



## Participant biographies

*In alphabetical order*

### **Ms. Ardi Bouwers**

*Lecturer, University of Amsterdam*

Ms. Ardi Bouwers is coordinator of a lecture series on the Emergence of China for the University of Amsterdam. She is the Director of the consultancy China Circle. As deputy editor-in-chief of Radio Netherlands Worldwide, she led various editorial teams and projects. For example, she set up a successful Chinese language website, Helan Online. She studied Sinology at Leiden University and Nanjing University.

### **Ms. Chen Wei**

*Ph.D. Student, Tsinghua University*

Wei Chen is a Ph.D student from the Department of International Relations at Tsinghua University, who majored in public diplomacy.

### **Dr. Frank Gaenssmantel**

*Assistant Professor, University of Groningen*

Frank Gaenssmantel is Assistant Professor in the Department of International Relations and International Organisation at the University of Groningen. He has previously held a position as Research Fellow at the Centre for Advanced Studies on Contemporary China (CASCC) in Turin (2008-2010) and taught at the School of Advanced International and Area Studies at East China Normal University in Shanghai (2004-2006). He received his PhD from the European University Institute (EUI) in Florence. His research interests include China-EU relations, European and Chinese foreign policies and foreign policy analysis.

### **Mr. Ronald Grätz**

*Secretary-General, Institute for Foreign Cultural Relations*

Ronald Grätz was born in 1958 in São Paulo / Brasil.

Education

1966 – 1967	Ginásio Humboldt in São Paulo / Brasil
1967 – 1978	Otto-Hahn-Gymnasium (High school) in Hanau / Germany; Baccalaureate (Diploma)
1978 – 1980	Studies of German Philology and Catholic Theology for lectureship at high schools, University of Tübingen / Germany

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1980 – 1984	University of Frankfurt/M., Germany - complementary studies of philosophy, first national exam
1986 – 1987	Traineeship in Frankfurt/M., Germany - second national exam
1982 – 1984	Scientific assistant at the Institute for German language and literature, Johann-Wolfgang-Goethe University in Frankfurt/M., Germany
Professional Career	
1987 – 1989	Deputy sales manager and editor at the Campus Verlag, Frankfurt/M., Germany
1989 – 1990	Division Director for German language at the Colégio Benjamin Constant in São Paulo for the International Committee of Migration (UNESCO). Vice-Director of this UNESCO project school in São Paulo.
1993 – 1994	Qualification studies to become reader at the Goethe Institute in Munich, Gottingen and Cairo
1994 – 1998	Consultant for pedagogic support and teacher at the Goethe Institute in Barcelona / Spain
1998 – 2002	Consultant for New Media and director for the regional programme for the Eastern European region and Central Asia at the Goethe Institute in Moscow / Russia
2002 – 2005	Adviser of the president and the board of directors at the head office of the Goethe Institute in Munich
2005 – 2008	Director of the Goethe Institute in Lisbon / Portugal
Since 2008	Secretary-General of the Institute for Foreign Cultural Relations (ifa) in Stuttgart / Germany

Mr. Grätz has given numerous lectures and completed numerous publications in particular on literature, music, foreign cultural politics.

**Prof. Jan van der Harst**

*Professor of European Integration, University of Groningen*

*Director, Netherlands Study Centre Fudan-Groningen*

History study at University of Leiden (1976-1983); PhD at European University Institute in Florence (1983-1986); assistant-professor University College Cork, Ireland (1986-1987); assistant-professor and full professor at department International Relations and International Organization, University of Groningen (1987-present); co-director Dutch/European Studies Centres at Fudan University, Shanghai, and Tsinghua University, Beijing.

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### **Dr. Falk Hartig**

*Post-Doctoral Researcher, Goethe-Universität, Frankfurt am Main*

Falk Hartig recently finished his PhD on "Confucius Institutes and the Rise of China" at the Queensland University of Technology in Brisbane, Australia. He is currently a post-doctoral researcher at the Frankfurt Inter-Centre-Programme on new African-Asian Interactions AFRASO at Frankfurt University, Germany. He holds a MA in Sinology and Journalism from the University of Leipzig, Germany. From 2007 to 2009 he was deputy chief editor of "Cultural Exchange", published by the Institut für Auslandsbeziehungen (Institute for Foreign Cultural Relations). In 2009 he was a visiting fellow at Xinhua News Agency in Beijing and a research assistant at the GIGA Institute of Asian Studies in Hamburg. He has published in, amongst others, *The Hague Journal of Diplomacy*, the *Journal of Chinese Political Science and Communication*, *Politics & Culture*. He also writes for German journals and magazines and is the author of a book about the Communist Party of China.

