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Collège d'Europe

Brugge



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Seminar on Mass Communication and EU-China Relations

China's rise in the 21st century is both a challenge and an opportunity for the European Union. How to meet the challenge and explore the opportunity alongside China's rise is an important concern for the EU. At the same time, how to enhance its partnership with the EU and strengthen mutual understanding is also a key topic for China. The European and Chinese leaders used to focus on dialogues that involve politicians, officials and experts. In recent years, more attention has been given to people-to-people contacts and exchanges. From the Year of Intercultural Dialogue in 2010 and the Year of Youth in 2011 to the establishment of the People-to-People Dialogue in 2012, there is a marked change in EU-China relations—a consensus has been reached that the high-level institutional arrangements need to be strengthened and complemented by the day-to-day communication between the people from both sides.

Against this background, China has significantly enhanced its presence in the EU—currently, the group of Chinese journalists has become the biggest in Brussels, more than those of any member states of the EU and of any other third countries. Such aggressive investment in mass communication indicates China's desire to know, and to be known better by the EU. These journalists serve as a bridge, reporting on the EU and China, bringing information to both sides, promoting people-to-people communication.

How effective is this initiative from China? Has China's image been improved in the EU with the efforts in the field of mass communication? Has the EU's profile been raised in China?

In order to explore these questions, the InBev-Baillet Latour Chair of EU-China Relations of the College of Europe, together with Xinhua News Agency Europe Regional Bureau, and Madariaga-College of Europe Foundation, will organise a seminar on 18 December at the Madariaga-College of Europe Foundation (Address: Avenue de la Joyeuse Entrée 14, B-1040 Brussels). European and Chinese officials, journalists and scholars will discuss the impact of mass communication on EU-China relations.

Programme

Chair: Prof. Dr. Jing Men, InBev-Baillet Latour Chair of EU-China Relations

- 9:30: Mrs Cristina Gallach, Information and Communication Directorate, General Secretariat, Council of the European Union
- 9:45: Mr WANG Xining, Counsellor, Press & Communications, the Chinese Mission to the EU
- 10:00: Mrs Shada Islam, Head of Policy, Friends of Europe
- 10:15: Mr LIU Jiang, Head of Xinhua News Agency, Europe Regional Bureau
- 10:30: Mr Joachim Weidemann, Project Manager, DPA Insight Europe
- 10:45: Mr FU Jing, Chief Correspondent of China Daily in Brussels
- 11:00: Q&A
- 12:00: End of the seminar