



College of Europe
Collège d'Europe



DEPARTMENT OF EU INTERNATIONAL
RELATIONS AND DIPLOMACY STUDIES

InBev-Baillet Latour Chair of
European Union-China Relations



CONCEPT NOTE

INTERNATIONAL CONFERENCE

EU-China Soft Diplomacy

Thursday & Friday, 18-19 April 2013, Brussels

The Inbev-Baillet Latour Chair of European Union-China Relations at the College of Europe invites experts to contribute papers which focus on EU-China soft diplomacy. The papers will be presented at the International Conference on 18-19 April 2013 at the EU Committee of the Regions, 99-101 Rue Belliard, 1040 Brussels.

Context

In a globalized world where a variety of state and non-state actors are involved in the art and practice of conducting negotiations, the classical definition of diplomacy is insufficient to encompass the existing interactions. Culture plays a crucial role in the relations between nations and in the definition of identities. Increasingly, foreign relations on both bilateral and multilateral levels are driven by public diplomacy, cultural and environmental cooperation. This is why 'soft diplomacy', a new angle of examining diplomacy, which involves new and non-governmental actors, becomes more and more relevant to bridge the gap between different cultures.

The relationship between two of the most prominent world actors - the European Union (EU) and China - is no exception to this trend. Enhancing trust and mutual understanding by promoting people-to-people exchanges between the EU and China have thus become the leitmotif for policymakers on both sides. In this regard, 2012 is a landmark year for EU-China relations as it saw the establishment of the third pillar of the EU-China strategic partnership – the High Level People-to-People Dialogue.

The aim of this two-day international conference is to foster research on different topics related to EU-China soft diplomacy. It will bring together European and Chinese policy practitioners, scholars, representatives of NGOs and of the business community, to examine the role and impact of soft diplomacy on the bilateral interaction between the EU and China. The conference will offer the opportunity for debate on a large array of issues of common interest in a spirit of enhanced people-to-people contacts.

The working language of the Conference is English and participation is free of charge.

Topics

The papers on soft diplomacy, presented at the Conference, will cover one or more of the following dimensions of EU-China relations:

- ❖ Public diplomacy and communication
- ❖ Cultural diplomacy
- ❖ Environmental (and climate change) diplomacy
- ❖ Educational Diplomacy

Registration

Please register on the website of the College of Europe before Monday, 1st April, 2013.

Contact

InBev-Baillet Latour Chair of European Union-China Relations

EU International Relations and Diplomacy Studies

College of Europe, Dijver 11

BE-8000 Bruges, Belgium

Fax: +32-50-477250

Tel. +32-50-477.258 / 257

jing.men@coleurope.eu

veronika.orbetsova@coleurope.eu