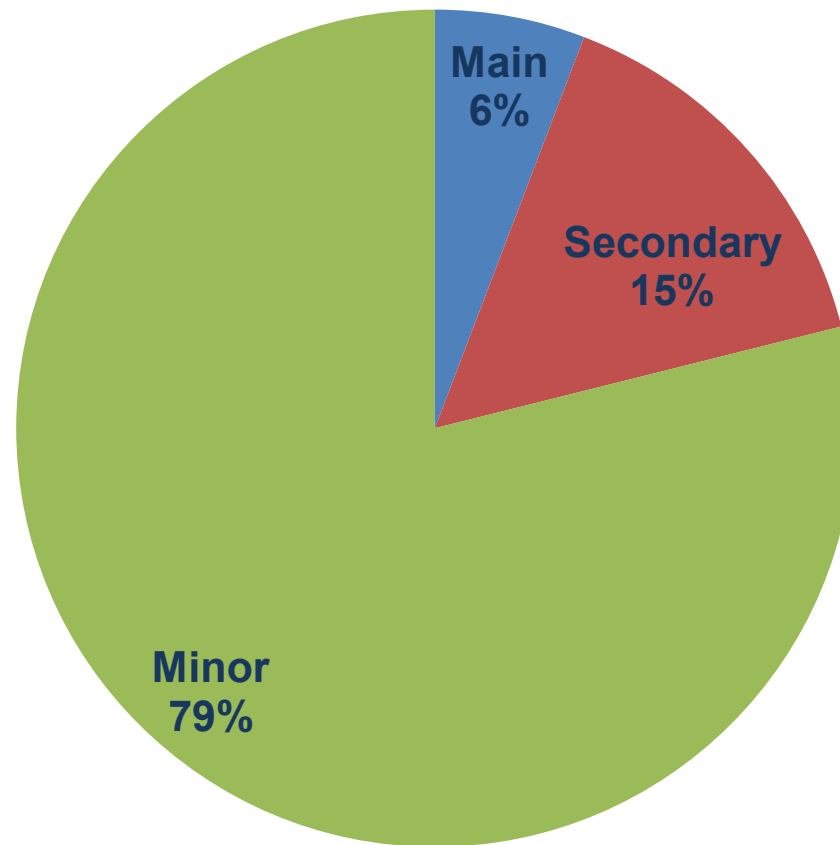
non-Asia VS Asia referencing

(Sept – Nov 2010)



Asia is a relatively minor actor


Degree of
Centrality of Asia
in 659 articles
referenced:



News items mentioning Asian regionalism

(Total items = 659; Sept – Nov 2010)

ASEM	16	Trans-Pacific Strategic Economic Partnership	2
APEC	16	East Asia Summit	2
ASEAN	13	Asian Monetary Fund	1
ASEAN+3	2	East Asian Community	1
ASEAN+6	1	Comprehensive Economic Partnership in East Asia	1
Asian Development Bank	5	Free Trade Area of the Asia Pacific	1



“An ambassador once told me that ‘Asia only exists in the minds of very small countries.’ China never speaks about Asia, China speaks of China. India speaks of India. Only ASEAN countries speak of Asia! We say Asia, we have an Asia desk, but the things we do on China, the things we do on Southeast Asia and the things we do on the Indian subcontinent are completely different.”

