



INSTITUTE OF PHILIPPINE CULTURE  
SCHOOL OF SOCIAL SCIENCES  
ATENEO DE MANILA UNIVERSITY



PHILIPPINE ASSOCIATION  
FOR CHINESE STUDIES

The **Institute of Philippine Culture** and the **Philippine Association for Chinese Studies**

cordially invite you

to the book launch of

**THE RISE OF CHINA:  
THREE ESSAYS ON CHINA'S ECONOMY AND 'SOFT' POWER**

by

**Joseph Anthony Y. Lim, PhD**

Professor, Department of Economics  
Ateneo de Manila University

**Ellen H. Palanca, PhD**

Professor Emeritus  
Department of Economics and Chinese Studies Program  
Ateneo de Manila University  
Director, Confucius Institute at the Ateneo de Manila University

**Benito O. Lim**

Professor, Chinese Studies Program  
Ateneo de Manila University

and a lecture on

**CHINA'S 'NEW SILK ROAD STRATEGY' AND THE WEST PHILIPPINE SEA**

by

**Chito Sta. Romana**

President, Philippine Association for Chinese Studies  
Former Beijing Bureau Chief, ABC NEWS (USA)  
Professorial Lecturer, UP Asian Center

**Wednesday, 16 September 2015**

**4:30 – 6:00 p.m.**

**Faber Hall 101**

**Ateneo de Manila University  
Loyola Heights, Quezon City**

## About the book

*The Rise of China: Three Essays on China's Economy and 'Soft' Power* is Volume 11 (2015) of the *Chinese Studies Journal*, published by the Philippine Association for Chinese Studies. The research for the essays was made possible through a grant obtained by the authors under the Merit Research Awards Program of the Institute of Philippine Culture, School of Social Sciences, Ateneo de Manila University.

In his Foreword, Filomeno V. Aguilar, Jr., PhD describes this book's significance thus:

"Filipinos need to understand China, just as Chinese need to understand the Philippines. Lately this imperative has floundered in the sea of territorial disputes between the two states. In this light, this volume acquires great salience. From the Philippine side it aims to contribute to an understanding of China, particularly the spectacular growth of its economy and the implications of this outstanding economic performance for Chinese society, politics, and foreign policy.

"The authors in this volume have been engaged in Chinese studies for many years. Theirs is the expertise to marshal economic data, make them comprehensible to non-economists, and thus offer a perceptive and up-to-date reading of China and its variegated economy and the foreseeable challenges it faces ahead. The authors point to the inextricably globalized economy of China, with countries in East and Southeast Asia—and increasingly in Latin America and Africa—implicated in its production and trade dynamics. Together with economic growth has evolved a vision of China's role in the world, articulated specifically in terms of "development assistance" to needy states in the global South."

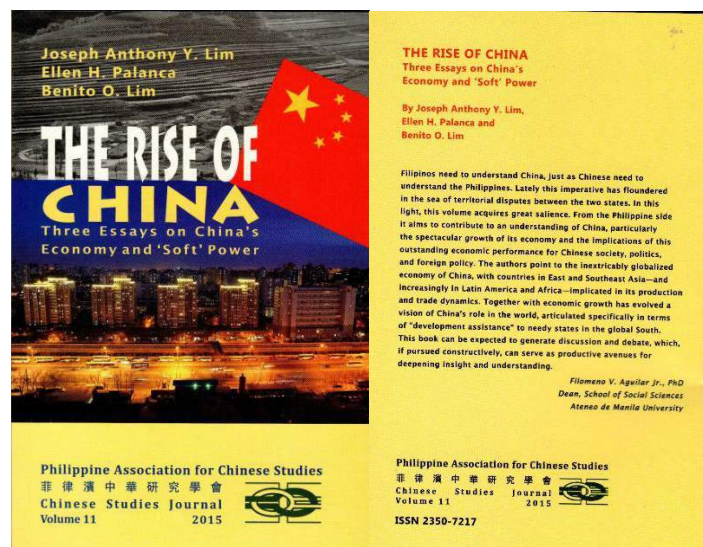
## About the lecture of Mr. Chito Sta. Romana

The disputes between the Philippines and China in the West Philippine Sea involve issues of territorial sovereignty, maritime jurisdiction and economic resources. But these issues have been complicated by the escalating geopolitical rivalry between the United States and China in East Asia. Moreover, China has embarked in a massive island-building project in the West Philippine Sea. It has also unveiled a 'soft power' strategy that includes the 'New Silk Road' initiative and the establishment of the Asian Infrastructure Bank, an approach that promotes regional economic cooperation and offers an array of incentives to neighboring countries to convince them that it is more beneficial to cooperate with China than to challenge it. But whether this approach will succeed in the case of the Philippines remains to be seen since the island reclamation in disputed waters has resulted in fear among Filipino leaders and the public, which has undermined China's efforts at diplomatic and economic engagement with the Philippines.

## Program

- 4:00 – 4:30 pm: REGISTRATION
- 4:30 – 4:35 pm: OPENING CEREMONIES
- Philippine National Anthem
  - Welcome remarks (by Marita Castro Guevara, PhD, Director, Institute of Philippine Culture)
  - Introduction of the book authors
- 4:35 – 4:40 pm: INTRODUCTION OF THE GUEST LECTURER  
(by Ellen H. Palanca, PhD, Director, Confucius Institute at the Ateneo de Manila University)
- 4:40 – 5:25 pm: LECTURE ON “CHINA’S ‘NEW SILK ROAD STRATEGY’ AND THE WEST PHILIPPINE SEA” BY MR. CHITO STA. ROMANA  
(President, Philippine Association for Chinese Studies)
- 5:25 – 5:50 pm: OPEN FORUM
- 5:50 – 6:00 pm: BOOK LAUNCH / PRESENTATION OF BOOK COPIES

***(A RECEPTION, BOOK SALE, and BOOK SIGNING will follow. At the launch, the book will be sold at a discounted price of Php 250 [regular price: Php 300]).***



***\* For inquiries or confirmation of your attendance, please contact the Institute of Philippine Culture (IPC) at (+63 2) 426-6001 ext. 4651 loc. 213, or (+63 2) 426 6067 loc. 213. You may also send an email to <ipc.soss@ateneo.edu>.***