

The 1st Asia Cosmopolitan Awards (2012)

Profiles and Basis for Selection of the Award Laureates



Economic Research Institute for ASEAN and East Asia

November 2012

Grand Prize / Supachai Panitchpakdi



Name: Supachai Panitchpakdi
Affiliation: Secretary-General of the UN Conference on Trade and Development (UNCTAD)
Nationality: Thailand
Profile: A Thai national. His first four-year term as Secretary-General of UNCTAD began in 2005, and his second term will run from 2009. He previously served as Director-General of the World Trade Organization and as Thailand's Deputy Prime Minister and Minister of Commerce. As Deputy Prime Minister, he was in charge of the country's economic and trade policy-making, signing the Uruguay Round Agreement in 1994 and contributing to the formulation of regional agreements.

【Basis for Selection】

The first winner of the Grand Prize of the Asia Cosmopolitan Awards sets the tone for our awards, thus we would like to select a person who truly symbolizes “Asia Cosmopolitan” irrespective of his field or expertise. Our unanimous choice is Dr. Supachai Panitchpakdi.

Dr. Supachai represents “Asia Cosmopolitan” in a threefold manner. First is his splendid career. He is known as the former Director-General of the World Trade Organization (2002-2005), the first Asian to hold this post, and the current Secretary-General of the UN Conference on Trade and Development (UNCTAD). He has substantially increased the presence of Asia in European society and throughout the world.

His strong educational and professional background forms the basis of his successful career path, in which he has gained respect and admiration from people all over the world. He undertook his postgraduate education at Erasmus University in the Netherlands, completing his dissertation on Human Resource Planning and Development under the supervision of Professor Jan Tinbergen, the first Nobel Laureate in economics. He started his professional career at the Bank of Thailand, and subsequently held the post of Deputy Minister of Finance, Deputy Prime Minister, Minister of Commerce, and others, and was known as a respected economist with extensive experience particularly in trade negotiations. He represented Thailand at the signing ceremony for the Uruguay Round Agreement in Marrakech in 1994.

Second is his consistent support for free trade. In the 1990s, ASEAN and East Asia started utilizing the mechanics of the “second unbundling,” or the international division of labor in terms of production processes and tasks, with the fragmentation of production and the formation of industrial agglomerations playing central roles in enhancing economic dynamism in the region. At a time when countries were responding to the need for *de jure* economic integration, he was active in shaping regional agreements, including Asia Pacific Economic Cooperation (APEC), the Association of the Southeast Asian Nations (ASEAN), and the Asia Europe Meeting (ASEM). These efforts established a proto-format for the current regional economic integrations of ASEAN, East

Asia, and the Asia-Pacific, which have become cores of growth and prosperity in the region. Under his leadership in WTO and UNCTAD, development issues were explicitly incorporated in our efforts toward freer trade. This was an important step for the world in considering a new development model for developing countries, with reference to the great success of ASEAN and East Asia.

Third is his personality. Anybody who meets him in person must acknowledge that he is brimming with the virtues of "Asia Cosmopolitan." He is always humble, modest, and sincere as well as consistent and constructive. We are in great admiration of his character, which is an embodiment of Asia meeting the world.

It is with full confidence that we announce that Dr. Supachai Panitchpakdi deserves his place as the first winner of the Grand Prize of the Asia Cosmopolitan Awards.

Economic and Social Science Prize / Benedict Anderson



Name: Benedict Anderson

Affiliation: Professor Emeritus of International Studies,
Government and Asian Studies at Cornell University

Nationality: Ireland

Profile: Born in Kunming, China. BA in Classics from Cambridge University, PhD from Cornell's Government Department. Taught at Cornell from 1967-2001. He specializes on Indonesia, Thailand, and the Philippines, and has written books on each of these countries. He is best-known internationally because of the book entitled *Imagined Communities: Reflections on the Origin and Spread of Nationalism* (1983) which has been translated into 34 languages.

【Basis for Selection】

The Economic and Social Science Prize aims to recognize the achievements of intellectuals that have helped improve our understanding of and insight into Asian politics, economics and history and have contributed to the advancement of the social sciences and humanities in Asia. The first winner of the Economic and Social Science Prize is Prof. Benedict Anderson. His unique research of the origins and spread of nationalism through the concept of imaged communities has greatly benefitted our knowledge of the nation-state and as such is worthy of the prize. His 1983 book *Imagined Communities: Reflections on the Origin and Spread of Nationalism* is considered to be a classic that offered an entirely new perspective for the study of nationalism. Gaining much praise worldwide, it was subsequently translated into 34 languages. A list of his major publications includes *Java in a Time of Revolution: Occupation And Resistance, 1944-1946* (1972); *Language and power: exploring political cultures in Indonesia* (1990); *The Spectre of Comparisons: Nationalism, Southeast Asia, and the World* (1998); and *Under Three Flags: Anarchism and the Anti-Colonial Imagination* (2005). The highly creative and insightful research presented in these and other works has played a vital role in promoting appreciation of the histories, politics and cultures of Southeast Asian countries. At Cornell University, Prof. Anderson has long been involved in teaching Southeast Asian studies to students from Asia and other parts of the world. Many of his students from East Asian countries have gone on to become not only scholars themselves, but distinguished journalists, intellectuals, bureaucrats and politicians as well. The Asia Cosmopolitan Awards Section Committee wishes to acknowledge Prof. Anderson's contributions in research and education by presenting him with the Economic and Social Science Prize.

