



# THE PARK

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**Mae Fah Luang University Ranked 6<sup>th</sup>**  
as Green University in Thailand



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# MFU Wellness Centre: Supporting the Northern Thailand & GMS



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## MFU Wellness Centre: Supporting the Northern Thailand & GMS

On 9 November 2017, MFU held a ceremony to present its Wellness Centre project. This centre will serve as a one-stop service health centre for improving the quality of life and health of people in Cluster 2 of the Upper Northern Provinces, (Chiang Rai, Phrae, Phayao and Nan). The ceremony aimed at introducing the Wellness Centre to the public and also reporting on the project's progress and related activities.

MFU President Assoc. Prof. Dr. Vanchai Sirichana explained, "The MFU Wellness Centre will be located in the area of MFU Medical Centre and the construction period is 2018-2020." Additionally, Assoc. Prof. Dr. Vanchai mentioned that to respond to the need for health care services in this region, MFU has offered the Applied Thai Traditional Medicine and Traditional Chinese Medicine programmes since the beginning of the university's operation. After that, MFU provided more healthcare related programmes, namely, Nursing, Physical Therapy, Public Health, Anti-Aging and Regenerative Medicine as well as Medicine and Dentistry. When the government realised MFU's intention to improve the quality of healthcare system in Northern Thailand and the Greater Mekong Subregion, the government allocated 4,000 million baht to support the MFU Medical Centre Project and another 700 million baht to the Dental Centre Project. Assoc. Prof. Dr. Vanchai added that with the experience of teaching Applied Thai Traditional Medicine and Traditional Chinese Medicine, MFU has discovered that these two programmes emphasise maintaining of good health

and prevention of diseases, while conventional medicine focuses on the treatment of diseases. Therefore, MFU has integrated alternative and conventional medicine together so that good health through preventive medicine would contribute to an increase in people's work efficiency and quality of life, reducing the government's health expenditures in the process. "Our wellness centre desires to help people in Northern Thailand and the Greater Mekong Subregion to prevent illnesses and have good health. For people suffering from their illnesses, we can transfer them here so they can receive additional medical services at the MFU Medical Centre. Moreover, the centre will provide some free services in 2018 to mark the first year of its operation," Assoc. Prof. Dr. Vanchai declared.

Acting Head of the MFU Wellness Centre, Pol. Lt. Gen. Boontiva Boonyuen, also expressed that the MFU Wellness Centre aims to educate people, through workshops and health training sessions, on how to develop healthy behaviour that is suitable for people in each generation. Furthermore, during the opening ceremony, a series of interesting activities was offered, including a seminar on health care, demonstrations of health products and services, and free medical check ups, all of which were specially planned for participants. On the whole, this wellness centre definitely will be one of the great health centres offering services to improve the quality of health of people in the region as well as fostering developments in future health care systems.





## Health Science Research and Innovation

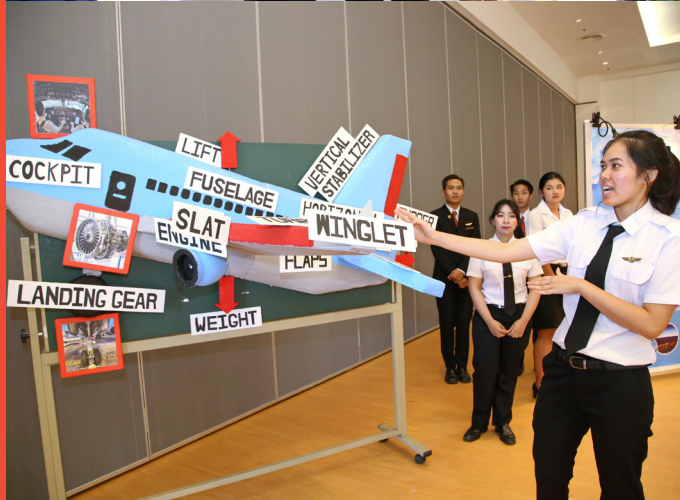
On 7 - 8 December 2017, the School of Health Science and the School of Nursing cooperated to organise “the 1<sup>st</sup> National Conference on Health Science Research and Innovation: Knowledge Transformation towards Thailand 4.0” in collaboration with the Physical Therapy Association of Thailand, the Department of Thai Traditional and Alternative Medicine, the Sports Authority of Thailand, the Council of Community-Public Health. According to Dean of the School of Health Science Assoc. Prof. Dr. Rachanee Sunsernthi, the aim of this conference was to provide a venue for researchers, students, and health science profession across the nation to present their latest research advances and share their knowledge and research experience.

