

# CONFERENCE PROGRAMME

## INTERNATIONAL CONFERENCE

### Mass Communication and EU-China Relations

Thursday, 3 April & Friday, 4 April 2014

EU Committee of the Regions, 99-101 Rue Belliard, 1040 Brussels



**MASS COMMUNICATION  
AND EU-CHINA RELATIONS**

3-4 APRIL 2014 > EU COMMITTEE OF THE REGIONS

#### **Thursday, 3 April 2014**

**08:30 – 09:00 REGISTRATION**

**09:00 – 10:00 WELCOME SPEECH (ROOM JDE 52):**

**Prof Jing MEN, Chair holder, InBev-Baillet Latour Chair of EU-China Relations,  
College  
of Europe**

**KEYNOTE SPEECHES (ROOM JDE 52):**

**H.E. Mr Viorel ISTICIOAIA-BUDURA, Managing Director for Asia and the  
Pacific, European External Action Service**

**Mr ZHANG Lirong, Minister and Deputy Head of Mission, Chinese Mission to  
the EU**

**Mr Gerhard STAHL, Secretary General, EU Committee of the Regions**

**10:00 – 10:15 PHOTO & COFFEE BREAK**

**10:15 – 12:30 PANEL ONE: THE IMPACT OF MASS COMMUNICATION ON EU-CHINA RELATIONS (ROOM JDE 52)**

Chair: Mr William FINGLETON, Head of Press & Information Section, Delegation of the European Union to China

Speakers: Dr Cristian NITOIU, Post-Doctoral Research Fellow, European Neighbourhood Policy Chair, College of Europe Natolin, Poland:  
"China and its Relations with the EU in Transnational Media: An Analysis of Transnational Media Reporting in the Second Half of 2013";

Ms Margaretha Hendrika Maria VAN PINXTEREN, Senior Visiting Fellow, Netherlands Institute of International Relations 'Clingendael':  
"European Journalists in China: Caught Between a Rock and a Hard Place";

Ms MAO Xi, Research Assistant, Center for Journalism Studies, Ghent University, Belgium:  
"Al Jazeera and Xinhua, the Emerging Voices? – Brussels' International Journalists' Credibility towards International News Source Organisations";

Prof LI Zhuyu, Executive Deputy Director & Academic Coordinator, Centre for European Studies, Sichuan University, China & Prof SHI Jian, Dean, Institute of International Relation Studies, Sichuan University, China:  
"How to Deepen Awareness of the EU: Uncertainty of EU and China-EU Relations".

**12:30 – 13:30 BREAK\***

**13:30 – 16:00 PANEL TWO : THE EU IN THE EYES OF THE CHINESE PUBLIC (ROOM JDE 52)**

Chair: Mr Vito BORRELLI, Head of Sector, Jean Monnet and China Desk, Directorate General Education and Culture, European Commission

Speakers: Prof Martin HOLLAND, Director, National Centre for Research on Europe, University of Canterbury, New Zealand, Dr Natalia CHABAN, University of Canterbury, New Zealand, & Dr LAI Suetyi, Tsinghua University, China:  
"Evolution of EU Perceptions in China: Views from Decision-Makers, Media and General Public";

Dr ZHANG Li, School of Political, Social and International Studies, University of East Anglia, United Kingdom:  
"State of the Play: Research on Chinese Perceptions of the EU";

Prof DING Chun, Jean Monnet Chair, Fudan University, China:  
"European Sovereign Debt Crisis in the Eyes of Chinese Scholars";

---

\* **SPEAKER LUNCH**

Dr Valeria VARRIANO, Researcher, Department for Asia, Africa and the Mediterranean, University of Naples "L'Orientale", Italy:  
"The EU in Two Billion Eyes";

**16:00 – 16:15 COFFEE BREAK**

**16:15 – 17:30 PANEL THREE: CHINA IN THE EYES OF THE EUROPEAN PUBLIC (ROOM JDE 52)**

Chair: Prof Jan MELISSEN, Senior Research Fellow and Professor, Netherlands Institute of International Relations 'Clingendael' and University of Antwerp, Belgium

Speakers: Ms TAN Xuan, Former Intern Journalist at *China Daily* & Ms CHENG Shican, Former Intern Journalist at *China Daily*:  
"Changing European Perceptions of the 'China Story' and China's Awareness of its Global Image"

Dr Byung-Cheol KIM, Assistant Professor, Renmin University of China:  
"'China Dream' in the Eyes of Europeans Living in Beijing"

Mr Dorian MALOVIC, Asia Editor, *La Croix (French National Daily)*:  
"Covering China: How Exciting A Headache!"

