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International Conference

EAST ASIA

CROSS-CULTURAL, SCIENTIFIC AND ECONOMIC EXCHANGES

Historical perspectives, programmes, and projects for sustainable development

(eCampus University, June 18-19, 2015, Novedrate, ITALY)

ABSTRACTS

English version*

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Alvise ANDREOSE (Novedrate, ITALY), EUROPEAN TRAVELLERS, MISSIONARIES AND ARTISTS AT THE COURT OF THE GREAT KHAN

The minor friar William of Rubruck set off for Central Asia in 1253 and returned to Europe in 1255, after he reached the camp of the *qaghan* Möngke (1208-1259) in the neighbourhood of Qaraqorum. Upon arriving at the Mongol court, he encountered the Parisian goldsmith Guillaume Boucher, who had manufactured a silver tree-shaped fountain devoted to supplying *qumiz* (fermented mare's milk) at the entrance of the palace of Möngke, elder brother and predecessor of the «Great Khan» Kubilai. This product exhibits similarities with the container distributing wine to guests at Kubilai's court, which was described by Marco Polo in 1298 (*Devisement dou monde*, LXXXV 11-12). This object was also noticed by the Franciscan Odoric from Pordenone in the palace of the Great Khan Yesun Tëmur around 1325. The Minor Friar noted with amazement a huge tank located in the middle of the most important hall of the palace, which was called «Sea of jade». This statement allows us to identify the object described by Odoric as the container erected by Qubilai in 1253, to contain the wine for the court and which was then, in 1266, placed in the so-called «Hall of the Moon», which is named by Chinese sources as *Du shan dayuhai* 'The Big Jade-Sea of Du mountains'. On the basis of Marco Polo's and Odoric's description, one can suggest that the jade tank – in which, according to Leonardo Olschki, «the traditions of Willam's fountain seem to be very much alive» –, was manufactured by followers or disciples of Guillaume Boucher.

Keywords: Qubilai Khan - William of Rubruck - Marco Polo - Odoric from Pordenone - Guillaume Boucher - *Du shan dayuhai*

Andrea Meta BIRK (Novedrate, ITALY), CHINESE AND JAPANESE: THE LANGUAGES OF THE FUTURE?

At Italian universities there is an increasing interest in Asian languages, especially in Chinese and Japanese. But which is the language learning aptitude referring to the “prediction of how well, in comparison to other individuals, an individual can learn a foreign language in a given amount of time and under given conditions” (Gardner e MacIntyre 1992)?

In my paper I will show the results of an empirical research done at the Faculty of Foreign Languages at Bologna University. In particular, I will discuss the following questions: What are the motivations of Italian students to enrol for a degree program in Chinese or Japanese Language? And what type of image of China and Japan do the students have?

Keywords: Chinese and Japanese as foreign languages - University of Bologna - Italian undergraduates - image of China and Japan

Eugenio BISCALDI, WU Shoufei, WANG Zonghuai (Jiaxing, ZHEJIANG - PRC), THE R&D IN HOUSEHOLD COMPRESSOR INDUSTRY - PERSPECTIVES, MODELS AND EVOLUTION EXPERIENCED IN WESTERN COUNTRIES AND CHINA

Compressor for Household Refrigeration Market is characterized by a worldwide installed production capacity which is 40% above the production volume the market is able to use.

The increasing importance of “greenhouse effect” (Kyoto protocol and relevant follow-ups) is creating a big trend in terms of improving energy efficiency. Compressors always more efficient, quieter, reliable and at low cost, are the products which compressor manufacturers must ensure; product innovation and innovative products are the answers which the Market is seeking.



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Compressor for Household Refrigeration is a mature product, either incremental innovation or substantial innovation require R&D efforts, which are well above the commercial value of the product and normally reserved to products with higher technology content.

The necessity of a relatively short Time to Market of new innovative products, conflicts with the necessity to develop solutions which require more and more use of multi-disciplinary and integrated development environment.

Development of high specialized resources requires a high effort in terms of investment in human resources and time, which leads to the necessity of a structured know-how and to the know-how retention.

Consolidated R&D methodologies, requirements of specialized resources' trainings, joint to an increased attention to the know-how growth and preservation, which are experienced in some Western countries, still need a full comprehension and application in Asian countries, like China, which is in full transformation from the "Made in" to the "Created in".

