



THE PARK

MFU International Newsletter



Mae Fah Luang University Medical Center Hospital

Now Open

- The 2nd Myanmar-Thailand Higher Education Networking Programme
- The 6th Asian Academic Society International Conference
- The 3rd International Conference on Agriculture and Agro-Industry 2018

Volume **24**
Nov 2018 - Jan 2019



"Our goal is to promote Mae Fah Luang University Medical Center Hospital to become a hospital providing medical services for all groups of patients with the best medical technologies. Moreover, the hospital operates with a key principle that no one will be denied treatment because of poverty. For this reason, disadvantaged people can receive the comprehensive and good-quality medical care at Mae Fah Luang University Medical Center Hospital."

Speech by **MFU President, Assoc. Prof. Dr. Vanchai Sirichana**

During the interview given on 24 October 2018
at the Office of the President

Editor in Chief: Asst. Prof. Dr. Romyen Kosaikanont
MFU Vice President

Editor: Sriprai Pundach
Acting Head,
International Affairs Division

Co-Editor: Richard Albertson
Lecturer in School of Liberal Arts

Author: Piraya Buddhasri

Publication: Supavij Vejpisitpakorn





Mae Fah Luang University Medical Center Hospital is Now Open

On 5 December 2018, Mae Fah Luang University Medical Center Hospital was officially open its doors to patients. The President of Mae Fah Luang University, Assoc. Prof. Dr. Vanchai Sirichana reported that Mae Fah Luang University Medical Center Hospital is ready for providing best health care to the community. The President added that Asst. Prof. Dr. Sutham Pinjaroen, M.D. has been appointed to the Director of Mae Fah Luang University Medical Center Hospital.

The new 15-storey hospital, located in Nanglae, Chiang Rai Province, features approximately 400 beds and an area of 100,000 square metre. The construction of the hospital started in October 2014 and completed in August 2018 with a cost of approximately 2,800 million baht.

The MFU Medical Center Hospital provides an emergency department, out-patient department (OPD), in-patient department (IPD), general medicine and some specialized services. The hospital is planning to expand the services to intensive care patients and surgical patients in the near future.

Moreover, this MFU Medical Center Hospital is a part of the School of Medicine serving as a hub for

training medical professionals.

On 1 December 2018, Chairman of Mae Fah Luang University Council, General Sampao Choosri; MFU President, Assoc. Prof. Dr. Vanchai Sirichana; executives; staff members; and students attended the merit making on the occasion of Mae Fah Luang University Medical Center Hospital's opening ceremony.

Furthermore, Mae Fah Luang University Hospital which located on campus has been changed into an alternative medicine hospital. This alternative hospital offers traditional Thai medicine, traditional Chinese medicine, skin and anti-aging treatments, reconstructive surgery services, physical therapy services, Day Care for old people (daily and monthly), MFU Child Home, fitness center, and medical check-up for everyone. The MFU Hospital also offers healthy food, skincare and health products originating from MFU's research.



The 2nd Myanmar-Thailand Higher Education Institutions Leadership and Networking Programme

To deepen academic collaboration between Thailand and Myanmar, Mae Fah Luang University held the first part of the 2nd Myanmar-Thailand Higher Education Institutions Leadership and Networking Programme at Kanchanaburi Rajabhat University and the Office of the Higher Education Commission, the Ministry of Education of Thailand from 12-18 November 2018.

The “Myanmar-Thailand Higher Education Institutions Leadership and Networking Programme” is a pilot project in accordance with the International Academic Cooperation Strategy with the Neighboring Countries of the Office of the Higher Education Commission, the Ministry of Education of Thailand.

The main purpose of this networking programme was to serve as a venue for administrators to exchange knowledge and good practices in order to develop the administration of higher education especially in areas of internationalization and joint research.

There were executives and researchers from 14 Thai and Myanmar higher education institutions participating in this leadership workshop which included Kyaing Tong University, Mawlamyine University, Myeik University, Sittway University, Taunggyi University,

University of Mandalay, University of Yangon, Chiang Mai University, Chiang Rai Rajabhat University, Kanchanaburi Rajabhat University, Mae Fah Luang University, Naresuan University, and Rajamangala University of Technology Lanna. Also, the programme was observed by three observers from the Department of Higher Education, Myanmar, Patheingyi University and West Yangon University.