**Friday, 4 April 2014**

**08:30 – 09:00 REGISTRATION**

**09:00 – 10:00 PANEL FOUR: THE MULTIMEDIA ERA: CHALLENGES AND OPPORTUNITIES FOR CHINA AND THE EU (ROOM JDE 52)**

Chair: Prof Sieglinde GSTÖHL, Director of Studies, EU International Relations and Diplomacy Studies, College of Europe, Belgium

Speakers: Ms Mireia PAULO-NOGUERA, PhD Fellow, Ruhr University Bochum, Germany & Fudan University Shanghai, China:  
"The Role of E-Governance in Europe's Image of the Chinese Communist Party"

Ms Hélène PFEIL, Programme Associate, Institute for Strategic Dialogue, United Kingdom:  
"When the Media Meet: Problems and Promises of EU-China Dialogue in the Journalistic Sphere".

**10:00 – 10:15 COFFEE BREAK**

### **10:15 – 12:30 PANEL FIVE: CHINA IN THE EUROPEAN MEDIA (ROOM JDE 52)**

Chair: Prof Michael REITERER, Senior Adviser, Asia and the Pacific Directorate, European External Action Service

Speakers: Mr William FINGLETON, Head of Press & Information Section, Delegation of the European Union to China:  
"The Quest for Balanced Reporting on China in the EU Media: Forces and Influences";

Dr Lutgard LAMS, Associate Professor, Brussels Centre for Chinese Discourse Studies, KU Leuven Campus Brussels (HU Brussels), Belgium:  
"China: Economic Magnet or Rival? Framing of China in the Dutch- and French-Language Quality Press in Belgium and the Netherlands";

Dr Jeanne BODEN, China Conduct:  
"Eurocentrism and Sinocentrism in Media Reporting on China in the West";

Mr Dirk NIMMEGEERS, Editor, Chinasquare:  
"China in Online West European Media: More Fairness and Accuracy Required".

### **12:30 – 14:00 BREAK\***

### **14:00 – 15:00 PANEL SIX: THE EU IN CHINESE MEDIA (ROOM JDE 52)**

Chair: Ms Cristina GALLACH, Head of Public Relations, Council of the European Union

Speakers: Prof SONG Lilei, Institute of Central and Eastern Europe Studies, Tongji University, China & Dr BIAN Qing, College of Communication and Art, Tongji University, China:  
"The EU through the Eyes of Chinese Social Media - a Case Study of the Official Microblogging of China's Foreign Ministry for European Affairs";

Ms MA Xinru, PhD Fellow, Political Science and International Relations Programme, University of Southern California, United States of America:  
"Beyond the Economic Ties: the EU in Chinese Media".

### **15:00 – 15:15 CLOSING SPEECH**

Prof Jing MEN, Chair holder, InBev-Baillet Latour Chair of European Union-China Relations, College of Europe

---

\* **SPEAKER LUNCH**

## SPEAKERS' CURRICULUM VITAE

### **Prof MEN Jing**

Prof Jing MEN has been the InBev-Baillet Latour Chair of European Union-China Relations since 2008 in the Department of EU International Relations and Diplomacy Studies, College of Europe. On 1 April 2014, Prof Men was appointed Director of the newly established EU-China Research Centre at the College of Europe. She obtained a PhD in Political Science (2004) at the Vrije Universiteit Brussel. Her research and teaching have been focusing on Chinese foreign policy and EU-China relations for more than ten years. She is the founder of the electronic journal *EU-China Observer*, launched at the beginning of 2009, where she edits and publishes articles on EU-China relations. Prof Men has organised five large-scale international conferences on EU-China relations. The sixth conference, which is on "Mass Communication and EU-China Relations", takes place on 3-4 April 2014 at the EU Committee of the Regions.

