



ACTIVITY REPORT 2018 - 2023

CENTER FOR EAST ASIAN STUDIES

ULB

**M
SH**

AS

*Photo credit:
Mikaëla Le Meur*

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*Photo credit:
Mikaëla Le Meur*



About EAST

P3



Created in 2016, EAST is the **only inter-departmental research unit in francophone Belgium wholly dedicated to the study of East Asia**. As an interdisciplinary center, it gathers scholars from a wide range of disciplines including anthropology, sociology, philosophy, literature, film, theater, political science, international relations and arts.

EAST activities and research are organized around **different clusters**:

- **Public spaces** in East Asia
- **Iconic and discursive representations** in East Asia
- **Gender and migration** to and from East Asia
- **EU-Asia relations**
- **Remote ethnography** in East Asian studies

Benefiting from the ULB's **Maison des Sciences Humaines (MSH)**'s tools, **EAST now gathers 60 members**. Besides its initial expertise on key areas such as China, Taiwan, Japan, Laos, Vietnam, and ASEAN, **EAST has expanded its scope** both regionally and thematically through the inclusion of research projects on Central Asia, Thailand, Korea, Indonesia and the Philippines; and **the creation of the CHina Academic Network on GEndEr (CHANGE) and the Philippine Studies Network**, both initiated by EAST members.

As an incubator, EAST successfully **developed and carried out several individual and collective funded project research** led by its members. While the 5-year ARC project GENEYs dedicated to the study of East Asian Youth's Identities and Practices in Public Spaces thrived and resulted in several impactful outcomes, **three EU-funded projects are currently led by EAST members as Principal Investigators**. These projects draw new active members and open even more possibilities for international collaborations.

Since 2018, EAST also developed its own **Routledge book series on "Contemporary Asian Societies"**, which now includes five books (three edited volumes and two monographs), while two other books are in preparation for 2024 and 2025.

Regarding its visibility, EAST has released a **growing number of videos of public conferences and project presentation** on the MSH/EAST YouTube Channel. Beside the official page of MSH updating its agenda and news, **EAST created Facebook and Twitter accounts to enhance its visibility, while sending monthly newsletter.**

Outside the ULB, EAST has been, since 2017, an active member of the **France-based GIS Asie-Pacific Network**. EAST members were involved in events organized by the GIS, as well as in the GIS Scientific and Director committees and the Young Scholars Representative Office. EAST also maintained **closed and concrete collaborations with Waseda University and the University of Amsterdam** through the organization of workshops and summer schools.

Meanwhile, **collaborations with non-academic institutions** such as the Royal museum of Mariemont and the Belgian Royal Museum of Art and History or associations like the Institut belge des Hautes études chinoises are on the rise.



EAST team building activity in 2023, Royal Museum of Art and History

EAST team building activity in 2022, Royal Museum of Mariemont



I- Team overview



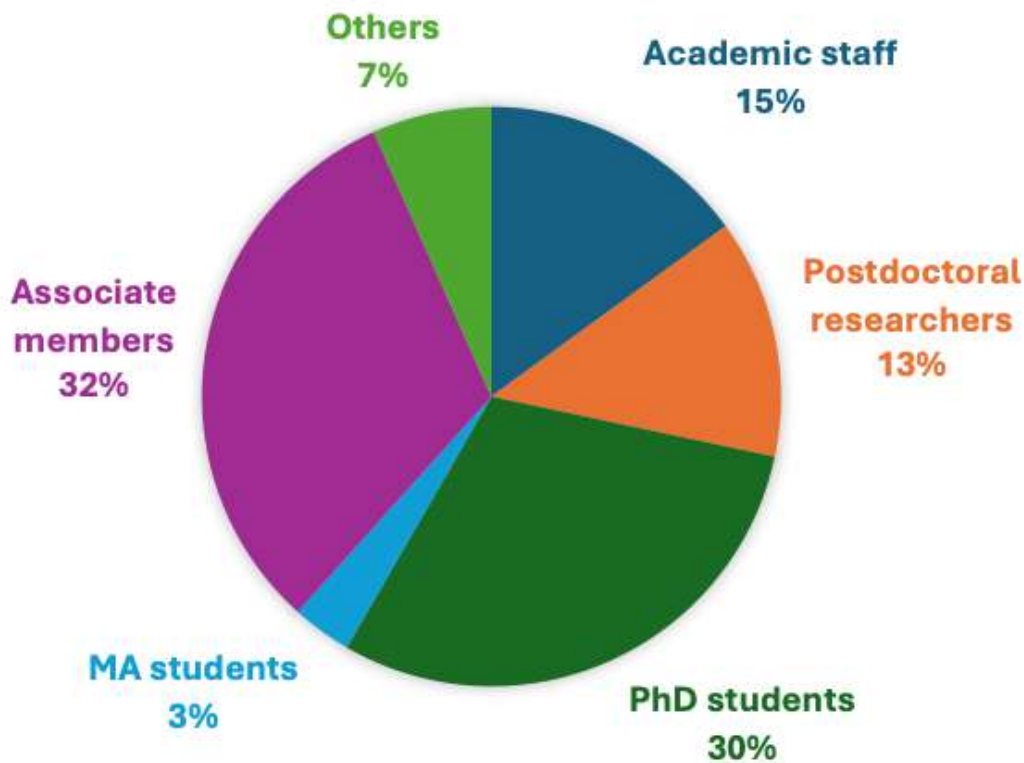
EASt annual picnic in 2021, Brussels

1. An expanding membership

P6



EAST MEMBERS



As of June 2023, EAST gathers 60 members including ULB academics, PhD and postdoctoral researchers as well as associate members from other institutions. This represents an increase in membership of more than 40% since its creation in 2016.

PhD and postdoc researchers represent altogether 43%. Most of them have joined through funded research projects and effective international collaborations.

32% are associate members: the majority were ULB PhD and postdoc researchers between 2016 and 2023 and have since then graduated or found permanent positions outside the ULB. They remained affiliated to EAST as associate members.