With an encouraging environment at the workshop, participants now have a better understanding of role, mission, and responsibility of the International Affairs Office and the internationalization (IZN) plan. The International Affairs office and its IZN plan will be the productive bridge for establishing deeper international collaboration between the two countries. The programme also provided participants an abundance of opportunities to discuss research topics and build up joint research collaboration between Myanmar and Thai higher education institutions.

All in all, it was agreed to have further discussion on research topics in the second part of the 2nd Myanmar-Thailand Higher Education Institutions Leadership and Networking Programme at Mawlamyine University during 18-22 February 2019.





The 6th Asian Academic Society International Conference

To respond to challenges of globalisation, the 6th Asian Academic Society International Conference (AASIC) was held at Mae Fah Luang University by the Indonesian Students Association in Thailand, Indonesian team in MFU, and the Embassy of Indonesia in Bangkok on 8-10 November 2018.

The AASIC was initiated by PERMITHA (Overseas Indonesian Student Association in Thailand), supported by the Indonesian Embassy in Bangkok. The purpose of this annual conference is to serve as stage for academics in ASEAN countries to share experiences and knowledge in the field of science, technology, hospitality industry, health, and humanities. This year, the 6th AASIC was held under a central theme "A Transformative Community: Asia in Dynamism, Innovation, and Globalization" aiming to understand the pattern of transformation which has occurred in Thailand, ASEAN and the world.

In the opening ceremony, there was an opening speech by Mr. Lingga SETIAWAN, Minister Counsellor from Indonesian Embassy in Bangkok. Additionally, there were a keynote speech "A Transformative Community: Asia in Dynamism, Innovation and Globalisation" by Emeritus Professor Alberto Gomes from La-Trobe University, Australia and Director of Dialogue, Empathic Engagement, and Peacebuilding (DEEP)

Network, followed by a plenary session on "A Transformative Community: Asia in Dynamism, Innovation and Globalization." Speakers for the plenary session included Director of Thai Studies, Chulalongkorn University, Asst. Prof. Dr. Wasana Wongsurawat; former Attaché of Education and Culture, Embassy of Indonesia in Thailand and a professor of Engineering, Syiah Kuala University, Dr. Yunardi Yusuf; Dean of School of Medicine, MFU, Lt. Gen Emeritus Prof. Nopadol Wora-Urai, MD.; and a lecturer from the School of Management, MFU Dr. Chachaya Yodsuwan.

Additionally, there was a series of oral presentations in four sub-themes which were Advancing Health and Eradicating Diseases; Re-Emerging Power and Empowering Society; Technology and Science on the Move; and Boosting Quality and Assuring Effectivity. Furthermore, as part of the conference, the Cultural Night was organized by Indonesian students on 8 November.

The main objective of the event was to promote Indonesian culture and traditions through cultural performances and food. All in all, MFU President, Assoc. Prof. Dr. Vanchai Sirichana stated that this conference provided a great opportunity for participants to share and exchange their knowledge.



ICAAI 2018 - Food and Agriculture: Innovation and Sustainability

On 15-17 November 2018, the School of Agro-Industry held the 3rd International Conference on Agriculture and Agro-Industry 2018 (ICAAI2018) under the theme of “Food and Agriculture: Innovation and Sustainability” as a part of the celebration of MFU’s 20th anniversary.

The aim of this quadrennial conference was to provide a stage for over 200 scientists, experts, researchers, students and entrepreneurs from all over the world to discuss the latest research and innovations in postharvest technology, food processing technology, nutraceutical and functional food as well as food security and sustainability.

In addition, this forum sought to provide an opportunity for national and international communities to exchange ideas and develop a common vision in promoting innovation and sustainability of food and agricultural products. The forum also brought in four keynote speakers and eleven invited speakers to address the cutting edge topics in the innovations and sustainability of food and agriculture on a global level. The keynote speakers included Director of the Hugh Sinclair Unit of Human Nutrition and the Deputy Director of the

Institute for Cardiovascular and Metabolic Research at the University of Reading, England, Prof. Dr. Julie A. Lovegrove; Professor of the Department of Food Science at Rutgers University, Canada, Prof. Dr. Qingrong Huang; Professor of Food Science and Technology at Università degli Studi di Milano, Italy, Prof. Dr. Luciano Piergiovanni; and Professor of the Department of Horticulture, Faculty of Agriculture at Kasetsart University, Thailand, Prof. Dr. Jingtair Siriphanich. In addition, there were 138 presentations which consisted of 46 oral presentations and 92 posters.