In addition, this forum sought to strengthen the network of health science profession and foster collaboration between government and public sector. The possible cooperation would enhance the development of high-quality research, profession's work efficiency and health care services.

These comprehensive preparations would make Thailand ready to achieve the goals of good health and good wealth. Altogether, the conference and active participation of all researchers in knowledge sharing section emphasised that MFU and related organisations have put health at the top of the table to ensure healthy lives and promote well-being for all at all ages.







## Open House: Exploring the School of Management

On 19 January 2018, the School of Management held an open house under the theme "Future Challenge in Aviation Business" to celebrate the ten-year anniversary of the Aviation programme's establishment.

The Aviation programme consists of three majors including Aviation Services; International Aviation Logistics Business; and Aviation Operations which aims to produce graduates with knowledge, capability, and skills in aviation business management, such as in flight services, passenger ground services, food and beverage services, air cargo services, aviation safety and security as well as other related industries.

Besides, graduates will also have basic business management skills that will enable them to work directly in the aviation industry. In this open house, high school students and general public had the opportunity to get acquainted with MFU, learn about the courses and find out more about career opportunity of the Aviation Business Management programme, Logistics and Supply

Chain Management programme and Hospitality Industry Management programme through interesting exhibition about logistics industry and experience in-flight service and flying operation in the aircraft cabin trainer mock-up.







R&D in Postharvest and Processing Technology for Food Security



Sufficiency Economy: From Theory and Practices to Standardisation

## The Effort to Reach Sustainable Development

The Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs and Mae Fah Luang University cooperated to organise the Thailand's Annual International Training Course (AITC) 2017 under two development themes: food security and sufficiency economy philosophy.

First course entitled "R&D in Postharvest and Processing Technology for Food Security" was held by the School of Agro-Industry from 20 November to 3 December 2017 at MFU, with an acknowledgement of the global food crisis issues and the strong intention of enhancing availability and safety of world food supplies.

Twenty-one participants from ASEAN member countries and FEALAC member countries were offered a series of intensive contents through lectures and workshop on postharvest and processing technology, practices in laboratory and study visits in the Northern region of Thailand, all of which enabled them to make the valuable contributions to their own countries and enhance food security for the benefit of humanity in the future.

Secondly, a "Sufficiency Economy: From Theory and Practices to Standardisation" training course has been organised by the School of Science from 4 - 23 December 2017 to help people successfully meet the market standards and sustainably improve their own well-beings.

The course offers seventeen participants from governmental organisations in agricultural development from 16 countries the insights and practical knowledge on how SEP practitioners could establish linkages to the market in order to achieve mutual benefit by using Chiang Rai as a case study. Moreover, participants acquired skills in developing business models and organising and utilising technologies to standardise and deliver value to the right section of the market through the real-world experiences and the work conducted by MFU researchers in collaboration with practitioners in Chiang Rai province. Above all, participants in each training course also built up and foster collaboration, communication and professional network together.





## New Members of MFU's International Family

The MFU International Affairs Division and International Students Club organised the "International Students Orientation 2/2017" on 12 January 2018, in room 304, C1 Building.

The orientation was held for helping new international students become more familiar with MFU and each other. This second semester of academic year 2017, MFU welcomed 28 new international students including 25 Bachelor's degree students; 1 Master's degree student and 2 Doctoral degree students from 5 countries: China, Myanmar, Nigeria, Nepal and Sri Lanka. MFU also welcomed 14 exchange students from 7 countries including Austria, Japan, Philippines, Brunei, Hungary, Malaysia, and France.

Over the past 19 years, the MFU has welcomed more than 3,000 international students from around the globe. This contribution shows that the international atmosphere has been created by the diversity of international students and international education of the university.