- Editor, *Le Monde*
May 2011



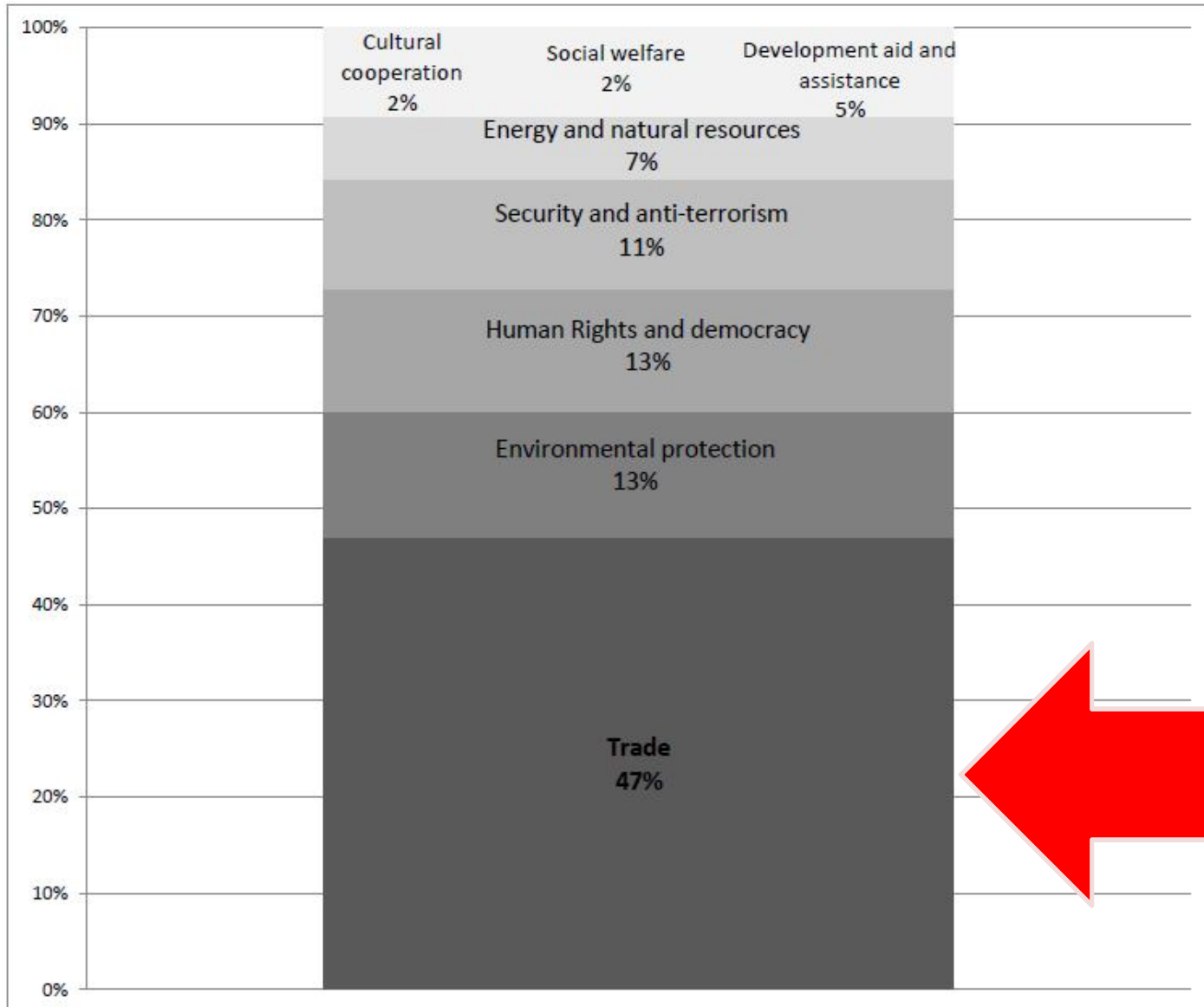
PERCEIVED IMPORTANCE OF ASIA

Future importance of Asia for France

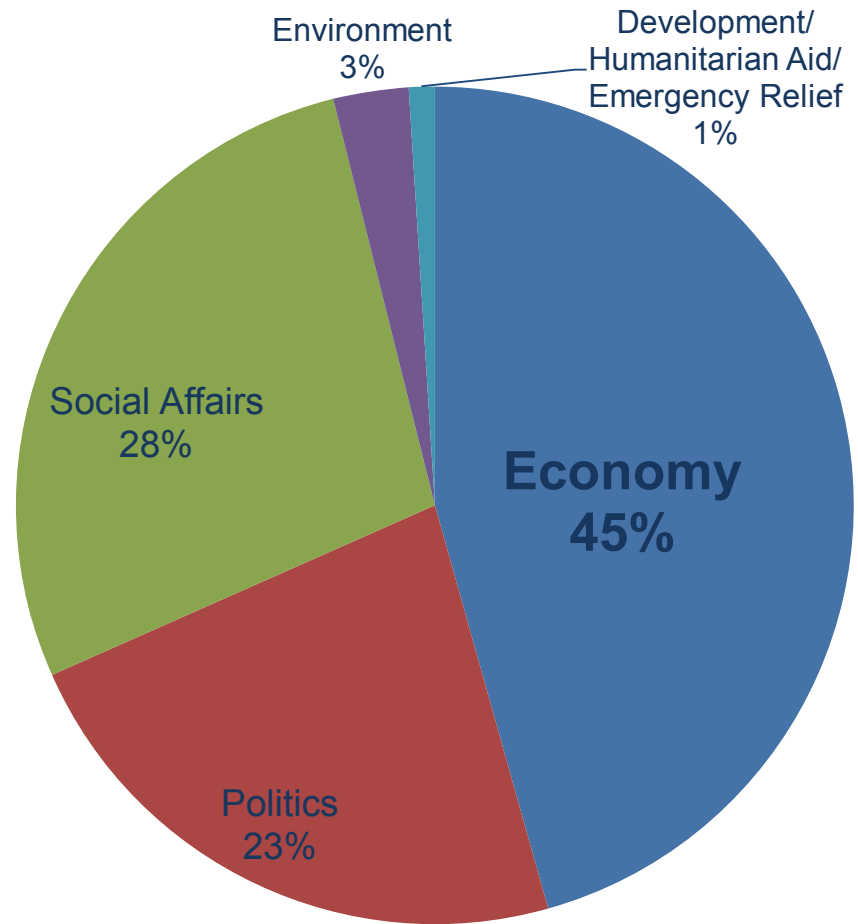
Rank of future importance of regions for France
on scale of 1 (not important) to 10 (very important)

Region	Future Importance
Europe	8.22
Asia	6.85
North America	6.81
Middle East	5.99
Latin America	5.94
Africa	5.89
Australasia/Oceania	5.32

Which issue is most important for co-operation with Asia?

