



BANDUNG SPIRIT CONFERENCE SERIES



Universitas Indonesia,
Jakarta, Indonesia



Université du Havre,
France



Universitas
Padjadjaran,
Bandung,
Indonesia



Universitas
Brawijaya,
Malang,
Indonesia



Universitas
Udayana,
Bali,
Indonesia



C E M U R
(Euro-Maghreb
University Network
Cooperation)

The six institutions have organised
An international and multidisciplinary conference and workshop in Jakarta, Bandung, Malang and
Bali, November 14-19, 2011, in conjunction with the ASEAN and EAST ASIA SUMMITS 2011

**THE DYNAMIC OF INTERNATIONAL EXCHANGES IN AFRICA, ASIA AND EUROPE:
The Challenge for the Education in International Exchanges in a Perspective of Common Well-
being in a Sustainable World**

INTRODUCTION

Africa, Asia and Europe are confronted with a common double challenge: global and economic challenges.

Global challenge

The world is in a multidimensional crisis, provoked by the domination of neo-liberal globalisation based on economical and materialist interests, which has appeared to be a single model of development, which puts on the top of priorities material productivity and profit, which transforms nature into commercial commodities, which pushes people to be greedy consumers. This single model of development threatens the survival of the planet, because it would need natural resources of several planets if the whole world follows the model. That is why an alternative model of development is needed if human beings wish a sustainable world.

This alternative model would certainly not be the one that threatens the diversity of life. In the contrary, it should be the one that supports it, that allows to live and develop nature and human beings whatever their skin colour, conviction, ethnic belonging, or mode of life. The challenge of globalisation for a sustainable world is therefore how to deal with diversity of life so that it becomes source of happiness and prosperity, and not source of conflicts and calamities. And Africa and Asia are the huge source and pool of diversity, either in term of culture, ecology, economy, politics, or religion and spirituality. Within the context of globalisation dominated by short-term economical and materialist interests leading to a single model of development and threatening the survival of the earth, Africa and Asia, as the source and as the pool of diversity, must be theoretically able to contribute in directing globalisation towards a sustainable world.



Economic challenge

Since the last decade, we witness the rise of economic exchanges between Africa and Asia. All the economic powers of Asia have developed economic relations and organised summits with Africa: Japan-Africa (since 1993), China-Africa (since 2006), Korea-Africa (since 2006), India-Africa (since 2008), Turkey-Africa (since 2008), Iran-Africa (since 2010). In 2008, China alone has surpassed the USA and the EU in its trade with Africa. In term of intercontinental trade, Asia has become the most important partner of Africa, followed by the USA and the EU.

Yet, the place of Africa in international trade remains marginal. The initiative of exchanges with Africa comes mostly from outside Africa. There is a risk that Africa continues to be an object instead of subject of exchanges and that the destiny of African people is to be decided by others.

This situation raises several questions: can international trade really bring peace and prosperity to all the parties involved; is it likely to lead to a “win-win” situation; is the present system of international trade suitable with the requirements of common well-being and sustainable world? What kind of education in international exchanges should be developed in Africa, Asia and Europe in response to this challenge? These are among the main questions to be answered in the conference-workshop.

OBJECTIVE

To explore the possibilities of setting up education in international exchanges in Africa, Asia and Europe in order to fulfil the need for professionals in exchanges linking the three continents in the perspective of peace, justice and prosperity in a sustainable world. More precisely, the activities are to be held for three following targets:

1. Sharing experiences, knowledge, reflection and concerns in international exchanges, especially between Africa, Asia and Europe.
2. Exploring the possibilities of cooperation among the academic world, business sectors and relevant civil society organisations in the development of education in exchanges in the three continents.
3. Disseminating the result of the activities to the public through diverse publication.

PROGRAMME OUTLINE

JAKARTA: UNIVERSITAS INDONESIA

14/11/2011, Monday

SESSION 1: HISTORICAL-POLITICAL-ECONOMICAL PERSPECTIVE 1

SESSION 2: HISTORICAL-POLITICAL-ECONOMICAL PERSPECTIVE 2

SESSION 3: CULTURE AND EDUCATION

15-16 / 11 / 2011, Tuesday-Wednesday

SESSION 4: INTERNATIONAL RELATIONS

SESSION 5: KEYNOTE SPEECHES FROM AFRICA, ASIA AND EUROPE

BANDUNG: UNIVERSITAS PADJADJARAN

16-17 / 11 / 2011, Wednesday-Thursday

SESSION 6: KEYNOTE SPEECH FROM INDONESIA

SESSION 7: ECONOMICS AND MANAGEMENT 1

SESSION 8: ECONOMICS AND MANAGEMENT 2

MUSEUM OF BANDUNG ASIAN-AFRICAN CONFERENCE - VISIT

MALANG: UNIVERSITAS BRAWIJAYA

17-18 / 11 / 2011, Thursday-Friday

WORKSHOP 1: RECOMMANDATION (first round)