Keywords: Compressor industry - Compressor for Household Refrigeration - "Greenhouse effect" (Kyoto protocol) - R&D methodologies

Paolo BOLPAGNI (Novedrate, ITALY), *THE IMAGE OF CHINA AND THE FAR EAST IN THE ITALIAN ILLUSTRATED PERIODICAL PRESS OF THE EARLY 20TH CENTURY*

The first decade of the twentieth century saw an extraordinary rise in interest in all things Oriental. The huge interest in political events, society, the customs and folklore of China, Japan and the Far East was brought about mainly through the rapid expansion of mass communication systems and current events. Such was the popularity of all things Oriental that a fashionable cultural phenomenon was created. Consider, for example, the opera, the great fame both of Mascagni's *Iris* and Puccini's *Madame Butterfly*. The Russian-Japanese war and the Boxer Rebellion in China, in particular, stirred great interest and curiosity in the Italian public. This is evident from the growth of a whole genre of popular illustrated magazines - still almost completely unexplored - dedicated to these issues. The theme was written about extensively in articles, frequently interchanging between news and sometimes macabre sensationalism, as well as through pictures: some photographs but above all colour plates in chromolithography. These plates were made by a large group of designers emulating Achille Beltrame. They often gave up scrupulous adherence or realistic documentary to turn to a highly dramatic depiction of military and political events. The case of the periodical edited by Carlo Aliprandi, entitled *The War in China. Illustrated chronicle of events in Far East*, was emblematic. The magazine availed itself of the collaboration of designers such as Crotta and Ramponi, and was an outstanding success, having to be reprinted 3 times, such was the demand. The paper will therefore offer a real rediscovery of a phenomenon almost entirely lost in memory - a time of great artistic, journalistic, social and sociological importance in Italy in the first decade of the twentieth century, at that time ruled by Prime Minister Giovanni Giolitti.

Keywords: Italian periodical press (early 20th century) - Carlo Aliprandi - Marco Aurelio Crotta - Cina - Far East Asia

Chiara CANALI (Novedrate, ITALY), *M-WAM•Milano World Arts Map - THE NETWORK OF INTERNATIONAL ARTISTS WHO LIVE AND WORK IN MILAN*

M-WAM•Milano World Arts Map on the occasion of Expo 2015, has been designed as an opportunity for artists to network in the city of Milan through the platform www.m-wam.org.

The newly created network involves international artists who live and work in Milan and their studios, all connected on an interactive map. It's expected to grow and involve a larger and larger number of representatives, sharing with Expo2015 a fundamental value: interculturality.

www.m-wam.org presents written info files, images and videos that describe artists, studios and creative spaces, adding the Facebook tool that, in a few days, has become the main social network of this new community.



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M-WAM●*Milano World Arts Map* is both a digital and a real location for multicultural and multidisciplinary interactions. In addition to representing an innovative tool for intercultural socialization, it aims to create new connections with expository spaces, bookshops, theatres, public and private places in order to stimulate and favour different artistic ways of expression.

The M-WAM net is rapidly growing, involving artists from each continent. So far, Liana Ghukasyan (Armenia), Kikoko (Togo), Giovanni Manzoni Piazzalunga (Bolivia), Florencia Martinez (Argentina), Shuhei Matsuyama (Japan), Tomoko Nagao (Japan), Mahmoud Saleh Mohammadi (Iran) and Olga Shigal (Russia) are present on the platform with their studios. Numerous artists, who come from Cuba, Switzerland, USA, Greece, Germany, El Salvador, Nigeria and the Philippines have also joined the project.

More precisely, I will focus my presentation on Japanese artists Shuhei Matsuyama and Tomoko Nagao.

Keywords: M-WAM●*Milano World Arts Map* - Expo 2015 - Matsuyama Shuhei - Nagao Tomoko

Patrizia CARIOTI (Napoli, ITALY), EAST ASIA AND THE WEST: THE ASIAN PERSPECTIVE AND HISTORIOGRAPHY

In the 16th and 17th centuries China and Japan witnessed significant events and transformations, that deeply influenced their historical evolution by means of considerable internal changes.

Several circumstances had direct repercussions on the whole East Asian context, such as the decline and fall of the Ming dynasty, the Manchu conquest of China and subsequent rising of the new Qing dynasty, the *sengoku jidai* - the civil war - in Japan, Toyotomi Hideyoshi's aggressive expansionist policy, and finally, the reunification of the archipelago under the Tokugawa rule.

