



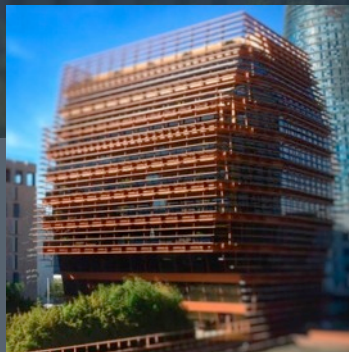
CASA ASIA



Casa Asia Headquarters

Can Tiana Venue
22@ District, Barcelona

Casa Asia has moved to the 22@ technological district in Barcelona (Carrer Bolívia, 56), a reference in the urban transformation process of the city.



Casa Asia Headquarters
in Barcelona



Casa Asia Centre-Madrid

Palacio Cañete
Madrid

Casa Asia-Centre in Madrid is located at Palacio Cañete, a 17th century building on Calle Mayor 69, in the old city centre.

Consortium



**Generalitat
de Catalunya**



**Ajuntament
de Barcelona**



MADRID

Board



Collaborating Institutions and Companies



Official Suppliers



中歐百貨商場

TODU LO DE ORIENTE EN OCCIDENTE



01

To improve knowledge on Asia-Pacific

02

To promote bonds between civil societies of Asia-Pacific and Spain

03

To make exchanges on institutional, economic, social, cultural and educational levels easier

To create dialogue and intercultural relations

04

To promote cooperation in projects of common interest

05

To strengthen relationships with cities, regions and countries of Asia-Pacific

06

Asia in Figures

05



Source: ADB (Asian Development Outlook 2018) and IMF

	2015	2016	2017	2018 ^f
South Asia	7.4	6.7	6.4	7.0
India	8.2	7.1	6.6	7.3
Southeast Asia	4.6	4.7	5.2	5.2
Indonesia	4.9	5.0	5.1	5.3
Malaysia	5.0	4.2	5.9	5.3
Philippines	6.1	6.9	6.7	6.8
Singapore	2.2	2.4	3.4	3.1
Thailand	3.0	3.3	3.9	4.0
Vietnam	6.7	6.2	6.8	7.1

	2015	2016	2017	2018 ^f
Central Asia	3.1	2.7	4.3	4.0
Kazakhstan	1.2	1.1	4.0	3.2
East Asia	6.1	6.0	6.3	6.0
China	6.9	6.7	6.9	6.6
Hong Kong, China	2.4	2.1	3.8	3.2
South Korea	2.8	2.8	3.1	3.0
Taipei, China	0.8	1.4	2.9	2.9

Source: ADB – Asian Development Outlook 2018

Asia contributes
60%
of global growth

The economic
growth of China in
2018 was
estimated to be
6.6%

India's economy
was expected
to grow by
7.3%
in 2018

Asian markets
maintain **high**
levels of
economic
growth and
domestic
consumption

South Asia's
economic growth
in 2018 is
estimated to be
7.0%

Making known Spain's values, improving influence and reputation. Importance of communication.

Diplomacy 2.0. Bringing foreign affairs closer to citizens. Communication between citizens and diplomats, politicians, journalists, civil servants, embassies, institutions of the field of international relations.



XII Spain-Korea Forum held in Barcelona on 24-25 January 2019



Economic meetings with Asian Ambassadors in Spain



Model ASEM, Cultural Festival and 12th ASEF Journalists' Seminar organized in collaboration with ASEF within the framework of 14th ASEM Foreign Minister's Meeting (December 2019)

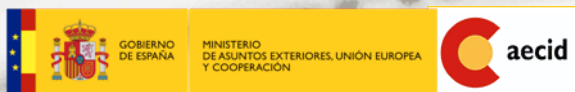


VIII Spain-Philippines Forum, held in Davao on 25-27 November 2016



Award to Casa Asia by the Japanese Ministry of Foreign Affairs for its work over the last 15 years

Serving the Casa Asia consortium's members:



Dialogue and Cooperation Forum to boost Bilateral Relations

In collaboration with



Agreements with Asian institutions



Partners

08



Casa Asia has signed more than **100** agreements with institutions of Asia-Pacific

Participation in international programs related to Asia

Broad contact network in the Asian continent

World Cities Programme



World Cities

EU – Third Countries Cooperation on
Urban and Regional Development

Since 2015 Casa Asia has taken part in this EU programme for international cooperation of European cities with Asian cities, through the Directorate General of Regional and Urban Policy (DG REGIO) whose purpose is to contribute to the exchange of good practices, successful experiences and share scientific and technological advances in this area.