### **H.E. Mr Viorel ISTICIOAIA-BUDURA**

H.E. Mr Viorel Isticioaia-Budura is the Managing Director for Asia and Pacific of the European External Action Service. Prior to this, he was the Ambassador of Romania to the People's Republic of China and Mongolia (2002-2010), and the Ambassador of Romania to the Republic of Korea (2000-2002).

Mr Isticioaia-Budura holds a Bachelor degree in Philosophy and History from the University of Bucharest, and a Bachelor degree in Chinese Language and Literature from the Nankai University. He was awarded Knight of the Faithful Service (2000), issued by the President of Romania, and Order of Diplomatic Merit (2002), issued by the President of the Republic of Korea

### **Mr ZHANG Lirong**

Mr Zhang Lirong is the Minister and Deputy Head of the Mission of the People's Republic of China to the EU. He joined the Foreign Service in 1976. From 1977 to 2012 Mr Zhang worked in the Department for Western European Affairs, the General Office and the Information Department of the Ministry for Foreign Affairs of China, as well as in the Central Foreign Affairs Office of the State Council and Foreign Affairs Office of Jiangsu Province, where he served as Deputy Director, Director and Deputy Director-General, respectively. Mr Zhang was posted to the Chinese Embassy in Denmark and the UK as diplomat where he was promoted to Political Counselor and Minister Counselor. Since July 2012 Zhang Lirong is Minister and Deputy Head of the Mission of the People's Republic of China to the EU.

### **Mr Gerhard STAHL**

Mr Gerhard Stahl graduated from the Technical University of Berlin. He served in the Ministry of Economics, Transport and Research on the regional level at Schleswig-Holstein, and as General Director for European and International Affairs at the Ministry of European and Federal Affairs. From 1995 until 1999, he was a Member of the Cabinet of Dr Monika Wulf-Mathies, European Commissioner for Regional Policy and from 1999 until 2002 – Deputy Head of Cabinet for Pedro Solbes, European Commissioner for Economic and Monetary Affairs. In September 2002, Mr Stahl was appointed Director for Consultative



Work at the Committee of the Regions. He has been Secretary-General of the Committee of the Regions since 1 April 2004.

### **Mr William FINGLETON**

Having previously worked as a financial journalist in China, Mr William Fingleton joined the Delegation of the European Union to China & Mongolia in Beijing in 2007. He serves as an Attaché to the Public Diplomacy Section of the Delegation and is responsible for press and cultural actions. In this role he has been in charge of communications for the EU in China during such major events as the Shanghai Expo. Recently, his focus has been on how to harness the power of China's burgeoning social media landscape for public diplomacy actions.

### **Dr Cristian NITOIU**

Dr Cristian Nitoiu is Post-doctoral Research Fellow within the European Neighbourhood Policy Chair at the College of Europe, Natolin Campus. He has recently completed his PhD from Loughborough University. His principal research interests are in the EU's foreign policy (with a focus on EU's strategic partnerships, the Eastern Neighbourhood or climate change) and democracy with a focus on media reporting, issues of legitimacy and participation.

### **Ms Margaretha Hendrika Maria VAN PINXTEREN**

Ms Margaretha van Pinxteren is a sinologist, journalist, researcher and university lecturer whose professional involvement with China spans a period of over thirty years. She studied ancient Chinese history in Shanghai. After obtaining an MA in sinology from Leiden University, she was an interpreter and an advisor on cultural exchanges with China. In 1998, she moved to China to become the first Director of the Dutch Business Support Office in Hangzhou. Ms Van Pinxteren was the China-correspondent for the newspaper *NRC Handelsblad*, for the national Dutch broadcasting corporation NOS and for Radio Netherlands Worldwide. She is, since 2009, Senior Research Fellow at the Netherlands Institute of International Relations 'Clingendael', lecturer at Groningen University and at Leiden University. She is presently preparing a PhD on journalists in China.

