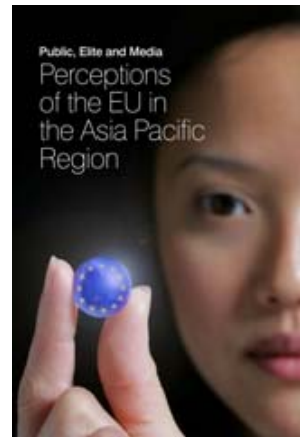


EU and Dialogue Between Peoples and Cultures: Seeing the EU through the Eyes of Others

Te Papa, Wellington, New Zealand
25 November, 2005



GOAL:

The workshop organised by the National Centre for Research on Europe, University of Canterbury, New Zealand, focuses on the meaning of the EU conceptualized and articulated by the wider world.

OBJECTIVE:

The workshop will present the final findings of the comparative trans-national research project *Public, Elite and Media Perceptions of the EU in Asia Pacific Region: (Australia, New Zealand, Thailand, and South Korea): A Comparative Study*.

PARTICIPANTS:

- Representatives of the EU Delegations from Australia, New Zealand, South Korea and Thailand
- EU Member States diplomats accredited to the Asia-Pacific countries
- Asia-Pacific policy-makers (members of the NZ Parliament Select Committee on International Affairs and Defence)
- Officers of the European division, MFAT
- Leading news writers, editors, and directors of news from the Asia-Pacific and the EU
- Members of Asia-Pacific business community
- Members of academia from the Asia-Pacific and the EU
- Representatives of Asia-Europe Foundation and British Council

CONCEPT OF THE WORKSHOP

The report of the international research team on the final findings will serve as an opening for the discussion between two sides – the Asia-Pacific and the EU.

The workshop aims to facilitate the EU - Asia-Pacific intellectual dialogue on the level of key decision- and opinion-makers with respect to the dominant images and attitudes towards the EU in the Asia-Pacific.

Report presenting findings of elite perceptions of the EU in the Asia-Pacific as well as brochure with the major findings of media and public opinion analysis will be sent to the participants of the Workshop one week before the event.

EXPECTED OUTCOME:

The goal of the workshop is to develop a set of recommendations and strategies for furthering the quality of the dialogue between the two regions by means of accounting for the dominant perceptions, attitudes, beliefs and opinions about each other.

PROGRAMME

Friday 25 November, Te Papa		
9.00 - 9.30 am	Introduction Setting the context: Images of the EU in the Asia-Pacific	APPP research team presentation: Martin Holland, NCRE/EUSA-NZ Natalia Chaban, NCRE
9.30 - 11.00 am	PANEL I: Images of the EU in the Asia-Pacific Region: Political Perspectives	Report by the APPP team on the findings Panelists: Representatives of EU Delegations Australia and NZ Representatives of the EU Member States embassies to NZ and Australia Representative of NZ MFAT, Europe Division
11.00 - 11.30 am	<i>Coffee Break</i>	
11.30 - 1.00 pm	PANEL II: Images of the EU in the Asia-Pacific Region: Business Perspectives	Report by the APPP team on the findings Panelists: Representatives of EU Delegations Australia and NZ Representatives of the EU Member States embassies to NZ and Australia Representative of NZ Chambers of Commerce Representatives of NZ major exporters to the EU Representatives of NZ Trade and Enterprise
1.00 - 2.00 pm	<i>Lunch</i>	
2.00 - 3:30 pm	PANEL III: Images of the EU in the Asia-Pacific Region: Media Perspectives	Report by the APPP team on the findings Panelists: Representatives of EU Delegations Australia and NZ Representative of the Asia-Pacific media corps Representatives of the EU media EU and Asia-Pacific Academics
4:00 - 4:30 pm	<i>Coffee Break</i>	
4.30 - 5.00 pm	Wrap Up Session: What's next? Developing a set of recommendations for future research and policy making	Martin Holland