A Taiwanese Soft Power?
Taiwanese Contemporary Politics, Society and Culture
International Conference • November 28-29, 2018

**Wednesday • November 28**
Maiersdorf Faculty Club • room 405
Mount Scopus Campus • Jerusalem

16:30 – 18:00
**Keynote Speech**
Greetings:
Mr. Paul Kuobong Chang
Representative of Taipei Economic and Cultural Office in Israel
Taiwan’s New Southbound Policy as Soft Power: A Public-Private Partnership
Prof. Michael Hsiao
Distinguished Research Fellow, Academia Sinica; Chairman, Taiwan-Asia Exchange Foundation; Senior Advisor to the President of Taiwan

**Political Dynamic and Youth Participation**
Chia-Hung Tsai
National Cheng-Chi University
Deviation from Party Politics? Evidences from the 2018 Taipei Mayor Election
Gwenyth Wang-Reeves
National Security Council, Taiwan
Taiwanese Youth Political Participation in the Internet Age

**Lunch Break**

**Thursday • November 29**
Abba Eban Hall • Truman Institute
Mount Scopus Campus • Jerusalem

09:15-09:30
**Opening Remarks**
Oded Lewenheim
Acting Director of the Truman Institute,
The Hebrew University of Jerusalem
Orna Naftali
Chair of the Department of Asian Studies,
The Hebrew University of Jerusalem
Nissim Otmazgin
Head of the Institute for Asian and African Studies,
The Hebrew University of Jerusalem

09:30 – 11:00
**Democracy and Soft Power in Regional Perspective**
Yitzhak Shichor
The Hebrew University of Jerusalem
Taiwan Democracy: Historical Exceptionalism
Galia Press-Barnathan
The Hebrew University of Jerusalem
Regional Security and Soft Power in Northeast Asia
Nissim Otmazgin
The Hebrew University of Jerusalem
A Taiwanese Soft Power? Soft Power in Regional Perspective

11:30 – 12:30
**Reconstructing Ethnicity**
Michael Hsiao
Academia Sinica
The Making of Ethnic Movements in Taiwan: Origins and Impacts
Ljavakaw Tjaljimaraw
University of Tubingen
Make Taiwan Pacific Again: The Making of Indigenous Identity and Its Impacts on Shaping Taiwanese Identity

12:30 – 13:30
**Chinese Memories of Muslim Descent in Taiwan and the Philippines**
Oded Abt
Tel Hai College

13:00 – 13:30
**Lunch Break**

13:30 – 15:00
**Transforming Taiwanese Society**
Chien Yi-Chun
University of Toronto
The Politics of Migrant Care Workers Policy in Taiwan
Jenny Tseng
The Hebrew University of Jerusalem
Is Contemporary Taiwanese Society Becoming Culturally Diverse? Teenage ‘New Second Generation’ in Taiwan
Dror Kochan
The Hebrew University of Jerusalem
Creative Solutions? Prospects and Problems in Urban Regeneration Process in Taiwan and China

15:30 – 17:00
**Branding Taiwan**
Ms. Tchen Yu-Chiou (Yu-xiu Chen)
Chairwoman of Taiwan’s Public Television Service and Former Minister of Culture of Taiwan
"Branding Taiwan" (pre-recorded video), 20 minutes, Chinese with English subtitles

17:30-18:00
**Concluding Remarks**
Dinner in downtown Jerusalem
(for conference participants)