

The Glocalization of Cultural Diplomacy

13 February 2014 - The EUAP and the European Studies welcomed Prof. Richard Trappi as the guest of honour at its second roundtable discussion about China – European Union Cultural Dialogue. Prof. Trappi is Director of the Confucius Institute Vienna, Professor of Sinology at the University of Vienna and Honorary Professor at the University of Political Science and Law Beijing. He has received several awards from both the Chinese and Austrian governments as well as private foundations for his long-term work in promoting understanding between China and Europe. Co-discussants were Dr. Gabriele Gauler, Director of the Goethe Institute Hong Kong and Stéphane Joly, Director of the Alliance Française Hong Kong.



Prof. H Werner Hess, Dr. Gabriele Gauler, Prof. Richard Trappi and Mr. Stéphane Joly

In the discussion, models of organization and concrete examples of project planning were discussed. All three organizations, although to some degree publicly funded and supported, emphasize intellectual independence from governments as a pre-condition for their work. Cultural diplomacy has evolved from uncritical promotion of ‘home’ countries into the attempt to initiate and sustain permanent dialogue between ‘home’ and ‘host’ country – which also means to be ‘critical of ourselves’ (Prof. Trappi). Successful cultural diplomacy

therefore depends on the identification of themes of global, trans-national and trans-cultural significance, as Prof. Trappl explained by using a recent dramatization of Lu Xun's 'The Story of Ah Q' in Vienna. At the same time, cultural diplomacy becomes increasingly



Participant raising question on the difference between French and German cultural policy in Hong Kong

'localized' by picking up on local interests and working together with local individual artists, groups or organizations, as Dr. Gauler and Mr. Joly illustrated with a project on the music of Richard Wagner and a cooperation project on creating HK-French comics.

More than 100 students and other guests attended the roundtable discussion.

More about the cultural institutions here:

-Konfuzius Institut Vienna: <http://www.konfuzius-institut.at/en/>

-Goethe Institut Hongkong: <http://www.goethe.de/ins/cn/hon/enindex.htm>

-Alliance Française Hong Kong: <http://www.alliancefrancaise.org.hk/>

The European Union Academic Programme (EUAP) is a consortium of four universities in Hong Kong (Hong Kong Baptist University, The University of Hong Kong, The Chinese University of Hong Kong and Lingnan University), co-financed by the European Union. It is designed to strengthen EU-Hong Kong relations through academic work and enhance the understanding of the EU.



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