### **Ms MAO Xi**

Ms MAO Xi started her PhD in the Centre for Journalism Studies at Ghent University in 2010 under the framework of Erasmus Mundus Action II. Her research focuses on international journalists' credibility towards international media organisations. Before that, she worked as a lecturer of English language, Foreign Cultures and Communication Studies at Sichuan University, China. She is also a freelance radio presenter for various media including the BBC.

### **Prof LI Zhuyu**

Prof LI Zhuyu is the Executive Deputy Director in the Centre for European Studies/Jean Monnet Centre of Excellence & Centre for EU Studies, Ministry of Education, Sichuan University. Prof LI has rich experiences in project organisation, management and implementation, particularly in relation to the EU projects, and has a wide range of publications and rich experiences in project coordination and training programmes.

### **Prof SHI Jian**

Prof SHI Jian was the Vice President of Sichuan University (2005-2013) and is now the Dean of Institute of International Relation Studies, Director of Centre for European Studies/Jean



Monnet Centre of Excellence & Centre for EU Studies, Ministry of Education, Sichuan University. Prof Shi is also Jean Monnet Chair Professor, Professor in European Culture and European Identities, comparative cultural studies.

### **Mr Vito BORRELLI**

Mr Vito Borrelli has been working at the European Commission since 1994. After over two years as Head of Section for the Erasmus Mundus programme, since early 2013 Mr Borrelli is Head of the Sector for the Jean Monnet Actions under Erasmus+ in DG Education and Culture (EAC). He is also working at the China Desk in EAC, responsible for the coordination of the EU-China High Level People-to-People Dialogue (HPPD). He cooperates closely with the EEAS and the Directorate General Development and cooperation (DEVCO) (namely in relation to higher education matters and China-related issues) and is involved in management of studies and surveys. He is often called to represent the Commission vis-à-vis authorities and institutions in EU and non-EU countries. Before taking up his current responsibilities, Mr Borrelli was involved in information and communication activities and the management of the Leonardo da Vinci programme.

### **Prof Martin HOLLAND**

Prof Martin Holland, holds a Jean Monnet Chair ad personam, is Director of both the National Centre for Research on Europe at the University of Canterbury and of European Union Centres Network in New Zealand. He is an active member of a number of international EU research networks and regularly lectures in Asia.

Prof Holland is internationally recognised for his work on EU Development policy, Common Foreign and Security Policy and as well as Perceptions of the EU. He has held a number of notable awards, including: a European University Institute Jean Monnet Fellowship; Alexander von Humboldt Fellowship; and, a Rockefeller Bellagio Fellowship. Professor Holland is the author of over one hundred articles as well as twenty-two authored or edited books, the most recent being *Communicating Europe in the Times of Crisis: External Perceptions of the European Union*, (Palgrave, 2014) and *Development Policy of the EU* (Palgrave, 2012).

### **Dr ZHANG Li**

Dr ZHANG Li holds a PhD in Communications Studies from the University of Leeds, United Kingdom. She is Lecturer in International Media and Culture at the School of Political, Social and International Studies, University of East Anglia, United Kingdom. She was previously a Research Fellow at the University of Nottingham, United Kingdom. Before joining Nottingham, she worked at the EU Centre in Singapore and at the National Centre for Research on Europe, University of Canterbury, New Zealand, under the ESiA (European Studies in Asia) Young Academic's Research Fellowship. Dr Zhang also worked in media and communication industries as a journalist, editor and communication manager for many years before embarking on an academic career. Apart from publications in peer-reviewed journals, she is author of *News Media and EU-China Relations* (Palgrave Macmillan, 2011). Her research is interdisciplinary and focuses on International Communication, political communication, EU-China relations, and EU perceptions in Asia.