Other members (MA students + others, 10%) are long-term visiting scholars in the framework of European projects, for instance; or MA graduated who are applying for PhD fellowships or collaborating in collective projects.

2. An interdisciplinary team

P7



Primary affiliation



75% from the Faculty of Philosophy and Social Sciences

25% from the Faculty of Letters, Translation and Communication

EASt (and the ULB as a whole) is lacking expertise on East Asia in history, economics and law, among other fields.

This gap could be filled by inviting experts through the MSH Guest Professor scheme and other subsidies.

EASt members are mostly spread over **two faculties** (PhiSoc: Faculty of Philosophy and Social Sciences; LTC: Faculty of Letters, Translation and Communication) **and the inter-departmental Institute of European Studies (IEE)**.

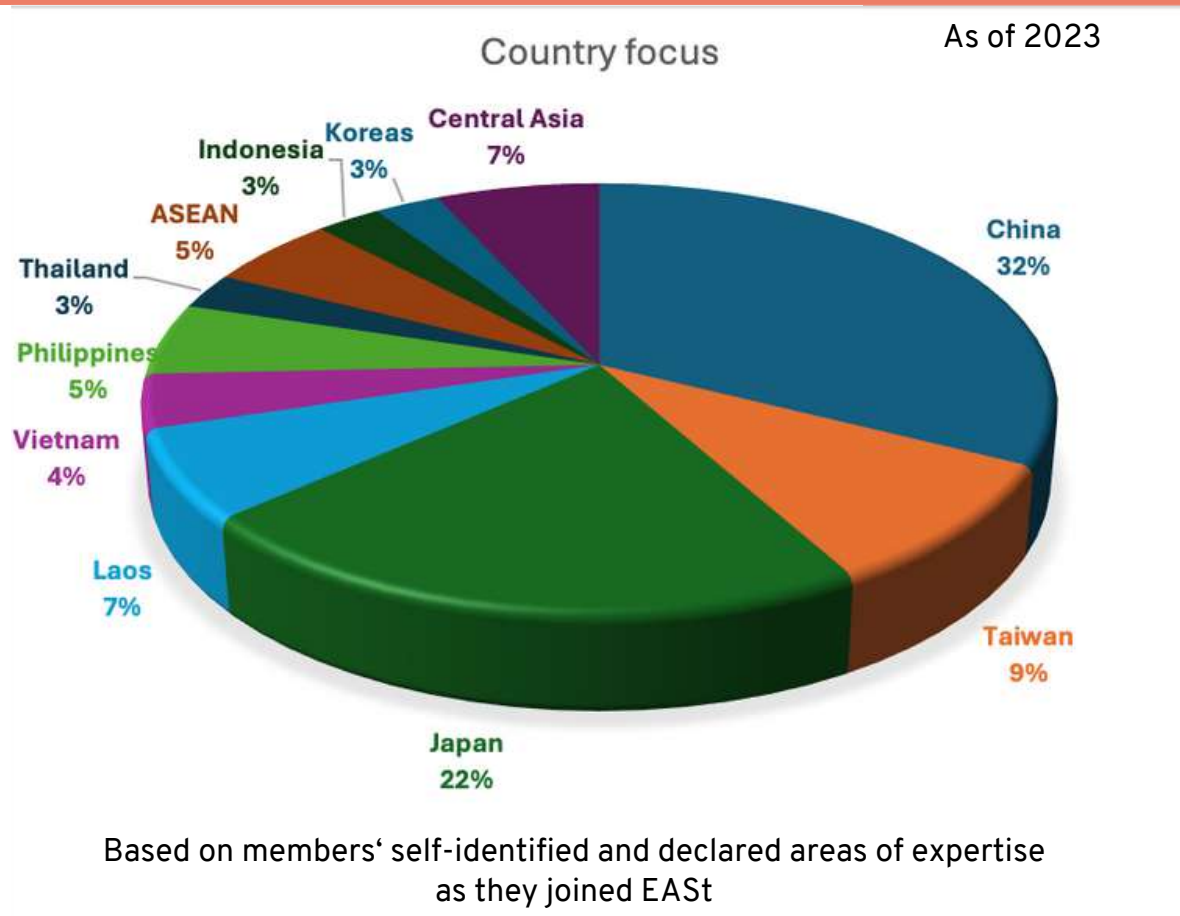
As in previous years, the vast majority of **EASt members are affiliated to one of the PhiSoc research centers**.

LTC comes in the second position.

Members of the IEE are usually affiliated to both the IEE and one of the PhiSoc research centers.

In 2023, EASt welcomed two new academic members in Political science and Theater and performance studies, thus expanding their scope of expertise.

3. A widened geographical scope P8



China and Taiwan: 41%

South East Asia: 27%

Japan: 22%

Central Asia: 7%

Such widening in geographical and cultural scope allows for more collaborative, comparative and transareal research.

Experts on Cambodia, Myanmar and other blindspots in EAST research have been invited to give talks and to join publication projects.

EAST expanded its geographical scope over the past few years, now encompassing research on North and South Korea, Indonesia, Thailand and Central Asia.

Research on Japan now represent 22% (against 13% in 2018), while research on China has decreased from 54 to 32% (41% if including Taiwan). As research opportunities in China's Xinjiang Uyghur region decreased, new fields opened up in Central Asia.

4. Empirically-based research



One specificity and strength of EAST is its capacity to **combine rigorous theoretical approaches and long-term empirical research.**

EAST members' **research is indeed undergirded by deep linguistic and cultural knowledge.** EAST members maintain long term **commitment to different regions of East Asia and showcase meaningful engagement with local actors on the field.** They generally create close collaborations with local scholars and academic institutions.