### **Mr. Henk Heikamp**

*Senior Policy Advisor International Affairs, Ministry of Education, Culture and Science of the Netherlands*

Henk Heikamp is Senior Policy Advisor International Relations at the Department for the Arts of the Ministry of Education, Culture and Science. He is trained as a lawyer (International Law, Human Rights, European Law, Constitutional Law, International Relations). His work field in the past includes functions at the European Union, the Council of Europe and in European bilateral cultural relations. He has been cultural attaché at the Royal Netherlands Embassy in Prague, Czech Republic. Presently, he is active in international cultural policy development, as well as in bilateral cultural relations with Brazil, China and the Russian Federation. He is a member of the EU expert group on the strategic role of culture in the external EU relations with China.

### **Prof. Jonathan Holslag** (keynote discussant)

*Professor, Free University Brussels*

*Research Fellow, Brussels Institute of Contemporary China Studies*

Jonathan Holslag is a research fellow at the Brussels Institute of Contemporary China Studies (BICCS). His work focuses on political economy regional security in Asia. His two latest books, *China and India: Prospects for Peace* (Columbia University Press, 2010) and *Trapped Giant* (IISS and Routledge, 2011), were widely reviewed and discussed. Jonathan's papers were published in journals like the *International Spectator*, *The Washington Quarterly*, *Journal of Strategic Studies*, the *Journal of Common Market Studies*, *Journal of Contemporary China*,

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etc. He is a frequently solicited referee for various international publishers and research commissions.

Jonathan contributed to various study projects organized by European and international institutions. In 2007 and 2008, he was coordinator of the EU-China Academic Network (ECAN), an academic forum established by the European Commission. In 2007, he was team leader of a multidisciplinary research group that prepared several reports on China's foreign policy for the European Parliament. In 2008, he evaluated the EU's Asia Strategy for the European Commission. He has advised various European member states and the UN Human Rights Council. In 2011, he was invited by the European Parliament to provide advice on China's economic transition.

Besides academic and policy-related work, Jonathan regularly comments on current affairs in news media. Shorter pieces of his hand appeared in news outlets like the Financial Times, the Guardian, the South China Morning Post, European Voice, the Shanghai Daily, the Globalist, Foreign Policy, the Harvard International Review and the EU Observer. He has been interviewed by all major television channels – such as CNN, BBC, Bloomberg, CCTV, Al Jazeera – and newspapers – like the New York Times, the Financial Times, Focus Magazin.

Jonathan studied political science at the Vrije Universiteit Brussels (VUB) and completed additional programs on geopolitics and international security. He is a post-doctoral fellow of the Research Foundation Flanders (FWO).

### **Ms. Ingrid d'Hooghe**

*Senior Research Associate, Clingendael Institute*

Ingrid d'Hooghe is Senior Research Associate at Clingendael. She is a China specialist, researching and lecturing on China's foreign policy and diplomacy. She has worked as Policy Officer at the Netherlands Embassy in Beijing and the Netherlands Embassy in Washington DC. Her publications include articles on China's Soft Power and Public Diplomacy, China-US relations, and China-EU relations. She is co-editor of *Discussion Papers in Diplomacy*. Before joining Clingendael, she was an academic staff member at the Sinological Institute of Leiden University where she also served as editor of *China Information*. She graduated from Leiden University, the Netherlands, with a degree in Sinology, and studied Modern Chinese at Fudan University, Shanghai. Ingrid is currently based in Shanghai, China.

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**Mr. Huang Youyi** (Deputy delegation leader)

*Commissioner of International Advisory Board, The Charhar Institute*

*Vice President and Editor-in-Chief, China International Publishing Group*

Huang Youyi is Vice-President and Editor-in-Chief, China International Publishing Group; President, China Internet Information Center; Vice-President and Secretary-General, Translators Association of China; Director of the National Committee for Masters of Translation and Interpreting (MTI) Education; Director of the English Expert Committee for China Accreditation Test for Translators and Interpreters (CATTI); and Vice-President, Federation of International Translators (2005-2011). He is also a member of the Foreign Affairs Committee of the Chinese People's Political Consultative Conference.

