



**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

09:00 – 09:30	<b>Registration</b>	
09:30 – 10:00	Ondřej Beránek (Director, Oriental Institute of the Czech Academy of Sciences) -- Jens Damm (Oriental Institute, Prague / Chang Jung University, Tainan)	<b>Welcome Remarks</b>
10.00 – 11.00	Gary Rawnsley (University Aberystwyth)	<b>Keynote speech:</b> May You Live in Interesting Times
11.00 – 11.30	<b>Discussion</b>	
11:30 - 12:00	Coffee break	
12:00 - 14:00	<b>Southeast Asia</b>	
	Jakub Hrubý (Oriental Institute, Prague)	Establishing a Common Ground – Zheng He's Voyages as a Part of China's Cultural Diplomacy towards Southeast Asia
	Tomáš Petrů (Oriental Institute, Prague)	Walking a Fine Line: Reflections on China's Cultural Diplomacy in Malaysia
	Alfred Gerstl (University of Vienna)	China's One Belt, One Road Initiative – Effects on and Perceptions in Southeast Asia
13:30 – 14:00	<b>Discussion</b>	
14:00 – 15:00	Lunch	
15:00 – 15:30	Zhang Lihua (Tsinghua University, Beijing)	What Values Reach Out to the World through China's Cultural Diplomacy?
15:30 – 16:00	Coffee break	
16:30 – 18:30	<b>Europe and Beyond</b>	
	Astrid Lipinsky (University of Vienna)	Chinese Culture in Vienna: The Multiple Actors in a Non-State Network
	Jens Damm (Oriental Institute, Prague and CJUCU, 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
18:30-19:00	<b>Discussion</b>	
19:30	Dinner	

**24 February 2017**

08.30 – 09. 00	<b>Registration</b>	
09:00 – 10:00	<b>Central Asia I</b>	
	Ondřej Klimeš (Oriental Institute, Prague)	Raising China's Voice in Central Asia
	Věra Exnerová (Oriental Institute, Prague)	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	<b>Central Asia II</b>	
	Alessandra Cappelletti (University of Essen-Duisburg)	Cultural Diplomacy along the Silk Road: Dynamics and Impact in the OBOR countries
	Bhavna Dave (SOAS, London)	Quiet Expansion? Debates on Land Lease to China in the Bordering Regions in the Russian Far East and Kazakhstan
11:30-12:00	<b>Discussion</b>	
12:00-12:30	Si Fuzhen (Beijing Language and Culture University)	The Roles of Language Exchange in Cultural Diplomacy: A View from China and Beyond China
12:30-14:00	Lunch	
14:00–15:00	<b>Middle East I</b>	
	Shaojin Chai (Zhenghe International Peace Foundation, Dubai)	Chinese Cultural Diplomacy in Arab Countries Since 2000s: An Overview and an Evaluation of Its Impact
	Jarmila Ptáčková (Oriental Institute, Prague)	Attracting the Arabs – Using Cultural Diplomacy to Boost Regional Development in Ningxia Hui Autonomous Region
15:00-15:30	Coffee break	
15:30-16:30	<b>Middle East II</b>	
	Jan Čuřík (Oriental Institute, Prague)	Chinese Cultural Diplomacy in the UAE
	Xue Qinguo (Beijing Foreign Studies University)	China's Cultural Diplomacy in the Arab World: Achievements and Challenges
16:30-17:00	<b>Discussion</b>	
17:00-17:30	<b>Final Discussion, Publication Issues</b>	

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.

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