



THE PARK

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Mae Fah Luang University is 1 of Top 10

Research Higher Education Institutions in Thailand
Ranked by the SCImago Institutions Rankings (SIR) 2017



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Leaders in the Global Arena



In response to the needs for human capacity development and to foster academic partnership between Myanmar and Thai higher education institutions, “Myanmar-Thailand Higher Education Institutions Leadership and Networking Programme” was organised at Mae Fah Luang University and Chiang Mai province during 26 - 30 June 2017.

This programme was divided into 2 parts; 5 days in Thailand and another 5 days in Myanmar. The main purpose of the programme was to enhance and deepen higher education networks between Myanmar and Thailand for future collaborative projects. Moreover, this programme emphasized on enhancing human capacity of HEIs leaders of Myanmar and Thailand through the exchanges of good practices as well.

There were 14 Rectors or executives from both Thailand’s and Myanmar’s higher education institutes participating in this leadership workshop which included Rectors of Kyaing Tong University, Mawlamyine University, Myeik University, Sittway University, Taunggyi University, University of Mandalay, Pro-Rector of University of Yangon, Executives from Chiang Mai University, Naresuan University, Kanchanaburi Rajabhat University, Chiang Rai Rajabhat University, North-Chiang Mai University, Rajamangala University of Technology Lanna, and MFU.



Collaborative Agreement between Mae Fah Luang University and University of Mandalay



On 28 June 2017, MFU President Assoc. Prof. Dr. Vanchai Sirichana and Rector of University of Mandalay Dr. Thida Win signed a MoU for academic cooperation and exchange at MFU. MFU and University of Mandalay have enjoyed a long standing friendship with each other especially in the field of Tourism Management for several years. Particularly, this MoU marks the first agreement that MFU collaborated with university in Myanmar.

Therefore, with this agreement, both institutions aim to extend and strengthen their relations as well as further fruitful collaborations towards the mutual goal, the pursuit of the internationalization of education.

View from The Park



4th MFU Junior Iron Chef Competition: Modernized Thai Cuisine

The Hospitality Industry Management programme at the School of Management presented the 4th cooking competition entitled “MFU Junior Iron Chef 2017” with the theme of “Modernized Thai Cuisine” at M Square from 30 April - 1 May 2017.

The main objective of the cooking competition was to help Hospitality Industry Management students develop their food preparation and culinary skills by putting theories into practice. The cooking competition also aims to prepare students to be professionals in the food and beverage service industry of the AEC.



French Language Teaching Training

During 26 - 27 May 2017, the French-Upper Mekong Sub-region Academic Cooperation Centre at MFU, Alliance Française Bangkok, and the Embassy of France in Thailand held French language teaching training for teachers and university lecturers in the Northern Thailand.

In the training, all participants learned not only effective methods for teaching French language but also how to prepare students for the French Proficiency Tests (DELF).

On the whole, participants were expected to pass on the knowledge they gained to their students and stimulate students' French skills to assist the students with their future careers.





Learning Chinese Culture by Experiencing Dragon Boat Festival

The Sirindhorn Chinese Language and Culture Centre, the Confucius Institute at MFU and the Chinese Education and Culture Association in the Chiang Rai province cooperated to hold “the Chinese Dragon Boat Festival 2017” on 30 May 2017.

This festival aimed to celebrate one of the traditional festival in China and also promote Chinese language and culture for the general public and those who are studying the Chinese language. There was a variety of activities provided for participants including dragon boat crafts contest, poetry recitation competition, sticky rice dumplings wrapping, quiz contest on Dragon Boat Festival and traditional performances by representatives from schools in the Chiang Rai province.

Overall, this celebration helped participants learn about and understand Chinese culture, beliefs, history and people’s way of life.



Herbal Cosmetics Workshop for Local Entrepreneurs

As MFU has focused strongly on the academic services for the community, a workshop on ‘Thai Herbal Products’ including the products made from pineapple which is the reputable fruit in the Chiang Rai province was held during 20-22 June 2017.

The aim of this workshop was to help local entrepreneurs enhance product quality and create the right market plan for their business. This short-term workshop divided into two parts which were lecture session and laboratory session. In lecture session, the content covered all aspects of herbs including fundamental information, trends of herbs in global and domestic market, herbal cosmetics and integrated business.