Huang was a student at the Beijing Foreign Languages Institute in the early 1970s and received his MA from the University of Massachusetts, USA, in 1985. In addition, he studied at universities in London and Newcastle, UK, from 1975 to 1977. He has been an active participant in exchanges between Chinese and foreign media organizations. He has been a regular participant of the US-China Internet Industry Forum, Sino-British Internet Roundtable, Chinese and Korean Media Forum, etc.

Mr. Huang has a long list of publications including articles in newspapers and magazines. He has published many books, mostly translations from Chinese into English. As Chinese coordinator for the CIPG-Yale joint publishing project "China Culture and Civilization Series," since 1991, he has dedicated himself to the application of best practices in translation and publishing for more than two decades. Currently he is deputy editor-in-chief of the large translation and publishing project Library of Chinese Classics.

**Prof. Jia Qingguo**

*Associate Dean, School of International Studies, Peking University*

Jia Qingguo is Professor and Associate Dean of the School of International Studies of Peking University. He received his Ph.D. from Cornell University in 1988. He has taught at the University of Vermont, Cornell University, the University of California at San Diego, the University of Sydney in Australia as well as at Peking University. He was a research fellow at the Brookings Institution between 1985 and 1986, a visiting professor at the University of Vienna in 1997 and a CNAPS fellow at the Brookings Institution between 2001 and 2002.

Jia Qingguo is a member of the Standing Committee and the Foreign Affairs Committee of the National Committee of the Chinese People's Political

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Consultative Conference and a member of the Standing Committee of the Central Committee of the China Democratic League. He is also the Vice-President of the Chinese American Studies Association and board member of the China National Taiwan Studies Association. He is serving on the editorial board of several established domestic and international academic journals. He has published extensively on U.S.-China relations, relations between the Chinese mainland and Taiwan, Chinese foreign policy and Chinese politics.

**Mr. Ke Yinbin**

*Secretary-General, The Charhar Institute*

Ke Yinbin is Secretary-General of The Charhar Institute, Deputy Editorial Director of Public Diplomacy Quarterly of the CPPCC Foreign Affairs Committee, Deputy Editor-in-Chief of the Charhar Public Diplomacy Series, Editor-in-Chief of the Charhar Newsletter, and a Member of the 11th Zhangjiakou Committee of the Chinese People's Political Consultative Conference (CPPCC). He is also a Member of the Council of the China National Association for International Studies, the Deputy Director of the World Chinese Business Research Center, Institute of World Economics and Politics, Chinese Academy of Social Sciences, as well as Adjunct Professor at the Center for China Mergers and Acquisitions Research, Beijing Jiaotong University. He has published 9 books and more than 150 papers. His current research focuses on the fields of Corporate Strategy, Multinational Companies, and Corporate Public Diplomacy.

**Ms. Monique Knapen**

*Director (China Desk), DutchCulture, Centre for International Cooperation*

Monique Knapen is the Project Leader China for DutchCulture, centre for international cooperation. DutchCulture is the implementing organization of the Ministry of Foreign Affairs and Ministry of Education, Culture and Science on international cultural policy. China is one of the priority countries. In addition to the knowledge of the cultural field, Ms. Knapen is also responsible for the information and development of both substantive and financial alliances with Chinese partners. She was a Project team member, Amsterdam guest city-ship at the Beijing Design Week 2013 (for the City of Amsterdam). She also acts as advisor for the 2013 Ming exhibition at the Amsterdam New Church, on protocol, press trip, fundraising and opening. She is currently also an advisor for the Van Gogh Museum, for its potential exhibition project in China in 2014 (Beijing, Shanghai, Hong Kong).

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### **Ms. Xuefei Knoester-Cao**

*Director, Groningen Confucius Institute*

Ms. Knoester-Cao is Director of the Groningen Confucius Institute and Senior Policy Advisor in the area of International Relations to the Board of the University of Groningen. She holds a Master degree in International Business from the University of Groningen. She is also a Board member of the European Study Centre in Tsinghua University and Project leader of the Dutch Studies Centre at Fudan University, China. She has worked, among others, as a business consultant in Shanghai and as a researcher in economics at the Netherlands Economic Institute. She has published both in China and internationally on international business.

### **Mr. Charles-Étienne Lagasse**

*Inspecteur général Wallonie-Bruxelles International, President of EUNIC 2013-2014*

Studies : Doctor in law, Université catholique de Louvain, 1970, agrégé for tchg. at univ. level, 1980

Career :

1970-75 : Rschr. Nat. Fund for scientific Rsch., Belgium

1976 : Prof. Pub. Law Inst. Supérieur Formation sociale et communication, Brussels

1976 : Cert. in Russian lang. Brussels Inst. Russian lang.