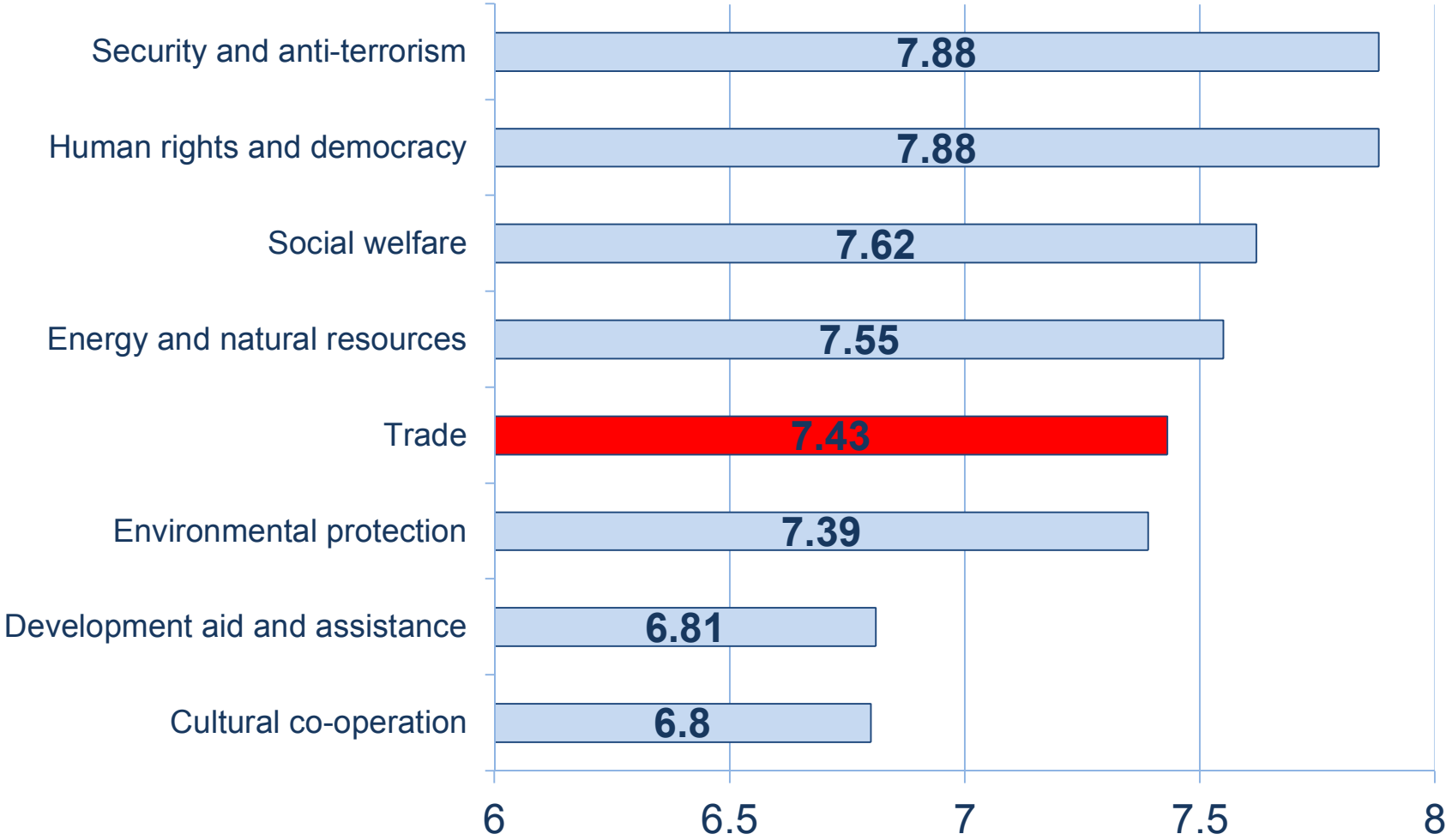


Economy and Asia, a common link in the press



Importance of co-operation on the following issues

Scale of 1 (not important) to 10 (very important)



Future importance to France

Top 5 most important in Asia
on scale of 1 (not important) to 10 (very important)

