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Chinese Views of the EU: Disaggregating Chinese Perceptions of the EU and the Implications for the EU's China Policy

Research Project Dissemination Seminar

Tuesday, 29th November 2011

11.00 a.m. to 1.00 p.m.

**Stiftung Wissenschaft und Politik (SWP – the German Institute for International and Security Affairs),
BerlinLudwigkirchplatz 3-4, 10719 Berlin**

As China grows in global power and influence, it is critically important for the European Union to forge a close and cooperative relationship with it. Equally China needs good relations with the EU, which forms its largest single market. At times of financial crisis, both sides need each other even more. The EU and China are committed to what they call a comprehensive strategic partnership but EU-China ties have not always been smooth. Too often, Chinese and Europeans misunderstand each other.

A more effective EU China policy has to be based on a thorough understanding of the image of the EU in Chinese minds and China's behaviour in its interaction with the EU. This seminar will present the results of a survey-based research project, co-funded by the EU's Seventh Framework Programme, to pursue a comprehensive understanding of how different segments of Chinese society view the EU, and offer an opportunity to discuss the implications for the EU's China strategy with the project team and experts from SWP, with whom this event has been jointly organised.

The project is conducted by a six-member consortium led by the China Policy Institute of the University of Nottingham in the UK with Jacobs University in Bremen, the Graduate School of the Chinese Academy of Social Sciences and Renmin University in Beijing, Leiden University of the Netherlands, and the Royal Institute of International Affairs at Chatham House in London.

All participants are invited to a light networking lunch afterwards from 1.00 pm.

Programme

- 1100** *Welcome by SWP and Introduction by the Chair*, Richard PASCOE, former director of the China Policy Institute at the University of Nottingham.
- 1105** *Chinese Views of the EU: Project Overview and the Key Policy Implications*
Dr Zhengxu WANG, Project Coordinator, Deputy Director and Senior Research Fellow, China Policy Institute, School of Contemporary Chinese Studies, Nottingham University.
- 1130** *Chinese Trust in Europeans, and Chinese Affect towards European Culture – Research Findings and Policy Implications*
Dr Timo GRAF, Research Associate, Jacobs University, Bremen
- 1140** *Communicating the EU as an Environmental Actor and EU-China Environmental Cooperation*
Dr Li ZHANG, Research Fellow, China Policy Institute, School of Contemporary Chinese Studies, University of Nottingham
- 1150** *Europe in current Chinese history textbooks and options for cultural exchange between China and the EU*
Nicola SPAKOWSKI, Professor of History, Albert-Ludwigs-Universitaet, Freiburg (formerly of Jacobs University) and Alexander THIES, Research Associate, Jacobs University.
- 1200** *Media Influence on Public Sentiment towards Europeans and the EU*
Daniela STOCKMANN, Assistant Professor, Department of Political Science, Leiden University
- 1210** *EU-Chinese Relations in Perspective*
Dr Gudrun WACKER, SWP

1220-1300 *Panel Discussion and Q and A*



Chinese Academy of Social Sciences, Beijing



Leiden University, the Netherlands



Renmin University of China, China



Royal Institute of International Affairs, UK