

# Casa Asia Strategic Plan 2022-2025



CASA ASIA



With this Plan, Casa Asia  
aims to detect opportunities  
for cooperation with the  
Asia-Pacific region, and  
propose solutions to global  
challenges, such as climate  
change, migration and  
diversity management



CASA ASIA



Casa Asia  
Strategic Plan  
2022-2025

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This Strategic Plan is an especially important step for Casa Asia since it defines its road map for the next three years



# Introduction

The need for a document approved by the Casa Asia Board of Directors enabling the **guidance of its actions and the setting of the objectives to be achieved, the actions to be carried out and the available means** is not only imposed by the current legislation but also by the changes in our geographic reference framework: the Asia-Pacific region.

The Plan has been written within an **enormously complex context arising from the consequences of the COVID-19 pandemic and the conflict in Ukraine**. All of this establishes an unpredictable world order, where changes have accelerated and where it is necessary to rethink the role of institutions, especially those with an international vocation.

This plan defines the **dynamics of change running through the Asian continent and the Pacific**, such as the emergence of the geostrategic concept of the Indo-Pacific, which will have a determining influence on debates about this part of the world, the construction of a new trade architecture after the creation of the Regional Comprehensive Economic Partnership (RCEP), and China's new role as a global stakeholder and its rivalry with the United States. Without doubt, these elements directly affect the activity of Casa Asia, which has adapted itself to the new paradigm to fulfil the mandate with which it has been entrusted and to be relevant to Spanish society in the area of public diplomacy.

This is a good moment to take stock, to define the necessary road map for the 2022-2025 period, and to analyse what contributions Casa Asia can continue to make



**These geopolitical changes are joined by several challenges**, such as climate change, migration, rapid urbanisation and the green transition, which cannot be confronted without the active participation of our Asian partners, and which **can sometimes present opportunities for those countries which, like Spain, wish to play a noteworthy role in that region.** Through this Plan, Casa Asia does not only wish to monitor them, analysing their possible causes and solutions with outstanding experts, but to identify cooperation opportunities between the societies of Spain and the Asia-Pacific region.

When Casa Asia was created in 2001, there were relatively few Spanish institutions focussing on Asian matters. Fortunately, this is no longer

the case. The appearance of new stakeholders devoted to the region forces Casa Asia to prioritise and be more selective in its content to maintain its added value.

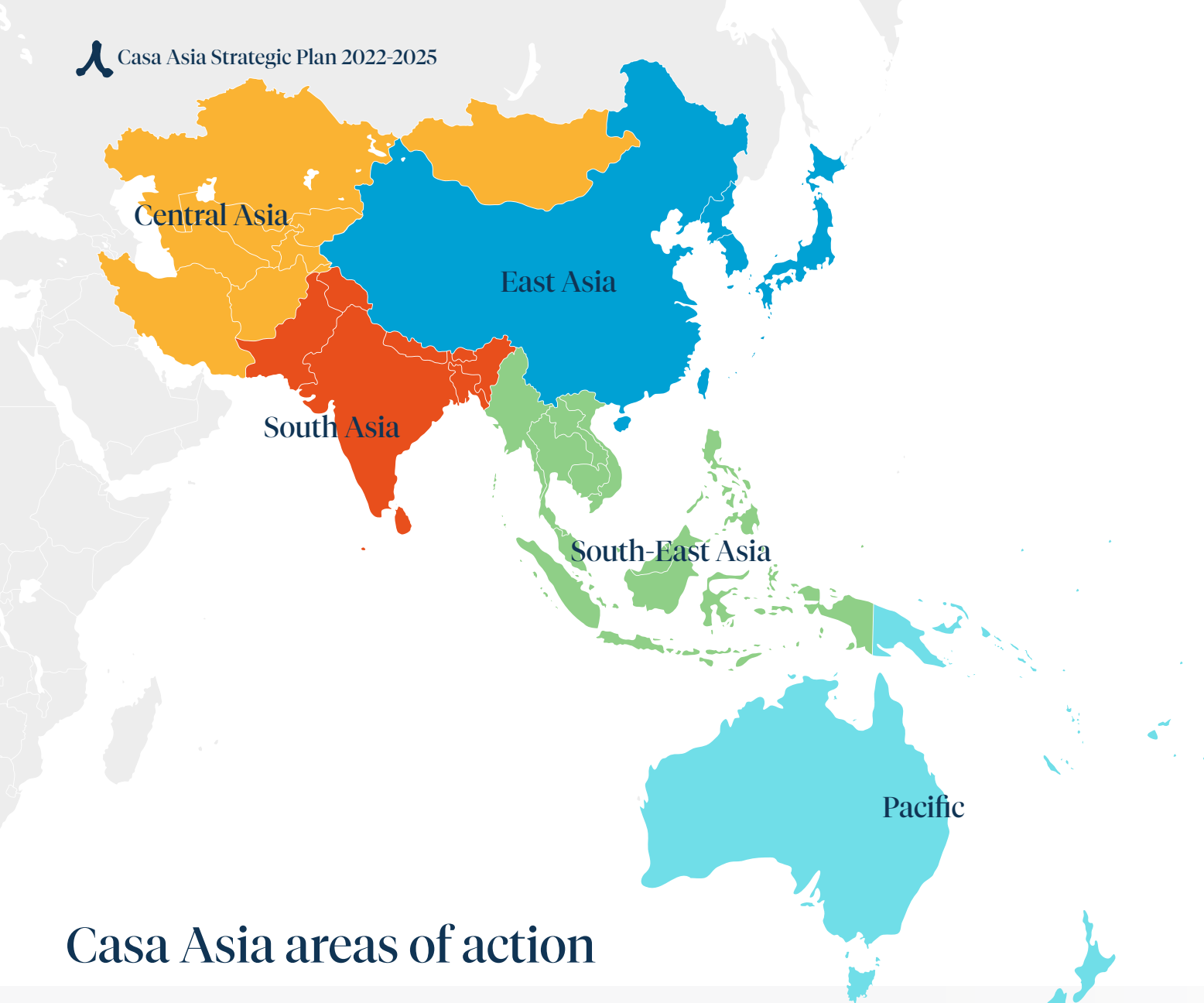
Also, **Casa Asia has committed to the digitisation of its activities and services**, partly caused by the COVID-19 pandemic, which at the same time has shown enormous potential in both the diversification of formats and in the incorporation of new audiences. Without forsaking physical presence through its two headquarters, Barcelona and Madrid, and collaboration with other stakeholders, both public and private, throughout Spain, Casa Asia must confront this new reality in all its dimensions and continue moving forward in the digital area.

This strategic document has three clearly differentiated parts. The first part briefly describes the **new Asia-Pacific scenario** in a global context. The second part refers to the administrative framework and the operational functioning of Casa Asia. And the third is sub-divided into four sections: Mission, Vision, Strategy and Assessment. This section identifies **six strategic objectives for the 2022-2025 period** and sets out the lines of action for the achievement of those objectives. Lastly, the mechanisms of supervision and assessment during its period of validity are determined.

That is why this is a good moment to take stock, to define the necessary road map for the 2022-2025 period, to thus respond to the

challenges posed by the Asian continent and the expectations of Spanish society with regard to that continent. ■

**Javier Parrondo**  
Director General of Casa Asia



## Casa Asia areas of action

### Central Asia

Kazakhstan  
Afghanistan  
Tajikistan  
Turkmenistan  
Uzbekistan  
Kyrgyzstan  
Iran  
Mongolia

### South Asia

India  
Pakistan  
Bhutan  
Nepal  
Bangladesh  
Maldives  
Sri Lanka

### East Asia

Japan  
North Korea  
South Korea  
China

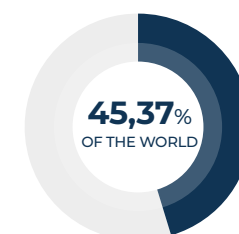
### South-East Asia

Laos  
Singapore  
Malaysia  
Philippines  
Myanmar  
Vietnam  
Cambodia  
Brunei Darussalam  
Timor-Leste  
Thailand  
Indonesia

### Pacific

Papua New Guinea  
New Zealand  
Australia  
Marshall Islands  
Tuvalu  
Tonga  
Solomon, Islands  
Samoa  
Palau  
Nauru  
Micronesia  
Vanuatu  
Kiribati  
Fiji  
Cook, Islands

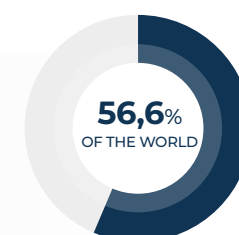
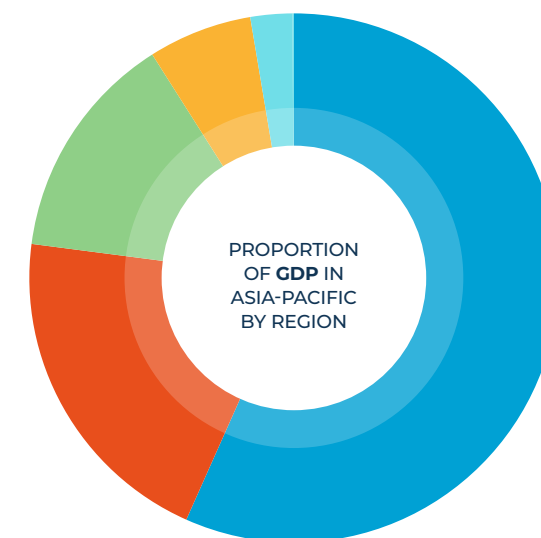
# General context