1975-82 : Counselor. Commn Française de la Culture de l'Agglomération, Brussels

1977-1980 : dir. Cabinet Sec. State for culture, Belgium

1978 : prof of Constitutional law in ICHEC (Brussels)

Since 1982 : Dir. Administr. Commissariat internat. Rels. of French-speaking Community

1999 : prof. Inst. Higher Studies Social Comm (IHECS), Brussels

1996 : mem. CA Palais Beaux Arts, Brussels

1999 : deputy president of Télé-Brussels

2009 : Inspecteur général in WBI (Wallonie Bruxelles International), the administration of foreign relations for the French-speaking Community, the Walloon Region and the French-speaking Commission of Brussels; responsible for bilateral relations and « strategic referent » for the French-speaking Community and the French-speaking Commission of Brussels.

7.2013: Inspecteur general honoraire in WBI

2013-2014: President of EUNIC (European network of institutes of Culture).

Mr. Lagasse is a Professor of Belgian and European constitutional law and Bases of the Law in ISFSC (Brussels), ICHEC (Brussels) and IHECS (Brussels). Mr.

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Lagasse has published widely, *inter alia* on Belgian politics and history, Wallonia, economics and international cultural relations. He has published articles on the Soviet economy and public law in various Belgian and foreign scientific magazines, as well as opinion columns on European politics and Belgian constitutional law.

**Amb. Lyu Fengding** (Delegation leader)

*Chairman of International Advisory Board, The Charhar Institute*

*Member, Foreign Policies Advisory Group, Chinese Ministry of Foreign Affairs*

*Member, Chinese People's Political Consultative Conference (CPPCC)*

Mr. Lyu Fengding is a retired career diplomat. He serves now as a Member of the Foreign Policies Advisory Group of the Ministry of Foreign Affairs, People's Republic of China. He was born in December 1946 in Anhui Province. He graduated from the Beijing University of Foreign Languages in 1973 and joined the Ministry of Foreign Affairs of China the same year. He used to serve in the Translation Department and the Department of Americas and Oceania of the Foreign Ministry, as well as at the Chinese Embassies in the Gambia, Micronesia and Australia respectively. From January 1995 to March 1999, he served as Ambassador to Nigeria. From July 1999 to September 2004, he served as Vice-Minister of Central Foreign Affairs. From September 2004 to March 2008, he served as Ambassador to Sweden. From March 2008 to March 2013, he has been a Member of the National Committee of the Chinese People's Political Consultative Conference.

**Prof. Jan Melissen** (Conference Chair)

*Senior Research Fellow, Clingendael Institute*

Jan Melissen is a Senior Research Fellow at the Netherlands Institute of International Relations 'Clingendael', The Hague, and Professor of Diplomacy at the University of Antwerp (Belgium). Before joining Clingendael he was affiliated with the University of Leicester (UK). He has worked with several governments on change and innovation in diplomatic practice. He is founding co-editor of *The Hague Journal of Diplomacy*. Recent co-edited books are *Consular Affairs and Diplomacy* (2011), *Economic Diplomacy* (2011), *Public Diplomacy and Soft Power in East Asia* (2011), and *Public Diplomacy in Europe* (forthcoming, 2013). Professor Melissen co-authored *Futures for Diplomacy: Integrative Diplomacy in the 21st Century* (2012). He recently contributed articles to the Chinese journals *International Politics Quarterly* (2012) and *Public Diplomacy Quarterly* (2013). He was a visiting scholar to China's Foreign Affairs University in Beijing.

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### **Prof. Men Jing**

*InBev-Baillet Latour Professor of European Union - China Relations, College of Europe, Bruges*

Prof. Dr. Jing Men has been the InBev-Baillet Latour Chair of European Union-China Relations since 2008 in the Department of EU International Relations and Diplomacy Studies, College of Europe. She obtained a PhD in Political Science at the Free University Brussels. Her research and teaching focuses on Chinese foreign policy and EU-China relations and she publishes widely on these issues. She is the founder of the electronic journal *EU-China Observer*, launched at the beginning of 2009, where she edits and publishes articles on EU-China relations.

### **Ms. Susanna Mocker**

*Graduate student, Leiden University*

Ms Mocker has recently been a trainee at Clingendael's Asia department. Having studied at the Technical University Dresden, Lund University (Denmark) and Tsinghua University, she is currently obtaining the degree "MSc International Relations and Diplomacy" at Leiden University. In her work she concentrates on politics of the European Union, East and Southeast Asia and especially focuses on the interplay of the latter.

