

**Public Briefing:
"Perceptions of the EU in Asia:
Public, Media and Opinion Leader perceptions of the EU in Singapore"**

Wednesday, 6 June 2012, 5pm-7pm
31 Heng Mui Keng Terrace, Singapore 119595

Synopsis

ASEF, in partnership with the EU Centre in Singapore and the Konrad Adenauer Stiftung (KAS) will organise a public briefing analysing the "Perceptions of the EU in Asia?" at the ASEF premises on the 6th of June 2012. The event will examine how the EU is perceived by the media, public and opinion leaders across Asia. The briefing will present the findings of the latest phase of the "EU through the Eyes of Asia", a research project that gauges the image of the EU across Asia. The briefing will draw on the large amount of information gathered through the project, which includes over 7,000 news items on the EU from 40 media outlets, interviews of over 300 opinion leaders from business, media, politics and civil society across Asia, and, a public opinion survey of 10,000 respondents in 10 countries.

The briefing will focus on the Singapore research findings specifically and will also examine the image of the EU in a time of crisis across each of the other research locations, namely - Australia, China, India, Japan, Korea, Malaysia, New Zealand, Russia, and, Thailand. In addition, the briefing will feature a presentation of the findings from a mirror study, "Asia in the Eyes of Europe", which offers unique insights into the image of a 'rising Asia' in 8 EU member states.

4:45pm	Registration
5:00pm	Introductory Remarks: Ms. Sol Iglesias, Director for Intellectual Exchange, Asia-Europe Foundation Dr. Yeo Lay Hwee Director, EU Centre in Singapore H.E. Marc Ungeheuer Ambassador and Head of the European Union Delegation to Singapore
5:15pm	Presentations: "Asia in the Eyes of Europe – images of a rising giant" by Dr. Sebastian Bersick Assoc. Prof. School of International Relations and Public Affairs (SIRPA), Fudan University, &, Associate Fellow, German Council on Foreign Relations (DGAP) "The EU through the Eyes of the Asia-Pacific – Post-Lisbon Perceptions of the EU" by Prof. Martin Holland, National Centre for Research on Europe (NCRE), University of Canterbury "Public, Media and Opinion Leader perceptions of the EU in Singapore" by Mr. Loke Hoe Yeong, Researcher, EU Centre in Singapore,
6:15pm	Questions & Answers Session Moderator: Ms. Sol Iglesias
6:40pm	Closing Remarks Dr. Wilhelm Hofmeister, Konrad Adenauer Stiftung (KAS)
6:50pm	Reception

Speakers Profiles



Ms. Sol Iglesias,
Director for Intellectual Exchange,
Asia-Europe Foundation (ASEF),

Ms. Iglesias is Director for Intellectual Exchange at the Asia-Europe Foundation (ASEF). A Filipino national, she joined ASEF in 2003 and was nominated by the Philippine government to head the Intellectual Exchange department in 2009. She is currently on the International Panel of Experts on Sustainable Development of Abengoa, the Spanish alternative energy and environmental services group. The Panel was constituted to scrutinise Abengoa's Corporate Social Responsibility (CSR) Report. In 2007, she volunteered as an International Election Observer of the first parliamentary elections in East Timor and led the observation team in the Ainaro District.

She lectures occasionally on contemporary Asia-Europe relations and, in 2005, was a guest lecturer on ethnic politics in Southeast Asia at the National University of Singapore. She has published journal articles and book chapters on Southeast Asian politics as well as Asia-Europe relations.

Dr. Yeo Lay Hwee,
Director,
EU Centre in Singapore



Dr YEO Lay Hwee is Director of the European Union Centre in Singapore and teaches part time at both the National University of Singapore and Nanyang Technological University. She is also Senior Research Fellow at the Singapore Institute of International Affairs, Adjunct Research Fellow at the S Rajaratnam School of International Studies, and International Fellow at School of Social & Political Studies, University of Melbourne.

An international relations expert, her research interests revolve around comparative regionalism; Asia-Europe relations in general, and in particular, relations between the European Union and ASEAN (Association of Southeast Asian Nations); and the Asia-Europe Meeting (ASEM) process. Some of her recent publications include "EU-ASEAN Relations and Policy Learning"; "The Everlasting Love for Comparison: Reflections on the EU's and ASEAN's Integration" and "From AFTA to ASEAN Economic Community – Is ASEAN moving towards an EU-style economic integration?"

Prior to her current positions, Lay Hwee taught at the University of Macau from 1992-1994, and worked in various think tanks including the Institute of Policy Studies in Singapore (1995-1998) and the Danish Institute of International Affairs in Denmark, 2002.

Before joining the academia, Lay Hwee had worked in the Ministry of Defence and Ministry of Information, Communications and the Arts.

H.E. Marc Albert Ungeheuer
Ambassador and Head of the European Union Delegation to Singapore



Ambassador Ungeheuer was appointed the Ambassador and the Head of the Delegation of the European Union to Singapore on 27 January 2011. Before joining the European External Action Service, he served as an Ambassador and Plenipotentiary of Luxembourg from 2002-2010, during which he was posted to Beijing and, later, to Bangkok.