Percentage  
of GDP of Asia-Pacific  
in the world

## GDP\* in Asia-Pacific 2022 based on PPP (purchasing power parity)

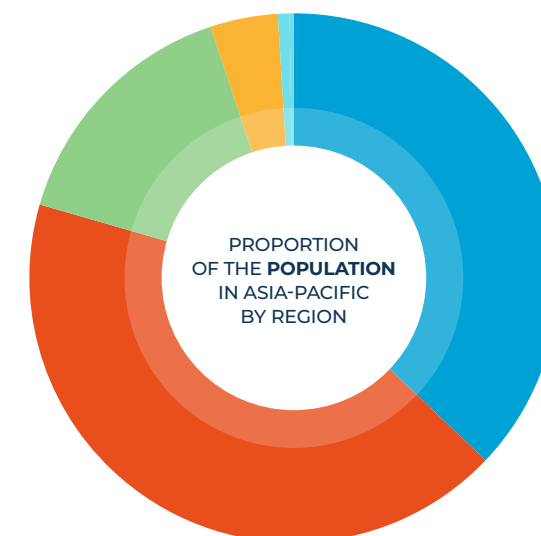
East Asia	25.71%
South Asia	9.25%
South-East Asia	6.33%
Central Asia	2.88%
Pacific	1.20 %
<b>ASIA-PACIFIC</b>	<b>45.37%</b>



Percentage  
of the population  
of Asia-Pacific  
in the world

## Population\* in Asia-Pacific 2022 (millions/billions of people)

East Asia	1,62 mil
South Asia	1,85 mil
South-East Asia	673,53
Central Asia	180,1
Pacific	42,60
<b>ASIA-PACIFIC</b>	<b>4.37 mil</b>



\* According to data from the IMF - International Monetary Fund: [www.imf.org](http://www.imf.org)



Problems common to Spain and Asia, such as gender equality, the fight against climate change, accessible and clean energy, among others, require constant dialogue and cooperation



## 01. New scenario

It is essential to establish a new paradigm in our relationship with the Asia-Pacific region which enables us to understand what is happening in that region, and to identify areas of mutual interest. This process involves taking on a series of changes that have taken place over the last few years, such as:

- **The emergence of the concept of the Indo-Pacific**, which implies that the Indian and the Pacific regions are indissoluble and that a more holistic approach is necessary for the region. The EU Strategy for Cooperation in

the Indo-Pacific, presented in September 2021, takes note of this reality and fixes the seven priorities the EU wishes to focus on to become an important stakeholder in the region.

- **The construction of a trade architecture** (the Regional Comprehensive Economic Partnership) which, as well as covering almost a third of world trade, has been achieved endogenously, without contributions from the EU and the USA.
- **The apogee of China** and its growing rivalry with the USA are accompanied by other key processes, such as: **Japan's interest in playing a more active global role; the need for ASEAN to reinvent itself** before an international context which has transformed beyond the parameters under which it was created; a greater international role for India;

a Central Asia in need of considering whether the post-soviet model which has ruled it since independence is still valid in a rapidly changing geopolitical context.

Beyond the geopolitical and trade areas, there are a series of social and cultural changes it is necessary to monitor, because they are modelling the future of the Asia-Pacific region and therefore our future as well.

To mention a few: rapid urbanisation which, alongside environmental and social problems, is also a **source of enriching opportunities and changes**; the ageing of populations which has already begun to be noticeable in countries in the region such as Japan, China, Korea and Thailand; the Asia-Pacific region has become a source of artistic, cultural and intellectual creation, which influences our society beyond the Western canon; Euro-Asian connectivity,

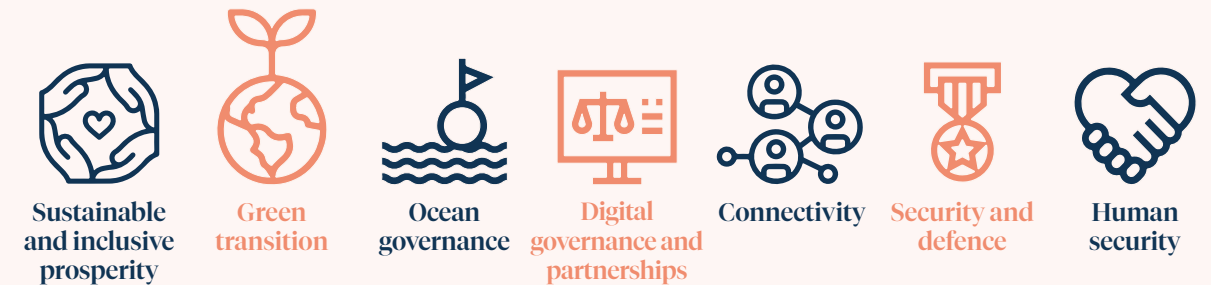
which will offer social and economic opportunities to everyone's benefit, if carried out in a financially, socially and environmentally sustainable manner.

They are joined by several challenges, which occur in other regions, albeit not in such a pronounced manner: climate change, which threatens the very existence of Pacific island states; migrations, which are increasingly the result of climate change and the loss of biodiversity; the **transition to a new, greener economic model**, with greater and fairer use of alternative energies; the need to integrate new generations, who, in many cases, no longer identify with the political and social models that enabled the economic development of their countries in the second half of the 20th century; the need to overcome a development model which showed no respect for the environment, etc.



## EU Cooperation Strategy for the Indo-Pacific

### 7 priority areas of cooperation



## 02. Conceptual framework

Since its creation in November 2001, Casa Asia has become a powerful public diplomacy tool in our relations with the Asia-Pacific region, adapting to the reality of a changing and dynamic continent, as well as to the priorities towards that region of the four Administrations that make up the Consortium: the Ministry of Foreign Affairs, European Union and Cooperation, the Catalan Government and the City Halls of Barcelona and Madrid.

**The constitution of Casa Asia appeared in the First Asia-Pacific Framework Plan (2000-**

**2004).** This Plan permitted the incorporation of the Asian dimension into Spanish foreign policies in a more coordinated and systematic way, and the analysis of the resources allocated to the region by Spain.

The Asia-Pacific Action Plan (2005-2008) enabled the continuity of that effort, and has been followed since then by the Asia-Pacific Plan (2008-2012), the Strategic Vision for Spain in Asia (2018-2022) and the Foreign Policy Strategy (2021-2024).

The Casa Asia Strategic Plan aims to place the institution at the service of the fundamental cores defined in all these Strategies: in the first place, as an **advocate institution for a more sustainable**, habitable, resilient and green planet; secondly, as a **promotion tool for human rights** and foreign policies boosting diversity, equality and non-discrimination; thirdly, as a **working mechanism to tackle the big questions affecting our societies;**

and lastly, as an **institution promoting the European project and multilateralism.**

Alongside the State, the Autonomous Communities and cities are very important stakeholders in our future outlook regarding the Asian continent, and from their respective areas of competence they have established relations with their Asian counterparts. In some cases, they have created stable cooperation frameworks, which we at Casa Asia must also take on board, especially those of the Catalan Government and the City Halls of Barcelona and Madrid for making up the Consortium.

As well as being aligned with the priorities of the members of Casa Asia, this Strategic Plan is also consistent with the 2030 Agenda **17 Sustainable Development Goals (SDGs) adopted by the United Nations**, in which the role of Asia is vital due to its demographic, economic and social weight.

Progressing in these directions is also of interest to Spain, because problems like gender equality, reduction of inequalities, quality education, the fight against climate change, accessible and clean energy, among other SDGs, are often shared problems requiring constant dialogue and cooperation with our Asian partners.

Finally, this Plan is aligned with the principles and priorities of the **European Union foreign policy towards the Asia-Pacific region** (Connecting Europe and Asia: the EU Strategy), and in particular the **ASEM (Asia Europe Meeting) process**, of which ASEF (Asia Europe Foundation) forms part, and the **EU Strategy for Cooperation in the Indo-Pacific**, an update of the EU's strategic commitment to this macro-region, with **7 priority areas of cooperation**: sustainable and inclusive prosperity; green transition; ocean governance; digital governance and partnerships; connectivity; security and defence; and human security.



## 03. Current situation of relations with the Asia-Pacific region

Until the end of the 20th century, the Spanish foreign policy played a very small role in the Asia-Pacific region, except for isolated actions with China, the Philippines and Japan. The Asia Plans, especially the first (2000-2004) and the second (2005-2008), led to the incorporation of this region into Spanish foreign policy in a coordinated and systematic way. However, since the first plans were drawn up, **the situation in the Asia-Pacific region has changed substantially** due to, among other factors, the impact of the COVID-19 pandemic, the rivalry between China and the United States and the emergence of the Indo-Pacific concept.