### **Dr. Frans-Paul van der Putten**

*Senior Research Fellow, Clingendael Institute*

Dr. Frans-Paul van der Putten joined Clingendael in 2007, where he is a Senior Research Fellow. His research focuses on international security issues and on the consequences of the rise of China as a major power. Relevant topics in this context include China's security relations with Europe and the United States, with neighbouring countries in Asia, and with the developing world, as well as the political implications of Chinese direct investments abroad. He has published in various international newspapers and journals, including the Financial Times, Europe's World, Global Policy, European Voice, Acta Diplomatica, Enterprise & Society, the Journal of Current Chinese Affairs, and the Journal of Business Ethics. He has also published in Dutch media such as NRC Handelsblad, Het Financieele Dagblad, Volkskrant, Trouw, and the Internationale Spectator.

From 2001-2006 he worked at the European Institute for Business Ethics (EIBE) of Nyenrode Business University, where he did research on corporate social responsibility and the role of multinational corporations in developing countries. He studied history at Leiden University from 1988 until 1994. In 2001 he obtained his PhD degree at Leiden based on a dissertation on business strategies of Dutch and Anglo-Dutch companies in pre-WW II China. During 2007-2012 he

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was the Editor-in-Chief of *Itinerario: International Journal on the History of European Expansion and Global Interaction*, published by Cambridge University Press. He is currently editor of *Clingendael Asia Forum*.

### **Mr. Oliver Radtke**

*Project Officer, German-Chinese Relations, Robert Bosch Foundation*

Oliver Radtke is the head officer of all China-related projects at the Robert Bosch Foundation, which includes projects in the fields of Good Governance, media exchange, education and culture. Radtke worked as German Editor-in-Chief for the three year event series "*Germany and China – Moving Ahead Together*", jointly run by the German Foreign Ministry, Goethe Institute and local partners in China. Prior to that, he had worked as a news reporter for Singapore state TV. Radtke holds an MA in Modern Chinese Studies from Heidelberg University (Germany) and Shanghai International Studies University (China). His thesis dealt with the socio-political relevance of the Chinese blogosphere. Currently, Radtke is also a Ph.D. candidate at Heidelberg University's Cluster of Excellence "Asia and Europe in a Global Context" working on the subject of Chinglish, a rather peculiar yet creative mix of the Chinese and English language. Oliver Radtke has published four books, entitled *Welcome To Presence: Abenteuer Alltag in China* (2006), *Chinglish: Found in Translation* (2007), *Chinglish: Speaking in Tongues* (2009), and *50 Mal Mund auf China – was man gegessen haben muss* (2011). He is also the founder-moderator of [www.chinglish.de](http://www.chinglish.de), the online museum for all things Chinglish.

### **Amb. Michael Reiterer**

*Senior Advisor, Asia and Pacific Department, European External Action Service*

Michael Reiterer studied law at the University of Innsbruck (Dr. juris) and holds diplomas in international relations from the Johns Hopkins University/Bologna Center and the Graduate Institute of International Studies in Geneva. In 2005, he was appointed adjunct professor (Dozent) for international politics at the University of Innsbruck. Time permitting, he teaches at various universities and specializes in EU foreign policy, EU-Asia relations and interregionalism, areas in which he has published extensively.

As an official of the European Union Dr. Reiterer is currently Senior Advisor at the Asia and Pacific Department, European External Action Service (EEAS), Brussels. He previously served as EU-Ambassador to Switzerland and the Principality of Liechtenstein (2007-2011), Minister/Deputy Head of the EU-Delegation to Japan (2002-2006) and ASEM Counselor (1998-2002). Before joining the EU he was Minister-Counselor at the Austrian Permanent

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Representation to the EU/Brussels, Counselor at the Permanent Representation of Austria to the GATT, Co-chair of the Joint Experts Group at the OECD on trade and environment, WTO-panelist, Deputy Director General for European Integration and Trade Policy at the Austrian Federal Economic Chamber as well as Austrian Deputy Trade Commissioner to West Africa and Japan.

