



**Oriental
Institute**

The Czech Academy
of Sciences

Regional Variations and the Role of Local Actors in Chinese Cultural Diplomacy: Taking Central Asia, the Middle East, Southeast Asia and Central Europe as Case Studies

International Conference, 23–24 February 2017, The Oriental Institute of The Czech Academy of Sciences, Národní 3, Prague 1, room 206

23 February 2017

- 08:30 – 09:00 Registration
- 09:00 – 09:30 Welcoming Remarks
Ondřej Beránek (Director, Oriental Institute of the Czech Academy of Sciences)
Jens Damm (Oriental Institute, Prague / Chang Jung University, Tainan)
- 09:30 – 10:30 **Keynote speech**
Gary Rawnsley (Aberystwyth University) - May You Live in Interesting Times
- 10:30 – 11:00 Discussion
- 11:00 – 11:30 Coffee break
- 11:30 – 13:00 **Southeast Asia**
Tomáš Petrů (Oriental Institute) – Walking a Fine Line: Reflections on China's Cultural Diplomacy in Malaysia
Jakub Hrubý (Oriental Institute) – Establishing a Common Ground: Zheng He's Voyages as a Part of China's Cultural Diplomacy towards Southeast Asia
Alfred Gerstl (University of Vienna) – China's One Belt, One Road Initiative: Effects on and Perceptions in Southeast Asia
- 13:00 – 13:30 Discussion
- 13:30 – 14:30 Lunch
- 14:30 – 16:00 **Europe and Beyond**
Astrid Lipinsky (University of Vienna) – Chinese Culture in Vienna: The Multiple Actors in a Non-State Network
Jens Damm (Oriental Institute and CJKU, Tainan) – China's Cultural Diplomacy Efforts in Europe: Regionalization/Localization and the Influence of Non-State Actors: Taking Berlin as a Case Study
Ming-Yeh Rawnsley (SOAS, London) – Taiwan's Tools of Cultural Diplomacy: From Film Festivals to International TV Documentaries
- 16:00 – 16:30 Discussion
- 16:30 – 17:00 Coffee Break
- 17:00 – 18:00 *Zhang Lihua* (Tsinghua University, Beijing) – What Values Reach Out to the World through China's Cultural Diplomacy
Discussion

24 February 2017

08:30 – 09:00	Registration
09:00 – 10:00	Central Asia I <i>Ondřej Klimeš</i> (Oriental Institute) – China Looks West: Rationale and Aims of China's Cultural Diplomacy in Central Asia <i>Věra Exnerová</i> (Oriental Institute) – China's Cultural Diplomacy: Studying Local Actors and "Sites" of Transnational Societal Spaces in Central Asia
10:00 – 10:30	Coffee break
10:30 – 11:30	Central Asia II <i>Bhavna Dave</i> (SOAS, London) – Quiet Expansion? Debates on Land Lease to China in the Bordering Regions in the Russian Far East and Kazakhstan <i>Alessandra Cappelletti</i> (University of Essen-Duisburg) – Cultural Diplomacy along the Silk Road: Dynamics and Impact in the OBOR countries
11:30 – 12:00	Discussion
12:00 – 12:30	<i>Si Fuzhen</i> (Beijing Language and Culture University) – The Roles of Language Exchange in Cultural Diplomacy: A View from China and Beyond China
12:30 – 13:30	Lunch
13:30 – 15:00	Middle East <i>Shaojin Chai</i> (Zhenghe International Peace Foundation, Dubai) – Chinese Cultural Diplomacy in Arab Countries Since 2000s: An Overview and an Evaluation of Its Impact <i>Jarmila Ptáčková</i> (Oriental Institute) – Attracting the Arabs: Using Cultural Diplomacy to Boost Regional Development in Ningxia Hui Autonomous Region <i>Xue Qinguo</i> (Beijing Foreign Studies University) – China's Cultural Diplomacy in the Arab World: Achievements and Challenges
15:00 – 15:30	Discussion
15:30 – 16:00	Coffee break
16:00 – 17:00	Final Discussion, Publication Issues

The conference is organized within the research project "China's Cultural Diplomacy: Regional Variations and the Role of Non-State Actors" supported by the Czech Science Foundation (GAČR). Further support has been provided by the Strategy AV21 of the Czech Academy of Sciences and by the Oriental Institute.

Contact for registration: Veronika Danešová – danesova@orient.cas.cz