In addition, participants learned and practiced how to apply pineapple as the main ingredient of the cosmetics, shampoo, soaps and face sheet masks in the laboratory under the supervision of the experts.

Overall, this workshop received the very positive feedback as the representative of participants who are the farmers in the Chiang Rai province expressed that they have applied the general recipe of herbal products but after practicing in the workshop, they learned how to enhance the production process and broaden their product in other related fields. Moreover, the information about the trends of herbal cosmetics helps the entrepreneurs to create the right plan for their business.





Driving Chiang Rai towards the Health Tourism Destination

The School of Management at MFU held the workshop on body treatment, massage meditation, healthy food, hydrotherapy and medical technology for over 40 health tourism entrepreneurs during 1-5 July 2017.

This workshop aimed to help entrepreneurs, community, private sector and government who were associated with health tourism establish the suitable plan for developing their products, process, service standard, and business plan in order to propel Chiang Rai to be a sustainable health tourism province. Overall, the active participation in the workshop shows that with the collaboration of every sectors, the goal of promoting Chiang Rai as the ideal destination for health tourism in Thailand is not out of reach.



MFU-AU Summer Exchange Programme

MFU and the Asia University in Taiwan signed an agreement for academic cooperation and student exchange since 2011 and have been implementing a student exchange including the summer programme at bachelor level in Information Technology. All participating students from both universities received a full tuition fee waiver.

In this academic year 2016, MFU has welcomed 17 exchange students from the Asia University in Taiwan who enrolled in the Multimedia Technology and Animation programme at the School of Information Technology from 1-31 July 2017. In addition, there are 20 students from the School of Information Technology who was nominated to study at Asia University from 3-27 July 2017.

This exchange programme not only provides a range of academic experiences but also an opportunity for students from two countries to be globally competent students by learning and fully submerging themselves in foreign culture and environment.





Experiencing Different Culture for Better Understanding of the World

MFU students were awarded 800 USD scholarships from the University Mobility in Asia and the Pacific International Secretariat (UMAP IS) in Japan to participate in the Super Short-Term Programme (SSTP) at the Shih Chien University in Taiwan, the Toyo University in Japan, the University of Brunei Darussalam and the Tamkang University in Taiwan.

This short-term programme (one to eight-week long) is offered by UMAP affiliated universities. In the academic year 2017, there were 34 programmes from 19 universities of UMAP members from 7 countries concluding Brunei, Japan, South Korea, Malaysia, Philippines, Taiwan, and Mexico provided for students. As the global competence is one of the main focus of MFU, MFU has encouraged and supported students to explore and submerge themselves in a different culture of various countries.

As the global competence is one of the main focus of MFU, MFU has encouraged and supported students to explore and submerge themselves in different culture of various countries. Also, MFU has warmly welcomed many exchange students from around the globe to study at MFU.

It can be said that MFU students learned not only language but also cross-cultural skills which enable them to communicate effectively with people from other countries, understand multiple perspectives, and be ready to compete in any workplace around the globe.



Culture Exchange through the 9th Thai – Vietnamese Youth Exchange

Ms. Tanrada Wongsrivichai, student from the Business Chinese programme and one of Thai representatives expressed her feeling after participating in the 9th Thai – Vietnamese Youth Exchange Programme during 11- 21 July 2017. The 9th Thai – Vietnamese Youth Exchange Programme was organised by the Royal Thai Embassy in Hanoi, the Ministry of Foreign Affairs of Thailand, in collaboration with the Department of Community Development at the Ministry of Interior of Thailand, and the Ministry of Education and Training of the Socialist Republic of Vietnam.

This programme provided twelve Vietnamese youths from universities in Vietnam and twelve Thai youths from different universities in Thailand an opportunity to exchange their culture and build a better relationship between Vietnam and Thailand together. Both Thai and Vietnamese students spent their time learning about the various aspects of Thailand especially about the Royal Projects and Sufficiency Economy.