**Mr. Jan Willem Scholten**

*Conference Assistant, Clingendael Institute*

Jan Willem Scholten has completed his BA in Philosophy, Politics and Economics (PPE) at Corpus Christi College in the University of Oxford in 2012. Since October 2012, he is reading for a master's degree in Advanced International Studies at the Diplomatic Academy of Vienna, Austria. His research interests include geopolitics, political theory and the history and future of the European Union, and he has published on topics regarding the democracy of the European Union. For the year 2012-2013, he is a member of the board of Nederlandse Wereldwijde Studenten ('Dutch Worldwide Students'), an association of 3,000 Dutch students and young professionals that have completed a full course of study abroad. He is associated with the Clingendael Institute as a conference assistant in the research department during the summer of 2013, assisting Prof. Jan Melissen with the organisation of the conference on "*Culture and Understanding in China-Europe Relations*".

**Ms. Isabelle Schwarz**

*Head of Advocacy, Research and Development, European Cultural Foundation (ECF)*

Isabelle Schwarz joined the ECF ([www.culturalfoundation.eu](http://www.culturalfoundation.eu)) in 2002 to set up the foundation's cultural policy development strand. Since August 2013, she is leading ECF's advocacy, research and development department, following her previous position of Head of programmes and advocacy (2009-2013). Earlier, Schwarz was Executive Director of the European Network of Cultural Administration Training Centres (ENCATC) and worked as research assistant for the World Commission on Culture and Development (UN/UNESCO). In addition to working with the Council of Europe (Cultural Policy and Action Division) and the Ministry of Culture of France (Department of Forecast Studies), she has worked with NGOs in Brussels, London, Paris, and Copenhagen. Her special interest lies with international cultural relations and cooperation, as well as EU cultural policy development. She serves different juries and boards, including the steering committee of the More Europe - Culture in the EU's External Relations initiative. She holds a MPhil in international cultural exchanges (Université Pierre Mendès France, Grenoble), MPhil in history of international relations (Institut des Hautes

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Etudes Européennes, Strasbourg), and a Master in history of art and archaeology (Université des Sciences Humaines, Strasbourg).

**Dr. Anja-Désirée Senz**

*Managing Director, Confucius Institute of Metropolis Ruhr at the University of Duisburg-Essen*

Dr. Anja-Désirée Senz studied political science, social science, anthropology and Chinese language in Trier (Germany) and Sun-Yatsen (Guangzhou/China). For several years she worked at the Institute of Political Science and the Institute of East Asia Studies at the University of Duisburg-Essen. As her most recent position, she was research coordinator at the faculty of social sciences at the University of Duisburg-Essen. Since 2009 she is managing director of the Confucius-Institute Metropolis Ruhr in Duisburg (Germany).

Working on different research projects as well as on her dissertation provided her with broad fieldwork experience in China. Furthermore, she gained extensive work experience in Hong Kong, Nepal, India and Korea. Her research work about China focuses on institutional change, political decision processes, ethnical minorities and Chinese foreign affairs.

**Ms. Shen Yang**

*International Programme Coordinator, The Charhar Institute*

Shen Yang is currently the international programme coordinator of The Charhar Institute as well as the project manager of the SJTU-MIT joint programme office at Shanghai Jiao Tong University.

**Ms. Renilde Steeghs**

*Ambassador for Cultural Co-operation, Ministry of Foreign Affairs of the Netherlands*

Ms. Steeghs is Ambassador for Cultural Co-operation at the Ministry of Foreign Affairs, Netherlands since July 2012. Prior to that, she held the following positions:

Strategic Advisor for economic diplomacy, Ministry of Foreign Affairs  
(August 2010 – July 2012)

Deputy head of mission, Royal Netherlands Embassy Brussels  
(August 2007 – August 2010)

Head, UN Funds and Programmes Division, Netherlands Ministry of Foreign Affairs  
(June 2003 – January 2007)

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Policy advisor, financial department, Netherlands Ministry of Foreign Affairs  
(August 1999 – June 2003)

Policy Advisor, UN Funds and Programmes Division, Netherlands Ministry of Foreign Affairs

(September 1995 – September 1999)

Second Secretary, Royal Netherlands Embassy Moscow  
(January 1992 – July 1995)

Ms. Steeghs has studied Russian language and literature and International Law at the University of Leiden, as well as Slavonic languages and literature at the University of Utrecht.