All in all, the conference was a great platform for building a network and developing further collaboration in the field of Agriculture and Agro-industry. The constructive discussion and knowledge sharing contributed to research and innovation development as well as offering solutions to agricultural challenges.



AIMS Mini-Symposium: Biodiversity & Food Science and Technology

On 16-17 November 2018, AIMS Mini-Symposium on Biodiversity and Food Science and Technology was held at Mae Fah Luang University. This mini-symposium was jointly held by the Office of Higher Education Commission of Ministry of Education, the School of Agro-Industry, the School of Science, and the International Affairs Division. It offered a venue for AIMS alumni from University of Tsukuba, Universiti Putra Malaysia and Mae Fah Luang University to present their research in Biodiversity and Food Science and Technology fields.

After presentations, there was a plenary session on "The impact of International Exchange Experience" by AIMS alumni and current AIMS students. In this session, both alumni and students shared their exchange experiences and reflected on the benefits and challenges of the programme. Moreover, the symposium offered a chance for Indonesian, Malaysian, Pilipino, Thai and Vietnamese students to appreciate different cultures and increase their cross-cultural awareness through various performances during the welcoming reception.

Since 2010, Mae Fah Luang University has welcomed 178 inbound students and has sent out 104 MFU students under the AIMS programme in Biodiversity and Food Science and Technology programmes.

Moreover, with its internationalisation strategy, the University has initiated academic activities and furthered collaboration covering joint publication and staff and researchers exchange with partner universities. Under these meaningful activities, MFU students will be able to work with others harmoniously and serve as valuable manpower for the sustainable future of the region.





Wireless Personal Multimedia Communications & Global Wireless Summit 2018

With recognition of the importance of wireless technologies for regional sustainable development, the 6th Global Wireless Summit (GWS-2018) was held in collaboration with the 21st International Symposium on Wireless Personal Multimedia Communications (WPMC-2018) at Mae Fah Luang University, from 25-28 November 2018. This year, both conferences were conducted, as a part of MFU's 20th year anniversary celebration, under the theme "Body and Mind Integration through Information and Communication Technology".

The main purpose of the event was to offer a stage for researchers, designers, developers, engineers and technologists to exchange ideas and discuss development in wireless communication technology and related areas. The conference was supported by CTIF Global Capsule (CGC), Yokosuka Research Park (YRP), the National Institute of Information and Communications Technology, Japan (NICT) and Mae Fah Luang University (MFU).

In the conference, there was a series of lectures from keynote speakers from Finland, India, Japan, Thailand and the United States of America. Also, there were tutorial sessions, technical sessions

and discussions for participants to explore business models, devices, innovations, trends and future challenges towards wireless communication technologies.

The WPMC symposium is a global platform which aims at enabling collaboration in the field of wireless information while the GWS is the world's largest annual international conference for wireless techno-business modelling.

Altogether, both WPMC and GWS 2018 successfully served as a bridge connecting all sectors to share and develop the newest wireless technologies, new ways of communicating and new business models through cross-disciplinary research and collaboration. All of innovative technologies will indeed enhance the development and offer sustainable solutions for wireless technologies in the future.



Globalisation of Traditional Medicine

On 6-7 December 2018, the School of Health Science at MFU in collaboration with the Society for Ethnopharmacology (SFE) held the 1st International Conference on “Globalisation of Traditional Medicine” as a part of MFU’s 20th year anniversary celebration. The conference was aimed at providing an ideal platform for the distinguished professionals, eminent scientists, technologists and industrialists to present their research works, share knowledge, and exchange ideas based on ethnopharmacology and medicinal plants. There were interesting talks by renowned professionals from China, India, Italy, South Africa, Thailand and the USA, followed by oral and poster presentations in several themes such as ethnopharmacology, ethnobotany, folk medicine, holistic medicine and nutrition as well as herbal cosmetics and nutraceuticals. Besides, there were traditional local wisdom exhibitions and innovation showcases from eight Thailand’s Northern provinces.

On the whole, the conference was successfully served as a venue for fostering collaboration and promoting research and innovations in medicinal plants and traditional local wisdom applications. It also shows Mae Fah Luang University’s intention of improving health practices, healthcare efficiency and quality health services to all Thai people.





ASIAN Beat the Musical Show

On 16 December 2018, an international atmosphere was promoted at the ASIAN Beat the Musical Show where over 30 young people from Japan, Taiwan, South Korea and MFU students performed amazing shows together.