Working sessions have been organised for delegates from Asian cities in China, Indonesia and South Korea with local representatives in Barcelona and Busan.



International Urban Cooperation Programme



Casa Asia has taken part since 2017 in this EU programme devoted to promoting urban cooperation with Asia in matters related to innovation in city management sustainable development (biodiversity preservation, energetic efficiency, use of renewable energies, urban sustainable mobility, etc.).

A meeting with representatives of the Chinese cities of Xinzheng, Shantou and of the Guangdong province has been held in the framework of the Smart City Expo World Congress 2017 (SCEWC).



Work session on cities in Busan (Korea)



Work session on sustainable cities of
Indonesia, Vietnam, South Africa and EU



Meeting with Chinese cities of the programme IUC-Asia at the Smart City Expo World
Congress, Barcelona

Casa Asia's programme for innovation and technological cooperation. The last events, held in 2018 in Valencia, Madrid and Barcelona, focused on urbanism and sustainability in European and Asian cities, as well as sharing proposals and solutions for shared challenges.



ASIAINNOVA

CONNECTING SMART CITIES BETWEEN ASIA AND EUROPE



1

Asia Innova Madrid Symposium



2

Asia Innova Valencia Conference



3

Asia Innova Barcelona Working Session



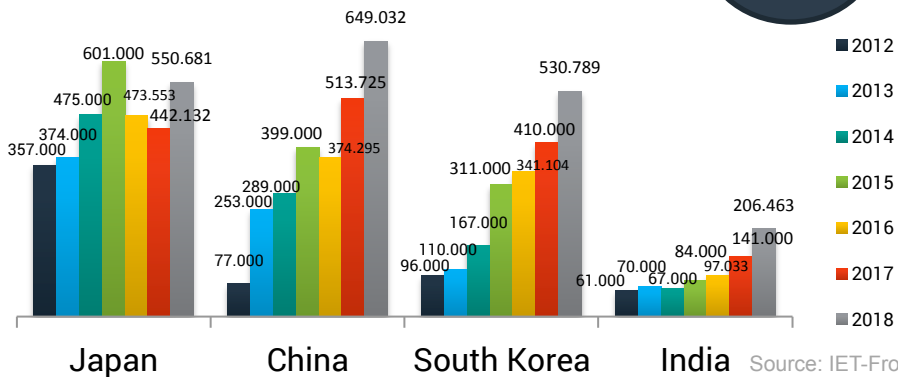
Asian Tourism



The global spread of tourism in the industrialized countries has generated economic benefits:

10% Global GDP
1/11 Jobs
6% Global Exports
30% Service Exports

Number of Asian tourists in Spain



2 million
of Asian tourists
come to Spain
yearly



Source: IET-Frontur e INE

11



1

Professional Meeting about Asian tourism in Spain (FITUR)



2

Training Session on Asian tourist protocol



3

4th International Congress about Asian Tourism (CITA)

Transport,
logistics and
**sustainable
mobility**

How to take
advantage of the
**e-commerce
boom**

**Startup
ecosystem** in
Asia

**Technological
cooperation** in the
digitalization of
companies

**New Economic
Initiatives:** Great
Bay Area, Asean
Economic
Community, Invest
Tokyo...

...and special attention to SMEs:

Business Meetings

- China's E-Commerce Boom
- Asia for Startups
- Doing Business in China

Economic Information

- Meetings with representatives of economic promotion agencies
- Reporting on the economic reality of Asia
- Recent advances and opportunities for free trade agreements with Asian countries

In-house Training Sessions for Companies and Professionals

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Casa Asia offers a wide range of courses for companies that would like to approach Asian markets.