He was in Beijing from 2002-2007 and during that time he held responsibility for Luxembourg's relations with China, Lao PDR, Mongolia, Singapore and Vietnam. He was later posted to Bangkok from 2007-2010 he had responsibility for Thailand, Indonesia, Lao PDR, Malaysia, Singapore and Vietnam. He was also accredited to ASEAN.

Prior to being posted in Asia, he served at the Permanent Representation of Luxembourg to the European Union in Brussels from 1990-2002. During this time he held a number of important positions including Chairperson of the Asia Working Group during Luxembourg's Presidency of the EU in 1997. Later, he was the Deputy Permanent Representative of Luxembourg to the European Union from 1998-2002 and as such, he was member of Committee of Permanent Representatives (COREPER) in the European Union.

He is a lawyer by training having graduated from the University of Besancon. He also holds two Masters awarded from the University of Sorbonne in Business Law and International and European Law. In addition, he has also been awarded a Diploma in International Relations from the Institute of Political Science of Paris (IEP).

Ambassador Ungeheuer is fluent in Luxembourgish, French, German and English.



Dr. Sebastian Bersick,
Associate Professor,
School of International Relations and Public Affairs (SIRPA),
Fudan University

Dr. Bersick is Associate Professor in International Relations at the School of International Relations and Public Affairs (SIRPA), Fudan University, Shanghai, PR China. He is also Associate Fellow at the German Council on Foreign Relations (DGAP) in the China and Asia-Pacific Program and the Research Coordinator of the international research project Asia in the Eyes of Europe. He is a specialist in EU-Asia affairs, has published widely in this area and is a frequent commentator in national and international media. His main scholarly interests lie in Asian international relations, regional co-operation and integration in Asia-Pacific, interregional relations (esp. ASEM, EU-ASEAN) and the role of perceptions in EU-Asia affairs.

In 2002 he obtained his Ph.D. in political science from Free University Berlin. He studied political science, Sinology, and economics in Cologne and Berlin and Mandarin at Xiamen University, China. In 1998 he graduated from Free University Berlin. Between 2007 and 2009, he was Associate in the Research Division Asia at the German Institute for International and Security Affairs (SWP) in Berlin. From 2004 until 2007 he was Senior Research Fellow at the European Institute for Asian Studies (EIAS) in Brussels and Lecturer in the Department of Government, National University of Ireland, Cork from 2009 until 2011.

Prof. Martin Holland
Director
National Centre for Research on Europe
University of Canterbury



Prof. Martin Holland holds a Jean Monnet Chair (ad personam), and is Director of the National Centre for Research on Europe in New Zealand. Professor Holland is internationally recognised for his work on EU Development policy, Common Foreign and Security Policy and on the Perceptions of the EU, especially within the Asia Pacific region. He has written or edited more than 20 books and is a visiting lecturer at several EU Studies programmes in Asia and the USA. Previously he has been an EUI Jean Monnet Fellow (1987), an Alexander von Humboldt Fellow (1992-4) as well as a Rockefeller Bellagio Fellow (2000).



Mr. Loke Hoe Yeong
Policy and Programme Executive
EU Centre in Singapore,

Loke Hoe Yeong is Policy & Programme Executive at the EU Centre in Singapore, and is the Singapore researcher for the 'After Lisbon: The EU as an Exporter of Values and Norms through ASEM' project led by the National Centre for Research on Europe, New Zealand. He completed an MSc in Comparative Politics at the London School of Economics and Political Science, and a BSc in Politics & International Relations at the University of London. His research interests include comparative regional integration (EU and Asia), the conflicts in Cyprus, Georgia, Sri Lanka and China-Taiwan, media and democracy, and constitutional theory.



Dr. Wilhelm Hofmeister,
Director,
Regional Programme Political Dialogue Asia/Singapore,
Konrad Adenauer Stiftung,

Wilhelm Hofmeister is the Director of Konrad Adenauer Foundation's (KAF) regional program "Political Dialogue with Asia" based in Singapore. His areas of special interest are, on the one hand, political development, regime transformation and the institutionalization of political parties and party systems, and on the other hand, the international relations of the European Union and its participation in the debates on global governance. These areas of interest are reflected by his numerous articles published in books and journals in Germany and Latin America. He is author of the book "Chile. The option for democracy" (published in German and Spain), author of "Political Parties Functions & Organization in Democratic Societies" and editor of numerous books on political development and international relations.

From 1988 to 1993, he was KAF's representative in Chile, from 1993 to 1999 he served in the department of international cooperation in the headquarters of KAF in Germany, from 1996 -99 as its deputy-director with responsibility for programs in Africa, Asia and Latin America. From July 1999 to April 2009 he was director of the Research Centre of KAF in R o de Janeiro, Brazil, assuming his actual responsibility in June 2009. He studied Political Sciences, Sociology and History and received his M.A. and Ph.D. from the University of Mainz, Germany.