Also, they learnt the way of life in the local community through the study visits to various historic and cultural sites in Bangkok and nearby provinces. The Thai and Vietnamese youths also had an opportunity to understand the relations between Thailand and Vietnam and show their cultural performances. Participating in this programme, Ms. Tanrada did her best as the representative of Thailand to enhance culture exchange and mutual understanding between the participants of two countries.



Ready to Be a Centre for the Sustainable Development of Thai Tea

The Tea Institute, the Business Economics and Logistics Research Excellence Centre (BE-Logist), and the Office of Border Economy and Logistics Study (OBELS) cooperated to hold the seminar entitled “Thai – Japan Alliance for Tea Industry” on 24 July 2017.

This seminar for Thai and Japanese tea entrepreneurs, tea farmers, governmental organizations

and private sectors to gain more information about tea industry through experience and technology exchange from the experts. This seminar was also a venue for establishing the cooperation network between the two countries for tea industry development.

In his welcoming speech, MFU President Assoc. Prof. Dr. Vanchai Sirichana affirmed that MFU recognised the significance of tea as a major economic crop of Chiang Rai province. Therefore, the Tea Institute was established to serve as a knowledge and technology transfer centre which provides best resource for academic studies, scientific research and services in the field of tea. The institute also encourages collaborations between Thailand and Japan in order to promote the sustainable development of tea industry in all aspects and enhance the competitive potential of Thai tea in global market. Today, I declare that MFU will be the centre for Thai tea research and development.”



1 of Top 10 Research Higher Education Institutions in Thailand

MFU is 1 of top 10 Research Higher Education Institutions in Thailand ranked by the SCImago Institutions Rankings (SIR) 2017. The ranking presented the potentials of research and innovation of MFU which corresponded with the university policy to support research and innovation. Since the beginning, MFU has established the Centre of Excellence, special research units, research groups and academic services in various scientific fields with the purpose of improving the life quality of people

and community.

Therefore, with its 18-year of existence, MFU's high ranking illustrated high visibility of the university in a global level and also emphasized high efficiency of research and innovative activities of the MFU staff members. MFU has strong intention to maintain leadership at the national level and propel institution to be a world class university with high quality of research, innovative and societal activities.

Events and Activities



International Education Fair Myanmar 2017

Staff of the International Affairs Division, Mr. Supavij Vejpisitpakorn and Ms. Yu Thinzar Aung visited Myanmar to participate in the International Education Fair Myanmar 2017 from 8-14 June 2017 at Tatmadaw Hall in Yangon, Myanmar.

This year, 50 international schools, international colleges, higher education institutes and vocational schools from many countries including Myanmar, United Kingdom, Malaysia, Singapore, South Korea and Thailand participated in the education fair and showcased their education offering. Over 500 participants including parents, teachers and students were interested in MFU and requested a relevant and updated information on university which included open days, programmes offering for international students, as well as a partial scholarship to Myanmar student who has strong academic backgrounds to excel in their area of study at MFU.

Moreover, MFU representatives also visited five private high schools including Thiha Academy Private High School, Sayar Pyae Private Boarding School, OIAC Private High School, AEC Private High School, and ACA Private High School and also visited the Prospect Myanmar at Hledan Centre. Furthermore, there were discussions of academic cooperation between MFU representatives and the private high schools' principals aiming to extend their relations as well as further academic collaborations in student exchanges.



The 13th Yunnan International Education Exhibition

Staff of the International Affairs Division, Ms. Piraya Buddhasri visited Kunming to participate in the 13th Yunnan International Education Exhibition from 24-26 June 2017. Yunnan International Education Exhibition was organised by the Yunnan Chundi Exhibition Company Limited at Yunnan Experimental School, the Affiliated School of Peking University in Kunming, Yunnan province, China.

This year, 80 local and foreign colleges, higher education institutes and vocational schools from many countries including China, United Kingdom, Malaysia, Singapore, Canada, Australia, Hungary, Japan, France, United States, Scotland and Thailand participated in the education fair and showcased their education offering. Over 200 participants including parents, teachers and students were interested in MFU and requested a relevant and updated information on university which included open days, facilities, tuition fee and programmes offering for international students. Most Chinese students were interested in the programmes of Logistics and Supply Chain Management and Beauty Technology.