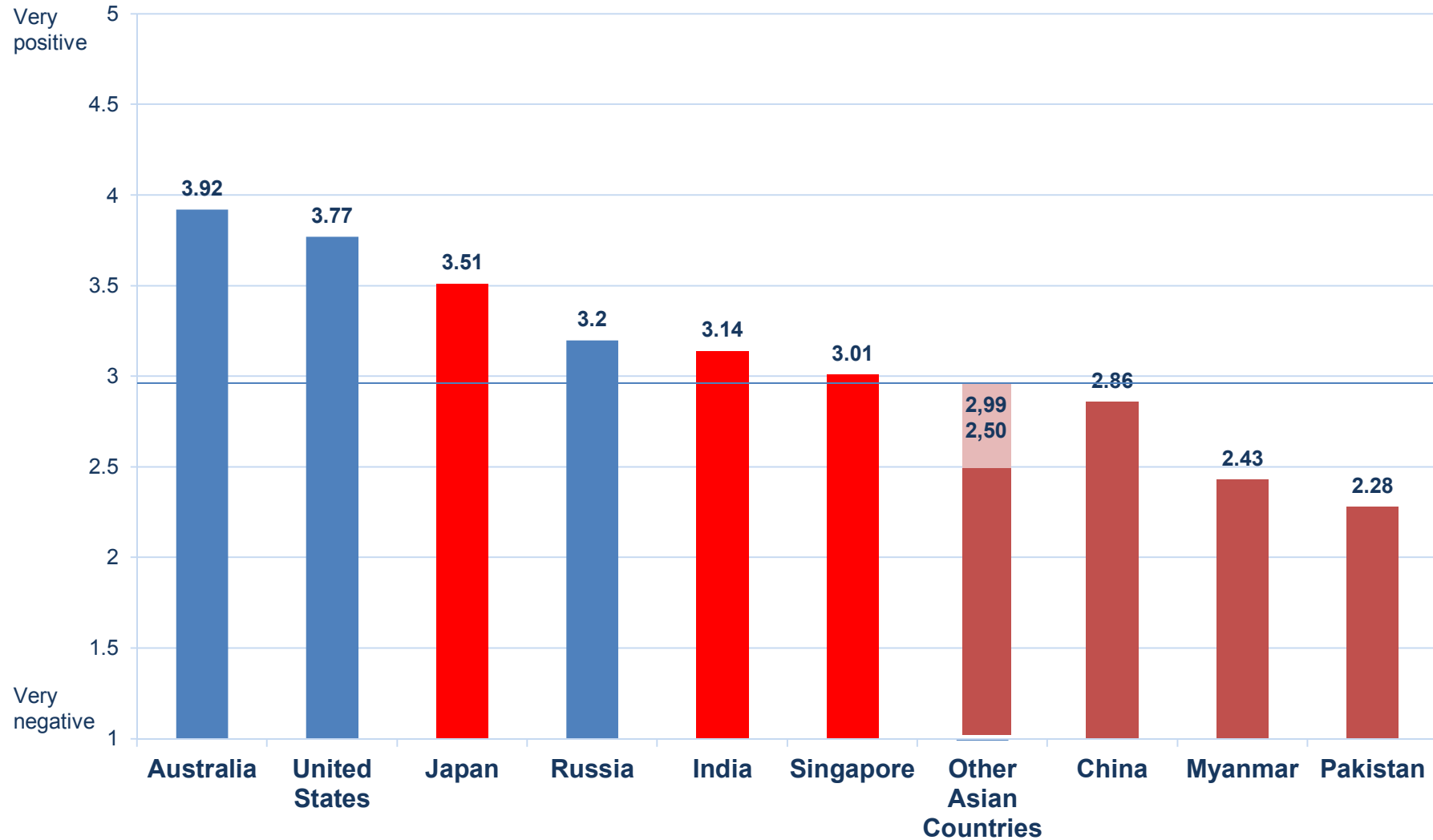
Country	Future Importance
China	7.02
Japan	6.64
India	6.50
Indonesia	5.35
South Korea	5.33





FRENCH SENTIMENT TOWARDS ASIA

Feelings towards individual countries

on scale of 1 (very negative) to 5 (very positive)




growth & opportunity VS peril & suffering

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- “... the issue that is increasingly dominating the relationship is economic competition along with [...] a kind of fear or suspicion. It’s a competition which seems unfair — we do not play by the same rules, with the idea that Europe is tying its hands, valuing principles of free competition and WTO rules while on the other side there are people who aren’t playing fair on dumping, wages and costs, environmental rules, etc.”