As they usually travel extensively in different parts of East Asia, EAST members are also able to provide **cautious but useful comparisons between different areas.** Their field also include diasporic communities in Europe, Asia, Africa and North America

Finally, EAST members often navigate complex and politically sensitive fields, displaying flexibility and developing unique strategies to conduct their research, while being **highly reflexive on their practice and positionality.**



Pierre Petit conducting interviews in Laos



Van Minh Nguyen studying youth mobility in Hanoi, Vietnam



Lisa Richaud researching red songs performance in parks, Beijing, China



PhD fellow CHEN Cai in Congo for his research on Sino-Congolese mixed couples

5. Internship

P10



As an international research platform, **EAST's reputation and location in Brussels attracted students for internship and jobs.**

EAST was lucky to accommodate **two interns in 2022 and 2023**, one Vietnamese MA student in International relations at ULB (Anh Minh Pham) and one French BA student from SciencePo Toulouse (Maëlwenn Chaperon). Maëlwenn conducted her fulltime internship from September to December 2023 (4 months), while Anh extended her 6 months internship from September 2022 to February 2023 with a paid student job at EAST and the MSH until October 2023.

During their stay, Anh and Maëlwenn accomplished several tasks: EAST webpage updates, promotion of events and members research achievement on social network, report writing, events logistics etc. **This report on EAST development from 2018 to 2023 largely benefited from their input, as they collected, gathered and analyzed many data.**

Although unable to provide them with adequate financial compensation (not mandatory for interns in Belgium), EAST tried as much as possible to provide "jobiste" contracts and basic appointments.



Hosting interns was productive and beneficial for EAST in many ways. Not only did they actively participate in EAST's daily tasks, but they also contributed with fresh perspectives and ideas.

EAST should consider proactively looking for interns in the next years.

II- Activities



Guest professor Yumi Han on Korean performing art, April 2022, ULB

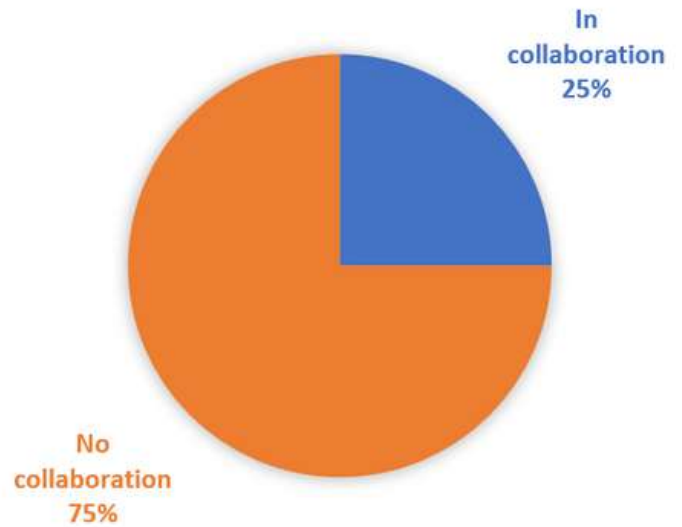
1. Events

272

Since September 2018, EAST organized **272 events**, 25% of which were organized with other academic or non-academic institutions.

These events include **conferences, workshops or lectures**, but also **film screenings, theater performances and book talks**.

Part of activities organized in collaboration with other institutions



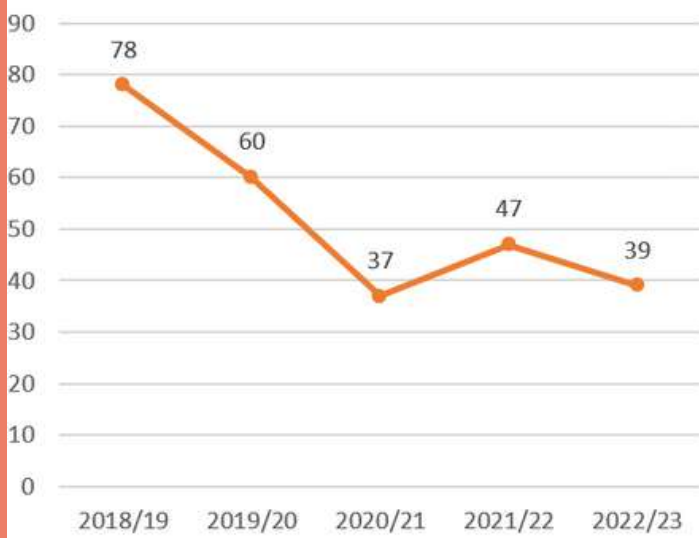
This table highlights the **impact of the Covid19 pandemic** starting from 2020.

Many events were postponed, canceled or moved online from 2020 to 2021.

There was a **new peak in 2021-2022 during the last year of the GENEsYs project** (which also largely contributed to activities in 2018-19).

2022 and 2023 mark the beginning of new collective and individual projects that will lead to more targeted events in the coming years, and to more collaborations.

Number of activities by academic year



2. MSH guest professors

Every academic year, EAST benefits from MSH subsidies to invite guest professors at ULB. **23 colleagues from around the world** (from Japan, France, Spain, the UK, the US, Canada, Denmark, Thailand, etc.) have thus actively reinforced their connection with EAST. For instance, Jeffrey Hall, Thomas Boutonnet, Jean Michaud, Ma Ran or Gwenola Ricordeau all **joined collaborative publication projects** initiated by EAST members; Zhang Yide was a **member of a PhD jury** in 2020; etc.

Increasingly, guest professors also join general courses given by colleagues who are not EAST members, to **add an Asian perspective for non specialists** in literature, performance studies IR or political science.

Guest professors between Sept. 2018 and June 2023:

Jeremy Allouche	Albert Galvany	Stefan Landsberger	Gwenola Ricordeau
Elena Barabantseva	Sofia Gaspar	Hélène Le Bail	Makoto Sekimura
Susan Bayly	Jeffrey Hall	Katiana Le Mentec	Joanne Smith Finley
Jacqueline Berndt	Yumi Han	Michael Lucken	Simeng Wang
Thomas Boutonnet	Soren Ivarsson	Jean Michaud	Yinde Zhang
Catherine Ceniza Choy	Pierre Kaser	Ma Ran	

Visiting professors' countries of home institutions



The only pitfall of the MSH guest professor scheme is the **low amount allocated, that requires to be complemented by other subsidies**, especially for colleagues coming from Asia and North America.