Cultural Prize / Takehiko Inoue



Name: Takehiko Inoue

Affiliation: Manga Artist

Nationality: Japan

Profile: *Slam Dunk*, Takehiko Inoue's representative work, has sold more than 100 million volumes in Japan. His currently ongoing manga series include *Real* and *Vagabond*. Inoue has won the Japanese Cultural Affairs Agency's Art Encouragement Award in the category of Best New Artist and many other prizes. His attempts to push the limits have received much attention. A prominent museum used its entire facility for a special program called *Takehiko Inoue: the Last Manga Exhibition*, and the Higashi Hongan-ji temple, the religious base of the Otani faction of the Jodo Shinshu Buddhism sect, commissioned him to produce a folding screen painting of the 13th century Japanese Buddhist monk Shinran.

【Basis for Selection】

Encompassing a wide range of genres including literature, music and artwork, the Asia Cosmopolitan Award selection process seeks cultural achievements with related to daily economic activities of the general public that will help form an Asian Identity, the core ethos of the long term goal of East Asian Community. In deliberating the recipient of the inaugural prize, the selection committee decided to confer the highest tribute to the art of manga. Manga is one of the Contemporary Arts born in Japan which has contributed greatly to economic growth in Asia from the 20th century into the 21st century, eventually earning recognition as the globally accepted standard in the international world of art.

It is said that the manga style was founded in the 11th century by a Japanese monk named Toba Sojo (also known as Kakuyu), who is famous for the masterpiece Chōjū-giga (or Animal Caricatures in English). Manga matured as a folk art among commoners with a basic format characterized by serial stories filled with humor, irony and wit. However, the style took a unique course of evolution in which it proactively attempted to incorporate music, poetry, philosophy, literature, paintings, film and other diverse elements.

Manga possesses a universally coherent quality in the way that it uses painted-image to convey what cannot be described by words; it aspires to portray reality in its sequential frames with formalized means of expressions involving simple language and idiosyncratic images. Not only has manga become commonplace in Japan, the style has also gained a broad readership base in the global community. Because the style relies on a minimal amount of literary prose, works can be readily translated into other languages.

One of the most successful artists in the field, Takehiko Inoue has long been active on the frontlines of the manga world. In *Slam Dunk*, one of his major works, he depicted the American sport of basketball from an Asian perspective, and the characters in the story who dedicate their lives to the game have won the hearts of many youths. By communicating to readers who were hitherto unfamiliar with basketball the experience of winning through hard work, friendship and

a yearning to excel, Slam Dunk achieved the enormous feat of selling more 100 million volumes just in Japan. The story eventually resonated around the world and has been translated into 23 languages. The participation of the United States to East Asia Summit is inspiring those in Asia who are challenging to become cosmopolitan; however, Inoue's past works have already been regarded as the spearhead of the cohorts who anticipated this longing for international recognition.

Inoue has further expanded his vision by creating a manga titled *Real*, which illustrates the world of physically disabled characters who compete in wheelchair basketball. *Real* is a story of human dignity in which the protagonists confront hardships and overcome them with devoted effort. Telling the story with moving reality, Inoue has managed to produce an audaciously extraordinary work of art like none other.

Another manga by Inoue titled *Vagabond* follows the life of the famous Japanese swordsman Musashi Miyamoto. Its contemplation of philosophical issues involving life and death has strongly engaged countless numbers of readers.

His technique for expression has currently been evolving. In recent works he tries to employ a remarkably unique style; its distinctly Asian aura is reminiscent of traditional Japanese ink-wash painting.

His artistry now widely acknowledged, Inoue recently been breaking new ground for the world of manga. A prominent museum used its entire facility for a special program called *Takehiko Inoue: The Last Manga Exhibition*. Furthermore, the Higashi Hongan-ji temple, the religious base of the Otani faction of the Jodo Shinshu Buddhism sect, commissioned Inoue to produce a folding screen painting of the 13th century Japanese Buddhist monk Shinran.

Through his many achievements, Inoue has played a central role in establishing, disseminating and popularizing manga, a novel style of modern art that has become widely accepted by the masses in Asia. As such, Takehiko Inoue is worthy of receiving the Asian Cosmopolitan Award Cultural Prize or his significant cultural contributions in helping develop an East Asian Community.