In the Asia-Pacific region, Spain currently has

18 Embassies, 9 Consulates, 1 Chargé d'affaires, 17 Trade Offices, 6 Tourism Offices, 6 Military Attaché Offices and 5 Cervantes Institutes.

The **participation of the Asia-Pacific region in our economic and trade relations** is as follows: in 2020, according to data from the Secretary of State for Trade, Spanish exports to the Asia-Pacific region represented just 6.9% of our total imports and 19.1% of exports. It is worth underlining that the extra-Community trade deficit comes mainly from the negative balance with Asia.

**Foreign Direct Investment (FDI) with Asia is also below its potential.** Spanish FDI aimed towards the Asia-Pacific region in 2020 represented 4.3% of the total Spanish FDI (+51% compared to the previous year). FDI from the Asia-Pacific region was 6.8% (+99% compared to the previous year). The marked year-on-year fluctuation indicates that the flows in both directions are not very voluminous and that single wide-reaching operation can significantly change the percentages from one year to the next.

A promising area in relations between Spain and the Asia-Pacific region is research and innovation. The CDIT (Centre for the

Relations with the Asia-Pacific region are not solely aimed at exchanging knowledge, but also at promoting shared policies and bilaterally beneficial trade relations

Development of Industrial Technology) has offices in China, Korea, India and Japan. **Spanish technology** in certain areas (agro-industry, circular economy, alternative energy, health, etc.) **has attracted the interest of Asian countries**, especially those with intermediate and high development.

The creation of networks of Spanish researchers and scientists in certain countries (Australia, China and Japan) must be added to this. These create synergies and boost our action in this area.

Tourism is another of the sectors with greatest potential in relations between Spain and the Asia-Pacific region. **Up to 2019, tourism from the Asia-Pacific region was the fastest growing sector.** In addition, it was high-quality tourism for the following reasons:

- 1 High **purchasing power**;
- 2 Not dependent on seasonal factors;
- 3 Causes **few incidents** and problems;
- 4 **Interested in top level cultural events, art and gastronomy**;
- 5 Preference for **purchasing luxury products**.

However, it is one of the tourist flows which have suffered most due to the COVID-19 pandemic and whose recovery will take more time. Also, the promotion of the Spanish language is one of our country's greatest assets. **Interest in the Spanish language in the Asia-Pacific region is high, having the third-highest number of students**, behind English and Mandarin Chinese. Many of the main Asia-Pacific universities have Spanish departments, and Spain supports some of them by sending lecturers (for reference, the open call for lecturers for the 2022-2023 academic year covers the following countries in the Asia-Pacific region: Australia (4), China (14), Philippines (4), India (8), Indonesia (1), Malaysia (2), New Zealand (1), Republic of Korea (1), Sri Lanka (1), Thailand (5) and Vietnam (1). The Cervantes Institute's presence in the Asia-Pacific region combines large centres (Manilla, New Delhi, Beijing, Sydney and Tokyo), with Cervantes Classrooms included in Universities to support Spanish departments and agreements with language schools and public and private departments functioning as Diploma in Spanish as a Foreign Language (DELE) Examination Centres. Also, four universities in Japan teach Catalan, universities with which the Ramon Llull Institute maintains



agreements for the consolidation of studies in the Catalan language.

Lastly, it is worth mentioning that, as an EU Member State, **Spain contributes to the definition of European policy towards the Asia-Pacific region**. This policy is coordinated in Brussels at the heart of the COASI Group, in which member States debate the main current affairs in the region, and in the capital cities, where their respective Embassies hold regular meetings under the chairmanship of the EU Ambassador in the corresponding capital city, to coordinate positions on the ground. Spain also takes part in EU-ASEAN meetings and has an influence over the mandate that the member States grant the Commission for the negotiation of trade agreements.

Spain is also a member of ASEM (Asia Europe Meeting), the large Euro-Asian forum which gathers 51 States from both continents to debate the big questions of the global agenda. An institution has arisen from the ASEM Process, ASEF (Asia-Europe Foundation), whose aim is to promote greater understanding between Asia and Europe through the **strengthening of economic and educational exchanges, etc**. Casa Asia has a close relationship with it because the Director General of Casa Asia is the Governor of Spain before the Board of Governors of ASEF, the top governing body of this Organisation.

**The Catalan Government has been working for years to be present in the Asia-Pacific region** and to make Catalonia one of the gateways to Europe for this region, as well as to boost the activity development framework of Catalonia's different areas of interest in the Asia-Pacific region. From 2022 onwards, it will have delegations in Japan and South Korea.

In addition, Catalonia has a presence in the Asia-Pacific region with eight trade offices of the Agency for Business Competitiveness, ACCIO, and two offices of Catalan Tourism Agency (Department of Business and Work), five officially recognised Catalan Communities Abroad, and four Catalan lectureships with agreements with the Ramon Llull Institute for the promotion and teaching of Catalan language and culture. The lines of action of the Catalan Government focus on the development of bilateral relations with countries established as priorities in the Catalan Government Strategic Plan for External Action, currently comprising China, Japan and South Korea. It is worth highlighting the Japan Action Plan, 2020-2023, the fourth consecutive one, which has established itself as a stable working framework for relations with the country.

Also, the government has institutional framework agreements with the governments of the Chinese provinces Guangdong (2003) and Jiangsu (2015) and with the Korean province of Gyeonggi (1999, renewed in 2021). Work is currently taking place on the preparation of an Asia-Pacific strategy, with the collaboration of Casa Asia, which eases strategic action with this geographical area, thus consolidating the best relationship mechanisms in each case.

**Barcelona City Hall maintains its firm commitment to international municipalism** as contained in the *Barcelona Global City. International Relations Master Plan 2020-2023*. Two far-reaching action lines are being worked on from the City Hall to strengthen the position of Barcelona in a context of global cities: firstly, the **promotion of bilateral relations and working jointly with other Asian cities** —not only to exchange knowledge and learn about large cities which are reference points in diverse



areas, but also to promote shared policies—. An example is the participation of Barcelona in the European programmes of World Cities, International Urban Cooperation and International Urban and Regional Cooperation, in which it collaborates with cities in different Asian-Pacific countries for the exchange of good practices in the area of sustainable urban development. It is also worth highlighting that the city of Barcelona has twinning agreements with the cities of Shanghai, Shenzhen, Kobe and Busan. It also has collaboration agreements with Seoul, Yokohama, Kyoto, Guangzhou, Ningbo and Isfahan.

And, secondly, it aims to **strengthen the participation of Barcelona in the main international networks and organisations in which the city is represented** (such as C40, World Innovative Cities Cooperation Organization –WICCO– promoted by Shenzhen, Change or Pact of Free Cities), and especially those that have a branch in the city (United Cities and Local Governments –UCLG–, Metropolis and International Association of Educating Cities –IAEC–).

Meanwhile, the department of Promotion of the City has been carrying out constant promotion work for Barcelona in diverse Asian cities, with the aim of increasing trade relations, investment, and earning the loyalty of Asian companies established in Barcelona.

**Barcelona City Hall is also part of the Spain-China, India and Japan Foundation Councils**. It is also worth highlighting that the City Council also participates in the working groups of the Japan Action Plan, led by the Catalan Government.

Finally, it is worth mentioning that there are initiatives to boost collaboration with Asian



communities, such as the BCN interculturality programme or the support of cultural festivals and events organised by each Asian community.

Also, Barcelona City Hall has worked in collaboration with Casa Asia on the preparation of an Asia-Pacific Strategy to position Barcelona in the region, consolidate established relations from a more strategic perspective and open new areas of collaboration with Asian cities.

**Madrid City Hall**, through the General Sub-directorate for International Action, Networks and International Organisations, **aims to boost its international action with the goal of ensuring greater presence in the world**. Among the main actions is that of promoting relations with other cities, among which are to be found, for example, Beijing or Manila; promoting participation in multilateral authorities like the main networks in the city with Asian members, such as UCLG, C40 or Metropolis, and to create strategic alliances and collaborations with international institutions, entities and organisations with presence in the territory of Madrid, such as the Spain-China Foundation Council, Spain-Japan Foundation Council and Spain-India Foundation Council, or Casa Asia itself. Also, the City Council has the MIA Madrid Investment Attraction Office, which provides a free service to all foreign companies wishing to establish themselves in the city or those already established but wishing to

consolidate their presence in Madrid, and has an office in Beijing.