We have carried out courses at the following companies:



...& others

Business Training Workshop:

Doing Business

Cross-Cultural Business

Internationalization of
SMEs

Hospitality and protocol
for Asian tourists



The 21st century society is culturally diverse and plural. As a consequence, large cities will face new challenges such as diverse participation for social cohesion and sustainable development. It is key to visualize cultural diversity as a positive value and the contribution of people of Asian origins to economy, society and culture.

- ✓ To fight against prejudices and stereotypes to improve social cohesion
- ✓ To recognize and visualize cultural diversity as a positive value
- ✓ To promote participation of Asian origin people in the public sphere
- ✓ To work in network with public and private entities

1 Intercultural Project

- Barcelona Coral Asia
- BabelAsia: Chinese/Japanese/Hindu/Urdu Classes
- Forum Theatre and intercultural debate for young people



2 Diversity through performing arts and music

- Kathak Living Legend Pandit Birju Maharaj
- Performance “Djuki Mala” from Australia
- Concert “Flute Orchestra: Tokyo-Barcelona”



3 Debates #AsiaBCN

- Panel discussion “Asian women in Barcelona: entrepreneurship and social transformation on the International Community Day”
- Meeting with the communities of Bangladesh in Barcelona
- Voices from Afghanistan: Presentation of the book by Nadia Ghulam



4 Celebration and Asian traditions in the city

- Chinese New Year Celebration
- Songkran Festival of Thailand
- Norouz, Iranian New Year
- Holi, Hindu Spring Festival
- Bengali New Year
- MatsuriBCN: Japanese festival



Contributing to the education of young people in Asian cultures and Asian languages has been one of the Casa Asia's goals from the beginning, as well as fostering Asian studies in Spain since well before the rise of Asia, which is now one of the world's main players.



Meeting of Asian Studies

Annual meeting with the university field related to Asia. Analysis of its current situation.



Spanish-Asian Conference

Annual meeting coorganised with Fundación Tripartita for Employment training



Agreements with Universities

Casa Asia signed collaborative agreements with Kobe University and Ramon Llull University



Courses and Workshops

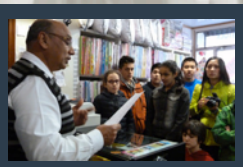
Courses of languages, cultures, Asian societies, visual arts of Asia-Pacific, as well as meditation and wellbeing



Casa Asia as a Training Center

Casa Asia as a training center: with an average of 60 interns per year since 2004

The Bamboo School is Casa Asia's project of intercultural education that aims to approach Asia-Pacific to students of infant, primary and secondary schools, special education, adult education and non formal education



Poems that approach us

Project based on poem exchanges in several languages between students and traders in two neighbourhoods of Barcelona: Sant Antoni and Eixample Dret.



Asian Tours in Barcelona

Cultural route to get to know the history of Asian immigration in Barcelona and the life of Asian origin people. In collaboration with CultRuta.



We learn. Networking families (AFEX)

Classes of Spanish, Catalan and basic computing in pairs: a student of secondary education and an adult to share their native language. The programme has received **Francesc Candel Award 2018** from Carulla Foundation, an acknowledgment to the task of immigrant integration through language learning.



Stories to read, stories to create

Story creation with an Asian origin format to promote reading and creative writing and to approach children's literature from different Asian countries at schools.



Poetry of water, ink and sand

Project co-organised with the Foundation Antoni Tàpies to introduce a practice of haiku and sumi-e to participants, with a presentation of Zen philosophy.



Orient with hands

Educational project to introduce popular arts from Australia, India, China, Japan, Iran and the Philippines through handicrafts and performance of arts such as clothing, fabrics, paintwork, dance, etc..

Politics and Society

18

The 21st century has produced a displacement of the axis of economic, political, military and cultural power, from the Atlantic towards Asia-Pacific.

Europe is losing ground with the emergence of new players: **China, Japan, India and Southeast Asia.**

Analysis and debate of the current geopolitics and social affairs in Asia: peace, poverty, gender, etc. in the 2030 Agenda for Sustainable Development Goals framework.

Increasing interest in political and social challenges and changes in Asia-Pacific.