Therefore, the visit to China was a good opportunity to provide Chinese students with an up-to-date information about MFU and the better understanding of overseas studying which helped them find the right choice for their overseas education and future careers as well.



Delving Deeper into the Liberalization of Education Service

“To be ready for the global competitiveness, English is used as a main medium of the instruction in MFU. In addition, MFU has welcomed students and staff from every parts of Thailand and the world to study and exchange their cultures and perspectives through the various activities at MFU. We also encourage students and staff to study or visit other countries such as Taiwan, China, Malaysia, and Indonesia. This shows that the education service at MFU has been liberalized since the beginning,” MFU President Assoc. Prof. Dr. Vanchai Sirichana stated in his welcoming speech. On 5 July 2017, the International Institute for Trade and Development (ITD), the Office of the Higher Education Commission and MFU cooperated to hold the seminar on “Delving Deeper into the Liberalization of Education Service under the ASEAN Framework Agreement on Services (AFAS)”

This seminar aimed to provide a platform for executives, lecturers, supporting staff and students to create a better understanding of the strategy for Thailand education system development through the exchange of best practice and research on the interesting topics

such as strategies of Thai higher education for the ASEAN community, the opportunities in the education services sectors in the ASEAN community and the recent trends of the education service in the ASEAN. The interesting issues were discussed by the experts in education area including Deputy Executive Director of the International Institute for Trade and Development Mrs. Piyaporn Aemtititawat; Educator of the Bureau of International Cooperation Strategy at the Office of the Higher Education Commission Ms. Sudaporn Imcharoen; Director of the Centre for Development Economics studies at the National Institute of Development Administration Asst. Prof. Dr. Santi Chaisrisawatsuk; Assistant to the President Dr. Chatrudee Jongsureyapart; Director of the Human Development & Migration Studies Centre at Chulalongkorn University Ms. Patcharawalai Wongboonsin; Trade Officer at the Department of Trade Negotiations Ms. Nuchjaree Sompong and Moderated by Director of the Office of Knowledge Management in the International Institute for Trade and Development Dr. Supatchara Distabanjong.

Spotlights



Com-Sci Students Win First Place: Head to the National Round

On 30 May 2017, three students from the Computer Science programme in the School of Information Technology at MFU which were Mr. Thawatchai Hemwiboon, Ms. Siriyakon Thaikon and Mr. Prakayphet Yuwabut won first place award in the regional round of the Web Application with Gistda Portal 2017 at Chiang Mai University.



Excellent achievements! 11 Awards in the 6th Thailand Ultimate Chef Challenge 2017

Among 1,000 chefs of all levels from 13 countries across Asia, 11 MFU students from the Hospitality Industry Management programme in the School of Management seized awards and showcased their culinary skills and expertise in the international chef competition "the 6th Thailand Ultimate Chef Challenge 2017" organised from 31 May - 4 June 2017.



"Nasu Icesu" Wins Award in Food Innovation Contest 2017

Students from the School of Agro-Industry at MFU who seized winner award and 50,000 THB for their excellent works "Nasu Icesu" in the 9th Food Innovation Contest 2017 on 16 June 2017 at the Bangkok International Trade & Exhibition Centre (BITEC). The best product will be further developed and distributed in real market. "Nasu Icesu" is a unique ice-cream with a perfect combination of eggplant and coconut milk. Moreover, people can enjoy this delicious ice-cream with any kind of topping.



The Spirit of Nursing: Story of In-flight Medical Emergency

"No matter where we are, we will always be emergency nurses. If the emergency occurs, we are willing to help patients with all our hearts and the spirit of nursing. Also, we would like to thank everyone for all supports," said Dr. Boonyapat.

On 18 June 2017, lecturers from the School of Nursing at MFU, Dr. Boonyapat Shatpattananunt and Dr. Phornsawan Chuajedton helped a passenger who was having an asthma which caused difficulty in breathing on a commercial flight travelling from Chiang Rai to Hatyai.



Creative Application! Seizing 100,000 THB for Further Development

During 23-24 June 2017, “the Triple Winner” team members; from the Software Engineering programme in the School of Information Technology showcased their application “Smart Hair” in the Startup Thailand League 2017 : Chiang Mai : Creative Valley. It’s designed to check and analyze the hair problems and then present suitable hair treatments for the particular problem which attracted the people’s attention and received 100,000 THB funding.