- Lead journalist, *Le Parisien*

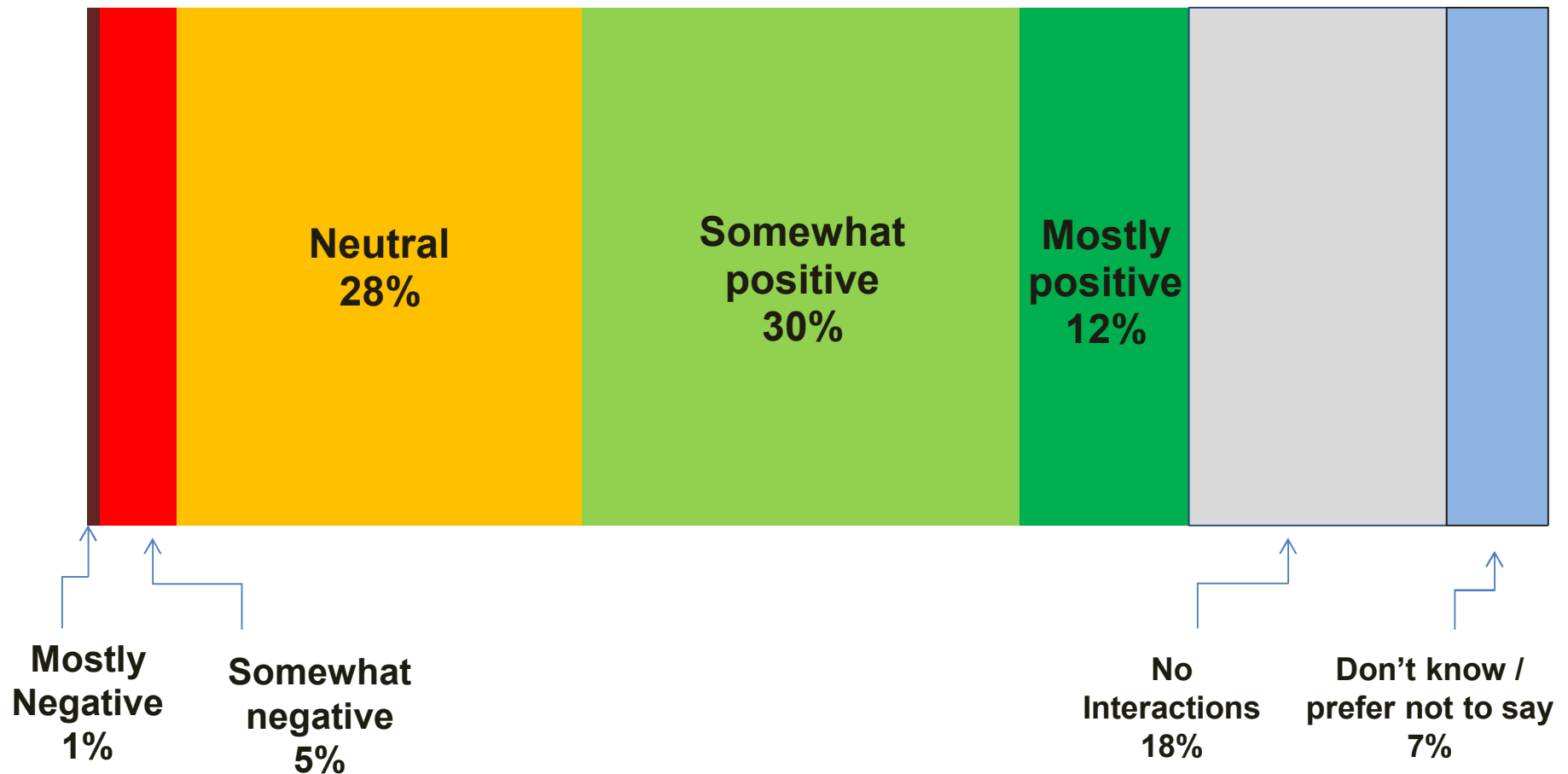
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- “ China is seen as disrupting trade and the organisation of the French industrial network, or the French economy as it existed ten or fifteen years ago. So I think the main perception of Asia in the French public opinion is first China and the idea that globalisation — where China plays a major part — brings more trouble and even greater unemployment than before.”

- Editor, *La Croix*

April 2011

Impressions of Asian people

based on personal experience



MERCI.
