



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

Research Project Dissemination Seminar

Thursday, 24th November 2011

1.30 p.m. to 5.30 p.m.

**At Madariaga-College of Europe Foundation,
Avenue de la Joyeuse Entrée 14, B-1040 Brussels**

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.

An 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 briefing 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 assess the implications for the EU's China strategy.

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

Programme

1.30 p.m. Registration over coffee and tea

2.00 p.m. *Welcome from the Chair:* Richard PASCOE, former Director, China Policy Institute, University of Nottingham

Framework 7 Programme and Project Introduction

Dr Simona ARDOVINO, Scientific Officer, European Commission

2.10 p.m. Chinese Views of the EU: Project Overview and the Key Policy Implications

Dr Zhengxu WANG, Project Coordinator, 'Chinese Views of the EU', Deputy Director and Senior Research Fellow, China Policy Institute, School of Contemporary Chinese Studies, University of Nottingham

2.40 p.m. Chinese Citizens' Attitudes towards the European Union and their Origins

Henk DEKKER, Professor of Political Socialisation and Integration, Leiden University

2.55 p.m. Chinese Trust in Europeans and Chinese Affect towards European Culture – Research Findings and Policy Implications

Timo GRAF, Research Associate, Jacobs University, Bremen

3.10 p.m. 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

3.25 – 3.45 p.m. Coffee Break

3.45 p.m. Europe in Current Chinese History Textbooks and Implications for Cultural Exchange between China and the EU; main findings of business survey

Alexander THIES, Research Associate, Jacobs University Bremen

4.00 p.m. Fragile Friendship: How Chinese Perceive the EU; analysis of Six Focus Group Interviews

Dr TANG Haihua, Renmin University (delivered by Richard PASCOE on his behalf)

4.20 Eurobroadmap: Visions of Europe in the World

Dr Gilles VAN HAMME, Universite Libre de Bruxelles

4.45 – 5.30 p.m. **Panel Discussion and Q and A**

END OF SEMINAR



Chinese Academy of Social Sciences, China



Jacobs University Bremen, Germany



Renmin University of China, China



Royal Institute of International Affairs, UK