ASIANBeat project is a joint project between the Common Beat and the MRA Foundation Off Campus Activities International Exchange (OCA), Japan aiming at achieving international exchange through dancing and singing.

The activity provided a great opportunity for representatives from Japan, Taiwan, Thailand and South Korea to excitedly and joyfully exchange their cultures through singing and dance performances. With the enjoyable performances, the friendship between MFU and ASIAN Beat students was created.





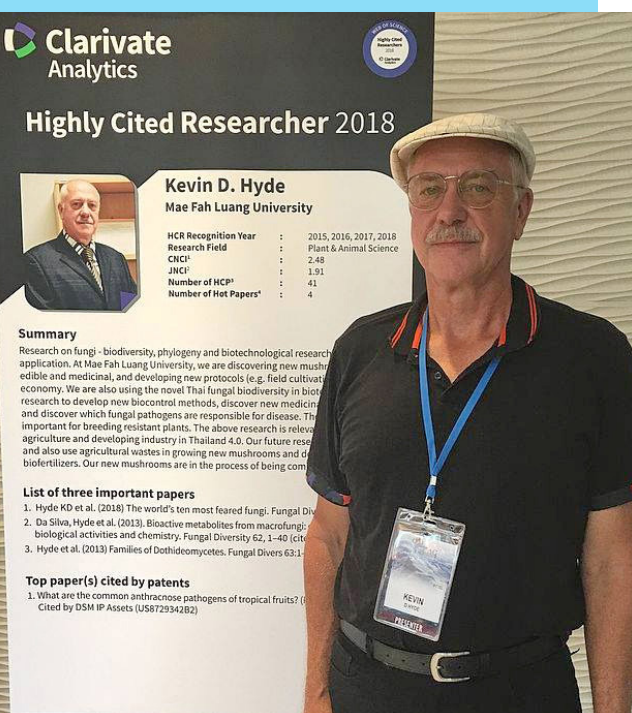
The 19th Thai Medical Education Conference

On 19-21 December 2018, the 19th Thai Medical Education Conference was held, as a part of MFU's 20th year anniversary celebration, under the theme of "Leadership towards Medical Education Excellence" at E4 Building, Mae Fah Luang University. In response to the American Medical Association (AMA)'s 3 pillars of medical education, the event was aimed at offering a stage for the medical experts and profession to exchange ideas, share their knowledge, present latest research and discuss curriculum development for medical education.

In the conference, there was a series of lectures from keynote speakers. Also, there were workshops, symposia, and paper presentations on community engaged education, inter-professional education and medical curriculum serving future national healthcare for participants to explore new initiatives related to their interests. Additionally, Professor Jarus Suvanwela, M.D. received an award from the Consortium of Thai Medical Schools to mark his contribution in Thai medical education.

Altogether, the conference successfully served as a bridge connecting medical schools to share and develop curricula to ensure that medical students acquire not only basic and clinical scientific knowledge but also an understanding of health systems science (HSS). Moreover, the network of medical institutions and medical research presented in the conference will contribute to the improvement of medical education and health care system in the future.





MFU Researchers Ranked in the Highly Cited Researcher 2018

On 9-11 January 2019, Head of the Center of Excellence in Fungal Research at MFU, Assoc. Prof. Dr. Kevin David Hyde attended the Highly Cited Researcher 2018 award presentation ceremony held in collaboration with the TRF-OHEC Annual Congress 2019 (TOAC 2019) organised by the Thailand Research Fund (TRF) and the Office of the Higher Education Commission (OHEC) at the Regent Cha-Am Beach Resort. Highly Cited Researchers, produced by Clarivate Analytics, is an annual list recognizing leading researchers in the sciences and social sciences from around the world. The list features more than 6,000 researchers in 21 fields, who produced a remarkable number of highly cited papers in the Web of Science database over the period 2006-2016. The citation analysis was determined by the extent to which their papers have supported, influenced, inspired and challenged other researchers around the globe.

Science Lecturer Wins Award in the TRF-OHEC Annual Congress 2019

MFU would like to congratulate lecturer from the School of Science, Dr. Putarak Chomnunti who received the excellent poster presentation award with her work entitled "Modern taxonomic approaches for mangrove fungi and an investigation of their bioactive metabolites" in the TRF-OHEC Annual Congress 2019 (TOAC 2019) on 9-11 January 2019. The TRF-OHEC Annual Congress was organised by the Thailand Research Fund (TRF) and the Office of the Higher Education Commission (OHEC) at the Regent Cha-Am Beach Resort.