Memorable Prize / Hadi Soesastro



Name: The late Hadi Soesastro

Affiliation: Founder of CSIS (Centre for Strategic and International Studies)

Nationality: Indonesia

Profile: An Indonesian economist, Hadi Soesastro was one of the founders and executive director of the Centre for Strategic and International Studies (CSIS) in Indonesia. From 1999 to 2000, he served as economic advisor to Indonesian President Abdurrahman Wahid, the World Bank and the Asian Development Bank. As a prominent academic and intellectual, he was involved in the establishment of many regional agencies and frameworks. He played a key role not only in the development of the Indonesian economy but in the formation of the ASEAN economic community as well.

【Basis for Selection】

The Selection Committee decided to confer the Memorable Prize on the late Hadi Soesastro for the 1st Asia Cosmopolitan Awards.

Hadi is one among the first group of intellectuals to receive the awards, bestowed upon individuals who have made substantial contribution toward the realization of an East Asia Community. The Asia Cosmopolitan Awards celebrate the 1,300th anniversary of Heijo-kyo (the ancient capital of Japan) as the terminal destination of the ancient Silk Road and one of the first cosmopolitan cities in East Asia.

Hadi Soesastro, who is well known to the region for his interest and active participation in promoting regional integration, was one of Indonesia's foremost economists. He was formerly the Executive Director of the Jakarta-based think tank, Centre for Strategic and International Studies (CSIS). Hadi passed away on 4 May, 2010.

The award is in full recognition of his thoughts, ideas, and efforts in promoting deeper economic integration and cooperation in ASEAN and East Asia. In his intellectual engagement with topics concerning ASEAN, he supported the critical role that this Association plays in maintaining stability in the region. He advanced this by promoting the idea of a deeper integration and cooperation among its member states with a view to a stronger role of ASEAN in the context of a more connected – or globalized – world economy.

Hadi has always been supportive and mindful of ASEAN in many of its initiatives and agendas. For example, on many occasions, he tirelessly explained to the general public the rationale and benefit of establishing AFTA (ASEAN Free Trade Area). He was also among those who argued the importance of having greater flows of investment between ASEAN member states, which proved to be constructive and relevant at a later stage when ASEAN was elevated to play a greater role in realizing East Asian economic integration.

Hadi was also passionate in exploring the ideas to realize a deeper East Asian economic integration as well as the architecture of this regional integration. Writing in his article for the Asian Economic Policy Review (AEPR) in 2006, he viewed regional integration as comprising the following three overlapping processes: market integration, functional integration, and

institutional integration (Soesastro, 2006). These processes define an argument for market-oriented integration, which was the result of the unilateral liberalization of the 1990s, the rise of East Asia regional production networks, and the export-oriented nature of AFTA, to be developed and strengthened by pursuing functional and institutional integration. Functional integration involves the adoption of various liberalization and facilitation measures in a coordinated or concerted fashion; institutional integration, meanwhile, involves setting up mechanisms to support the overall integration process.

As clearly indicated in his AEPR article, Hadi subscribed to the premise of ASEAN centrality as a critical building block for East Asian economic integration. He recognized, however, the enormous challenges faced by ASEAN in maintaining its centrality. As a “hub” in the East Asia context, Hadi argued that the hub should ideally extend the same preferential treatment to all spokes, which is yet to happen at this moment.

Hadi’s intellectual contribution to the ASEAN and East Asia community building process – over more than a quarter-century of his life – is simply exceptional. He was well known to the academic community not only for his thoughts, but also for his actions. Here, he was well recognized for his efforts and deep thoughts in helping to shape many of the track-two institutions and activities in the region. Hadi marked his role in developing the Pacific Economic Cooperation Council (PECC) and, more recently, in establishing the Economic Research Institute for ASEAN and East Asia (ERIA), within which he was then given the honor of chairing the Institute’s Academic Advisory Council. Some of Hadi’s ideas are reflected in the current high-profile projects of ERIA, supporting the integration agendas of both ASEAN and East Asia.

Hadi did not operate only within his circle of fellow scholars; he also reached out to high-level policy makers and national leaders, through the contributions he made in his membership of various groups on regional integration, such as the expert group for the creation of the East Asia Free Trade Area (EAFTA) and the ASEAN-Korea Eminent Persons Group. More recently, as the foremost economist of Indonesia, he was also a member of the Indonesian Sherpa for G20 meetings.

His contributions in the international arena were commensurate with the equally remarkable contributions he made in native his country, Indonesia. He engaged in public debate on issues critical to the country, covering not only economic issues, but also those related to politics, international relations, defense, and energy. He was an active and respected member of various organizations, including the Indonesian Economists Association, the Indonesian Institute of Energy Economics, and various other organizations. At one point he was also a member of the country’s National Economic Council.

Hadi leaves behind an immense legacy of ideas and actions, which are the ideological pillars of East Asia integration.