Lectures



South Korean Literature:
Hwang Sok-Yong



Sayaka Murata: Women and
Current Japanese Literature



Poll in Iran: has the time for
change arrived?



A world in transformation: a
vision from China



Conference of a survivor of
tsunami, Teiichi Sato



Symposium "Women, Power
and Equality" with Helen Clark

Meetings and Seminars



Seminar on Transitional
Justice in Asia



European Forum on the
Chinese Development Model



Challenges to security in South Asia



Seminar on Healthy and Active
Ageing in Japan and Spain



Think Tank Dialogue about Spain
role on OBOR

Distinguished Speakers

20



Haruki Murakami



Salman Rushdie



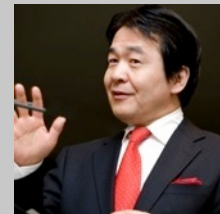
Aisa Tobing



Muhammad Yunus



Sunitha Raju



Heizo Takenaka



Gao Xinjian



Helen Clark



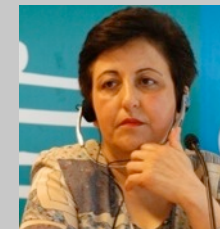
Debjani Ghosh



Rajendra Pachauri



Sam Pitroda



Shirin Ebadi



Sayaka Murata



Zhuang Juzhong



Kopkarn
Wattanavrangkul



Kenzaburo Oe



Mo Yan



Harinder S. Kohli

Asian cultures in their diversity are still little known by many people and yet, once known, they awaken great interest.

Culture is presented as a driving force of society, creating wealth and employment

Cultural companies are growing fast and many sectors (film, music, video games, publishing, etc.) are led by Asian companies and creators.



Culture

01

Exhibition Programme

- Exhibition "A Japanese Garden " in Barcelona, Madrid and Segovia
- Exhibition "Is That Beauty?" by Cody Choi from South Korea
- Casa Asia in Art Basel Hong Kong



02

Academic Programme

- Meeting with Masood Kalili, diplomat and writer
- Presentation: "Ioga Dictionary"
- Lecture: "Maki-e with Japanese Lacquer, urushi"
- Event in Casa Asia about RdM: magazine of Museology



03

Visual Arts Programme

- Asian Film Festival in Barcelona (AFFBCN)
- Asian film series: China, Kazakhstan, Australia, India, South Korea, Iran...



04

Other Formats and Projects

- Japanese Cultural Week sponsored by the Fundación Caja Canarias
- "Japanese Philosophy in its Texts" – Book by James W. Heisig
- Concert of the Japanese duet Ajarria



05

Collaborations: Casa Asia in...

- ARCO Fair – Asian Maps
- Theatre Evening in Madrid
- Book Evening in Madrid
- LOOP
- Manga Fair
- Cinema Fair
- Comic Fair





Asian Film Festival. Barcelona (AFFBCN)

The annual event shows the most recent non-commercial Asia-Pacific films which constitute a great diversity of genres and represent the complexity of present-day Asian societies.



Permanent programme of Asian cinema

Casa Asia offers Asian films every week throughout the year with film series at Cinema Girona of Barcelona and Filmoteca Española (Cines Doré) of Madrid.



Media Library



Multifunctional Meeting Point

Multimedia documentation centre of the area of Asia-Pacific that provides citizen attention, and continuous training.

23.500

titles
(books, CD,
DVD)

13.500

registered
users since
2003

600

references
from
specialized
information
sources

150 m²

16 reading
points and 4
multimedia
points



Advising and content spreading

Services offered by the Media Library and InfoAsia that aim to approach and promote the documentary heritage of Casa Asia, edited material and archives.

Asian Route

musical,
literature and
films of Japan
India, and
China

Central Asia Observatory

Network of
Asian and
Spanish
women

Bibliography

Thematic guides

Group Lending

to schools
(Biblioteca del
Aula) and
hospitals (Library
for patients)



Centres of interest on Asia

Aiming to make material accessible Casa Asia works with several institutions in order to ensure consultation, dissemination and use of content from its heritage collection.