Up to now we have inspected the resources deployed in relation to the Asia-Pacific region and our strengths, but there are areas with room for improvement in which Casa Asia can contribute:

- > **Many Asian countries lack a clear image of Spain**, which is accompanied by a lack of knowledge about Asia in our country. In this regard, one of the basic functions of Casa Asia is to disseminate knowledge about the Asia-Pacific region in Spanish society, as well as spreading the image of Spain and strengthening links with Asian counterparts.
- > **Lack of experts in the Asia-Pacific region.** With some exceptions, the lack of experts in different Asian countries is striking, especially those who speak one of their languages, apart from Chinese and Japanese. This lack is especially evident in three sub-regions: 1) South-East Asia, with the exception of the Philippines; 2) the Pacific Islands; and 3) Central Asia.
- > **Difficulties for companies to direct the focus of their business towards the Asia-Pacific region**, due to factors such as lack of knowledge of the area and lack of experts with deep knowledge of the region to help them become established there. ■



To boost specialised knowledge of the Asia-Pacific region, increase dissemination of the image of Spain and improve business flow are three areas in which Casa Asia will continue to contribute



The Casa Asia Consortium is formed by the Ministry of Foreign Affairs, European Union and Cooperation, the Catalan Government and the City Halls of Barcelona and Madrid



Casa Asia founding date:  
**9 November 2001**



# Administrative framework

## 01. Casa Asia Consortium

The organisations making up the Casa Asia Consortium are: the Ministry of Foreign Affairs, European Union and Cooperation, the Catalan Government and the City Halls of Barcelona and Madrid.

**Casa Asia was founded on 9 November 2001**, through the signing of a collaboration agreement between the Ministry of Foreign Affairs, European Union and Cooperation, the Catalan Government and Barcelona City Hall. Madrid City Hall joined the Consortium as a full member on 14 February 2007.

The Casa Asia Consortium is set up as an inter-administrative organisation under public law, with its own **legal personality and full capacity to act**. The institution is integrated into the State Public Sector, affiliated to the Ministry of Foreign Affairs, European Union and Cooperation.

As part of the Spanish public administration, the annual accounts of Casa Asia are audited by the

Public Accounts Department of Government Agencies, and its operation is overseen by the Court of Auditors. Also, it has **a transparency portal on its institutional website**.

The institution is governed by the provisions of its Statutes, whose third and latest version was approved by the Board of Directors on 23 April 2015, Law 40/2015, of 1 October regarding the Public Sector Legal Framework, as well as by the other applicable provisions of general character.

**The institution is part of the Network of Houses of the Ministry of Foreign Affairs, European Union and Cooperation.** Casa Asia, Casa África, Casa de América, Casa Árabe, Casa Mediterráneo and Centro Sefarad-Israel together make up a powerful public diplomacy network of the Spanish Government focussed on political and economic cooperation, intercultural dialogue, knowledge of each other and the strengthening of ties between civil societies in the different geographical areas in which they act.



Visit the **Casa Asia transparency portal** to consult Annual Budgets, Audits and Statutes.

[www.casaasia.eu/transparencia](http://www.casaasia.eu/transparencia)



In addition, Casa Asia has representation in the following organisations: Spain-China Foundation Council, Spain-Japan Foundation Council and Spain-India Foundation Council, Spain-Australia Foundation Council and Fundació Institut Confuci de Barcelona.

Lastly, the Director General of Casa Asia represents Spain in ASEF (Asia-Europe Foundation).

## 02. Governing bodies

The Casa Asia Consortium is run by the following governing bodies:

- > **High Board of Trustees**
- > **Board of Directors**
- > **Delegate Committee of the Board of Directors**
- > **Director General**

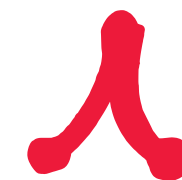
The **High Board of Trustees**, under the honorary presidency of Their Majesties the King and Queen of Spain, is formed by the representatives of the administrations of the consortium members and by the physical or legal entities that sponsor Casa Asia. It is a collegiate organisation that promotes, provides guidance to, and finances the programmes and activities

favourable to the fulfilment of the Consortium's general goals.

The **Board of Directors** acts as a collegiate organisation of direction and holds the highest authority within the Casa Asia Consortium. It is of a joint nature, its members being designated by the administrations of the consortium, and is made up of 24 members: 6 members representing the Ministry of Foreign Affairs, European Union and Cooperation, 6 members representing the Catalan Government, 6 members representing Barcelona City Hall, and 6 members representing Madrid City Hall. The Board of Directors has a chair and three deputy-chairs chosen from among its members. The chair of the Board of Directors is held on a rotational basis every two years. The Ministry of Foreign Affairs, European Union and Cooperation has the first turn. The vice chair is the person who will occupy the Consortium Chair in the next biennial period.

The **Delegate Committee of the Board of Directors** is formed by two representatives of each of the consortium member institutions and by the Director General.

The **Director General** is the highest executive single-person body. They are named by the Board of Directors, proposed by the Ministry of Foreign Affairs, European Union and Cooperation, among diplomats of recognised prestige. The Director General's mandate lasts for three years, renewable for equal periods of time which, in any case, requires the agreement of the Board of Directors.



CASA ASIA

### Consortium



### High Board of Trustees



### Network of Houses

Casa Asia is part of the Network of Houses of the Ministry of Foreign Affairs, European Union and Cooperation





In addition to the government bodies, Casa Asia also has the following advisory bodies:

- > **Advisory Council** (experts on Asia and the Pacific)
- > **Diplomatic Council** (Asia and Pacific ambassadors accredited in Spain)
- > **Economic Council** (companies and economic experts)

The **Diplomatic Council** is an advisory body made up of the Ambassadors of the countries of Asia and the Pacific accredited in Spain. It acts through a Permanent Commission made up of a minimum of three and a maximum of five Ambassadors and is chaired by its president. This Council must meet at least once a year. These meetings will be attended by the chair and the deputy chairs of the Advisory Council, the Director General and the Director of the Casa Asia Centre in Madrid.

The **Advisory Council** is an advisory body made up of people of acknowledged prestige in the field of relations with Asia and the Pacific. They are representatives of the academic, cultural and social worlds with the will to promote and share the foundational and statutory goals of Casa Asia. This Council must meet at least once a year. These meetings will be attended by the chair and the deputy chairs of the Advisory Council, the Director General and the Director of the Casa Asia Centre in Madrid.

The **Economic Council** is an advisory body, linked to the department of Economy and Business of Casa Asia, made up of representatives of companies and people of acknowledged prestige, knowledge and experience in the area of economic and

business relations in the Asia-Pacific region. The call for this Council will be annual and these meetings will be attended by the chair and the deputy chairs of the Advisory Council, the Director General and the Director of the Casa Asia Centre in Madrid.

With regard to the organisation and operation of the governing bodies of the advisory entities, Casa Asia tries to **guarantee the institutional representation of all members of the Casa Asia Consortium in the meetings of the different bodies** mentioned, informing about their organisation and providing the necessary documentation sufficiently in advance.

## 03. Functioning

Casa Asia, to reach its objectives and carry out the activities making up this Strategic Plan, has the following **new departmental organisational structure**:

### General Directorate

The **General Directorate** is the highest executive body, possessing the **institutional representation of Casa Asia, leading the management team, defining and implementing short-, medium- and long-term policies in accordance with the Advisory Council's guidelines** to foster the efficient fulfilment of the institution's aims, in such a way that it achieves its objectives. It

establishes and leads its strategy, defining the priority cores by which Casa Asia is managed. The Directorate General is responsible for directing the Casa Asia Centre in Madrid, managing and directing the different departments.

### Casa Asia Centre in Madrid

The **Directorate of the Casa Asia Centre in Madrid** is an executive authority in the area of the competence attributed to it by the Advisory Council, with the necessary scope to carry out the activities of said centre under the supervision of the Director General.

### Management

It is **Management's** function to administer **accounts, budgets, administrative procurement, agreements and human resources**, under the directives of the Director General and in accordance with the applicable regulations in each case, as well as to fulfil those competences that the Director General and Advisory Council expressly delegate to it. It ensures compliance with the agreements of the governing bodies of Casa Asia regarding the organisation of staff and the administration of the institution. It is inter-departmental, providing service for all the Casa's areas of activity, in both Barcelona and Madrid.

It takes care of management and administration in general, and is also entrusted with preparing and updating the inventory of the institution's assets.

## Economy and Business

The **Department of Economy and Business** has the function of **fostering relations with Asian countries in the area of economic diplomacy**, through the carrying out of projects of interest for members of the Casa Asia Consortium, sponsors and collaborating entities, and other economic and business agencies. It works, therefore, as a meeting point between Asian countries and economic agents, companies, entrepreneurs and research bodies in Europe, Spain, Catalonia, Barcelona and Madrid. Over the last few years it has emphasised consultancy work for cities, autonomous communities and other entities, offering Casa Asia's know-how.

## Politics, Society and Educational Programmes

The **Department of Politics, Society and Educational Programmes** promotes a **deep knowledge of socio-political, cultural and geostrategic realities of the Asia-Pacific region** in our country; monitors current socio-political and cultural matters, as well as internationally scheduled commemorations; promotes networking with other Ibero-American institutions and disseminates the SDGs of the UN 2030 Agenda. Educational programmes contribute to the development of content about the Asia-Pacific region in teaching, promote university studies about the Asia-Pacific region, and internationalisation and awareness of it in Asia, as well as the development of knowledge, linguistic, cultural and socio-occupational skills and competences regarding the Asia-Pacific region among



## The new organisational structure of Casa Asia is designed to improve and optimise the achievement of objectives and development of the activities that make up the Strategic Plan



Spanish civil society. The new organisational structure of Casa Asia is designed to improve and optimise the achievement of objectives and conduction of activities that make up the Strategic Plan. Lastly, they contribute to mobility among experts on the Asia-Pacific region and increase academic and research exchanges.