In addition, MFU provided campus tour, lecture and welcoming dinner activities for new international students to take part in a wealth of information sessions about MFU's services, offices, important resource centres as well as and rules and regulations. This activity was also a good opportunity for new students to meet and greet friends and seniors from different schools and countries, all of which will help prepare them for the academic, social and personal aspects of university life.







## Chiang Rai Tour: Exploring Chiang Rai's Way of Life

Over 60 international students including full-time and exchange students learned about Northern Thailand's history and culture during an exciting one-day trip to local cultural attractions in Chiang Rai including Black House, White Temple, Blue Temple, elephant camp and hot spring on 20 January 2018.

The trip was held to help new international students learn more Thai culture and understand the way of life as well as livelihoods of local people in Chiang Rai.

With this trip, all students could meet, share experiences and spend time with friends from other schools and countries. In addition, this activity also served as the bridge connecting new students to get to know each other more through the journey and beautiful scenery.







## MFU for All

On 29 - 31 January 2018, MFU's Thai and international students, and Kyaing Tong University, Myanmar students jointly arranged the "MFU for All" project in the Kyaing Tong Township. This project was initiated by MFU in collaboration with Singha Cooperation to support the social needs in Kyaing Tong Township.

MFU has annually held the Corporate Social Responsibility (CSR) programme for people in the local community and this year marked the first time of holding the CSR programme aboard. In this project, 30 MFU students and 10 KTU students created and held a series of games and English learning activities for Kyaing Tong high school students. All activities were arranged in order to entertain students and extend practice outside their lessons. Kyaing Tong students could learn skills including problem solving, decision making, conflict management as well as physical skills by playing the games.

Also, lecturers from the School of Health Science held an education seminar on "Environmental and Health issues among Mekong Subregion countries" to share and exchange knowledge with lecturers and students at Kyaing Tong University. Additionally, the School of Health Science provided hygiene education for Kyaing Tong people at the Senior Centre of Kyaing Tong.

MFU has recognised that hygiene is one of the most significant issues because good personal hygiene is the first step towards sustaining good health. Hygienic living conditions are also important to control and prevent illnesses.







### One of Thai Delegates Joining the 44<sup>th</sup> SSEAYP

MFU would like to congratulate Mr. Nawaphat Kingkaew, student of the School of Management, who was nominated to be one of 28 Thai delegates to participate the 44<sup>th</sup> the Ship for Southeast Asian and Japanese Youth Programme (SSEAYP) from 23 October to 15 December 2017. SSEAYP is an annual youth exchange programme organised by the Cabinet Office of Japan and governments of Southeast Asian countries for the purpose of promoting friendship and mutual understanding among the youths of the eleven Southeast Asian countries and Japan. Also, this programme aims to broaden youths' perspective on the world, and to strengthen their spirit and practical skills for international collaboration.

The programme brought together more than 300 youths from ASEAN countries and Japan, providing them with the unique opportunity to live together on board the ship Nippon Maru for over 40 days and would have ports of call in Japan, Cambodia, Thailand, Indonesia and Malaysia. Through SSEAYP, MFU believed that Mr. Nawaphat as Thai delegate would not only represent Thailand in many aspects to other young leaders from different countries but also further friendship and international collaboration between Thailand and neighbouring countries.

All in all, MFU has the strong desire to produce global competency graduates who are well-equipped with good language and skills of communication and adaptation, all of which enabled them to work and live happily with people from different countries in any multicultural environment.



### BA Students Win Second Prize in AIS BrandAge Award 2017

With their creativity and unwavering energy, students from Business Administration programme in the School of Management at MFU seized the second prize in the national round of the 11<sup>th</sup> AIS - BrandAge Award on 22 November 2017.

AIS BrandAge Award is a marketing plan contest held by Advanced Info Service Public Company Limited (AIS) in collaboration with BrandAge magazines. The concept for this year was "Smart Farm to Table" in which students were required to create digital marketing plan to sustainably enhance value of local agricultural products and entrepreneurs.

"Ma Si Ma Aew" team members included Mr. Pamai Saralak, Miss Rawisara Udomsri, Miss Suphattra Muenart and Mr. Noppawat Putthacha showcased their impressive plan of "A liquid food for elderly person" and won second prize worth 50,000 THB with a trophy and certificates.