### **Prof DING Chun**

Prof DING Chun is Professor of Economics, Jean Monnet Chair, Director of the Centre for European Studies as well as of the Dutch Study Centre of Fudan University, Shanghai, China. He is specialised in European Integration, European Economy, mode of European



welfare state and social protection system. He is, moreover, the Vice President and Chief Secretary of Chinese Society for EU Studies, Senior Researcher in the Institute of European integration studies (ZEI) at Bonn University, Germany, AB member of the Institute of European studies, Gothenburg University, Sweden and Member of the Global Agenda Council on Europe of the World Economic Forum. Prof Ding acts as the editor in chief of *World Economy Outlook* and of the Chinese Annual Report on European Economic Development. He has published over 150 articles, theses, and treatises on academic periodicals and journals home and abroad. His monograph, *Comparative Studies on Performances of Major Four Health Care Systems in the World*, has won academic award in China.

### **Dr Valeria VARRIANO**

Dr Valeria Varriano is lecturer (Fixed-term) in Chinese language and literature at the Department of Asian, African and Mediterranean studies of the University of Naples 'L'Orientale', Italy where teaches Chinese language. Her current research focuses on the representation of history in film, fiction, and TV entertainment in the post-Tiananmen era (1989-present). The project explores the multifaceted imaginations of the nation since the 1990s and how 'history' is appropriated by various discourses to shape the meanings and identity of the nation in the age of accelerated reforms. She also hold a PhD in Civilisations of Far-East Asia (C.A.E.O.) at the University of Naples 'L'Orientale'. She published in Italy several works on Chinese television and on the image of the Italian in the Chinese television serials.

### **Prof. Jan MELISSEN**

Prof Jan Melissen graduated from the University of Amsterdam. He obtained a PhD from the Groningen University. Currently, Prof Melissen is Senior Research Fellow at the Netherlands Institute of International Relations 'Clingendael'. Before joining the Institute in 2011, he was Director of the Centre for the Study of Diplomacy at the University of Leicester. Prof Melissen is the founding co-editor of *The Hague Journal of Diplomacy*, editor of the *Diplomatic Studies* series published by Martinus Nijhoff, and on the editorial board of various international journals. He has a wide-ranging research interest in contemporary diplomacy and is currently doing research on trends and innovation in diplomatic practice, public diplomacy in Europe, and soft power and foreign policy strategy in East Asia.

### **Ms TAN Xuan**

Ms TAN Xuan is currently a Project Assistant in a Belgium-based consulting company, Global Tech Consult, which provides two-way consulting assistance to Chinese and Belgian investors. She holds a BA in French Language and Literature from the Beijing Foreign Studies University, China. She is finishing her thesis on European perception on Chinese investment in Europe at the Institut des études européennes of the Université catholique de Louvain-Facultés universitaires Saint-Louis, Belgium. She has previous experience as an intern in the European Parliament and an intern journalist in the *China Daily* Brussels Office. She was Vice-President and then President of an European federalist movement, Students for Europe Brussels (SFEB). Since three years, she has also been actively involved in a China-based NGO project regarding the education in less developed regions in China.



### **Ms CHENG Shican**

Ms CHENG Shican is currently a master student of Business Economics, majoring in Entrepreneurship Innovation and Strategy at the University of Leuven. She holds a BA in International Economics and Trade from China and a Postgraduate Diploma of Investing in the EU from the Free University of Brussels (VUB). Ms Cheng accomplished her internship in European Parliament in 2011, worked as intern journalist in the Brussels Office of *China Daily Europe*. She is interested in new media adoption and technological innovation strategies and development. Ms Cheng has been devoted to several projects founded by China-based NGOs on Adolescent Education and EU-China cultural exchange since 2009.

