



Asia-Europe Meeting

ASEM Media Dialogue on Connectivity

PROMOTING PUBLIC AWARENESS AND PARTNERSHIP

Concept Paper

(Co-sponsored by China, Bangladesh, Mongolia, Pakistan and Singapore)

Background

As Asia-Europe Meeting (ASEM) celebrates its 20th anniversary in 2016, connectivity has emerged to be one of the priority areas for cooperation between Asia and Europe. At the 10th ASEM Meeting in 2014, leaders underscored the significance of connectivity to economic prosperity and sustainable development and further emphasized the engagement of all stakeholders in the process of increasing connectivity between the two regions.

The past two years witnessed a series of initiatives towards the promotion of Asia-Europe connectivity. The ASEM Think-Tank Symposium, the ASEM Industry Dialogue on Connectivity, the ASEM Symposium on Eurasia Transport and Logistics Network and the Seminar of ASEM at 20-The Challenges of Connectivity produced a wide range of thought-provoking ideas and proposals which reflected the common drive of all parties in enhancing ASEM connectivity cooperation. At these events, the role of media was highlighted in fostering public awareness as well as people to people connectivity.

China proposed that ASEM Media Dialogue on Connectivity be hosted in Guangzhou, China in 9-10 May, 2016 when participants will benefit from the media's observation and perspectives on furthering connectivity between Asia and Europe.

Objectives

The dialogue is intended to provide a platform for media representatives of ASEM members and other stakeholders to have a review of the progress of ASEM connectivity, and share their insights on the way forward for ASEM connectivity. The role and potential of media in promoting people to people linkage in Asia and Europe will also be discussed against the background of the 20th anniversary of ASEM.

Tentative Topics

Topic 1 — ASEM connectivity today and tomorrow

Connectivity today is not only a buzzword but come with various plans, initiatives and projects. However, these plans themselves are not inter-linked as there is no institutional arrangement to coordinate among various platforms and players. Can ASEM serve as an incubator and coordinator in this regard? What might be the priority areas for future development of connectivity?

Topic 2 — The relevance and role of media as a major stakeholder

It is agreed that soft connectivity is essential in the success of an overall strategy and that various stakeholders such as the business community, think tanks and media should be given full play. With its unique strength, media should not only be an observer but also an active participant to the process. But how can the media effectively connect with other stakeholders?

Topic 3 — Harnessing the power of new media

The emergence of digital technology provides enormous opportunities and challenges to the media industry. How could we build more effective partnership and fully utilize the power of new media to promote connectivity between Asia and Europe?

Topic 4 — Visibility and sustainability of ASEM beyond 2016

One of the issues with ASEM in recent years is its visibility. How could ASEM adapt to the ever-changing global agenda and remain a relevant fora in its third decade? How could media contribute to the public awareness of ASEM and ASEM connectivity?

Expected outcome

The outcome of the meeting will be reported to the Senior Official's meeting as well as to the 11th ASEM Summit in Ulaan Baatar in July 2016.

Participation and Co-sponsorship

Around 200 representatives, including media representatives, leaders of business community, academia and other stakeholders from ASEM members are expected to attend the meeting.

All interested ASEM members are welcome to co-sponsor this initiative. Co-sponsors are expected to send speakers to the meeting, comment on relevant meeting document as well as coordinate with the host in inviting guest speakers. Financial support is welcome on voluntary basis.

Format

The meeting will be a two-day event preceded by three-day field trips.

Date and Venue

The meeting will be held in 9-10 May, 2016 in Guangzhou, China

Costs

The host will cover the organizing costs. Participants are expected to cover their own travel and accommodation expenses.

Language

The working language will be English and Chinese.

Organizer

Ministry of Foreign Affairs of China

The State Council Information Office