These decisive and dramatic events acted to create an extraordinary environment at the arrival of the European mariners - Portuguese, Spanish, Dutch, English - in the Far East Asian seas, allowing the opening of a still alive, valuable and meaningful dialogue of civilizations between East Asia and Europe.

East Asian navy and piracy, both Chinese and Japanese ones, were primary actors in this extremely articulate, changing and complex maritime context: the Chinese and Japanese maritime dimension in particular played an essential role in the encounter with Europe. Although not yet adequately investigated and esteemed by the studies, in recent years the Maritime History of East Asia has finally affirmed in different domains of the international historiography.

Much has been written on the history of European expansionism in East Asia, but clichés and preconceived theories still affect a concrete knowledge of the distinctive encounter between the 'East' and the 'West' in the 16th and 17th centuries. A part of the existing studies reproduces perspectives and approaches inspired by the traditional Eurocentric viewpoint. The time has come for a critical and constructive revising.

Parole chiave: China and Japan, 16th-17th centuries - maritime history of East Asia – East Asia-Europe relations – Asian historiography

Manuela CIANI SCARNICCI, Angelina MARCELLI, Antonella LAINO (Novedrate, ITALY), GREEN ECONOMY IN THE ASIAN REGION: OBLIGATION OR CHOICE?

The Chinese economy is one of the most important economies in the world. This result, however, was only achieved at enormous cost to the environment, with strong growth in pollution.

The Chinese system continues to grow very quickly, and the government has now begun to think and plan for the near future with a focus on more sustainable production processes.

Pollutant emissions are out of control, and represent increasingly, a brake on growth, while it is estimated that investments in efficiency, environment and renewable energy would create better conditions of life and work.



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As recently as last November, during the VII Forum 'QualEnergia' in Rome, the subject of energy reform was discussed with an agreement between the USA and China (USA - CHINA emissions and renewables) reached, whereby China is committed to increase to 20% by 2030 the share of non-combustible fossil used for the production of energy. China is 'pushing' the green economy with the intent to control the sector in the coming years, and thus has to think of new scenarios, producing different energy than in the past. This represents not only an improvement of "old" processes but also a new source of growth and development in terms of the effects on GDP results.

Keywords: China's economy and energy policy - renewable energy sources - green economy - 2014 USA-China Joint Agreement on Climate Change and Clean Energy Cooperation - VII Forum 'QualEnergia', Rome 2014

Francesco DI CHIARA (Novedrate, ITALY), A DIPLOMATIC MISSION ON THE TV SCREEN: RAI'S MARCO POLO AS THE FIRST CASE OF FILM CO-PRODUCTION BETWEEN ITALY AND THE PEOPLE'S REPUBLIC OF CHINA

In September 2012 a bi-lateral film co-production agreement between Italy and the People's Republic of China, originally signed in December 2004, was ratified by the Italian Parliament. This agreement, later revised in 2014, will hopefully pave the way for a fruitful cooperation between these two countries' audio-visual industries. However, the first Italian and Chinese film co-production actually dates back to 1982 with the release of the TV series *Marco Polo*, directed by Giuliano Montaldo and co-produced by the Italian TV network RAI along with other Chinese, European, Japanese and American television companies.

Marco Polo was the result of the strong political relationship that Italy and China had been developing through the 1970s. In fact, the project was conceived by the Italian Foreign Ministry along with the Chinese Ministry of Culture, long before it was handed to the Italian Television network RAI. Not surprisingly, the choice of the source material bears a strong political value. In fact, Marco Polo's testimony *Il milione* is usually read as the story of a young man travelling from Venice to China along with his father and his uncle, in order to create a political and commercial connection between 13th century China and Christian Europe.

The aim of this paper is to examine how *Marco Polo* stages the theme of intercultural communication, with particular attention paid to topics such as political and religious differences. In fact, I maintain that, as reflected by the series' production history, *Marco Polo* can be read as an experiment in setting a common ground for the Italian and the Chinese public, while offering a spectacle that can appeal to a wider international audience.

