

In association with



Culture, Perceptions and Media in EU-China Relations

Wednesday, 18 April 2012, Centre Flagey, Brussels

14.30 – 15.00	<i>Welcome and registration of participants</i>
---------------	---

15.00 – 16.30	PANEL DEBATE: CULTURE, PERCEPTIONS AND MEDIA IN EU-CHINA RELATIONS
---------------	---

Both Europe and China have potent “soft power” tools they can use to promote their rich cultural heritage and in culture – as in politics and economics – China is becoming an increasingly influential and dynamic global player.

Europe has an equally significant cultural outreach but is cultural diplomacy now an integral part of EU foreign policy? Are EU member states working together as efficiently as they should to promote their European cultural interests? Do Chinese and Europeans have sufficient knowledge about each other's cultures? What are the prevailing cultural stereotypes and misperceptions in EU-China exchanges and how do they impact on other aspects of the relationship? What is the role of traditional and new media in forming and debunking those misperceptions? What strategies can be implemented to improve cultural understanding between the two sides?

INTRODUCTORY SPEAKERS:

Foreign news editor of *De Morgen*

Professor in East Asia's International Political Economy at the University of Leeds

Film and Contemporary Art Journalist and Editor of *Southern Weekly*, Beijing

Chair of the Department of Art Theory, History and Criticism at School of Arts, Beijing University

Moderated by Head of Policy at *Friends of Europe*

16.30 – 17.00	<i>Coffee break</i>
---------------	---------------------

Media partner

Europe's World
THE ONLY EUROPE-WIDE POLICY JOURNAL

In association with



17.00 – 18.00

Plenary session

INTRODUCTORY SPEAKERS:



Androulla Vassiliou, European Commissioner for Education, Culture, Multilingualism and Youth .



Liu Yandong, State Councillor of the People's Republic of China

Liu was elected State Councillor at the 2008 National People's Congress. Since the retirement of Wu Yi, she is the highest-ranked female politician in the Chinese Communist Party, and the only woman with a seat on the Politburo.

18:00 – 19.00

Concert

19:00

Cocktail reception

The recent launch of the EU-China High-Level People-to-People Dialogue, with its emphasis on strengthening and expanding intercultural exchanges, mutual understanding and long-term cultural cooperation, opens an important new chapter in the strategic partnership between China and Europe. European Commission President Jose Manuel Barroso has highlighted the need to build a cultural “bridge” between China and Europe to “help us understand and learn from each other,” while Chinese Premier Wen Jiabao says cultural bonds between states can have a longer-lasting impact than economic exchanges and an “enduring influence on the way we live.” More regular exchanges between civil society representatives including scholars, journalists, writers, filmmakers, artists, business leaders and young people are certainly crucial in promoting better EU-China understanding a rapidly changing and globalised world.



Media partner

Europe's World
THE ONLY EUROPE-WIDE POLICY JOURNAL