3. EAST seminar series

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It is unfortunate that the EAST seminar series, previously organized by PhD and postdoctoral fellows, was not extended after 2022.

Instead, cohesion in the team and the integration of new members were enhanced through “mises au vert” (social gatherings) and start-of-the-year events that gathered a large number of scholars.

From 2020 to 2022, EAST organized a **monthly seminar series**, inviting young and confirmed scholars of East Asia to present their research in progress. Due to the pandemic and its aftermath, most of these seminars were either fully online or hybrid.

These seminars, gathering EAST members and colleagues from ULB or other institutions, proved efficient in **strengthening EAST members cooperation and transdisciplinarity**.

These seminars, however, came to an end in 2022 due to a lack of available members to maintain their organisation.

EAST seminar series
Registration is open. Access via this link or QR code: shorturl.at/fsvM0

12:15 - 13:45 CET, online 19 October	12:15 - 13:45 CET, hybrid 23 November	12:15 - 13:45 CET, online 10 December
Chine-Amérique latine et Caraïbes : évaluation et perspectives	Necropolitics, State Violence, and Practices of Resistance: Cross-Geographical Perspectives	Representations of Women in Sinophone and Korean Literature and Cinema
 Thierry Kellner Université libre de Bruxelles	 Ammar Almamoun Paris-Sorbonne	 Coraline Jortay ULB/Queen's College, Oxford
« La Chine et le Panama: un nouveau pivot des Routes de la Soie ou simple tour de valse ? »	“Walking in Fear: the Effects of Necro-Political Sphere on Movement in Public”	“Manchuria, Malaysia, and Parallel Lives in March in a Small Town: Ho Sok Fong and Xiao Hong in Sinophone Dialogues”
 Sophie Wintgens Université libre de Bruxelles	 Clod Yambao UGhent/University of the Philippines	 Oriana Virone Université libre de Bruxelles
« Introduction de l'ouvrage et tendances générales de la présence de la Chine en Amérique latine et Caraïbes »	“Can the Sub-Altern be Sensed? The Creativity of the Internally Displaced Ethnolinguistic Groups in Mindanao, Southern Philippines, in the Time of Militarized Pandemic”	“Pregnancy, Female Subjectivities and Solidarities in Contemporary Korean Cinema: a Closer Look at Madonna and More than Family”

October - December 2021
facebook.com/EAST_ULB
twitter/EAST_ULB

NIKAH
A SHORT FILM BY MUKADDAS MIJIT AND BASTIAN EHOUZAN

**3 OCTOBER 2023
6 : 15 PM**

EAST START OF THE YEAR GATHERING

SCREENING FOLLOWED BY A Q&A WITH DIRECTOR MUKKADAS MIJIT

VENUE: MAISON DES ARTS, SALLE DE PROJECTION AVENUE JEANNE 36

JOIN US FOR A DRINK AFTER THE SCREENING

MORE INFORMATIONS AND REGISTRATION
CONTACT : EAST@ULB.BE

EAST 2023 Start-of-the-academic-year event gathered more than 40 people

4. PhD theses since 2016

P15



Since 2016, 18 EAST members defended their **PhD theses** (see annex).

This successful rate of defended PhD theses explains why EAST PhD students now represent 30% of EAST cohort instead of 59% in 2018.

Most of them have now **embarked on postdoctoral research** either at ULB or abroad, or have **received permanent position** in Irish, French or Chinese academic institutions. Others have taken **positions in international organizations or policy institutions**.



Theses related to China account for 44% of the total number of PhD theses defended by EAST members, which is coherent with the proportion of China-related research projects led by EAST members before 2023.

Laos and Vietnam rank second together (28%), while ASEAN countries make up 11% of PhD research.

In terms of disciplinary areas, 6 PhD theses were defended in **anthropology**, 4 in **International relations**, 3 in **literature**, 3 in **political science** and 2 in **philosophy**.

Considering recent shifts in geographical scope, **more PhD theses including Central Asia or Japan are expected to be defended in the near future.**

5. Networks and partnerships

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Since 2017, EAST is an **active and the only international member of the French Academic Network for Asian Studies (GIS Asie-Pacifique)** that aims at bringing together, coordinate and support the academic communities in the field of Asian studies in the Francophone world. It brings together approximately 1,500 researchers.

This membership allowed several EAST researchers to receive funding for conference travels and organizations, and to reach to wider audiences.



EAST could consider joining the **European Alliance for Asian Studies** (in which Belgium is not represented yet).

This network offers more visibility for courses, calls, events and fellowships provided by its partners.



GIS Membership fees (1000€ per year) are currently covered by the MSH EAST subsidy. This subsidy is likely to end in 2026. Although relatively high, this investment is worthwhile especially when our members benefit from GIS subsidies.

Negotiations could be led with the ULB International relations office to cover these fees in the coming years.



EAST joined the 2019 International Convention of Asia Scholars with two panels supported by the GIS

III- Research projects and outputs



GENEsYs mid-term workshop, 2019, ULB

1. GENEsYs (2016-2022)

P18



The research project **GENEsYs on Youth and Public Spaces in East Asia**, funded by an ARC advanced grant of €680.000 from the Université libre de Bruxelles has been one of the main projects coordinated by EAST between 2016 and 2022. Initially scheduled to end in 2021, GENEsYs was interrupted for about one year during the global pandemic, and benefited from an extension until the end of 2022.

The main objective of this project was to examine **the relationship between the construction of youth identities and public spaces in East Asia**. Gathering several partners from Europe and Asia in different disciplines, this project sought to understand how public spaces shape East Asian youth identities, how youth use public spaces, what the practices and strategies of appropriation are, and how the active presence of youth in public spaces influences the negotiation of beliefs, values and memory in terms of continuity and change, and shapes collective identities.

