



## INTERNATIONAL CONFERENCE EU-China Soft Diplomacy

Thursday, 18 April & Friday, 19 April 2013

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

### Thursday, 18 April 2013

08:30 – 09:00 REGISTRATION

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

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

KEYNOTE SPEECHES (ROOM JDE 52):

H.E. Mr. WU Hailong, Ambassador of the People's Republic of China to the EU  
Mr. Gerhard STAHL, Secretary General of the Committee of the Regions

10:00 – 10:15 PHOTO & COFFEE BREAK

10:15 – 12:30 PANEL ONE: DIALOGUE AND SOFT DIPLOMACY BETWEEN THE EU AND CHINA (ROOM JDE 52)

Chair: Prof. Pierre DEFRAIGNE, Madariaga – College of Europe Foundation

Speakers: Dr. Joelle HIVONNET, China and Mongolia Unit, EEAS, Dr. Kolja RAUBE, Leuven Centre for Global Governance Studies, KU Leuven & Mr. Matthieu BURNAY, Leuven Centre for Global Governance Studies, KU Leuven:  
"‘Soft Diplomacy’ and People-to-People Dialogue between the EU and the PRC: A Tool for a Truly Comprehensive Strategic Partnership, or Simply a Framework of Last Resort?"

Dr. Ida MUSIALKOWSKA, Poznan University of Economics & Dr. Marcin DABROWSKI, Institute for European Integration Research (EIF), University of Vienna:  
"EU-China Dialogue on the Regional Policy"

Mr. Xavier NUTTIN, Directorate General External Policies, European Parliament:  
"Public Diplomacy: EU-China People-to-People Exchanges"

Ms. Verena NOWOTNY, independent strategy and communications consultant:  
"Public Diplomacy and Communication Piecing the Puzzle Together: Why a Bigger Picture Seems Necessary to Unleash Europe's Soft Power towards China"

Dr. David SCOTT, Brunel University:  
"Convergence and Divergence in EU-China Soft Power Public Diplomacy  
Communication: Multipolar and Multilateral Avenues"

**12:30 – 13:30 LUNCH**

**13:30 – 15:45 PANEL TWO: ENVIRONMENTAL DIPLOMACY (ROOM JDE 52)**

Chair: Ms. Alexandra SOMBTHAY, DG Energy, European Commission

Speakers: Prof. Beatriz PEREZ DE LAS HERAS, University of Deusto, Bilbao:  
"The European Union-China Cooperation on GHG Mitigation:  
Mutual Experience and Joint Contribution to a Potential International  
Emission Trading Scheme"

Dr. Diarmuid TORNEY, TAPIR Postdoctoral Fellowship Programme & Dr. Katja  
BIEDENKOPF, University of Amsterdam/Vrije Universiteit Brussel:  
"EU-China Environmental Diplomacy: The Case of Emissions Trading"

Dr. WANG Xin, Institut du développement durable et des relations  
internationales (IDDRI), Sciences Po:  
"An Assessment of EU's Low-Carbon Cooperation Strategy with China"

Dr. Malte KAEDING, University of Surrey & Ms. WANG Ningkang, London  
School of Economics:  
"NGOs in the EU-China Environmental Diplomacy"

Mr. Peter KIRBY-HARRIS, Green Economics Institute, Reading:  
"From Environmental Management to Risk Prevention – the Reconfiguring of  
Climate Politics and the Formation of the EU-China Climate Partnership"

**13:30 – 15:45 PANEL THREE: CULTURE DIPLOMACY (ROOM JDE 53)**

Chair: Prof. Jan MELISSEN, Clingendael Institute

Speakers: Dr. Michael REITERER, Asia and the Pacific, EEAS:  
"Cultural Diplomacy: the Pilot Case of China"

Dr. James LEE, Peking University:  
"Opportunities for Promotion of the EU-China Relations in Context of the  
Present Cultural Project of China"

Dr. WANG Yiwei, Renmin University of China:  
"When the Chinese Dream Meets the European Dream: the Mission of  
Chinese Cultural Diplomacy towards Europe"

Mr. Emmanuel DUBOIS, Asie21 – Futuribles:  
"French Theory with Chinese Characteristics: the Case of 'Discursive Power'"

