

# Program

## Understanding the tools, narratives and impact of China's "Soft Power" in North Macedonia

**01 December 2022**

**Skopje / Panoramica Hotel**

*In recent years, China's soft power has been on the rise, climbing to the 4th position worldwide according to the Global Soft Power Index. In North Macedonia specifically, China's reputation has improved by 13% between 2018 and 2021 and China has achieved the biggest return-on-invest in terms of positive media perception compared to the investments in this field. What are the tools and tactics that China has been using to achieve these results? What narratives are being put forward to anchor China's soft power? And most importantly, what are the objectives that China pursues and the impact that it has achieved so far?*

*Join us for a panel discussion to hear the findings of the research project that the Konrad Adenauer Foundation implemented together with ESTIMA and to discuss these questions.*

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### Thursday, 01 December

Till 10.00

**Registration of the participants**

10.00

**Welcoming addresses**

**Daniel Braun**

Official representative of the Konrad-Adenauer-Stiftung in North Macedonia

**Introduction and moderation**

**Hristina Runcheva-Tasev**

Faculty of Law "Iustinianus Primus" – Skopje

10.10 – 10.25

**Presentation of the project findings**

**Ana Krstinovska**

Think-Tank ESTIMA, Skopje

10.25 – 10.35

**Beyond North Macedonia – comparative examples of the neighboring Bulgaria**

**Christofer Nehring**

Sofia University, KAS Media Programme South East Europe

**Panel discussion:  
Understanding the tools, narratives and impact  
of China's "Soft Power" in North Macedonia**

- 10.35 – 10.45 **Beyond research – normative and policy implications of China's soft power**
- Antonio Miloshoski**  
Chair of the Foreign Affairs Committee in the National Assembly of North Macedonia and member of the International Parliamentary Alliance on China
- 10.45 – 11.30 **Discussion**
- 11.30 **Networking / Coffee and Snack**
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**Organisation:**

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**Event venue:** Panoramica Hotel

**Working languages:** Macedonian, English (simultaneous translation will be provided)

**Notification:** The organizers are planning to produce image and video recordings within the framework of the event, which will be used in order to document and promote their work.