Keywords: PRC-Italy film co-production agreement - audiovisual industry - *Marco Polo* TV series - Giuliano Montaldo - Italian TV network RAI

DING Wenli - YUAN Shuai - HU Wenxiong (Kunming, YUNNAN - PRC), FEASIBILITY ANALYSIS OF CHINESE YUAN

This paper is based on the research *The Welfare Effects of the Foreign Exchange Markets for the RMB and the Currencies in ASEAN Based on the Multinational CGE Model* (NO. 71363064), that is the phased result of the enquiry approved by the National Natural Science Fund of China.

The emergence of Euro has opened the doors of monetary cooperation. Due to a lack of monetary coordination and cooperation mechanisms, the process of China-ASEAN monetary cooperation is nearly stagnate. However, building a sub-currency area may meet the real world needs of China and ASEAN countries. Based on the VAR model, the article used the relevant annual data from 1983 to 2012 of the Chinese mainland, Hong Kong and Macao to examine economic impact correlation and the reaction speed. By comparing these empirical results of ASEAN countries we come to the conclusion that it is more feasible to carry out Chinese yuan.

Keywords: VAR; Chinese Yuan - Symmetry of Economic Impact - Impulse Response Function



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Francesca FARIOLI (Roma, ITALY), SUSTAINABILITY SCIENCE AS A COLLECTIVE LEARNING PROCESS FOR BETTER RESPONSES TO GLOBAL ENVIRONMENTAL CHANGE

Sustainability science emerged about a decade ago as an interdisciplinary and innovative field of inquiry, attempting to conduct solution-oriented research, that links knowledge to action, in order to address the challenges posed by global change and its associated socio-economic impacts.

Sustainability science is being developed in a constructive tension between a descriptive-analytical and a transformational mode.

Despite the accomplishment with respect to improving understanding of human-nature dynamics, there remain several challenges to fully comply with its transformational function.

The presentation addresses main achievements and challenges of the field, and illustrates the contribution brought by the International Society for Sustainability Science.

Keywords: Sustainability science - global change - International Society for Sustainability Science

HE Yue 跃 (Kunming, YUNNAN - PRC), WOODEN DRUM RITE IN WA CULTURE OF YUNNAN IN CHINA [中国云南佤族文化中的拉木鼓]

There are 31 cross-border ethnic groups in China. Yunnan, a south-western province of China, has the most, with 16. The Wa people, living across the border of China and Burma, is one of the indigenous ethnic groups in south-western China. The history of Wa has long been integrated into the history of China's south-western borderland. On the one hand, the historical development and activities of Wa people widely influenced the historical development of the south-western borderland of China; on the other, the historical development of south west of China had a fundamental impact on the Wa. From the cultural perspective, the Wa people preserve a variety of ancient cultural rites, such as the custom of head hunting and wooden drum worship. The custom of wooden drum worship originated from the ancient culture of religious sacrifice, from which the wooden drum dance has become the major part of vital worship rite. Currently, wooden drum forms one of the symbols of the Wa culture.

Keywords: Cross-border ethnic groups of China -Yunnan ethnic minorities - Wa people and culture - wooden drum worship

HUANG Shuhong, (Wuhan, HUBEI, PRC), Didier MAYER (Paris, FRANCE), THE ROLE OF INTERNATIONAL ACADEMIC COOPERATION. A CASE STUDY: ICARE PROJECT. THE POINT OF VIEW OF BOTH PARTNERS

Tiziana IANNELLO (Novedrate, ITALY), EAST ASIA-EUROPE CULTURAL, SCIENTIFIC AND TECHNOLOGICAL ENCOUNTERS: A HISTORICAL PERSPECTIVE

East Asian civilizations have been considered for a long time remote and secluded, even though they received multiple and intense cultural influences from abroad all through their history. This influence came from other Asian cultures - particularly from India and the South-east Asian world, West Asia as far as the Middle East - as well as from Europe, especially with regards the transmission of cultural material, technical and scientific knowledge, and some kind of



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artistic manufacture. Due to self-protectionism, a strong sense of nationalism and conservatism, up to the half of the 19th century China, Korea and Japan made efforts to halt Western expansion. They attempted to defend themselves against the continuous and unavoidable commercial and political assault of foreign powers. Nevertheless, the cross-cultural comparison and, most of all, the beginning of modernization - according to the different approaches of each country - being a consequence of that encounter/clash of Eastern-Western civilizations, in some respects, deeply influenced contemporary East Asian history.