1.000
titles

Escuela
Superior de
Música in
Barcelona

1.000
titles

Filmoteca
Española

800
titles

Barcelona
Library

2.000
titles

Universidad
Complutense
de Madrid



Documentary heritage of Casa Asia

Casa Asia has **23,500** titles of books, DVDs and music CDs that are part of the Network of Specialized Libraries of the Generalitat and its most genuine collection is that of "Alain Danielou".



Collection of Alain Danielou:

50 hours of traditional music recorded between 1950 and 1970 in India, Afghanistan, Iran and Thailand.

Casa Asia's Communication Department gives visibility to the programs and activities in the media and its digital platforms (website, newsletters and social media). It also aims to position Casa Asia in society and in the media as a reference centre for the Asia-Pacific region, as well as making public Casa Asia's activities of the institution.



AsiaMedia Seminar

The seminar, held on 20 December 2018 at the Casa Asia headquarters brought together correspondents who work or have worked in Asia. This forum aimed to analyse the media approach of Asia in Spain, as well as discussing the challenges correspondents face in a global world.



Spanish Correspondents in Asia

Casa Asia has launched a lecture series carried out by Spanish correspondents in Asia working for *La Vanguardia*, *El Mundo*, *ABC*, *El País*, *Vocento*, *El Periódico de Catalunya*, *Antena 3*, *Televisión Española*, *Agencia EFE*, *Televisió de Catalunya*...



Journalist Seminar of Asia-Europe

In October 2016 Casa Asia organised together with the Asia-Europe Foundation (ASEF) and the Spanish Ministry of Foreign Affairs, European Union and Cooperation, the international seminar "Asia Europe Media Connectivity: Collaborating on Digital Journalism" which brought together journalists and publishers from both continents.



Interactive documentary #ASIABCN

#ASIABCN, The Asian perspective of current Barcelona, is an interactive webdoc designed and produced by Casa Asia to promote mutual understanding and cultural diversity in Barcelona. It includes interviews with 15 people of Asian origin and is accompanied by an exhibition that has been shown in several centres of the city.



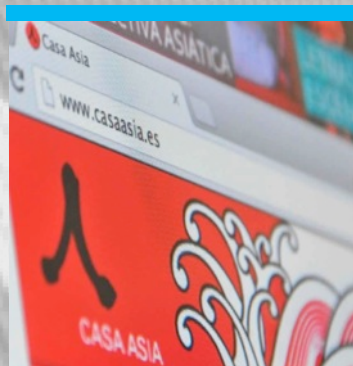
Red de Casas, a public diplomacy network

Casa Asia is part of a network of public diplomacy centres (www.reddecasas.es) which aims to spread the most outstanding programmes and activities of each member of the centres. In addition, Casa Asia regularly contributes to the programme "El Mundo desde las casas" a radio programme which broadcasts the weekly activity at Radio 5 (RNE).



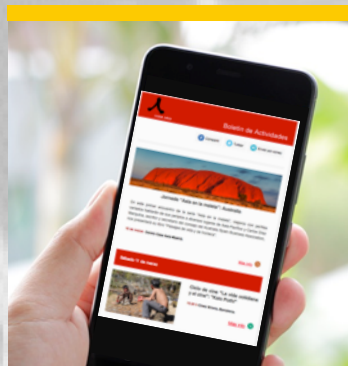
Mass Media

Casa Asia has been present in the mainstream media (press, radio, TV and Internet), with an average of **1,200 items** a year and it provides also information for journalists.



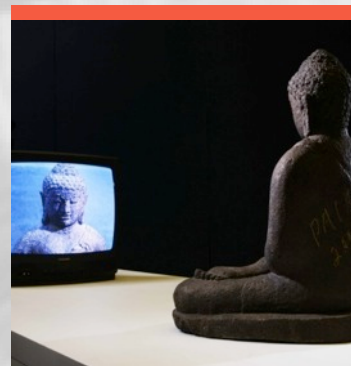
Website www.casaasia.es

The Casa Asia website is the leading institution in contents for the Asia-Pacific region in Spanish and Catalan with **120,000 monthly visits**.