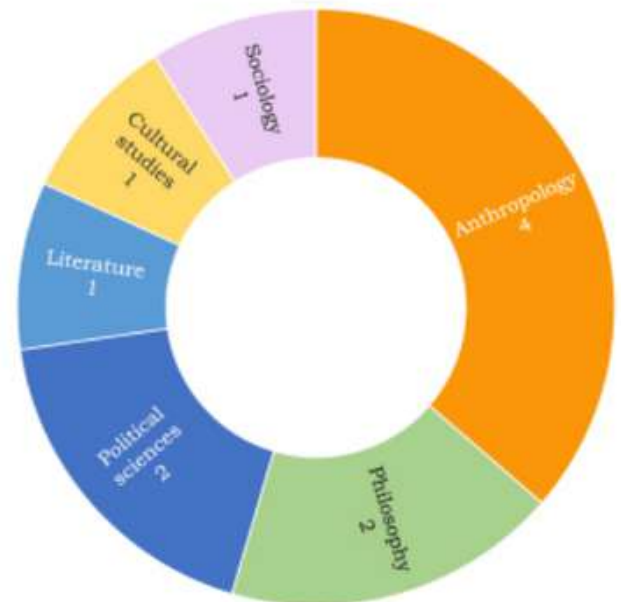
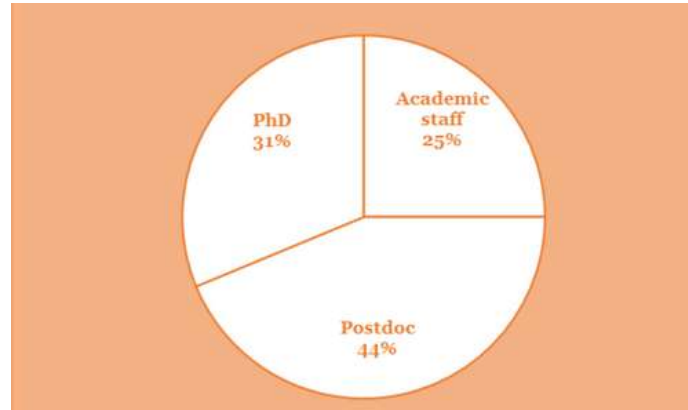
The GENEsYs project focused on four main perspectives: **youth cultural and gender identities, youth social and ethnic identities, youth religion identities and youth political identities**.



The GENEsYs project gathered **16 junior and senior researchers**, including 4 academic staffs, 2 associate researchers, 6 postdoctoral researchers and 4 PhD students. Besides the ARC funding, the project also benefited from **two FNRs PhD scholarships** (Van Minh Nguyen and Clémentine Léonard) and **one FNRs postdoctoral fellowship** (Gwennaël Gaffric, who declined the fellowship to take a permanent position in France).

As an **interdisciplinary and transregional project**, GENEsYs members included political scientists, anthropologists, sociologists, as well as scholars in cultural studies, literature and philosophy. They mostly covered China, Japan, Thailand, Vietnam, Laos. Expertise on South Korea or Taiwan was also occasionally added through invited scholars.

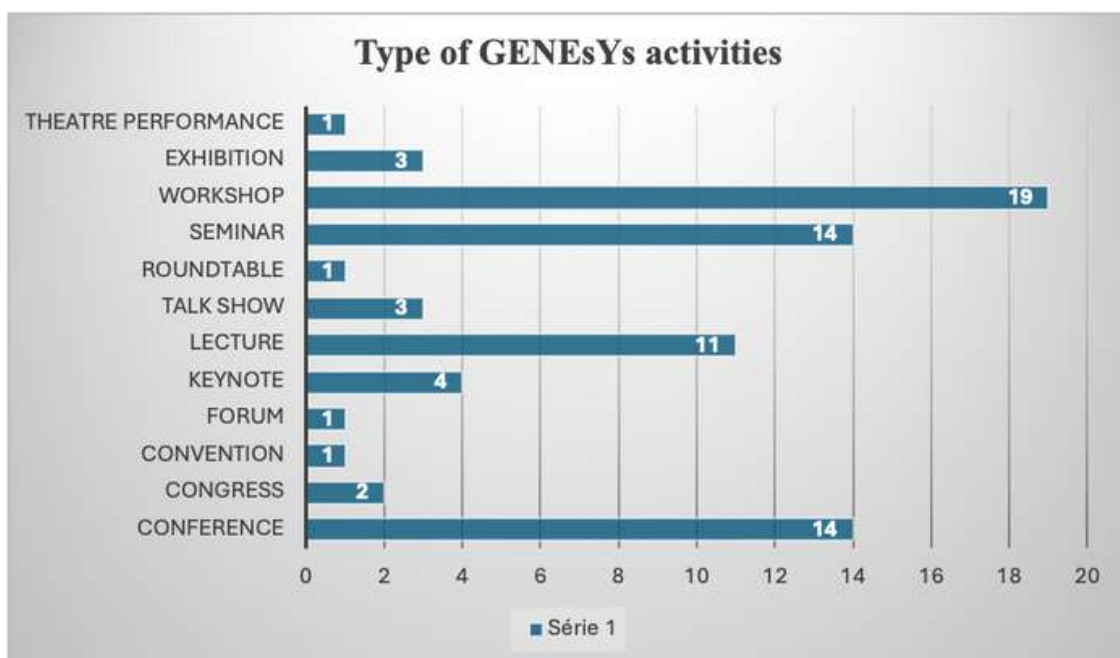
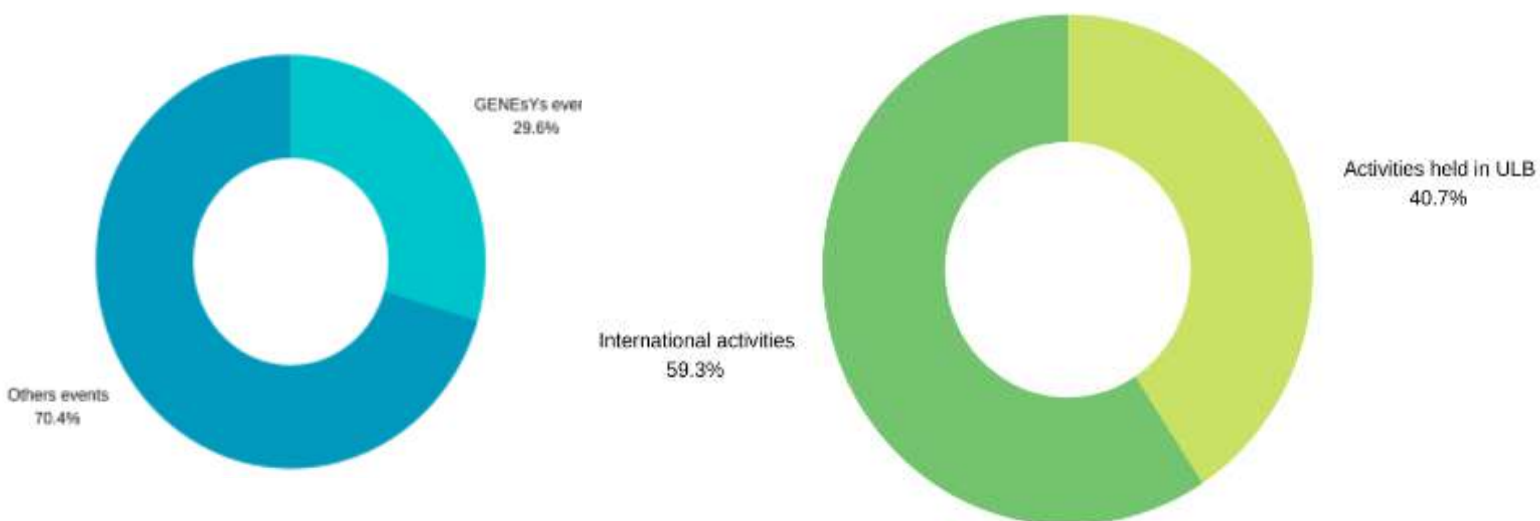
Summaries of member's subprojects are available through short video clips on GENEsYs website: <https://genesys.ulb.be/our-projects>