The paper offers an introductory overview of the conference, both in a historical perspective and as a general synthesis, in order to present the main theme and topics of the meeting, i.e. the cultural, scientific and economic exchanges and cooperation of East Asia, emphasizing, in particular, the issue of bilateral contacts with Europe in pre-modern period.

Keywords: East Asia-Europe contacts up to the 19th century - East Asian countries opening and modernization - cross-cultural, scientific and technical exchanges

Enrico LANDONI (Novedrate, ITALY), *THE ROLE OF SPORT IN THE PROCESSES OF MODERNIZATION. THE ASIAN EXPERIENCE FROM TOKYO 1964 TO BEIJING 2008*

From the first Olympic experience in Tokyo in 1964, followed by the Seoul Games in 1988 and then Beijing in 2008, the penetration and development of sport in Asia has fostered the overall growth of this continent. Sport has contributed to the emergence of a new vision of Olympism and a new style of sports diplomacy, favouring integration, dialogue and collaboration and bringing an end to the politics of vetoes and boycotts. This had been combined with the commitment to the defence of human rights and the environment, in accordance with a model of sustainable development.

Keywords: sport and sustainability - 1964 Tokyo Olympic Games - 2008 Beijing Olympic Games - 1988 Seoul Games

Angelina MARCELLI (Novedrate, ITALY), *ECONOMIC COOPERATION BETWEEN ITALY AND ASIA: THE CASE OF THE SILKWORM EGGS MARKET IN THE MID-NINETEENTH CENTURY*

Economic cooperation between Japan and capitalist economies, from an historical retrospective view, began "forcibly" in the second half of the nineteenth century. One of the examples of this economic and trade cooperation derived from a particular historical contingency involving silk, one of the most important objects of trade.

In the mid-nineteenth century, a disease affecting silkworms called pébrine, had spread throughout the Mediterranean, causing an abrupt decline in the production of silk. The silk production was of vital importance for the economies of that time, particularly that of Italy and France. The governments of various countries allocated relevant resources to find the solution to the problem. A scientific approach to the problem was sought (a preventive system to fight the disease of silkworms was perfected by Louis Pasteur, thanks to a new ally, the microscope), supported by public funds. Moreover, merchants embarked on daring journeys in search of healthy silkworm eggs.

The preferred destination was Asia, and, in particular, Japan.

At that time, Japan had started the so-called Meiji Revolution, breaking the *sakoku* (which literally means "locked country" and indicates a very strict form of feudal seclusion) after that the United States had threatened military intervention if the Archipelago did not secure the opening of certain ports to its ships.

In this complex historical context, the pébrine accelerated the contact between two very distant cultures.

Commercial relations and strategies adopted by Japan proved anything but obvious.

The research presented is the result of the analysis of manuscripts and printed coeval sources.

Keywords: silk production in Asia and Europe, 19th century - Italy-Japan economic cooperation, 19th century - silkworm eggs trade- pébrine



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Giampiero MELE - Antonella DE BLASIO (Novedrate, ITALY), *GREEN IS THE NEW BLACK: THE COMMUNICATIVE PRACTICES OF ECO-FASHION*

Starting from the relationship between Europe and East Asia, our aim is to analyse the link between fashion and sustainability by identifying the characteristics of the different players, the most common practices and the existing communication processes. Hence, the need to create a European Observatory on eco-fashion and design. Neuromarketing investigates what happens in the brain during decision-making processes for the selection of a product. How does the adoption of sustainability standards create added value by contributing to a positive perception of the brand? What does it mean to avoid mere greenwashing in favour of real sustainability?

This research aims to explore the role played by the media in shaping perceptions and expectations of consumers in relation to sustainable fashion by focusing on the construction of the narrative and figurative idea of an eco-friendly identity. In particular, the present study investigates the characteristics of “green” communication for Italian fashion.

Keywords: eco-fashion - neuromarketing - greenwashing - made in Italy

Alessandra MICOZZI (Ancona), *GREEN TECHNOLOGIES IN CHINA: A PATENT ANALYSIS IN THE PERIOD 2007-2011*

In the last decades, as a consequence of the enormous economic growth, the Chinese environment has been seriously compromised. As a result, China has approved many policy interventions aimed at solving this serious issue. In this work, we focus our analysis on the production of innovations of Environmentally Sound Technologies (ESTs), a.k.a. green technologies, broadly defined as “technology that has the potential to significantly improve environmental performance relative to other technology”.