### Culture and Exhibitions

The **Department of Culture and Exhibitions presents the cultures of Asia**. To do so, it uses the instruments within our reach, (visual arts, cinema, plastic arts, architecture and literature), with a programme consisting of self-produced and collaborative exhibition projects, annual cinema programming, courses, seminars and encounters or round tables, as well as publications. The Department of Culture and Exhibitions attempts to redefine the intercultural dialogue by generating meeting spaces between different stakeholders in Asia,

Europe and the United States, in the field of culture and their cultural industries.

### Diversity, interculturality and education

The inclusive **Diversity, interculturality and education programme promotes mutual knowledge, dialogue, exchange and collaboration with Asian collectives** and persons of Asian origin, as well as boosting their visibility and participation in public spaces and civil society. It promotes the participation of women and young people. It favours networking with public and private entities, associations and professionals. The programme is also targeted at promoting intercultural dialogue through performing arts and music, as tools for mutual understanding. For its part, **the Bamboo School, an intercultural and inclusive education programme, promotes knowledge of the cultures and societies of the Asia-Pacific region to schoolchildren**, through activities led by educators from the

Asian diaspora, aimed at all cycles of formal, non-formal and informal education. Said programme also includes training actions for teaching staff which contribute to valuing the cultural and linguistic diversity of Asian-descended students and families.

### Media Library and InfoAsia

The **Media Library and InfoAsia Department** works as a **multimedia centre specialising in the Asia-Pacific region**. It is unique in Spain. It provides its services and specialised documentation to different departments and areas of the institution and to external users. The Media Library's main function is to bring Asia closer to Spain from the different knowledge disciplines with the aim of offering a complete perspective of Asian culture. InfoAsia, as an information point, is the gateway to the institution, whose objectives are to provide service to citizens in general, looking after

them and providing answers to all requests for information.

### Communication

**The Communication department gives visibility to the programmes and activities carried out by the institution through social communication media and through its digital platforms:** website, bulletins and social media.

It also has the aim of placing Casa Asia before society and the media as the benchmark Asia-Pacific institution and promoting the institution as a tool at the service of Spanish public diplomacy.

Also, it contributes to the dissemination of current content about the Asia-Pacific region through videos, informative specials and programmes such as AsiaMedia, and implements internal digitisation processes and IT strategies to improve the technological innovation and adaptation of Casa Asia.



## 04. Resources

Casa Asia's management is based on the **continuous improvement of internal work processes**, because it considers it essential to **move forward towards a dynamic, efficient, accessible and digital institution**, as well as to increase its transparency, providing citizens with information about its activities and administration.

### Financial resources

The management of financial resources pursues their optimisation, based on the principles of budgetary balance and financial sustainability. To do so, **it promotes the achievement of other external financing sources, beyond the contributions of the four Administrations making up the Casa Asia Consortium**, such as the co-financing of programmes and activities in collaboration with other public or private entities with adjacent interests and objectives, European, state and local funds, etc.



Casa Asia Centre in Madrid



Casa Asia Headquarters in Barcelona

### Headquarters

The Ministry of Foreign Affairs, European Union and Cooperation, the Catalan Casa Asia Headquarters in Madrid. Government and Barcelona City Hall decided, within their foundational agreement, that Casa Asia would have its headquarters in Barcelona, thus acknowledging and strengthening the important role played by the city and Catalonia as a centre of international relations, particularly with Asia, and as gateway to Europe for Asia.

Under this premise, the Casa Asia Consortium had its first headquarters in the Palau Baró de Quadras (2003-2013). Later, the institution moved to the Pabellón Sant Mamel de Sant Pau Recinto Modernista (2013- 2018). **Currently, Casa Asia is provisionally located in the headquarters building of the National Commission on Markets and Competition (CNMC) in Barcelona**, and is waiting for a permanent headquarters in the city.

Likewise, with the incorporation of Madrid City

Hall into the Consortium, the institution has the Casa Asia Centre in Madrid, at first located in the Miraflores Palace (2008-2013) and **currently, in the Cañete Palace**, both in the historic city centre.

### Human resources

Casa Asia has a **team of 26 people**: 22 working in the Barcelona headquarters and 4 working in Casa Asia Centre in Madrid. ■



Casa Asia, by means of this Plan, aims to improve the fulfilment of the objectives established in its Statutes



# Strategic Action Framework

## 01. Mission

Casa Asia's mission, based on the general aims established in its Statutes is to:

- > Foster the carrying out of actions and projects contributing to **better understanding between the societies** of Asia, the Pacific, Europe and Spain.
- > **Boost the development of Spain's relations** with those countries and above all with those with greater historical links with Spain, especially the Philippines, in institutional, cultural, social, scientific and economic areas.
- > **Strengthen cooperative links** with ASEF (Asia-Europe Foundation) and to favour better understanding in Spain of the ASEM (Asia-Europe Meeting) process.
- > **Foster programmes about the Pacific Basin with Ibero-America** and especially with Latin American countries belonging to APEC, for which Casa Asia, which has signed an agreement with Casa de América in Madrid, will hold and promote activities involving.

- > **Promote Barcelona and Madrid**, as well as other cities where the delegations referred to in article 3.3 are established, as meeting places between Europe and Asia and the Pacific, facilitating **institutional, business, cultural and social rapprochement** between their countries.
- > To serve as a **forum of diplomatic representations** of the Asia-Pacific countries for the dissemination of their interests and realities in Spain and Europe.
- > To establish a **public library, newspaper library, sound archive, film archive and documentation centre** about Asia and the Pacific.
- > To conduct **specific programmes for schoolchildren and young people**, paying special attention to the promotion of the values of cooperation, solidarity and non-discrimination among the new generations.
- > To promote **programmes aimed at the media, new information technologies** and internet dissemination of Casa Asia's activities.
- > Anything else contributing to the **realisation of the aims of promoting interests between Spain and Asia** for which this consortium was constituted.



Casa Asia groups its lines of action into six large blocks of aims which give continuity to and update the work carried out since its foundation

## 02. Vision

Casa Asia aims to consolidate itself as the main institution for public diplomacy in Spain with the Asian continent and the Pacific, and as a meeting point for stakeholders interested in this region. Casa Asia will continue to be a generator of content about the reality of Asia, a space for intercultural dialogue and an institution contributing to the analysis and design of strategies responding to the changes taking place in the Asia-Pacific region, for the benefit of society as a whole.

The vision is broken down into 6 objectives bringing together a series of lines of action.

### Casa Asia's vision in 6 objectives

#### Objective 1

To consolidate Casa Asia as the **central stakeholder of Spanish public diplomacy** with the Asian continent and the Pacific region.

#### Objective 2

To foster **institutional collaboration** and public-private alliances in Casa Asia's fields of activity.

#### Objective 3

To turn Casa Asia into a **meeting place for institutions**, both public and private, associations or people devoted to Asian matters, and to serve as a connection point with its counterparts in Europe, Ibero-America, Asia and the Pacific.

#### Objective 4

To generate content that will serve as a **reference point** on the Asia-Pacific region in Spanish and, whenever possible, in other official languages of the State, whether via in-house production or in collaboration with other institutions.

#### Objective 5

To consolidate Casa Asia as an **intercultural meeting space**, boosting mutual knowledge, interaction and collaboration with Asian diasporas.

#### Objective 6

To move forward the **digitisation** of Casa Asia, committing to an online as well as physical presence, thus allowing connection with new audiences, widening the follower base and introducing other formats.





# 03. Strategy

## Objective 1



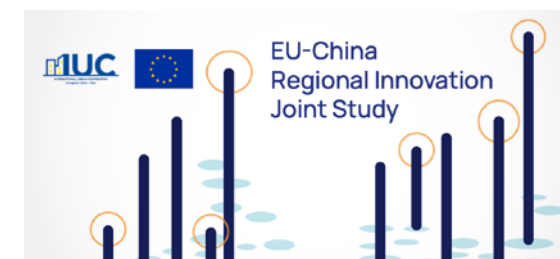
To consolidate Casa Asia as the central stakeholder of Spanish public diplomacy with the Asian continent and the Pacific region

### > Line of action 1.1.

To boost the holding of bilateral digital forums with countries from the Asia-Pacific region

Casa Asia has the main dialogue forum with Asian countries in the Tribunes. Over the past few years, these have shown themselves to be important tools of public diplomacy. **The Tribunes gather together members of the respective public administrations, business fabric, academic world and civil society** around several thematic tables, in which they tackle matters of shared interest.

