



EU 2012 中国  
Year of Intercultural Dialogue  
文化间对话年

## 2012 EU-CHINA YEAR OF INTER-CULTURAL DIALOGUE

### LAUNCHING CONFERENCE

### Prospects for a strengthened EU-China cooperation

Brussels – 2 February 2012

#### Programme

9.00-9.30: Registration and welcome coffee

9.30-10.15: Opening session

10.15-11.30: Cross EU-China perceptions

- Chinese Views of the EU: Richard Pascoe (consultant and former director of China Policy Institute, University of Nottingham)
- EU perspective on China: Ingrid d'Hooghe (researcher, The Netherlands Institute of International Relations 'Clingendael')

11.30-18.00: Panels on EU-China cooperation

How culture, youth, multilingualism and other projects can contribute to a better knowledge and understanding between Europeans and Chinese citizens:

11.30-12.30: Cooperation in the cultural sector

- Susan Whitfield (Director of the International Dunhuang Project, The British Library)
- Bertram Müller (President, European Dancehouse Network)
- Pun Siu-fai (Artistic Director, Guangdong Modern Dance Company)

12.30-14.00: Walking lunch

14.00-14.30: Short movies (tbd)

14.30-15.30: Intercultural learning

- EU-China Student and Academic Staff Mobility: Allison Dunne/Stephanie Oberheidt (consultants, GHK)
- “Mission Possible: Chinese for Europeans”: Raya Stanachkova (KU TU Ltd, Bulgaria)

**15:30-16:00:** Youth and entrepreneurship

- Adam Purvis (initiator of Power of Youth) and Rao Jin (CEO of April Media, China)

**16.00-16.20:** Coffee break

**16.20-17.45:** Cooperation in the field of Creative and cultural industries

- **Keynote speeches:** Pr. Chengyu Xiong (National Research Centre for Cultural Industries in Tsinghua University) and Philippe Kern (consultant, KEA)
- Film: Sabrina Baracetti (President, Udine Asian Film Festival) and Gary Mak (Managing Director, Broadway Cinematheque, China)
- Publishing: Marie-Christine Vacher (publisher, Actes Sud) and Jo Lusby (Managing Director, Penguin China)

**17.45-18.00:** Closing

- Closing remarks by Jan Truszczyński (Director General from DG Education and Culture, European Commission)

Place: BOZAR, 23 rue Ravenstein, 1000 Brussels