### **Dr Byung-Cheol KIM**

Dr KIM Byung-Cheol is currently working as Assistant Professor at Renmin University of China. He received the PhD degree at Department of Social Policy in University of Nottingham in 2007. From 2007 to 2009, he was a Postdoctoral Research Fellow at Social Security Research Centre of China at Renmin University of China. His current research focuses on social security, social assistance system, comparative studies of social welfare, and East Asian social policy model. His research publications include, among others, "Comparative Studies of Social Protection System in China, Japan, and Korea", "Rediscovery of China", "East Asian Social Welfare and Social Investment Strategies"

### **Mr Dorian MALOVIC**

Mr Dorian Malovic is a French journalist, author, and China specialist. He has worked as a journalist for the past thirty years and for the last 7 years has acted as Asia Editor at *La Croix*. Prior to that, he worked as a Joint-International editor, Asia-Russia Editor-in-Chief, Asia-Latin America Editor-in-Chief, as well as Hong-Kong correspondent. He has Master's degree from the Sorbonne University. *La Croix* is one of the top daily French general-interest newspapers. It is published in Paris and distributed throughout the country, with a circulation of just under 110 000. The paper was founded in 1880 and is owned by Bayard Presse. It is not explicitly liberal or conservative on major political issues, rather adopting a human-centred approach focused on world news, culture and science.

### **Prof Sieglinde GSTÖHL**

Prof Sieglinde Gstöhl holds a PhD in Political Science as well as an MA in International Relations from the Graduate Institute of International and Development Studies in Geneva, Switzerland, and an MA in Public Affairs from the University of St. Gallen, Switzerland. Prof Gstöhl has been Director of the Department of EU International Relations and Diplomacy Studies since September 2010 as well as full-time Professor at the College of Europe in Bruges since April 2005. Before joining the College she was Assistant Professor of International Relations at the Institute of Social Sciences at Humboldt University Berlin, Germany. Her research interests include EU external relations, in particular, EU trade policy and external representation, theories of international relations, global governance, international political economy, diplomacy and diplomatic training.

### **Ms Mireia PAULO-NOGUERA**

Ms Mireia Paulo-Noguera holds three bachelor's degrees: Tourism, International Relations, and Oriental Studies. She completed her studies of Chinese language and culture at Peking University. She obtained an MA in European Political and Administrative Studies at the College of Europe in Bruges. Ms Paulo-Noguera has previously worked the United Nations and the European Commission. Furthermore, she is the co-founder and Vice-president of Chinese Without Borders. Ms Paulo-Noguera pursues a PhD project with the

Department of East Asian Politics at Ruhr University Bochum, Germany, and the School of International Relations and Public Affairs at Fudan University Shanghai. Her research focuses on the European Union and the People's Republic of China relations; financial services, environment, e-governance, and civil society.

### **Ms Hélène PFEIL**

Ms Hélène Pfeil is Programme Associate at the Institute for Strategic Dialogue, an independent think tank. She has coordinated the 2012 and 2013 Europe-China Media Exchange projects in Europe and China. Ms Pfeil's core research interests lie at the intersection of international peace-building, democratisation and the media. Prior to joining the Institute for Strategic Dialogue, she completed an internship in the Crisis Prevention and Recovery Department of the United Nations Development Programme and worked for the online newspaper *Opinion Internationale*. Ms Pfeil studied at the University of St Andrews and graduated with Distinction from the London School of Economics with an MSc in International Relations and from Sciences Po Paris with an MSc in International Security.

### **Dr Michael REITERER**

Dr Michael Reiterer studied Law at the University of Innsbruck (Dr Juris) and holds diplomas in International Relations from the Johns Hopkins University/Bologna Centre and the Graduate Institute of International Studies in Geneva. In 2005, he was appointed Adjunct Professor for International Politics at the University of Innsbruck. His research focuses on EU foreign policy, EU-Asia relations and inter-regionalism. As an official of the European Union, he is presently Senior Advisor at the Asia-Pacific Department of the European External Action Service (EEAS). Dr Reiterer previously served as EU-Ambassador to Switzerland and the Principality of Liechtenstein (2007-2011), as Minister/Deputy Head of the EU-Delegation to Japan (2002-2006) and as Counsellor for the Asia Europe Meeting (ASEM).