Our main goal is to understand the patterns of production of green technology innovations in China, their evolution over time and the patterns of collaboration with foreign partners (co-patenting), as reflected by PCT (and EPO) patent applications.

Last but not least, we aim to analyse the effect (if any) of Chinese policy interventions on the production of green patents. Preliminary evidence shows that China ranks fifth as a “producer” of green PCT \patent applications in the period 2007-2011, after Japan, USA, Germany and Republic of Korea. Notwithstanding this fact, China is characterized by a low green relative specialization index, i.e. given the world patent production China accounts for; it is responsible for a low percentage of the world green patents. The evolution over time is consistent with this evidence: the increase in green patent production China is less steep with respect to the increase in all kind of patents.

Keywords: China, green technologies - innovation in ESTs - green patents

Francesco MORENA (Firenze), *CHINOISERIE, JAPONISME, 'EUROPERIE'. THAT WONDERFUL ART FLOWING FROM THE MEETING OF CULTURES*

Chinoiserie, Japonisme and 'Europerie' are phenomena of taste that have deeply involved - at least from the thirteenth century - Europe, China and Japan. They reflect the interest and curiosity for different and distant cultures, through the adoption of foreign themes and artistic techniques. If, in Europe, China and Japan have inspired various artistic productions and styles (from porcelain to lacquers, from painting to sculpture), the same can be said for certain artistic productions of the Far East, which clearly are indebted to Europe: i.e. in the adoption of chiaroscuro and mathematical perspective, or in the use of techniques for the processing of enamels and glass.

Fruits of this mutual transmission of knowledge, Chinoiserie, Japonisme and 'Europerie', represent a valuable contribution in the history of relations between Europe and East Asia, whose echo is perceived in many ways even in contemporary times.

Keywords: Chinoiserie and Japonisme in Europe - 'Europerie' in East Asia - Chinese and Japanese artistic production – East Asia-Europe relationships



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Giampaolo NARONTE (Milano-Shanghai, ITALY-PRC), *LEGAL FORECASTS OF THE SCENARIO FOR FOREIGN DIRECT INVESTMENTS IN CHINA*

Over the past few years, China, from a socio-economic perspective, has changed wildly. The changing of the guard to lead the country has undoubtedly marked the beginning of a new deal that is based on the discovery of a deep nationalism that implicitly opposes China against the rest of the world, claiming a leading role that the country has historically played. Not surprisingly, more and more often, Xi Jinping is associated with the image of Mao, the Great Leader, in that even in an age marked by strong tensions and contradictions, he managed to pull the country from the yoke of foreign military powers and assert China as a "strong country" able to compete with major Western power. Having so profoundly changed the socio-economic framework; it was also a necessary to implement regulatory compliance, providing the system with legal instruments and vehicles able to face the new challenges that China is facing. In this context, the Reform Project of FDI arose. Published by the Chinese Ministry of Foreign Trade in January 2015, it provides a real Copernican revolution over the current structure: in fact, both the JV that WOFE disappear replaced by corporate vehicles established by the Corporate Law of China. Likewise, always affirming the primacy of that law over other forms of legislation, they redesign the rules on corporate governance. Among other important changes that stand out are the reform of VIEs (*variable interest enterprises*) - companies used by foreigners to circumvent the prohibitions of the law of China; the replacement of the Catalogue of Foreign Investment with the "negative list" (informed opposite principle which all FDI are allowed except those for which prior authorization is expressly required from the proper Chinese authority) and the expansion of the definition of "control" in corporate forms to include also "indirect" which ignores the ownership of shares or shares by subsidiaries.

Keywords: 2015 Chinese Law on Foreign Direct Investments - Chinese Ministry of Foreign Trade - Chinese Corporate Law - VIEs (*variable interest enterprises*) reform

Bonaventura RUPERTI (Venezia, ITALY), *A HISTORY OF AN EPHEMERAL ENCOUNTER: THE JAPANESE THEATRE IN ITALY*

The belated acquaintance of the Japanese theatre to Italy is due originally to the scarcity of shared occasions among actors, theatre people, acting companies and the quite different concepts, perspectives and techniques of the two different theatrical worlds. The rare and fleeting contacts of the Italian audience with the Japanese theatre practice, through individuals or ensembles, the rarity of translations of drama (however insufficient to take into account the true flowering art on the stage), and the rare attendance and shortage of critical materials, as well as of occasions and means of fruition, created some barriers to a mutual appreciation.

