

Shaping Europe in the Eyes of China Shaping China in the Eyes of Europe

International Conference in the 40th Anniversary of
Europe – China Diplomatic Relationship



Torino, May 11th, 2015, h 11:30 - 18:30

Aula Magna - Cavallerizza Reale

Via Verdi 9 - 10124 Torino



ISTITUTO CONFUCIO
DELL'UNIVERSITÀ DI TORINO
都灵大学孔子学院



UNIVERSITÀ DEGLI STUDI DI TORINO



CASCC
CENTRO DI ALTI STUDI
SULLA CINA
CONTEMPORANEA

11:30 – Welcoming address

12:00 - Opening speech:

Francesco Rutelli, former Ministry of Culture, President of “Priorità Cultura”
Cultural Diplomacy: a strong asset for relations between China and Italy

12:30 - 13:45 Lunch

14:00 Panel 1: Economy is a “cultural issue”

Davide Cucino, Head of Region – China, Finmeccanica, President Emeritus, European Union Chamber of Commerce in China
A new era in China- Europe business relations

Andrew Caaney, Fung Global Institute, Hong Kong
Europe and China: a quest for mutual opportunities

Michele Bonino, Politecnico di Torino
Regenerating industrial areas and urban danwei: European experiences and Chinese challenges.

Preliminary assessment and Q&A:

Alessandro Arduino, Co-director Security & Crisis Management Program - Shanghai Academy of Social Sciences - CASCC

15.30 - 15.45 - Coffee-break

15.45 - Panel 2: Power, soft power and culture between Europe and China

Pang Zhongying Director, Center for the Study of Global Governance and World Order, Renmin University, Beijing
European "values" in the eyes of China

Li Mingjiang, Nanyang Technologic University, Singapore
EU and China: shaping a new concept of soft power

Li Zhang , University of East Anglia (UEA)
News Media, Foreign Policy and National Interests: The Changing Images of the EU in Chinese Media

Q&A : Alessandro Arduino

17.15-17:30 - Coffee break

Tanina Zappone, University of Torino
The Chinese Dream in the mirror of the European Dream: differences, similarities and insights in the eyes of Chinese scholars

Zhu Guohua, East China Normal University, Shanghai
Chinese practice and T. W. Adorno's theory of massculture

18: 15 - Conclusions:

Gianmaria Ajani
Rector, University of Torino

The conference will be held in English without translation