Snatch Bronze Award in TFC APICS GSC Asia Pacific Final

With the hard work and persistence in making the best strategies for the value chain to save the company from financial situation, 4 students from the Logistics and Supply Chain Management who were the representatives of Thailand, successfully received the bronze award in the final round of the Asia-Pacific region of the Fresh Connection (TFC) APICS Global Student Challenge from 8-9 July 2017 at the Shanghai University in China.



HIM Students Win Awards in All Categories of Cooking Competition

Students from the Hospitality Industry Management programme in the School of Management showcased their excellent culinary skills and won bronze awards in all categories of the Makro HoReCa Challenge 2017 during 7-9 July 2017 at the Chiang Mai International Exhibition and Convention Centre.

As a starting point for a management career in this industry, the Hospitality Industry Management programme offers the extensive and diverse courses through a laboratory based training in order to prepare students to be expertise in the field of hospitality industry and to meet the needs of businesses, industries and government departments, throughout Thailand and abroad.



Research for Advancing Thailand's Primary Care Service

MFU Lecturers and students from the Public Health programme in the School of Health Science actively participated in the 3rd National Public Health Conference on the Primary Care Services at the Sirindhorn College of Public Health Ubonratchathani during 6-7 July 2017 to exchange and share their research and experiences on the primary care services. In the conference, MFU lecturer and students won excellent awards in the oral presentation category that will be applied and adapted to suit health care management system in each community; consequently, the proper application will lead to the sustainable advancement in Thailand's health care service and teaching.

Visiting Scholars 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 May - July 2017, MFU consist of 2 visiting scholars are as follow;

Name	Institution	Duration
Centre of Excellence in Fungal Research		
Dr. Eric Hugh Charles McKenzie <i>New Zealand</i>	 LANDCARE RESEARCH MANAAKI WHENUA	4 June – 3 July 2017
Dr. Rajesh Jeewon <i>Mauritius</i>	 UNIVERSITY OF MAURITIUS	1 July – 12 August 2017



A Visit from Consul General of the U.S. Consulate General

On 19 June 2017, the Consul General of the Consulate General of the United States in Chiang Mai, Ms. Jennifer A. Harhigh; the Regional Security Officer, Mr. Matthew Kupec; and Mr. Sittha Lertphaiboonsiri visited MFU to discuss possible collaborations between MFU and the United States.





H.E. Mr. Tshewang C. Dorji Visits MFU

On 24 June 2017, a delegation from the Royal Bhutanese Embassy in Bangkok led by H.E. Mr. Tshewang C. Dorji, Ambassador Extraordinary and Plenipotentiary of the Kingdom of Bhutan to Thailand paid a visit to MFU to discuss academic collaboration between higher education institutions and governmental organisations.

Bhutan and MFU have a long-standing relationship and have worked together for academic cooperation

especially in the field of the Cosmetic Science for many years. In addition, MFU offers many scholarships for Bhutanese students and has assisted many Bhutanese students in becoming outstanding graduates.

All in all, the discussion inspired both institutes to expand and further cooperation in other areas in order to meet the needs of people in both countries.



The U.S. Educators Intensively Involved in Thai Culture at MFU

On 31 July 2017, 16 teachers from the United States were immersed in learning about Thailand at MFU. The participants of the Fulbright-Hays Seminars Abroad Programme visited MFU and gained more understanding

of Thailand through the information and experience exchange during the special lecture on "Genders and Discrimination in Thailand" presented by MFU Vice President Asst. Prof. Dr. Romyen Kosaikanont.

The Fulbright-Hays Seminars Abroad Programme, supported by the Department of Education, provides the U.S. educators in the social sciences and humanities the short-term study and travel seminars abroad for improving their understanding and knowledge of the peoples and cultures of other countries. Additionally, participants had the opportunity to explore the diverse culture and history of Thailand at the Project on Establishment of Mekong Basin Civilization Museum.

Overall, this visit to MFU helped participants to have a better understanding of Thailand and integrate their experience and knowledge of Thailand to develop cross-cultural curricula for their classes or share with their colleagues back to the U.S.