Firstly, owing to the difficulty to transfer men and spectacles from Japan to Italy (and vice versa), the material conditions were not favourable to the circulation of ideas and models on the theatre in pre-modern age, nor a full appreciation of the magnificence of spectacle, tradition and experiences, contemporaneous as well, of a country like Japan.

The paper aims to go back over an itinerary of the encounters of the Italian audience with the Japanese theatre, from the tour of Sadayakko and Kawakami Otojirō in the early 20th century, to the traditional theatres performances (*nō*, *kyōgen*, *kabuki* or the puppet theatre) in the postwar period (since 1954 Biennial in Venice), also with contemporary theatre companies, emphasizing both dark and bright sides.

Keywords: Japanese theatre in Italy - traditional theatres - contemporary and experimental theatre



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Paola SCROLAVEZZA (Bologna, ITALY), *BEYOND THE CLICHÉ: JAPAN AND ITS AMBIGUOUS BEAUTY*

In 1968 Kawabata Yasunari was the first Japanese writer to be awarded the Nobel Prize. During the award ceremony he gave a public lecture on *Utsukushii Nihon no watashi* (The beauty of Japan and I). His speech began with some verses, which then became famous, by the eminent Zen master Dōgen (1200-53).

Kawabata influenced so much the perception of Japan abroad: elegance, sophisticated and sensual eroticism, ritual, attention to details, delicate sensibility, the emotion for cherry blossoms in spring or reddening of maple leaves in autumn. The candour of the snow. The refined incompleteness of ceramics. The flow of the brush. A set of images *prêt-à-porter*, easy and reassuring, that crystallize in an a-temporal, exotic, distant dimension, an intricate and composite culture, definitely irreducible to a handful of stereotypes, of which only a reflection and a more cautious view should bring to light the authenticity, and the truth.

Keywords: Kawabata Yasunari - Japanese culture - Japan image abroad

SUN Yaling 孙亚玲 (Kunming, YUNNAN - PRC 中国云南昆明), *A STUDY OF THE INFLUENCE OF STUDENTS LEARNING ENGAGEMENT ON THEIR MATHEMATICS ACHIEVEMENTS* [学习参与度对初中生数学成绩影响研究]

Using the test paper and questionnaire of PISA and taking 1,164 15 years old junior students from 12 schools in China's south-western city of Kunming as a sample, this research surveys the effects of the student's learning engagement on their mathematics achievement. The study found a significant impact of the student's learning engagement on their mathematics performance, as the survey shows that the most significant effect comes from the student's self-efficiency, followed by the time of homework completion and the student's learning interests. Of all the factors of affecting mathematics achievement, the student's active engagement is the key. The student's family being able to provide related learning resources is also an important factor.

摘要 本研究借助 PISA 测量试卷和调查问卷, 以昆明市 1164 名初三学生为调查对象, 调查学生的学习参与度对数学成绩的影响。结果显示, 学习参与度对数学成绩有显著影响。其中, 自我效能感对数学成绩的影响最大, 其次是做家庭作业时间, 最后是学习兴趣; 影响学生数学成绩的因素中, 学生的主体参与是主要因素, 家庭拥有与学生学习相关的资源是影响学生数学成绩的重要因素。

Keywords: PISA (*Program for International Student Assessment*) survey – student's mathematics achievement: key success factors

TAKEUCHI Kazuhiko (Tōkyō, JAPAN), *SUSTAINABILITY SCIENCE: AN INNOVATIVE APPROACH FOR LINKING SCIENCE, POLICY AND SOCIETY IN EAST ASIA*

In addition to integrating scientific disciplines, sustainability science provides a valuable, innovative approach for building links and interfaces between science, policy and society. In sustainability science the problems to be solved are not predetermined by the scientific community, but are rather defined cooperatively by science and society. This approach also recognizes that for knowledge to be truly useful it must be co-produced through close collaboration between scholars and practitioners. Sustainability science engages a broad range of stakeholders outside academia, and seeks to combine scientific knowledge with traditional and local knowledge.