Within the timeframe of this Strategic Plan, Casa Asia will continue to hold these dialogue and cooperation forums annually or biannually with Korea, the Philippines and Indonesia, and **will set up new Tribunes** with countries interested in this type of forum. In this regard, the members of the Casa Asia Consortium will be consulted about which countries could be of strategic interest to organise new bilateral Tribunes. Also, as far as possible, an attempt will be made to organise these in Tribunes in the Consortium member cities.



### > Line of action 1.2.

To participate in European projects related to Asia and the Pacific which add value to Casa Asia's mission

The EU has a great interest in collaboration with Asia in areas such as sustained urban development and innovation. In this context, Casa Asia has great potential to participate in European consortiums putting themselves forward for projects related with these subjects. Casa Asia has participated in the World Cities and International Urban Cooperation programmes, whose aim is cooperation between European and Asian cities to share experiences and pilot projects that can be useful when it comes to solving urban challenges. It has also prepared a study for the EU on the possibilities for collaboration in the area of regional innovation between the EU and China. It is currently a member of the consortium conducting the project "EU-Japan Region to Region Innovation Cooperation", whose objective is regional cooperation between the EU and Japan in innovation. This will be conducted in 2022 and 2023.

Following the aforementioned lines of work, Casa Asia:

- 1 will become a **meeting point** between European and Asian cities working on

sustainable urban development and innovation through European projects;

- 2 will strengthen its **participation in European consortiums**, providing its contribution has added value;
- 3 will identify **European programmes of interest** with a view to participating in them and/or disseminating information about them among possible interested parties.



### > Line of action 1.3.

To inform Spanish public opinion about the evolution of Agenda 2030 in the Asia-Pacific region

Agenda 2030 for Sustained Development was signed in 2015 by the heads of State and government of the member countries of the United Nations to move forward towards societies with an inclusive economic growth and bring greater cohesion and social justice, peace and a sustainable environmental future. With regard to the different SDGs, special attention will be paid to SDG16 on Peace, Justice and Strong Institutions, those SDGs defending equality and sexual and gender diversity in the Asia-Pacific region, and those promoting the rights of people with functional diversity.



To do so, the following actions will be carried out in Casa Asia:

- 1 Organisation of **series of conferences on the evolution of Agenda 2030 SDGs in the Asia-Pacific region**, especially SDG5 and SDG16;
- 2 **Organisation of activities** (webinars, conferences, seminars and meetings, publication of articles, preparation of podcasts, etc.) about gender equality and the rights and situation of the LGBTIQ+ collective in the region;
- 3 **Analysis of the situation of persons with functional diversity in the Asia-Pacific region.**



### > Line of action 1.4.

**To act as a centre of reflection on the new Asian geopolitics in collaboration with the main Spanish and international think tanks**

The Indo-Pacific region is becoming more and more important, which at the same time has given rise to the appearance of new ways of understanding the region. The EU unveiled a specific Strategy for the Indo-Pacific in

September 2021 and Spain, as well as having contributed to its preparation, has carried out a mapping exercise to align its interests with the priorities set by the EU and analyse the added value that the application of the Strategy can contribute.

The emergence of the Indo-Pacific has highlighted three geographical regions:

- 1 **India**, as the great power destined to play an increasingly important role in this region;
- 2 **ASEAN**, whose centrality to the Indo-Pacific is acknowledged by all the stakeholders;
- 3 The **Pacific Island States**, which control highly important marine resources and are key stakeholders in international discussions about climate change and ocean management.

The new Indo-Pacific concept is accompanied by a new Eurasian vision, acknowledging the strategic importance of Central Asia, which connects the immense Asian continent with Europe. In 2019, the Union updated its Central Asia Strategy, focussing on regional resilience, prosperity and cooperation. After the Taliban took power in Afghanistan in August 2021, Central Asia became crucial in the security and stability of Eurasia.

To respond to this new necessity, Casa Asia will:

- 1 Organise **series of conferences about the new geopolitics** of the Indo-Pacific;
- 2 **Foster reflection and the creation of networks** with think tanks and other stakeholders about Indo-Pacific geopolitics;



- 3 Promote the Central Asia Observatory;
- 4 Make a special commitment to offer content relating to regions which have received less attention than others in its activities, such as the Pacific Islands.

### > Line of action 1.5.

**To collaborate with the Embassies of Asia-Pacific countries in Spain, acting as a forum to disseminate their interests and realities**

The diplomatic representations of Asian countries, especially those with a resident Embassy in Spain, are key actors in relations

with that region. Given its role as a public diplomacy instrument, Casa Asia will maintain constant dialogue with the Embassies of the Asia-Pacific countries accredited in Spain and will undertake the following activities:

- 1 Organisation of **joint activities with Asia-Pacific Embassies**, especially in the cities forming part of the Consortium, on matters of shared interest;
- 2 **Make available its resources** and, when possible, its auditorium for the conduction of joint activities;
- 3 Hold an **annual meeting with the Asia-Pacific Ambassadors** accredited in Spain through the Diplomatic Council.



## Objective 2



To foster institutional collaboration and public-private alliances in Casa Asia's fields of activity



### > Line of action 2.1.

To raise awareness in public and private institutions of the importance of incorporating the Asian dimension into their international plans

Casa Asia has accumulated a large flow of knowledge and a network of contacts in Asia which can be useful for Autonomous Communities, cities and other stakeholders which are not yet very active in the region and which are therefore unaware of the existing possibilities or which wish to give priority to relations with Asia.

Casa Asia has begun a new line of work collaborating with several entities in the writing of internationalisation and training strategies and plans on Asian matters, for institutions of different levels of public administration, such as Autonomous Communities and City Halls, which will be extended to cover other institutions over the next few years. It has also signed collaboration agreements with private entities such as the Foundations to carry out similar actions.

Casa Asia:

- 1 Will provide support to the institutions of the Casa Asia Consortium in the preparation of their strategies for the Asia-Pacific region and act as a reflection centre and facilitator of contacts and expert knowledge in the region.

- 2 Provide information, sufficiently in advance, about meetings, visits or activities not included in the schedule which may be of interest for members of the Casa Asia Consortium.
- 3 Also, it will continue offering its services to those institutions requesting advice on their internationalisation strategies and plans. The format of the services offered will depend on the interests and resources of the requesting entity.



### > Line of action 2.2.

To contribute to the training of small and medium-sized companies and start-ups in the internationalisation strategy towards Asia

Small and medium-sized companies find it especially difficult to face the challenge of expansion towards the region, due to the limited resources available to devote to their international activity. For this reason, Casa Asia regularly holds webinars, courses (both public and in-house), knowledge capsules, interviews, etc., whose aim is to provide small and medium sized businesses and start-ups with all the necessary information to tackle the challenge of their trade or investment expansion in Asian countries with better prospects.

Casa Asia will continue carrying out the following activities:

- 1 Collaboration with trade offices abroad based on the agreements signed for the joint organisation of activities aimed at informing companies about the existing opportunities in Asian markets;
- 2 Organisation of courses on business protocol, on the functioning of e-commerce platforms in Asia, and on other aspects, both at general level and on company request (in-house courses);
- 3 Generation of useful reports for businesses.
- 4 Publication of job offers for companies needing to incorporate Spanish experts in Asia or Asians in different disciplines.



### > Line of action 2.3.

Organisation of joint activities with Spanish universities allowing the strengthening of Asian studies in Spain

Casa Asia will continue to support the work of Universities towards a greater understanding of the Asian continent, through initiatives contributing to the training of the next generation of experts, continuous learning and research in new areas contributing to knowledge about the Asia-Pacific region.





Casa Asia will work with Spanish universities to attempt to tailor its offer to the demands of the latter.

With this aim, Casa Asia will:

- 1 Continue to organise the **Asian Studies Meeting**;
- 2 Create the **Asia University Classroom**, which will organise conferences on diverse subjects at the request of Spanish universities. An online “Asia Passport” will be created and a certificate will be given to those students who have attended at least 50% of the conferences in a series;
- 3 **A study will be made of the situation of Asian studies at degree and postgraduate level in Spain**, in collaboration with the Universidad Rey Juan Carlos (URJC);
- 4 The **Antoni de Montserrat mobility programme** will be recovered in order to boost the participation of people with acknowledged prestige from Asia and the Pacific in activities organised by public or

private institutions in Spain, and the **Ruy de Clavijo grants programme**, to carry out cooperation or research programmes on Central Asia.

### > Line of action 2.4.

**To maintain dialogue with associations linked to Asia, collaborating in shared interest projects and boosting interrelationships**

There are different private associations with specific interests, whether geographical or thematic, related to the Asia-Pacific region. They play a valuable role when it comes to disseminating Asian realities in our country and, for that reason, it is beneficial to strengthen links between all of them and to spread knowledge of their activities.

Casa Asia will facilitate contacts between these associations and will occasionally organise meetings with their respective boards of directors. Also, it will help them by using its website to disseminate collaborative activities.

