

PRESS RELEASE

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MEDIA CONTACT

Debasmita Dasgupta
Asia-Europe Foundation
debasmita.dasgupta@asef.org
T: +65 6874 9700
F: +65 6872 1135

PROGRAMME CONTACT

Ronan Lenihan
Asia-Europe Foundation
ronan.lenihan@asef.org
T: +65 6874 9707
F: +65 6872 1135

p. 1/2

Perceiving Asia and Europe

Paris, Brussels, Berlin – The Asia-Europe Foundation (ASEF) will organise a series of Public Briefings in Europe to launch the “Asia in the Eyes of Europe – Images of a Rising Giant” publication. The briefings will take place in Paris (18 June), Brussels (19 June) and Berlin (22 June).

The events will display major findings of the “Asia in the Eyes of Europe” and “EU through the Eyes of Asia” research projects. The studies use a unique methodology to examine the public, media and opinion leaders’ perceptions of ‘Asia’ in the EU and the ‘EU’ in Asia.

In this changing international landscape, understanding perceptions can be vital for improving relations between countries and regions. The ASEF research findings will illustrate the important areas for greater Asia- Europe engagement, and the shifting perceptions from the fallout of the prolonged global economic crisis.

The studies have a wealth of information on how Asia sees the EU and how Europeans perceive ‘Asia’ and its actors. To date over 70 top media outlets across Asia and Europe have been analysed on a daily basis, capturing over 8,500 articles in 15 countries. Public Opinion surveys have been conducted with 13,500 respondents across Asia and Europe. While over 300 opinion leaders from business, civil society, media and political sectors have shared their perceptions of Asia and the EU.

The study demonstrates the European perception of Asia with a focus on rising economic powers, with China emerging as the main player. While Asian media feature the EU mostly in terms of the ongoing Eurozone crisis and its impact on Asian economies.

The briefings will take place in association with the following partners:

With the French Institute of International Relations (ifri) on 18 June, Paris

Brussels Institute of Contemporary China Studies (BICCS) on 19 June, Brussels

German Council on Foreign Relations (DGAP) & Konrad-Adenauer-Stiftung (KAS) on 20 June in Berlin

Link to project page and publication

<http://www.asef.org/index.php/projects/themes/education/2634-ASiE-book-launch%20#2641-images-of-a-rising-giant>

<http://www.asef.org/index.php/pubs/asef-publications/2650-ASiE-asia-eyes-europe-book>

ABOUT THE ORGANISERS



Asia-Europe Foundation

The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM), which currently comprises of 46 member states plus the European Commission and the ASEAN Secretariat (www.aseminfoboard.org) ASEF was established in February 1997 by the participating governments of ASEM and has since engaged over 17,000 direct participants through more than 550 projects in the realms of economy and society, environment, education, public health, arts and culture, human rights and governance, and inter-communal dialogue. www.asef.org

In 2012, ASEF is commemorating its 15th Anniversary and invites everyone to take part in celebrating **Connected Histories, Shared Future**.