### **Ms. Nanna Stolze**

*Senior Policy Officer, ICE, Ministry of Foreign Affairs of the Netherlands*

The Ministry of Foreign Affairs' International Cultural Policy Unit (ICE) focuses on international cultural exchange, common cultural heritage, and culture and development. International cultural policy is an integral part of foreign policy. Her personal sphere of actions is mainly to enable the cultural programmes in the bilateral years, in 2012 with Turkey (NLTR400) and this year with Russia ([www.NLRF2013.nl](http://www.NLRF2013.nl)). Other than that, Ms. Stolze is also the point of contact for Dutch cultural exchanges with China, the United States and Japan.

### **Dr. Odila Triebel**

*Head of Dialogforums and Reseach Programme Culture and Foreign Policy, Institute for Foreign Cultural Relations*

Dr. Triebel is head of the section "Dialogforums and Research Programme Culture and Foreign Policy" at the Institute for Foreign Cultural Relations (ifa). She has studied literature and public law in Heidelberg, Sussex (UK) and Berlin and obtained her PhD in the field of international cultural studies at the European University Viadrina, Frankfurt (Oder). She was a fellow at the international Graduate School "Representation-Rhetorics-Knowledge" and worked in the field of Foreign Cultural Diplomacy in Texas, USA, and Estonia before joining ifa in 2010.

### **Mr. Jan Truszczyński**

*Director General for Education, Training, Culture and Youth, European Commission*

Jan Truszczyński has been Director-General of the European Commission's Directorate-General for Education and Culture since May 2010, when he came from the position as Deputy Director-General in the same Directorate-General.

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He joined the European Commission in January 2007, when he was appointed Deputy Director-General for Enlargement, with responsibility for enlargement strategy and communication. From 2001 to 2005 Mr Truszczyński worked in the Polish Ministry of Foreign Affairs, first as Undersecretary of State, then as Secretary of State. In this capacity, he was Poland's chief negotiator during its EU accession negotiations. Prior to that, Mr Truszczyński was Ambassador of Poland to the EU in Brussels from 1996 to 2001.

### **Mr. Jan Waltmans**

*Deputy Director, Asia and Oceania Department, Ministry of Foreign Affairs  
Ministry of Foreign Affairs of the Netherlands*

Mr. Waltmans holds a Master's degree in Law from the University of Tilburg (1986). Within the Ministry of Foreign Affairs of the Netherlands, he has held the following positions:

1988-1991	Ministry of Foreign Affairs (MFA), The Hague
1991-1994	2nd Secretary Royal Netherlands Embassy (RNE), Accra, Ghana
1994-1997	MFA, The Hague, Development Cooperation, Humanitarian Assistance Department
1997- 2000	Deputy Head of Development Cooperation, RNE Dhaka, Bangladesh, Bangladesh
2000 – 2002	Deputy Head of Mission, RNE Khartoum, Sudan
2002 – 2006	Deputy Head of Mission, RNE Lusaka, Zambia
2006 – 2010	Deputy Director Aid Effectiveness Department, MFA The Hague
2010 – 2012	Deputy Head of Mission, RNE Kabul, Afghanistan
2012 – present	Deputy Director Asia and Oceania, MFA The Hague

### **Dr. Jay Wang**

*Director, Center on Public Diplomacy, Annenberg School, University of Southern California*

Jay Wang is director of the USC Center on Public Diplomacy and an associate professor at the Annenberg School for Communication and Journalism, University of Southern California. He has published widely on the role of communication in the contemporary process of globalization. His books include *Shaping China's Global Imagination: Soft Power and Nation Branding at the World Expo* (forthcoming), *Soft Power in China: Public Diplomacy through Communication* (editor), *Foreign Advertising in China: Becoming Global, Becoming Local*, and *China's Window on the World: TV News, Social Knowledge and International Spectacles* (co-author). He was formerly with the international consulting firm

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McKinsey & Company, where he advised clients on matters of communication strategy and implementation across a variety of industries and sectors.

**Ms. Wang Na**

*Attaché, Policy Planning Department, Chinese Ministry of Foreign Affairs*

Born in Hubei Province in October 1984. BA in French Language and Literature.