Assoc. Prof. Dr. Kevin David Hyde



Asst. Prof. Dr. Ekachai Chukeatirote

## MFU Lecturers Ranked in the World's Highly Cited Researchers 2017

MFU would like to congratulate lecturers from the School of Science, Assoc. Prof. Dr. Kevin David Hyde and Asst. Prof. Dr. Ekachai Chukeatirote who were named as the highly cited researchers in the plant and animal science category in the latest edition of the Highly Cited Researchers List produced by Clarivate Analytics.

Highly Cited Researchers is an annual list recognising leading researchers in the sciences and social sciences from around the world. The list features more than 3,400 researchers in 21 fields, who produced a remarkable number of highly cited papers in the Web of Science database over the period 2005-2015. The citation analysis was determined by the extent to which their papers have supported, influenced, inspired and challenged other researchers around the globe.

Sorting by country, MFU had two out of five researchers from Thailand on the list. This indeed indicates the position of MFU as a top institution in Thailand. Moreover, Assoc. Prof. Dr. Kevin David Hyde and Asst. Prof. Dr. Ekachai Chukeatirote were considered influential researchers as shown by their work have earned distinction by being the most active, visible, and meaningful research in their specialty area in plant and animal science. Assoc. Prof. Dr. Kevin David Hyde is the Head of the Centre of Excellence in Fungal Research and his research fields cover Biodiversity and Taxonomy of Fungi while Asst. Prof. Dr. Ekachai Chukeatirote has expertise in Microbial Biotechnology.



## Sharing Perspectives for Leadership Capacity Building

MFU Vice President Asst. Prof. Dr. Romyen Kosaikanont participated in the International Conference on "Strengthening the Role of Universities in Developing Countries- the Contribution of Leadership Capacity Building Initiatives" which was jointly organised by the German Academic Exchange Service (DAAD) and the German Rectors' Conference (HRK) from 27-29 November 2017 in Berlin, Germany. The conference was in the framework of the DIES (Dialogue on Innovative Higher Education Strategies) programme aiming to offer 130 experts from industrialised and developing countries a forum to discuss common and specific challenges in university politics and management.

Asst. Prof. Dr. Romyen stated that fast changing, interdependency, interrelatedness, digitalisation, demographic shift are the circumstances that universities have to face, according to the interesting talk by Lead, Global Solutions Group on Tertiary Education, of World Bank Group, USA Professor Francisco Marmolejo. The important thing was to find the new way to address all these changes while produce graduate with relevant knowledge, skills and ability to learn for themselves. Moreover, the demographic change varied across different regions for example the African universities are experiencing circumstances that are different from those the SEA universities are facing. Notably, with this opportunity to exchange ideas with people at different function levels in university management from different regions of the world, MFU have shared and learned insightful information to strengthen institutional management in order to efficiently educate future generations and support national research and innovation systems.





## MFU Students Seize More Than 1 Million THB in Startup Thailand

In 2017, 11 teams from MFU made the valuable contributions by receiving the award of 100,000 THB per team for the further development of their innovative startup plans in the Startup Thailand League.

As entrepreneur is a significant factor that drive economic growth of the nation, the Ministry of Science and Technology in association with 28 universities across Thailand held the Startup Thailand League to enhance the skills and knowledge of students for being innovative entrepreneurs.

In this competition, all MFU students has showcased their creativity and ability in inventing something based on the problems they faced in daily life and converting those great ideas into a reality.

MFU would like to congratulate 11 teams for their remarkable achievement which are:

1. The Triple Winner
2. Keanun Thai
3. Boonyong
4. S2L
5. Jungle Around
6. Ensure Your Insurance
7. Three of Something
8. Beyond
9. Artherland
10. Save me
11. Halai MungJ



## MFU Win International Award for Cosmetic Science Research

From 30 November - 3 December 2017, lecturers from the School of Cosmetic Science were nominated by the Agricultural Research Development Agency (public organisation) and the National Research Council of Thailand to present their cosmetic science research and products in the Seoul International Invention Fair 2017 (SIIF 2017).

