

The European Association for Southeast Asian Studies (EuroSEAS) Conference Panel, 28 June-1 July 2022, Ecole des Hautes Etudes en Sciences Sociales (EHESS), Paris-Aubervilliers, France

1. **Panel Title:** Engagement of Taiwan with Southeast Asia under New Southbound Policy (NSP)
2. **Panel Convenor:** Frances Antoinette Cruz, PhD Student, University of Antwerp; Assistant Professor, College of Arts and Letters, University of the Philippines Diliman, and the co-convenor of the Decolonial Studies Program at the Center for Integrative and Development Studies, UPD; former President of the Philippine International Studies Organization (Email: fccruz3@up.edu.ph).
3. **Brief Description and Explanation of the Chosen Format:** Our panel discussion examines Taiwan's soft power under New Southbound Policy in Vietnam, Philippines and Indonesia. If Covid-19 circumstances allow travel in June 2022, then there will be a physical panel discussion; otherwise, there will be online pre-recorded presentations and live online Q&A session and discussions in Zoom format.
4. **Brief Description of Panel:**

In 2016 President Tsai Ing-wen announced the New Southbound Policy (NSP). The NSP at first appears to be an 'economic and trade strategy' through which the economic development of Taiwan is to be 'redefined' as having an 'important role' in the development of countries of ASEAN region (Bureau of Foreign Trade, 2017). In the context of China's pressures on Taiwan, this is a strategically significant program that should allow Taipei to open new markets so as to be less reliant economically on China and to build international connectivity. In the implementation plans of the NSP, areas of functional cooperation include infrastructure, medicine, agriculture, tourism, science and technology, through which Taiwan promotes its achievements and seeks profitable cooperative ventures in the NSP-target countries. The 'people-to-people' and 'people-centric' concepts are also at the center of this foreign policy. Activities, such as 'cultural and educational programs' are constitutive of the partnerships with Southeast Asian countries that 'build up' Taiwan's 'regional strategy for Asia' (Hsiao, 2018). After five years, how successful is Taiwan's attempt to forge a soft power directed at Southeast Asia? What are the milestones, obstacles and prospects? Although Taiwan has delved into substantive communication work, with the creation of a narrative placing emphasis on its uniqueness and political difference from China, the contents of the message can be better calibrated and directed to reach targeted audiences and to allow Taiwan to gain support.
5. **Single Session (1 x 90 min.):** 4 presenters
 - (1) Lost in translation? Taiwan talks to Southeast Asia: Soft power and New Southbound Policy
Hugo Tierny, PhD candidate, École pratique des hautes études (corresponding author: hugotierny59@gmail.com) and Amador IV Peleo, PhD, Independent Researcher, Philippines
 - (2) Taiwan-Vietnam Cooperation: Impact of Technology Transfer from Taiwanese FDI on Domestic Enterprises of Vietnam
Dang Ngoc Tram, PhD, Senior Fellow, National Center for Socio-Economic Information and Forecast (NCIF), Ministry of Planning and Investment, Vietnam (corresponding author: dangngoctram129@gmail.com) and Do Van Lam, Fellow, NCIF, Ministry of Planning and Investment Vietnam
 - (3) Taiwan-Philippines as Disaster-risk Subregion: Hazards, Exposure, and Vulnerabilities
Patrick Dave Bugarin, PhD, VP for Charter and References, Philippine International Studies Organization (corresponding author: patrickbugarin17@gmail.com) and Aliya Peleo, PhD, Independent Researcher, Philippines
 - (4) The View of Second-Generation Taiwanese towards NSP—A Case Study of Children from Taiwanese-Indonesian Inter-marriage, Yufita Ng, PhD, Assistant Professor, Wenzao Ursuline University of Languages, Kaohsiung, Taiwan, Email: fiefeb@gmail.com