

Seminar

“Mutual Perceptions of Asia and the EU in a Changing Global Environment - The view from New Zealand”

The seminar will discuss the results of the “EU through the Eyes of Asia” & “Asia in the Eyes of Europe” research projects, presented by the Asia-Europe Foundation (ASEF), European Union Centres Network (EUCN) – New Zealand and the National Centre for Research on Europe (NCRE) – University of Canterbury, with the support of the Delegation of the European Union in New Zealand.

Wednesday, 7 November 2012, 4:30 – 6:15pm

Venue: West Foyer, House of Representatives, Parliament Buildings, Wellington

New Zealand will attend only its second Asia-Europe Meeting (ASEM) summit in Laos in November this year. With this in mind, it is an important time to question how New Zealand can best position itself in terms of its relations with a wider Asia and Europe. With the sovereign debt crisis a lingering risk in Europe and Asia’s rise continuing, all be it at a slower pace, it is important to ask how is New Zealand responding? How does it view the EU in this uncertain time? And, how does the rising importance of Asia affect its outlook?

In response to these questions, The Asia-Europe Foundation (ASEF), European Union Centres Network (EUCN) – New Zealand and the National Centre for Research on Europe (NCRE) – University of Canterbury will organise an event on the 7th of November entitled “Mutual Perceptions of Asia and the EU in a Changing Global Environment – the view from New Zealand”. The seminar will analyse the outcomes of the unique study, “The EU through the Eyes of Asia” which examines media, public and opinion leader perceptions of the “EU” in 10 countries across Asia including New Zealand.

The study provides unique insights into the relations between the Asia-Pacific and the EU in this era of economic uncertainty and shifting global power. The “EU through the Eyes of Asia”, has analysed over 8,000 news items, interviewed over 300 opinion leaders and surveyed over 10,000 public respondents on their perceptions of the EU. The research gives an understanding of how the EU is perceived by a wide-section of civil society across the Asia Pacific, providing insights into the importance of the EU for its external partners.

In addition, the seminar will feature a presentation on a mirror study, ‘Asia in the Eyes of Europe’, which tracks and analyses the perception of ‘Asia’ in 8 EU member states. Using a similar methodology, the research offers a unique insight into the perception of Asia’s rise through various lenses.

4:30pm **Registration and reception**

5:00pm **Introductory Remarks**

Mr Charles Chauvel MP

Head of EU-New Zealand Friendship Group

5:10pm **Panellists**

“The EU through the Eyes of the Asia-Pacific”

Prof Martin Holland – Director, National Centre for Research on Europe (NCRE), University of Canterbury

“Asia in the Eyes of Europe – Asia’s Rise as seen from Europe”

Mr Ronan Lenihan, Project Executive, Asia-Europe Foundation (ASEF)

5:45pm **Discussant**

Mr Michalis Rokas,

Charge D’Affairs,
European Union Delegation to New Zealand

5:55pm **Questions & Answers Session**

6:15pm **End of Seminar**