Examples of this approach include sustainability research and education initiatives of the United Nations University (UNU) and The University of Tōkyō. In Japan after the disasters of March 2011, researchers and policymakers have worked together to develop sustainable, integrated approaches to building resilience, emphasizing the role of



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ecosystems in reducing disaster risk. Partnerships and networks in the region have been successful in combining expertise and resources for sustainability, and these must be linked with global initiatives such as Future Earth. The ability of sustainability science to link science, policy and society will play a critical role in addressing urgent research and policy challenges such as the implementation of the Sustainable Development Goals.

Keywords: sustainability science - sustainability research - disaster risk and Japan - Future Earth initiative - United Nations University - The University of Tōkyō

Paola TODINI (Novedrate, ITALY), CULTURAL AND COMMERCIAL EXCHANGES BETWEEN ITALY AND CHINA: JURIDICAL PROFILES

The economic and scientific cooperation between Italy and China, as well as exchange and cultural sharing that are derived from these, generate inevitable repercussions in the field of law that is called to regulate them.

Italian-Chinese transactions, cooperation, joint ventures, as well as common educational programs and creation of new Italian Chinese families are factors that must find a regulation, a "ius commune", offering legal protection of economic and personal rights. The research aims to analyse the profiles of negotiations that result from trade and cultural exchanges between the two countries and highlight, not only the most appropriate contractual solutions to secure personal, economic and trade interests of the individuals who work and live such exchanges, but also elements common to the different legal traditions and experiences.

Keywords: Italy-China cultural and commercial relationships - juridical regulations and contractual negotiations - Italian and Chinese civil and commercial comparative law

XIONG Yongxiang 熊永翔 (Kunming, YUNNAN - PRC 中国云南昆明), THE ECOLOGICAL MORAL EDUCATION VIEWPOINTS IN ETHNIC MINORITIES' TRADITIONAL CULTURE IN SOUTH-WESTERN CHINA: VIEWING FROM PU MI PEOPLE [中国西南少数民族传统文化中的生态伦理观 —以普米族为中心的讨论]

The view of a harmonious relationship between man and nature exists in the Hangui religious culture of the Permi people, and the idea of "nature" has religious, ethical and aesthetic meanings. Consequently, when being with "nature", Permi people always have reverence for it and for conception of taboo. They have their behaviour regulated by comprehensive thinking, which has resulted in a "harmonious relationship between man and nature".

普米族传统宗教韩规教文化中蕴含着朴素的“人地和谐”观念，“自然”在普米族人的思想中具有宗教、伦理、审美等意义。普米人在与自然界的相处中常怀有“敬畏与禁忌”的心理，并以整体性的思维方式来约束自己的行为举止，进而实现人与自然的和谐共存。

Keywords: Ethnic minorities (South-western China) - Permi people - Hangui religious culture - idea of nature

Roberta ZIOSI (Novedrate, ITALY), "UN BEL DÌ VEDREMO ...". PERFORMING ARTS AND CULTURAL SUSTAINABILITY BETWEEN EAST AND WEST

The theatre, as a space of representation, has been always an ideal place for cross-cultural communication and, at the same time, a space where people can express through the universal languages of performing arts and their poetic and aesthetic forms.



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During the 17th century Italy produced the *Opera in musica*, an innovative form of musical theatre, which influenced the Western imagination of the artistic-cultural system along four centuries and - at the same time - interacted with the show system both for artistic features and economic aspects.

Since the Second World War, Asia entered in the universe of the Italian theatre, mainly through the Dance, the Music and their performers.

In which ways, today, an Italian theatre mediates the Oriental forms of the performing arts?

In the third millennium, what is the role that a theatre system could play, like the Italian one, strictly related to the model of the opera house, in the creation of an educational proposal, for professional training and education aimed at Asian countries?

Which features a similar proposal should have to be both economically and culturally sustainable?

The paper presented will answer these questions, by analysing the artistic seasons - and related training activities for the public - of an Italian theatre, the Municipal Theatre 'Claudio Abbado' in Ferrara, also taking a view at the artistic education programs of Italian universities and institutions.

Keywords: Performing arts - Cultural sustainability - Theatre - Opera - Dance - Municipal Theatre "Claudio Abbado", Ferrara - Italian Higher Artistic Education (Conservatories and Academies)