Firstly, a research on "Anti-Aging Product Containing Rice Stem Cell Extract" which was conducted by lecturer and Master's Degree students; Dr. Nisakorn Saewan, Miss Wannisa Vichit, Mr. Thanon Prinyarux and Miss Jittraporn Pueknang won the Gold Prize award in recognition of in excellent and creative efforts from the Seoul International Fair 2017. Also, this anti-aging product gained the Special Award from the Taiwan Invention Association, a certificate of achievement presented in recognition of a creative invention which shows notable potential to improve the quality of family life. The research on "Lanadene Jasmine Rice Age Defying Facil Cream" which was studied by Asst. Prof. Dr. Mayuree Kanlayavattanakul, Asst. Prof. Dr. Nattaya Lourith and Dr. Puxvadee Chaikul, also received the Gold Prize from the Seoul International Fair 2017 and the Diploma Award for the high scientific and technological level of the invention from the Ministry of Education and Science of Russian Federation.

Both research were developed with an aim to increase the value of Thai herbal products with innovations and expand them to both domestic and international markets.



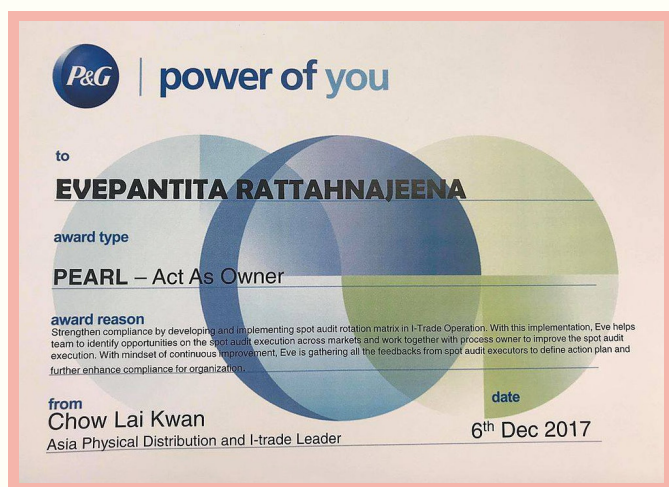


## MFU Pride: Accounting Alumnus Won a Best Employee of the Year

A student from the Accounting programme's 2<sup>nd</sup> generation of graduates, Miss Pantita Rattahnajeena was given the PEARL-Act As Owner award from the Procter & Gamble (P&G) Singapore to mark her contribution as a best employee of the year 2017.

The award was presented in recognition of her performance in strengthening compliance by developing and implementing spot audit rotation matrix in I-Trade Operation. With this implement, she helps team to identify opportunities on the spot audit execution across markets and work together with process owner to improve spot audit execution.

With mindset of continuous improvement, Miss Pantita is gathering all the feedback from the spot audit executors to define action plan and further enhance compliance for organisation.



## MFU Ranked 6<sup>th</sup> as Green University in Thailand

The University of Indonesia's Green Metric World University Ranking 2017 has ranked MFU as the 156<sup>th</sup> green university out of 619 universities worldwide and the 6<sup>th</sup> out of 27 Thai universities.

The ranking was based on six criteria: Setting and Infrastructure; Energy and Climate Change; Waste Management; Water Management; Transportation, and Education. UI GreenMetric World University Ranking was established by Universitas Indonesia in 2010 for the purpose of promoting awareness of sustainability in higher education institutions. The Ranking focuses on setting policies and introducing activities that create a positive impact on global climate change, energy and water conservation, waste recycling, and green transportation.

Since its establishment, MFU has committed itself to fulfilling the aspirations of Her Royal Highness Princess Srinagarindra to "Restore Forests and Improve Human's Livelihood". In addition to its mission to promote energy conservation and environmental protection, the university has a policy of engaging students in several reforestation activities, in order to transform a once degraded forest into a "University in the Park" and promote a sense of care and responsibility for nature and the environment. MFU, as a green and sustainable university, will consistently implement environmentally friendly policies to ensure our operations contribute to enhancing the sustainability of Thailand and the world.



## Visiting Scholar Programme

The programme allows scholars to expand their academic and personal goals. Scholars have the opportunity to take advantage of abundant resources to enrich their developments, while contributing their own knowledge and insight to the learning of others.