**15:45 – 16:00 COFFEE BREAK**

## **16:00 – 17:45 PANEL FOUR: EDUCATION DIPLOMACY (ROOM JDE 52)**

Chair: Mr. Vito BORRELLI, DG Education and Culture, European Commission

Speakers: Dr. WANG Xiaohai, The Minda de Gunzburg Center for European Studies, Harvard University, & Mr. WANG Liuyang, Guangzhou University:  
“Promoting EU-China People-to People Exchanges: Resources, Programs, Mechanisms and Measures of EU’s Educational Diplomacy”

Ms. HONG Natalie, University of Geneva:  
“Educational Exchange and Cooperation between the EU and China: A Way to Foster Understanding and Reshape Perception”

Dr. Anne-Marie DUGUET, Medicine Faculty, Université Paul Sabatier, Toulouse:  
“Research and Training in Health Law: the Successful Steps of People-to People Dialogue to Set up Programs and Projects with China”

Dr. LI Albert, Science & Technology Policy Research and Information Center (STPI), National Applied Research Laboratories (NARL), Taiwan & Mr. CHANG Ching-Chun, Science & Technology Policy Research and Information Center (STPI), National Applied Research Laboratories (NARL), Taiwan:  
“The Advancement of a Relationship: Science Diplomacy between the EU and China”

## **Friday, 19 April 2013**

### **08:30 – 09:00 REGISTRATION**

### **09:00 – 11:00 ROUND TABLE: EU-CHINA CO-OPERATION IN THE FIELD OF REGIONAL DEVELOPMENT AND URBANISATION (ROOM JDE 52)**

Moderator: Mr. Gerhard STAHL, Secretary General of the Committee of the Regions

Speakers: Mr. HUANG Yiyang, Mission of the PR of China to the EU

Mr. Ramon LOPEZ SANCHEZ (TBC), DG REGIO, European Commission

Ms. Alexandra SOMBTHAY, DG ENERGY, European Commission

Mr. Graham MEADOWS, former Director General DG REGIO, European Commission

Mr. Michel LAMBLIN, Joint Technical Secretariat, INTERREG IV C

### **11:00 – 11:15 COFFEE BREAK**

**11:15 – 12:45 PANEL FIVE: THE EU'S PUBLIC DIPLOMACY AND EU-CHINA RELATIONS  
(ROOM JDE 52)**

Chair: Prof. Sieglinde GSTÖHL, College of Europe

Speakers: Prof. Cristina ORTEGA, University of Deusto, Bilbao & Ms. Silvia Maria GONZALEZ, University of Deusto, Bilbao:  
"New Challenges to Rebuild Europe: Cultural and Creative Industries as a Mechanism to Improve EU-China Relations"

Dr. Paul IRWIN CROOKES, The China Centre, University of Oxford:  
"Technical Assistance as the EU's Principal Soft Power with China: How the IPR2 Project Provided Positive Contributions to China's Technology Upgrading Strategy"

Ms. Mireia PAULO, Institute of East Asian Politics, Ruhr University Bochum, Germany:  
"The EU's Presence and Visibility in the People Republic of China: A Case Study on Public Diplomacy"

**12:45 – 13:45 LUNCH**

**13:45 – 15:15 PANEL SIX: CHINA'S PUBLIC DIPLOMACY AND EU-CHINA RELATIONS  
(ROOM JDE 52)**

Chair: Prof. Jing MEN, InBev-Baillet Latour Chair of EU-China Relations, College of Europe

Speakers: Prof. Stephan KEUKELEIRE, TOTAL Chair of EU Foreign Policy, College of Europe, Prof. PANG Chinglin, Interculturalism, Migration and Minorities Research Center, KU Leuven, & Ms. Floor KEULEERS, Institute for International and European Policy, KU Leuven:  
"What Soft Diplomacy? Examining Core Concepts of EU and Chinese Foreign Policy"

Dr. Rogier CREEMERS, University of Oxford:  
"The Domestic Context of China's International Public Diplomacy and Its Impact on Strategy"

Dr. SONG Lilei, Tongji University:  
"Chinese Public Diplomacy towards Central and Eastern Europe: Goals, Progress and Challenges"

**15:15 – 15:30 CLOSING SPEECH**

**Mr. Henk KOOL, Deputy Mayor of The Hague, the Netherlands, and member of the Committee of the Regions**