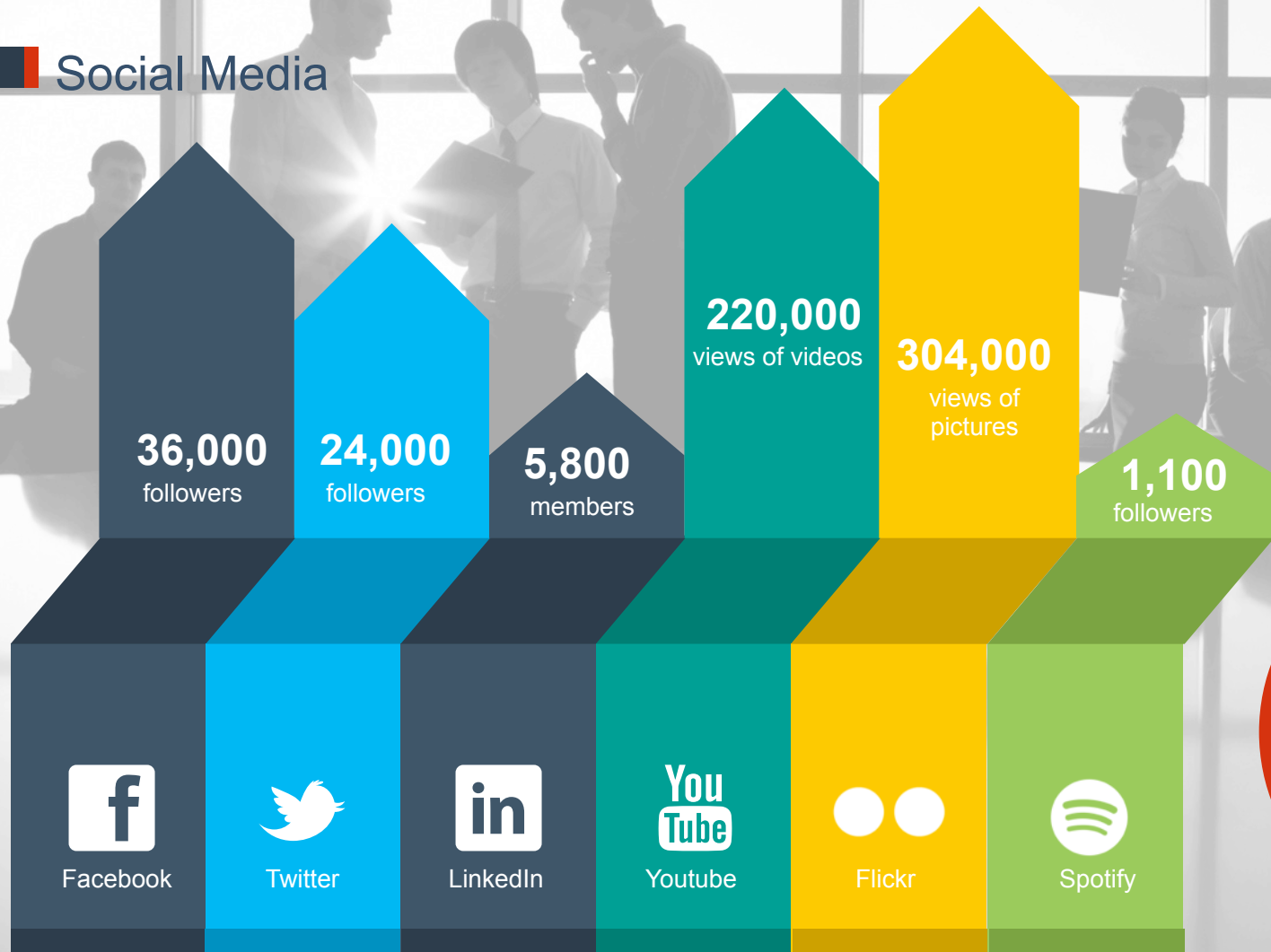
Digital Newsletter

Casa Asia sends two weekly e-mail newsletters and a monthly Agenda to more than **12,000 subscribers**: one on Asia-Pacific economic news and the other concerning its agenda of activities.



Multimedia

Casa Asia interviews Asian visitors and makes other videos of the most outstanding projects to be published on the website, YouTube channel and for distribution on televisions.





CASA ASIA