From 2016 to 2021, **GENEsYs members organized or joined a total of 74 activities** (with a short break during the pandemic in 2020).

Among these, about **30% were organized by GENEsYs project members**, including kick-off (2016), mid-term (2019) and final (2022) events. 70% of these activities were organized by other institutions. GENEsYs members offered, for instance, thematic panels in large international conferences (in Leiden and Tokyo among other places)



Within 6 years, GENEsYs members delivered several publications and contents, including:

- A website: <https://genesys.ulb.be/>
- 12 video clips about GENEsYs and its subprojects
- 3 international conferences at the beginning, half-way and at the end of the projects
- Training and methodological workshops
- Guest lectures and keynotes
- A guest theater performance
- 2 monographs (one under press to be published in 2024)
- 4 edited volumes (including 2 in EAST Routledge series)
- 2 special issues
- Several book chapters and articles in peer-reviewed journals
- A virtual and physical exhibition.

GENEsYs exhibition titled *Asian Youth in Public Spaces* and curated by Van Minh Nguyen and Lisa Richaud, examines the relationship between the construction of youth identity and public spaces in East Asia. It showed, through photographs taken by scholars on their fields, the similarities captured vividly sharing among youths in Vietnam, Laos and China, regardless of their differences.

The exhibition, available in English and French, was **displayed in Brussels (ULB)** in May-June 2021; in **The Hague** at the International Institute of Social Studies (Erasmus University Rotterdam) from November 2021 to February 2022; and in **Lyon** Jean Moulin University of Lyon 3 from March to June 2022.



2. EU-funded projects

In 2021 and 2022, EAST members have been particularly successful in obtaining competitive EU research fundings. **Three EU-funded projects are currently carried out with EAST members as Principal investigators and main researchers.**

AspirE: Decision making of aspiring (re)migrants to/within the EU:
 The case of labour market-leading migrations from Asia
(Horizon Europe RIA n° 101095289, 2023-2025)
 3.545.725 € (ULB: 3.545.725€)



REMOTE XUAR: Remote Ethnography of Xinjiang Uyghur
 Autonomous Region
(EU Horizon Widera 2021, 2023-2025)
 1.450.000€ (ULB: 540.000€)



LABOUR: Tacking informal employment in Asia: building post-COV19 solutions to precariousness through case-study based evidence on Bhutan, Laos, Maldives, Myanmar, Philippines, Thailand & Vietnam **(H2020-MSCA-RISE-2020, 2022-2025)**
 1.545.600 € (ULB: 82.800€)



International collaborations through EU-funded projects



3. A variety of funding sources

Since its creation, EAST has been active in successfully applying for **funded research projects**. These collective projects, supported by more than 20 different funding sources, **strengthened the coherence of EAST initiatives and reinforced the core team while extending it**. Fundings were also obtained for conferences, workshops and other activities.

Research funding sources

Wallonie Bruxelles International WBI

Advanced ARC grant

Fédération Wallonie Bruxelles FWB

Consolidator ARC grant

Loterie nationale

MIS FNRS

MEXT Scholarship from Japan

PDR FNRS

Waseda Bruxelles Office

FRESH (F.R.S- FNRS) Doctoral Fellowship

Research Foundation Flanders (FWO)