## Objective 3



To turn Casa Asia into a meeting place for institutions, both public and private, associations or people devoted to Asian matters, and to serve as a connection point with its counterparts in Europe, Ibero-America, Asia and the Pacific



### > Line of action 3.1.

**To disseminate scientific and technological cooperation opportunities with Asia**

The innovative capacity of the main Asian countries has increased exponentially over the last few decades. There is a wide range of possibilities for cooperation with Asian countries, both from the perspective of scientific research and the collaboration between technological and business centres for the joint-development of R&D projects. From this perspective, Casa Asia collaborates with scientists' associations, research centres and other stakeholders in the dissemination of cooperation opportunities and in the setting up of said initiatives to boost





the connection between the scientific and innovative communities of Spain and Asia.

Casa Asia will continue:

- 1 To organise the **Asia Innova** programme, whose aim is to make known progress in the area of innovation in the region and to foster scientific, technological and business cooperation with economic agents, universities, research centres and technological parks or cities in Asia;
- 2 Also, **activities will continue to be conducted with the main associations of Spanish scientists in Asia** (Japan, China and Australia) to publicise their work and boost the work of other Spanish scientists in the region, and with Asian research centres;

- 3 To collaborate with the **CDTI** (Centre for the Development of Industrial Technology) on its work in Asia, making available Casa Asia's network of contacts and experience.

### > Line of action 3.2.

**To participate in ASEF (Asia-Europe Foundation) international cooperation programmes**

In Spain, Casa Asia will disseminate ASEF international cooperation programmes in the fields of education, culture, economics and sustainable development, and will support Spanish participation in the same. It will also promote the organisation of events associated with these programmes in Spanish cities.



### > Line of action 3.3.

**To expand the field of action and partnership to Ibero-America, Europe and Asia**

Over the last 20 years, Asia and Ibero-America have started to be connected without intermediaries. Asia has an increasing presence in Ibero-America, above all in the economic and trade areas, as shown by the fact that China has become the main trading partner of some Ibero-American countries. Also, Asian diasporas, especially those of China, Japan and Korea, existing in several Ibero-American countries, are increasingly large and play an important role as a bridge between the two continents.

At the cultural level, the interest for Asian languages and cultures, especially Chinese, is increasing throughout the continent. In the academic field, interest in and the study of the Asia-Pacific region in Ibero-America have grown markedly in quantity and quality. If the strengthening of the intellectual and academic exchange between Spain and Ibero-America must be a priority, we must continue to increase the parallel work of Casa Asia with our European neighbours who also have a tradition of exchange with Asia.

In order to be able to widen our field of work in this direction, Casa Asia:

- 1 Will carry out a mapping of **Latin American university departments and think tanks focussing on Asian matters**, and will establish collaborations with them through MoUs, expert exchanges, residences, etc.
- 2 Also, it will be open to **collaborations with Ibero-American institutions for the dissemination of Latin American culture in Asia**. Consideration will be given to a Spain-Latin America Meeting about Asian studies. This work will involve looking for Asian and European partners to help to promote this important Casa Asia internationalisation strategy.



## Objective 4



To generate content that will serve as a reference point on the Asia-Pacific region in Spanish and, whenever possible, in other official languages of the State, whether via in-house production or in collaboration with other institutions



### > Line of action 4.1. Generation and distribution of economic information about Asia

There is very little economic information about Asia in Spanish and other official languages of the State, and that which exists does not permit a full understanding of the complexity of the situation of Asian countries and the great macroeconomic trends existing in the region.

Casa Asia will continue:

- 1 Organising the **presentation of the main macroeconomic report on Asia** published by the Asian Development Bank, entitled **Asia Development Outlook**;
- 2 Preparing the **weekly bulletin of economic news about the region** (Asian Economy Letter);
- 3 **Collaborating with external agents, for example**, with the EFE Agency, ICEX or CaixaBank, in the preparation and endowment of bulletin contents.



### > Line of action 4.2. To disseminate knowledge about the diversity of thought, religions and cultures in the Asia-Pacific region

Asia is the cradle of the five main religions in the world: Judaism, Christianity, Islam, Buddhism and Hinduism. Other important religions arising in Asia are the Bahá'í Faith, Confucianism, Jainism, Sikhism, Shinto, Taoism and Zoroastrianism. Today, Asia continues to reflect the planet's religious and cultural diversity.

Casa Asia will carry out the following activities:

- 1 **Series of conferences about the thought and religions of Asia**;
- 2 **Series of conferences about the cultures of Asia**;
- 3 **The organisation of Asia Routes in Barcelona**.



### > Line of action 4.3. To promote culture as a source of knowledge about Asia and dialogue and diversity space

The power of transmission of knowledge performed by culture and cultural industries, in general, helps bring us closer to such a diverse continent. Culture is a key instrument when it comes to creating references about the Asia-Pacific region. Add to this the fact that artistic production in Asia in its different genres has begun to turn into a source of inspiration for artists from elsewhere.

Meanwhile, the digital field has become a new way of understanding reality and a new area for artistic creation. It is the main way for new generations to relate to the world. Any approach to Asia failing to take into account this phenomenon will be incomplete.

Cultural manifestations initially thought of for the digital field will be incorporated into Casa Asia's offer. There will be a mapping and dissemination exercise of the most relevant digital platforms where new young Asian artists work.





This Strategic Plan's lines of action are aimed at achieving six strategic objectives established for 2022-2025

In the future, Casa Asia will continue preparing an extensive programme of cinema:

- 1 the **annual Asian Film Festival Barcelona**, incorporating cinema from more than 25 Asian countries;
- 2 the Casa Asia Channel on the FILMIN online streaming platform;
- 3 el Programa semanal **Orient Express en BETEVÉ** (emisora pública de Barcelona);
- 4 the **weekly programme in CINEMES GIRONA in Barcelona** and the **weekly programme in MK2 CINE PAZ in Madrid**.
- 5 **collaborations** with other programmes in the Thyssen Bornemisza National Museum, CINETECA Madrid, CaixaForum Madrid and Barcelona and the Filmoteca de Catalunya. In addition to this programme, Casa Asia will conduct a **programme of touring cinema** for the municipalities of Barcelona Province, supported by Catalunya Film Festivals. Lastly, **Casa Asia collaborates with Spanish distributors** in the preview screenings of Asian films taking place in our country.

In the field of literature, Casa Asia collaborates with Spanish publishers that publish and distribute written works in different literary genres, to make known contemporary Asian authors, constantly updating knowledge of new publications translated into our language. The activity is conducted via the presentation of books and round tables, both in-person and online, and via help with publishing.

Casa Asia will organise exhibition projects about Asian artists who are international reference points in order to tackle contemporary artistic practices carried out in their respective countries.

This does not exclude the participation of Spanish artists who have worked in Asia or who have been inspired by that continent.

Casa Asia will also introduce local and Asian production in the field of performing arts and music, thus becoming a space for debate, encounter and collaboration between artists in Asia and in Spain.

> **Line of action 4.4.**  
**To facilitate knowledge about the societies and cultures of the Asia-Pacific region**

Unlike other education systems, that of Spain barely includes content related to the Asia-Pacific region, leading to a lack of knowledge. We at Casa Asia are aware of the importance of cultural diversity, inclusive education and multilingual communication.

Casa Asia has a range of activities to achieve that objective:

- 1 **Workshops and activities** related to Asian countries carried out at schools, activity clubs, children's and youth centres, civic centres, libraries, etc.
- 2 The **ResercAsia Programme** which encourages and guides secondary students to do research about the Asia-Pacific region and awards the Casa Asia Prizes for youth research at the annually held EXPORCERCA JOVE encounter in Barcelona.





# Objective 5



To consolidate Casa Asia as an intercultural meeting space, boosting mutual knowledge, interaction and collaboration with Asian diasporas



> **Line of action 5.1.**  
**To contribute to intercultural and inclusive education through programmes like Bamboo School**

The intercultural and inclusive Bamboo School education programme is a unique programme in Spain, held in Barcelona since 2003. The programme has been recognised as good educational practice by the Catalan Government and by the University of Barcelona ICE (Science and Education Institute).

- 1 During the period we are dealing with, **we will make an effort to recover it in Madrid** and to replicate it in other autonomous communities in Spain.
- 2 **To evaluate requests that come to us from other Autonomous Communities.** The steps in order to extend the Bamboo School are the following: the joint preparation of Casa Asia's program with the relevant authorities that have been interested, teacher training and the publicity campaign.



> **Line of action 5.2.**  
**Equip teaching staff with tools for intercultural and inclusive education**

Through Bamboo School, Casa Asia raises awareness of the intercultural and multilingual communication skills of Asian-descended students and families and encourages teachers to recognise, value and reinforce said cultural and linguistic skills to build new and more inclusive diversity knowledge together. It also makes a contribution towards breaking stereotypes and prejudices about families of Asian origin among the education community and facilitates closeness and communication between families and schools. These training courses are carried out in collaboration with

institutions such as the Catalan Government Department of Education, the University of Barcelona Education Institute and the Education Faculties of the University of Barcelona (UB) and the Autonomous University of Barcelona (UAB).