Doctor in My Heart Award

MFU would like to congratulate Director of the Princess Maha Chakri Sirindhorn's Medical Volunteer Unit at MFU, Mr. Somprat Munjit M.D. who received "Doctor in My Heart" award from the Medical Association of Thailand on 26 January 2019. The "Doctor in My Heart" award was given to 77 doctors from each province of Thailand. This award was granted to mark Mr. Somprat's achievement as one of the doctors who was admired and won the trust of the general public in his goodness, ethical behavior, and positive contributions to community.





Entrepreneurship Exchange with Syiah Kuala University

On 10-14 November 2018, the Director of the Small Medium Entrepreneurship Center, Dr. Iskandarsyah Madjid, lecturers and students from the student activity units on entrepreneurship of Syiah Kuala University, Indonesia visited MFU. This academic visit was aimed at providing a venue for students from both Mae Fah Luang University and Syiah Kuala University to exchange ideas, share experiences and discuss entrepreneurship.

To offer more information about entrepreneurship in Thailand and MFU, Mae Fah Luang University provided the visitors two special lectures on the "Overview of Entrepreneurship in Thailand and MFU" by lecturer of the School of Management, Dr. Phoommhiphat Mingmalairaks; and "University Community Engagement and Briefing about the project on MFii (Start Up Thailand Project)" by lecturer of the School of Science and the Intellectual Property Management and Innovation Development Office (MFii), Mr. Natthawut Yodsuwan.

Moreover, students from Syiah Kuala University joined the ASEAN Studies Class with MFU students to introduce Aceh province via presentation and cultural performances. Syiah Kuala University students also presented and sold Aceh local products in order to practice and enhance their entrepreneurial skills.



A Visit from Ambassador of France to Thailand

On 17 December 2018, Ambassador Extraordinary and Plenipotentiary of the French Republic to the Kingdom of Thailand, H.E. Mr. Jacques Lapouge visited Mae Fah Luang University to discuss further academic collaboration between MFU and the French Republic. In the discussion, the Ambassador paid specific attention to MFU's PhD degree programmes especially in the fields of cosmetic science, agriculture, and management.

Moreover, the French Embassy and MFU explored the possibility of scholarship, student and lecturer exchanges as well as further cooperation between MFU and French institutions. MFU also purposed that the Embassy should invite the Nobel Prize laureates from the French Republic to give a special lecture that inspires generations and disseminates knowledge for Thai people.

All in all, this visit from the Ambassador of France to Thailand led to possible fruitful cooperation in terms of PhD programmes, student and personnel exchanges, and special lectures. The deeper collaboration would indeed encourage an exchange of people and knowledge as well as strengthen relations between the two countries.

Exploring Academic Collaboration with SCBC

On 7-8 November 2018, Dean of the School of Management Dr. Chatrudee Jongsureyapart and Economics lecturer Dr. Popkarn Arwatchanakarn visited the South China Business College (SCBC), Guangdong University of Foreign Studies and participated in the International Exchange Festival "Exchange, Cooperation and Sharing."

This main purpose of this visit was to discuss academic cooperation with Dean of the School of Asian Language and Culture and Deputy Director of Center for International Cooperation and Exchange Associate Professor Chi Shengnyu.

A Visit from University of Wisconsin-Madison

On 14 January 2019, the delegates from the University of Wisconsin-Madison (UW-Madison) in the United States visited Mae Fah Luang University. The purpose of this visit was to discuss further academic collaboration and exchange with the School of Agro-Industry, the School of Liberal Arts, the School of Management, the School of Science, and the School of Social Innovation. MFU and UW-Madison have been implementing the annual summer programme at bachelor level in the Public Health and Sustainable Development and Microbiology courses since 2015.

A Visit from the GMS-UC Project

On 18 January 2019, Mae Fah Luang University welcomed Centre Director of the SEAMEO Regional Centre for Higher Education and Development, Dr. Chantavit Sujatanond and the delegates from ASEAN Secretariat, SEAMEO Secretariat, the national governments from Cambodia, Lao PDR, Thailand and Vietnam as well as the core experts for the Project on Support for Capacity Building of the Greater Mekong Sub-region University Consortium (GMS-UC).

The GMS-UC project was operated by SEAMEO RIHED in cooperation with ASEAN Secretariat under the Japan-ASEAN Integration Fund (JAIF) Framework to enhance capacities of selected universities of the GMS-UC in areas of management and leadership, teaching, research, internationalisation and cross-border education.