ASP (F.R.S- FNRS) Doctoral Fellowship

MSH Seed Money and postdoctoral fellowship

F.R.S - FNRS postdoctoral Fellowship

ULB Seed money

JSPS-FNRS grant

ULB fund for development cooperation scholarships

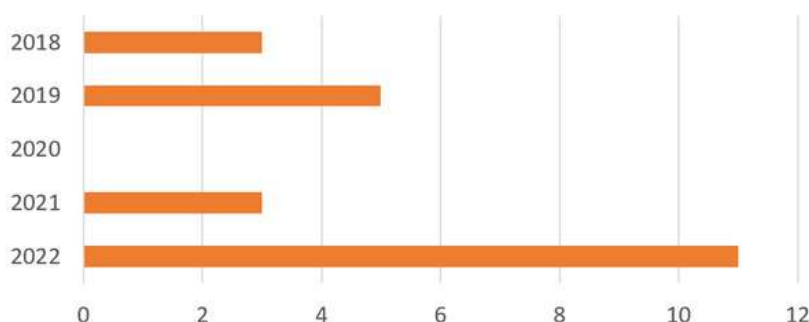
EU Horizon Widera

Marie Skłodowska-Curie postdoctoral fellowships

Horizon Europe RIA

Horizon Europe MSCA-RISE

Number of funded projects between 2018 and 2022



Although the Covid19 pandemic led to a pause in projects and financing, **2022 has seen a very good recovery.**

4. Routledge book series

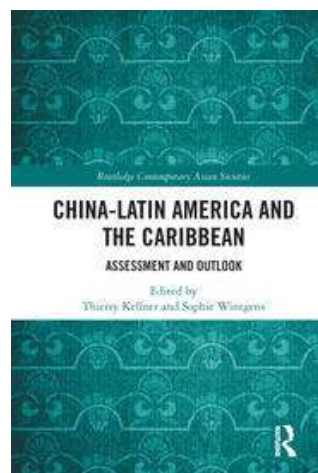
A key achievement of EAST's proliferation as a research entity was the **creation in 2018 of the book series "Routledge Contemporary Asian Societies"** that aims at providing an original and distinctive contribution to current debates on evolutions shaping societies, cultures, politics and media across Northeast and Southeast Asia.

This series allows EAST to offer an **original take on inter-disciplinarity**; reach new audiences, both with regards to possible authors as well as readers; enjoy a uniquely supportive institutional environment; and profit from its timeliness. The series is managed and directed by two members of EAST: Vanessa Frangville and Frederik Ponjaert.

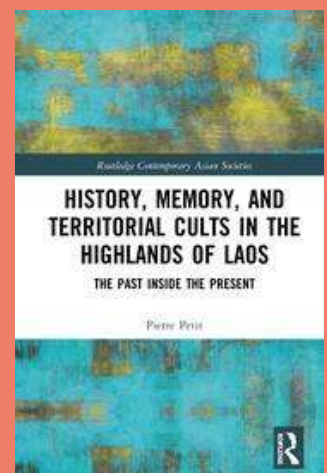
Currently, EAST's Routledge Collection consists of five books: three edited volumes and two monographs, including EAST members and external collaborators. Two other edited volumes are in preparation for 2024 and 2025, including one submitted to the series by exclusively external contributors, showing that **EAST series has gained visibility and relevance in the field of Asian Studies.**



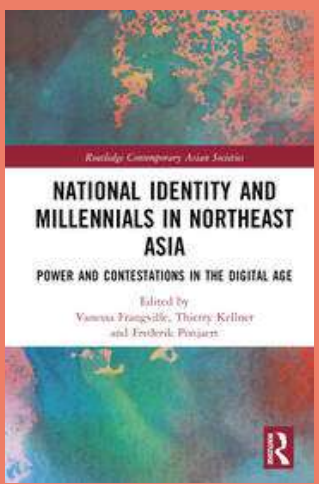
2019 and 2023
GENEsYs volumes



2021 Edited volume



2020 and 2022
Monographs



Soon out:

Flora Lichaa, Ma Ran, Nakajima Seio, **Contemporary Chinese Art Cinema**

Zhai Yida, Fujita Taisuke, Yamamoto Hidehiro, **State, Society and COVID 19 in East Asia**



5. Audiovisual materials

Over the past few years, besides publications on academic platforms, EAST members have developed **creative research outputs such as videos, capsules, podcasts, documentary films and fiction**, disseminated through websites, online social networks, public lectures in bookstores or festivals.

More than 40 videos and capsules are available on EAST/MSH webpage, including conferences, lectures, interviews but also short clips on research projects. **Podcasts are increasingly a significant tool for different research projects' visibility too.**

2 continents
AspirE Project
11 countries
13 partners

Tout Titres populaires Titres Albums Playlists Reposts

Récent

AspirE Project
Episode 7 - Belgium study case



Uyghur film in exile
9th January 2024



Uyghur Art In Exile Introduction
13th December 2023



On Set With Nikah

Documentary film

Sonya Imin and Mukaddas Mijit

In preparation.

This documentary follows the shooting of the first Uyghur film to be produced outside of the Uyghur homeland. Shot with a multicultural and multilingual team, the cast and crew examine issues around creative agency, diasporic dynamics, and what it means to be Uyghur.



GENEYs presentation by Vanessa Frangville (main coordinator) & Frederik Ponjaert (Research Fellow)

EAST PUBLIÉ LE 04/05/2022

Although its first and foremost objectives remains to produce high-quality research on East Asia, **EAST could explore more venues to involve in public outreach and scientific knowledge dissemination beyond the academia.**

EAST could actively join ULB Research Department's recent initiatives to increase research dissemination.

IV- Contribution to the ULB's outreach



Asuncion Fresnoza-Flot represented EAST during a ULB official visit to South Korea in November 2023.

1. Exchange programs with Asia **P27**



EASSt directly contributed to the establishment of several **international Memorandum of Understanding (MoU) with partners in Asia**, promoting student, teaching staff and researchers exchange as well as joint research projects and publications. Recent MoUs include Thailand, Laos and South Korea.

Over the past few years, EASSt members also actively joined ULB delegations' travels to China, Taiwan, South Korea or Japan, sharing in-depth perspectives with ULB authorities on potential partners and collaborations, and serving as **an important interface between the ULB and Asian universities and scholars**.