The related activities are:

- 1 **Training courses** for teaching staff.
- 2 **In-person and online talks** for families (with translation into Asian languages) on matters related to education.
- 3 **AFEX** (Families Learn Online) and AFFM (Training Activities for Migrant Families) **Programmes** in collaboration with Barcelona City Hall, the Catalan Government and other city halls.





#### 4 Linguistic autobiographies.

- 5 The **annual exhibition of Multilingual Poetry**, with the participation of diverse schools.

### > Line of action 5.3.

**To consolidate relations with Asian diasporas and to promote spaces for intercultural meetings, interaction and collaboration, in particular with young people of Asian descent**

Casa Asia has become a meeting space for people of diverse cultural contexts, maintaining a fluid and trusting relationship with important people, associations, Asian media journalists and correspondents. It has also played a key role as a

bridge between the Asian diaspora and public administrations, as well as with other public and private entities. Casa Asia aims to consolidate processes of collaboration following a method of co-creation for the identification, design and preparation of projects and activities responding to the needs and concerns of this collective and of society in general.

The activities to be carried out in this field over the next few years are as follows:

- 1 “Diasporas” series of intercultural debates;
- 2 Interviews with influential people;
- 3 “Diasporas” podcasts;
- 4 New intercultural meeting and collaboration projects, such as **Barcelona Coral Asia**.

## Objective 6



**To move forward the digitisation of Casa Asia, committing to an online as well as physical presence, thus allowing connection with new audiences, widening the follower base and introducing other formats**



### > Line of action 6.1.

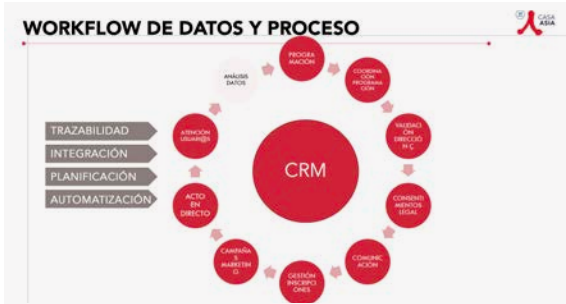
**To go deeper into the digitisation of Casa Asia's contents and formats**

In 2020, Casa Asia set in motion a new digital strategy, coinciding with the outbreak of COVID-19, by means of, on the one hand, the publication of digital content: streaming events (webinars and webcasts) and, on the other hand, training offered in the shape of online courses and workshops alongside the publication of informative, training and entertainment video capsules. A new website was also created with an updated image, adapted to any device.

In the post-COVID era, Casa Asia:

- 1 Will maintain the **digital drive** implemented by the institution over the last two years;
- 2 while at the same time it will continue with the **digital transformation process required by the new scenario**. Priority will be given to the creation of digital content in the form of videos and podcasts.





> **Line of action 6.2.**  
**Digitisation of the institution's processes to speed up its operation and facilitate the coordination and planning of the schedule**

With the aim of undertaking this line of action in Casa Asia, a CRM (Customer Relationship Management) process will be implemented, adapted to the needs of Casa Asia, with a double objective:

- 1 to optimise and digitise all internal processes and tasks to achieve a substantial improvement in the coordination of the team on a day-to-day basis, and
- 2 to digitally manage those data we obtain from our followers/users from activities we conduct, to carry out the best marketing actions.

Another key planning tool for the scheduling of activities that Casa Asia aims to implement over the next few years is the editorial Calendar. To be able to work with a programme of content sufficiently in advance is key for this proposal and would enable a chronological and global view of activities scheduled over the medium and long-term.



> **Line of action 6.3.**  
**Publicise Casa Asia activities to new audiences**

There are different ways of publicising Casa Asia activities and incorporating new audiences.

One solution involves implementing **marketing and advertising campaigns** in conventional and digital media. Another involves preparing a **schedule of activities**, with appealing content, designed for and of interest to the new audiences we want to reach, particularly young people and the Spanish-speaking audience.

In the case of the first group, information will be strengthened for young people along with a content line focussing more on popular culture and entertainment. Occasionally, our scheduling has included some adjacent subjects, such as e-sports, video games, K-pop courses, manga, anime, urban culture, etc. The intention is to continue these.

For the second group, it will be necessary to offer content and programmes tailored to the interest of the Spanish-speaking community in its relationship with Asia, taking into account subjects, schedules and prices.



# 04. Assessment

Based on the Casa Asia Strategic Plan 2022-2025, **Annual Plans of Action** will be elaborated. These are operative plans explaining how the different lines of action of the institution's annual schedule of activity are reflected, as well as the **thematic and geographical priorities** of the same for the following year.

The Annual Plans of Action incorporate all actions carried out during the year and all actions foreseen for the following year, incorporating the most specific, measurable, concrete and attainable objectives. The actions included in the scheduling could display a certain continuity, but they could also vary if the context demands it. They also incorporate information regarding the economic and staffing resources which will be reserved for these purposes.

The Annual Plans of Action must be validated by the institution's Advisory Council which takes place at the end of each calendar year and in which the members designated by the consortium administrations participate.

Casa Asia is in the process of preparing an **assessment and monitoring system** with measurable indicators of results which **permits the calculation of the degree of achievement of the annual plans** and, also, the degree of coherence with the objectives of this Casa Asia Strategic Plan. ■



# Objectives and Lines of Action



Objective 1

To consolidate Casa Asia as the **central stakeholder** of Spanish public **diplomacy** with the Asian continent and the Pacific region

> **Line of action 1.1.**

To boost the holding of bilateral digital forums with countries from the Asia-Pacific region

> **Line of action 1.2.**

To participate in European projects related to Asia which add value to Casa Asia's mission

> **Line of action 1.3.**

To inform Spanish public opinion about the evolution of Agenda 2030 in the Asia-Pacific region

> **Line of action 1.4.**

To act as a centre of reflection on the new Asian geopolitics in collaboration with the main Spanish and international think tanks

> **Line of action 1.5.**

To collaborate with the Embassies of Asia-Pacific countries in Spain, acting as a forum to disseminate their interests and realities



Objective 2

To foster **institutional collaboration** and public-private alliances in Casa Asia's fields of activity

> **Line of action 2.1.**

To raise awareness in public and private institutions of the importance of incorporating the Asian dimension into their international plans

> **Line of action 2.2.**

To contribute to the training of small and medium-sized companies and start-ups in their internationalisation strategy towards Asia

> **Line of action 2.3.**

Organisation of joint activities with Spanish universities allowing the strengthening of Asian studies in Spain

> **Line of action 2.4.**

To maintain dialogue with associations linked to Asia, collaborating in shared-interest projects and boosting interrelationships



Objective 3

To turn Casa Asia into a **meeting place for institutions**, both public and private, associations or people devoted to Asian matters, and to serve as a connection point with its counterparts in Europe, Ibero-America, Asia and the Pacific

> **Line of action 3.1.**

To disseminate scientific and technological cooperation opportunities with Asia

> **Line of action 3.2.**

To participate in international educational cooperation programmes and with ASEF (Asia-Europe Foundation)

> **Line of action 3.3.**

To expand the field of action and partnership to Ibero-America, Europe and Asia



Objective 4

To generate content that will serve as a **reference point** on the Asia-Pacific region in Spanish and, whenever possible, in other official languages of the State, whether via in-house production or in collaboration with other institutions

> **Line of action 4.1.**

Generation and distribution of economic information in Spanish about Asia

> **Line of action 4.2.**

To disseminate knowledge about the diversity of thought, religions and cultures in the Asia-Pacific region

> **Line of action 4.3.**

To promote culture as a source of knowledge about Asia and as a dialogue and diversity space

> **Line of action 4.4.**

To facilitate knowledge about the societies and culture of the Asia-Pacific region



Objective 5

To consolidate Casa Asia as an intercultural meeting space, boosting mutual knowledge, interaction and collaboration with Asian diasporas

> **Line of action 5.1.**

To contribute to an intercultural and inclusive education via programmes like the Bamboo School

> **Line of action 5.2.**

To equip teaching staff with tools for intercultural and inclusive education

> **Line of action 5.3.**

To consider relations with Asian diasporas and to promote spaces for intercultural, interaction and collaborative encounters, in particular with young people of Asian descent



Objective 6

To move forward the **digitisation** of Casa Asia, committing to online activity enabling Casa Asia to reach new audiences, widening the follower base and introducing other formats

> **Line of action 6.1.**

To go deeper into the digitisation of Casa Asia's contents and formats

> **Line of action 6.2.**

Digitisation of the institution's processes to speed up its operation and to facilitate coordination and planning of the schedule

> **Line of action 6.3.**

Publicise Casa Asia activities to new audiences



This Strategic Plan will enable Casa Asia to be even closer to the Asian continent and to respond to the dynamics of change taking place throughout the whole region

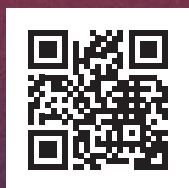






CASA ASIA

# Casa Asia Strategic Plan 2022-2025



[www.casaasia.es](http://www.casaasia.es)

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