WORKSHOP 2: RECOMMANDATION (second round)

BALI: UNIVERSITAS UDAYANA

18-19 / 11 / 2011, Friday-Saturday

WORKSHOP 3: RECOMMANDATION (finishing and approval)

CLOSING LUNCH

ORGANISED BALI TOUR

PRESENTED PAPERS

HISTORICAL-POLITICAL-ECONOMICAL PERSPECTIVE

Abdul D. Mohammed (Nigeria/UK), *Bandung Africa Centre - Equity in Africa Asia Strategic Partnership*

Alioune Gueye (Senegal/Morocco), *10 Proposals to Foster a Renewed and Mutual Benefit Relationship between Asia and Africa*

Darwis Khudori (Indonesia/France), *The Dynamic of African-Asian Relationship Before and After 1955 Bandung Conference: Historical Perspective and Future Possibilities*

Mahmud Syaltout (Indonesia), *Dependance and Imperialist Dilemma in ASEAN-China Free Trade Area*

Max Lane (Australia), *Two Blocks or Three Blocks*

Thomas Olsen (Sweden/Thailand/Vietnam), *e/MPower: How the Public Sphere Can Create an Indian Ocean Sustainable Network*

CULTURE AND EDUCATION

Eun-Sook Choi-Chabal (Korea/France), *Interasian Economic and Cultural Exchanges: the Case of Korean Television Series*

Haryo Kunto Wibisono, Linda Novi Trianita and Sri Widagdo (Indonesia), *Education as Cultural Strategy: Educational Character in Dewi Sri's Folklore*

Hastangka and Diasma Sandi Swandaru (Indonesia), *Education for Sustainable Development: Is it Commodities or Human Capacity Building? An Inquiry*

Louie A. Divinagracia and Maria Rochelle G. Divinagracia (Philippines/Indonesia), *Diversity, Multiculturalism, and Hybridization – Managing International Business Education in International Exchanges*

INTERNATIONAL RELATIONS

Abdellatif Benabdelhafid (Morocco/France), *North-South Cooperation after the Changes in the Arab World: The Case of CEMUR Network Cooperation*

Saovanee Kaewjullakarn (Thailand), *Study and Analysis of the International Court of Justice: Territorial Disputes (Islands)*

Yusli Effendi (Indonesia), *The Eurocentricity in African Economic Relations and Development: A Prospect for Asia-Africa Open Dialogue*

Zhu Rong (China), *China Going Global: Environmental Policy and Sustainability*

ECONOMICS AND MANAGEMENT

Eka Komalasari Adiwilaga (Indonesia), *Comparison of Company Performance Creating Wealth in Value Added (Wealth Added) in the ASEAN Region*

Nathalie Aubourg and Corinne Renault-Tesson (France), *Learning How to Implement a French Firm's CSR Policy in an Emerging Country*

Nicolas Mendoza (Colombia), *Awakening from Capitalism: An Exploration of Merit Economy as an Alternative to a System of Crisis*

Sugeng Setya C. and Bonifacius S.P. (Indonesia), *Business Ethics Pancasila: The New Rules for Business World with the Spirit of Gotong Royong*

Wendy Kouwenhoven (Netherlands), *Business and Spirituality in Organization*



KEYNOTE SPEECHES

Ali Sedjari (Morocco), *Africa in International Exchanges between Dream and Reality*

Nirmal Kumar Chandra (India), *The Rise of Asia and its Future Relations with Africa and Europe*

Yves Berthelot (France), *Education in International Exchanges Today and Tomorrow*

RECOMMENDATION

Based on the common double challenge and papers presented during the conference, the workshop proposes the formation of a task force in charge of proposing a structure of organisation, an action plan and a financial plan by the end of January 2012.

Most of participants suggest that the action plan should deal with education, research and action, especially in the field of international exchanges in Africa, Asia and Europe.

The following issues have been evoked in the workshop.

EDUCATION

Alternative education in international exchanges integrating cultural and ethical dimensions as well as a perspective of common well-being in sustainable world; network of universities willing to participate in the development of this alternative education; alternative approaches of development such as economy of sharing, fair trade, new economics; incubators initiated and supported by universities,...

RESEARCH

Food and energy security; land grabbing and deforestation; cultural diversity; publication of Bandung Spirit Book Series; Africa-Asia Relation Watch,...

ACTION

Youth, student and academic fellows exchanges; Bandung Spirit Conference Series; regionalism, civil society organisation, people to people interaction; access to finance; access to public policy making; technology transfer, incorporation of media in all manifestations; Bandung Spirit Business Forum,...