During November 2017 - January 2018, MFU consist of 10 visiting scholars are as follow;

Name	Institution	Duration
Dr. Nguyen Tra Giang Vietnam	 ĐẠI HỌC TÔN ĐỨC THẮNG TÔN ĐỨC THẮNG UNIVERSITY	15 October – 13 November 2017
Prof. Dr. Julian Andrew Heyes New Zealand	 <b>MASSEY UNIVERSITY</b> TE KUNENGA KI PŪREHUROA UNIVERSITY OF NEW ZEALAND	20 October – 10 November 2017
Mrs. Jeannie Ho Bibera, Ms. Sarah Bernadette L. Balena Philippines	 SAN PEDRO COLLEGE LOVE SERVES	3 – 30 November 2017
Assoc. Prof. Dr. Zoltan Szabo Hungary	 <b>CORVINUS</b> UNIVERSITY OF BUDAPEST	4 – 17 November 2017
Dr. Richard Randall Wickett USA	 <b>University of CINCINNATI</b>	15 November – 4 December 2017
Prof. Siegfried Schwarz Austria	 MEDIZINISCHE UNIVERSITÄT INNSBRUCK	21 November 2017
Dr. Derek Persoh Germany	 RUHR UNIVERSITÄT BOCHUM <b>RUB</b>	30 November 2017 – 31 January 2018
Prof. Dr. Michael Heinrich United Kingdom	 <b>UCL</b>	2 – 9 January 2018
Dr. Olivier Jean-Marie Raspé Belgium	 <b>Botanic Garden Meise</b>	7 January – 3 March 2018
Dr. Yoo Kwang Eui Korea	 <b>한국항공대학교</b> KOREA AEROSPACE UNIVERSITY	19 January – 22 February 2018





## Visit from the Education and Culture Attaché, Indonesia

On 3 November 2017, the Education and Culture Attaché of the Embassy of the Republic of Indonesia in Bangkok Prof. Mustari Mustafa paid a courtesy visit to MFU to discuss academic cooperation and ask the university to host two international conferences. Prof. Mustari Mustafa stated that the Embassy of the Republic of Indonesia in Bangkok intended to support academic cooperation between Thai and Indonesian universities. The cooperation would cover staff and student exchanges, joint research, training and conferences in order to encourage joint research and exchange knowledge between the two countries.

In addition, Prof. Mustari Mustafa invited MFU professors to visit Indonesia and give lectures about Thai language and culture to Indonesian students and lecturers. Furthermore, he also asked MFU to offer short courses on Thai language and culture for students and academic staff from Indonesian universities.

Apart from the academic cooperation, the Indonesia Embassy in Bangkok in collaboration with the Indonesian Students Association in Thailand asked MFU to host for the 6<sup>th</sup> Asian Academic Society International Conference (AASIC 2018) and the International Symposium of Overseas Indonesian Students' Association Alliance (IS-OISAA) Asia Oceania 2018.

All in all, this discussion paved the way for future fruitful cooperation in terms of student and lecturer exchanges, short courses on the two languages, and international conferences, all of which would indeed benefit the education system and fortify the bilateral diplomatic relations between Indonesia and Thailand.



## Knowing Israel More through the Stories of Start-ups, Innovations

On 7-8 November 2017, Deputy Chief of Mission, Political and Public Affairs of the Embassy of Israel to Thailand Mr. Yuval Abraham WAKS visited MFU to discuss academic cooperation for visiting scholar in the field of Science, Mathematics, and Medicine between Israeli universities and MFU.

Besides, on 8 November 2017, the Embassy of Israel in Thailand cooperated with the Division of Student Development Affairs at MFU to organise the sharing activities which divided into two parts: presentation on innovation and startup of Israel and a film screening. In first part of the activity, participants knew Israel more as the innovation and startup nation through the presentations that showed how this country developed into the leading country in the fields of innovation and startup business in the past 70 years. Mr. Yuval highlighted that good human resource was important in development of any given country. He also gave advices on startup business that the significant characteristic of entrepreneur was being themselves.

Additionally, entrepreneurs should invented something based on the problems they faced in daily life as well. Moreover, the film screening "Brave Miss World" grabbed the participants' attention with its strong message on sexual harassment of women. The movie also encourages victims of sexual assault to speak up and fight for justice. As sexual violence is one of the global concern and rape cases are rarely reported to police, this activity aimed to raise an awareness of sexual harassment.