2003-2007 Student, French Department, Beijing Foreign Studies University

2007-2008 Staff member, Chinese Ministry of Foreign Affairs

2008-2010 Attaché, Chinese Embassy in Mali

2010-present Attaché, Policy Planning Department, MFA

**Prof. Wang Yiwei**

*Senior Research Fellow, The Charhar Institute*

*Distinguished Professor, Renmin University of China*

Dr. Wang Yiwei is currently Distinguished Professor at the Renmin University of China, where he is Director of the China-Europe Academic Network (CEAN). He is also a senior research fellow of the Charhar Institute (adjunct) and Contract Research Fellow of the China Center for Contemporary World Studies at the International Department of the CPC. He was formerly distinguished Professor of Tongji University of China, diplomat at the Chinese Mission to the European Union (2008-2011) and professor at the Center for American Studies at Fudan University (2001-08), Adjunct Deputy Director of the Department of American Studies of the Shanghai Institute for International Studies (SIIS, 2004) and Fox Fellow at the Yale Center for International and Area Studies (2000-2001), as well as Korea Foundation-Yonsei Distinguished Visiting Professor at the Graduate School of International Studies of Yonsei University (2005). He holds a Ph.D. in international relations from Fudan University and a Bachelor of Science Degree in Environmental Engineering from East China University of Science and Technology. His recent publications include *Haishang: Implications from European Civilization, China-European Relationship in Global Perspective*.

**Ms. Wu Xiaoling**

*Policy Advisor, Ministry of Foreign Affairs of the Netherlands*

Ms. Wu Xiaoling is Senior Policy Advisor for China Affairs at the Ministry of Foreign Affairs of the Netherlands.

**Mr. Ian Yang**

*Project Officer (China Desk), DutchCulture, Centre for International Cooperation*

A former European Erasmus Mundus Scholarship grantee, Yang has a background in culture studies and artistic research both in China, where he is

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originally from, and Europe. He currently works as project officer of the China Desk at DutchCulture, centre for international cooperation, a position devoted to cultural exchange between the Netherlands and China. He is also an inter-culture critic, having published various articles, both in Chinese and English, on print and online media.

**Prof. Zhang Wei-Wei** (keynote speaker)

*Professor of International Relations, Fudan University*

*Director, Institute of China Studies, Shanghai Academy of Social Sciences*

Zhang Weiwei is a distinguished professor of International Relations at Fudan University, China, and concurrently Director of the Institute of China Studies at the Shanghai Academy of Social Sciences. He holds a Ph.D in International Relations from the University of Geneva. A former visiting fellow at Oxford University, he was Professor of International Relations at the Geneva School of Diplomacy and International Relations and Senior Research Fellow at the Centre for Asian Studies, University of Geneva. He had worked as a senior English interpreter for Deng Xiaoping and other Chinese leaders in the mid-1980s. He has travelled to over 100 countries.

His main publications include *Ideology and Economic Reform under Deng Xiaoping* (Kegan Paul, London, 1996), *Transforming China: Economic Reform and its Political Implications* (Macmillan, London and St. Martins, New York, 2000), *Reshaping Cross-Strait Relations: Ideas and Reflections* (CAS, Geneva, 2006), *Zhongguo Chudong Quanqiu (China Touches the World)* (Xinhua Press, Beijing, 2008) and *Zhongguo Zhenhan (the China Wave, Rise of a Civilizational State, Shanghai People's Press, 2011, and its English edition by World Century, New Jersey, 2012)*, which won many prestigious prizes in China, including the Shanghai Book Prize. He has written extensively in Chinese and English on China's political and economic reforms, the China model of development, China's foreign policy, comparative politics, and Beijing-Taipei relations.

**Ms. Zheng Qiong**

*Documentary Producer & Director*

*Founder of iDOCS (International Documentary Film Forum) / Beijing Channel Zero Media*

Zheng Qiong is the founder of Beijing Channel Zero Media. As the first Chinese company specializing in the production and distribution of documentary films, she started working with Chinese filmmakers and an international documentary filmmaking crew from Taiwan, Canada and Netherlands since 2006. It also participated in producing international documentary films, such as *The Chinese*

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*Bubble* (Netherlands/2011), *Sunny Side of Sex* (Netherlands/2010), *Rainmakers* (Netherlands/2009), *How Long is the Road* (Taiwan/2008), *Short & Male* (Canada/2007) and *Tales of A Yellow Bicycle* (Canada/2007).

Zheng is also the founder of iDOCS ([www.idocs.cn](http://www.idocs.cn)) in Beijing. iDOCS International Documentary Forum is the first independent documentary film festival with official permit in China. It is an annual event held during 12th-16th of December in Beijing. The first, second and third iDOCS have been launched successfully in 2009, 2010 and December 2011. Three editions invited more than 30 established documentary filmmakers, presenting the best international documentaries to thousands of Chinese audiences for the first time. Feedback from the industry and media was very positive. One of her projects as director and producer currently in production (since 2010) is the 78' documentary *The Psychiatric Hospital's 'Educated Youth Division'*.

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