Some of the recent MoUs involving EASSt members

2024: **Yonsei University**, South Korea

2023: **University of Wuhan**, China (*student exchange program*)

2023: **Hiroshima University**, Japan (*student exchange program*)

2021: **National University of Laos** (*students & scholars exchange, joint research projects*)

2021: **Mahidol University**, Thailand

2019 : **University of the Philippines**

2018: **Kanda University of International Studies (KUIS)/ Research Institute for Japanese Studies** (*staff exchange program*)

2018: **National Taiwan Normal University**

2. Teaching programs on Asia

P28



EASt, through its expertise and networks, largely contributed to the **extension of ULB's course offer on Asia in English and in French**. MSH guest professors are a great asset to open up teaching content on areas that are not covered by EASt members.

Since 2023, the Institut d'Etudes Européennes organizes a **MA double degree program in European Studies EU-Asia in collaboration with Waseda University**.

Current teaching on Asia at ULB

Language courses:

Chinois perfectionnement I-IV (SUN Jin, EASt member)/ MA level
Etudes de textes chinois I-II (SUN Jin, EASt member)/ MA level
Initiation au chinois classique I-II (SUN Jin, EASt member)/ MA level
Expression orale chinois (SUN Jin, EASt member)/ MA level
Langue japonaise initiation I-II (WATANABE Shizuka)/ BA level
Langue japonaise I-II (WATANABE Shizuka)/ BA level
Langue japonaise pratique (WATANABE Shizuka)/ BA level
Other courses in Chinese-French translation (BA and MA levels)

Content classes:

BA in Japanese language and literature:

Histoire et culture japonaises I-III (A. Allard, EASt member)

MA in China Studies:

Culture et société du monde chinois (V. Frangville/ HE Wen, EASt members)

Littératures chinoises (V. Frangville/ HE Wen, EASt members)

Pratiques artistiques de l'Asie (V. Frangville/ LIU Chanyueh, EASt members)

Cinéma de l'Asie (V. Frangville, EASt member)

MA in anthropology:

Culture, history and society East Asia (V. Frangville/P. Petit, EASt members)

State and society in East Asia (V. Frangville/P. Petit, EASt members)

MA in Political science:

La politique étrangère chinoise depuis 1949 (T. Kellner, EASt member)

Questions politiques d'actualité en Chine (T. Kellner, EASt member)

MA in Philosophy:

Philosophie asiatique (B. Decharneux, EASt member)

Other courses in Chinese-French translation (BA and MA levels)

Since 2021, Education on Asia at ULB also benefits from an **internship program organized by Wallonie Brussels International (WBI) and the Taiwanese Ministry of Education**.

Every year, a Mandarin language intern comes from Taiwan to assist ULB's Mandarin language teachers.

3. Visibility of Asian Studies

P29



EASSt developed several tools over the years to enhance the visibility of East Asia Studies at ULB.

Besides extending partnerships and collaborative research projects as mentioned above, EASSt created a **MSH/EASSt YouTube Channel and a monthly newsletter.**

EASSt is also active on **Facebook and Twitter/X.**

400+

subscribers to EASSt newsletter

1400+

followers



1300+

followers



772

views



as of Dec. 2023

EASSt could consider creating an Instagram account to enhance its visibility on social networks.

So far, EASSt communication has been developed and fueled mostly by EASSt funded PhD fellows who take turn every year; or by interns. **The challenge is to maintain this share of responsibility within EASSt.**

EASSt is often contacted by colleagues and networks from all around the world to create new partnerships or collaborate on events and projects. It was recently contacted by colleagues from Flemish universities to establish a South East Asian Studies network.

As such, **EASSt has become a recognized research entity in Belgium but also internationally.**

4. Beyond academia: public outreach P30



While EAST is not policy-oriented but research-oriented, its **members' expertise is often sought after by policymakers.**

Members of EAST are regularly invited to share their expertise at the **EU Parliament, Belgian federal and regional Parliaments, Belgian and foreign Ministries of Foreign affairs,** and other institutions.

Sharing the most up to date information based on both theoretical and empirical knowledge, **they are regularly invited on various media broadcasts (radio, TV, press...)** as commentators and analysts.

In that sense, EAST largely contributes to the ULB's public outreach, drawing on a wide range expertise and incorporating multiple perspectives in public debates.

2018 - 2023

EAST members public outreach

230+

media appearances

100+

invitations by NGOs and other civil society actors

17+

requests to join to EU/national/regional parliament hearings or consultancy



EAST member Coraline Jortay coorganized an exhibition on Chinese women at the Royal museum of Mariemont in 2022.

EAST developed and strengthened concrete **collaborations with non-academic institutions, associations and the civil society at large,** offering lectures and conferences on various topics for **continuing education programs, student and alumni associations, international organizations as well as local cultural associations** in diverse areas.

EAST also co-organized several events with the **Institut belge des hautes études chinoises (IBHEC)** and organized visits to the **Royal Museum of Mariemont, the Royal Museums of Art and History in Brussels and the Royal Library of Belgium** to enhance future collaborations with exhibition curators.

V- Perspectives



*Photo by EASt member Mikaëla Le Meur
“Looking in the same direction”
GENEsYs exhibition*



- EAST will be entering a new phase starting from September 2024. Having accomplished 8 years as an active MSH team, EAST will enter a transition period and search for **new institutional opportunities to develop its activities**. One objective of EAST is to enhance Area Studies at ULB in collaboration with other Area Studies research centers at ULB, and **create a formal Area Studies platform**.
- EAST hopes to continue **extending its research scope in terms of disciplines and geographical areas**, encouraging young scholars in various disciplines to apply for Belgian and international funding to join the team.
- **Another EAST ambition is to develop and submit a new ARC collective project, gathering new and founding members** to open up and structure new research areas in East Asian Studies.
- EAST also seeks to **strengthen collaborations with the civil society** (NGO, associations) while **consolidating its efforts in dissemination** within and beyond the academic world.

Possible action points:

- **Communication:** Create an Instagram account.
- **Networks:** Join the European Alliance for Asian Studies; and look for new funding sources for the GIS Asie annual fees.
- **Team organization:** Actively look for interns by publishing internship offers.
- **Guest professors:** Apply for different fundings than the MSH scheme to invite international scholars (ULB Chaire IN, others)

FINAL VERSION

by Vanessa Frangville

February 2024

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