### **Dr Lutgard LAMS**

Dr Lutgard Lams is an Associate Professor in Pragmatics, Media Discourse Analysis and Intercultural Communication at the Faculty of Arts at the University of Leuven (KU Leuven) Campus Brussel (HUB) and an Associate Research Fellow at the Faculty of Social Sciences of the KU Leuven, where she also taught a course "Language and Politics in China" in the Department of Regional Studies, Sinology. She obtained her MA in Germanic Philology (English/German Literature and Language) from KU Leuven, MA in Literary Theory at Carnegie Mellon University, Pittsburgh, and Ph.D. in Linguistics from the University of Antwerp. Her research interests include political communication and the dynamics of language and ideology in media discourse. Given her extensive teaching experience in East-Asia, she focuses on discourses in and about the greater Chinese region. This is also the main focus of her research center, the Brussels Center of Chinese Discourse Studies ([www.bccds-workgroup.net](http://www.bccds-workgroup.net)).

### **Dr Jeanne BODEN**

Dr Jeanne Boden holds a PhD in Oriental Languages and Cultures from Ghent University. For her PhD thesis "What is Chinese in Contemporary Chinese Art?" she developed a multidisciplinary methodology to explore Chineseness in contemporary art in China, an anthropological study of art.

Dr Boden lectures at the Brussels Institute for Contemporary China Studies (BICCS) at the Free University of Brussels (VUB), and guest lectured at many universities in the Benelux and

in China, including Antwerp University, Ghent University, KU Leuven, Erasmus University Rotterdam, Leiden University, SWUFE University Chengdu.

In the past, Dr Boden translated and researched contemporary Chinese literature (Ma Yuan, Su Tong). In 1997 her research focus shifted to Chinese contemporary film and art. The cross-cultural aspect underlies all her research. In 2002 she established ChinaConduct bvba, an organisation specialising in cross-cultural training and coaching ([www.chinaconduct.com](http://www.chinaconduct.com)).

### **Mr Dirk NIMMEGEERS**

Mr Dirk Nimmegeers graduated in 1971 from Ghent University, Belgium, with an MA in Germanic Languages, with a focus on English and Dutch languages and literature. Since 2005 he has been an editor of *China Vandaag*, the magazine of the Belgium-China Friendship Association and since 2009 he has been, as well, an editor at [www.chinasquare.be](http://www.chinasquare.be).

### **Ms Cristina GALLACH**

Ms Cristina Gallach has been Head of Division in the Council of the European Union since October 1999. Until 2009 she was also Spokesperson and Chief Media Advisor of the High Representative of the European Union for the CFSP Dr Javier Solana. From 1996 to 1999 she was Deputy Spokesperson of NATO and Chief Media Advisor for the Secretary General, Dr Solana. Gallach started her career as a journalist, first for *El Periódico*, at the Spanish News Agency (EFE), for Spanish Television (TVE), for the daily *El Noticiero Universal* as well as for radio. She worked in Spain and abroad, mostly in Russia and the USA.

### **Dr SONG Lilei**

Dr SONG Lilei graduated from the School of International Relations and Public Affairs at Fudan University in 2009. Her doctoral thesis "European Neighbourhood Policy and EU's External Governance" was published by the Shanghai People's Press in July 2011. Currently, Dr Song is Associate Professor at the School of Politics and International Relations at the Tongji University, where she teaches a course on "China's Foreign Affairs and International Relations" both in Chinese and English. She was an academic staff of the EMECW LOT14 Program in Vrije Universiteit Brussel, Belgium (2010), a visiting scholar to the University of Illinois at Urbana Champaign (UIUC) in 2012 and to the University of the Pacific in California in 2013. Her research areas include Sino-EU relations and Diplomacy.

### **Ms MA Xinru**

As a Ph.D. Candidate for Political Science and International Relations (POIR) at USC, Ms MA Xinru has strong interests in the triangle relationship between EU-China-US, especially the projection of China's hard and soft power and its implications on the foreign policies of the other two nations. Ms Ma is an honour graduate from Shanghai International Studies University and holds a Master's Degree in Public Diplomacy from the Annenberg School for Communication at USC, where she worked as the Research Assistant for the former Director of the Center on Public Diplomacy. She interned in multiple governmental departments of China as well as at the Mayor's Office for the City of Los Angeles.

