

The Park

MFU International Newsletter vol. 35 (May - Aug 2023)

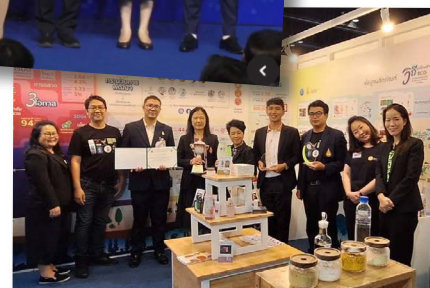


A NEW CHAPTER FOR CREATING A DIFFERENT AND BETTER FUTURE FOR ALL

COVER STORY

MFU WINS THE SILVER AWARD IN THAILAND RESEARCH EXPO 2023

- Bio-Circular-Green Economic Model (BCG) cosmetics
- The community-based ecotourism projects for sustainable tourism



NEW DIRECTION:
Moving to Become
the University for
Well-being
and Sustainable Future

SUCCESS STORIES

- MFU Rankings
- Success of MFU Students

TO NEXT CHAPTER
1/2023 Semester Starts!
• How to Live & Learn on Campus 2023
for New Students

Editor's note

New executive team marks a new chapter of the university's operation.

Under the theme of '**a new chapter for creating a different and better future for all**', every story in this issue showcases our commitments, achievements and collaborative efforts to make a different and better future for Thailand, ASEAN and the world.

We not only introduce you to the new executive team and our directions but also bring you the success stories of the university and students.

This issue also features several articles on collaborative activities in improving people's well-being and promoting sustainability at local, national, regional and global levels.

Moreover, all new students are gearing up for the start of a new semester 1/2023. They have enjoyed several activities to start the next chapter of their life happily.

We hope you enjoy this issue and stay tuned for more stories!



Prof. Dr. Sujitra Wongkasemjit
MFU Vice President

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THE PARK

MFU International Newsletter
vol. 35 (May-Aug 2023)

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The Inauguration Ceremony of the President of Mae Fah Luang University

On 15 June 2023, Adj. Prof. Dr. Vanchai Sirichana, Chairman of Mae Fah Luang University Council presided over the ceremony of the receiving royal command appointing the President of Mae Fah Luang University and the inauguration ceremony of Asst. Prof. Dr. Matchima Naradisorn as the new President at the Princess Srinagarindra Auditorium (C4). The ceremony was attended by the University Council members, MFU's executives, lecturers, staff members, students, Mr. Waradisorn Onnuch, Vice Governor of Chiang Rai Province, the general public, and representatives from many other departments in Chiang Rai province.

According to the royal command, **Asst. Prof. Dr. Matchima Naradisorn have been graciously appointed as President of Mae Fah Luang University**, effective as of 1 June 2023 onwards, as promulgated in the Royal Thai Government Gazette.

Asst. Prof. Dr. Matchima Naradisorn received the royal command and stated that she would do her best as the President to maintain the dignity and pride of Mae Fah Luang University. Also, she will adhere to the philosophy of Her Royal Highness Princess

Srinagarindra to **"Restore the forest and develop the people"** and carry on the university's intention in order to develop and enhance the university's performance.

Asst. Prof. Dr. Matchima Naradisorn earned a Bachelor of Science (Agriculture) from Chiang Mai University, Thailand in 1995. She later gained a Master of Agriculture (Plant Pathology) from the University of Sydney, Australia in 1997 and a Doctor of Philosophy (Postharvest Pathology) from the University of Adelaide, Australia in 2007.

During her tenure at Mae Fah Luang University, Asst. Prof. Dr. Matchima Naradisorn held the position of Assistant to the President of Mae Fah Luang University from 2009 to 2015; Acting Dean of the School of Agro Industry from 2013 to 2019; and Vice President of Mae Fah Luang University from 2015 to 2018. Asst. Prof. Dr. Naradisorn has also contributed extensively to teaching and learning of the university through her role as a lecturer of the School of Agro Industry from 1999 until present day. Moreover, Asst. Prof. Dr. Naradisorn has been appointed as the Committee of Advisors to the Minister of Education since 3 January 2023.



New Direction: Moving to Become the University for Well-being and Sustainable Future



Asst. Prof. Dr. Matchima Naradisorn
President of Mae Fah Luang University

As an educational institution, what future do we choose to create for all?

In a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world, the most important role of an educational institution is contributing to the sustainable economic, social and environmental benefits for communities, nations, regions and the world.

On behalf of the new management team, I would say that we will carry on the philosophy of Her Royal Highness Princess Srinagarindra to “Restore the forests and develop the people” by driving Mae Fah Luang University to become **“the University for Well-being and Sustainable Future”**.

Therefore, the University will place great importance on five main aspects:

1. Developing people for global career paths
2. Conducting research for driving economic, social and cultural values
3. Integrating academic knowledge with local wisdom through a provision of academic services for developing local communities and the society
4. Promoting well-being for all at all ages through the regional wellness and healthcare centre as well as health science research and innovation
5. Ensuring effective resource management and sustainable value addition

I will work tirelessly with the MFU community and our international partners to steadily advance the university's excellence in teaching, research, and academic services to new heights with international recognition for creating a more inclusive and sustainable future.



Executive Staff

Vice President



**Assoc. Prof.
Chussana Runpatchim**



**Prof. Dr.
Sujitra Wongkasemjit**



**Assoc. Prof. Dr. Darunee
Vattanasiriweach**



**Asst. Prof. Dr.
Nathapornpan Uttama**



**Mr. Vittayasak
Rujivorakul**



**Asst. Prof. Dr.
Phanuphong Chaiwut**

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Sutthiwal Setha**



**Asst. Prof. Dr.
Wipob Suthana**



**Mrs. Daolak
Suthanoo**



**Asst. Prof. Dr.
Natthakan Rungraeng**



**Dr. Korakot
Chansareewittaya**



**Mr. Sarutanan
Sopanik**

MFU Wins the Silver Award in Thailand Research Expo 2023

On 11 August 2023, Prof. Dr.Sujitra Wongkasemjit, Vice President, on behalf of Mae Fah Luang University, received the Silver Award for **“the Bio-Circular-Green Economic Model (BCG) cosmetics for the sustainable development of creative community”** project in the Thailand Research Expo 2023 held at the Centara Grand & Bangkok Convention Centre at Central World, Bangkok. This is the third consecutive year that MFU has received the award in Thailand Research Expo.

This year, there were 117 institutions nationwide participating in the expo. Mae Fah Luang University showcased research works under a concept of **‘BCG cosmetics for the sustainable development of creative community’** which was implemented by Asst. Prof. Dr.Phanuphong Chaiwut, Vice President; Dr.Chalida Thaninkullaporn, Head of the Intellectual Property Management and Innovation Division; and a research team.

The Thailand Research Expo 2023 was held from 7 – 11 August 2023 by the National Research Council of Thailand (NRCT), the Ministry of Higher Education, Science and Innovation in collaboration with public and private research networks in Thailand under a theme of **“Driving Research Towards a New Economy and Sustainable Development of Thailand”** aiming to bring together a diverse range of over 1,000 research projects showcasing the latest advancements in research and innovation that are ready for practical application.



What is “the Bio-Circular-Green Economic Model (BCG) cosmetics?”

The university has adopted the **Bio-Circular-Green Economic Model (BCG)** to identify the community’s strengths and resources, then create local products such as soaps, shampoos, spa products, massage oil, essential oil as well as hair and skincare products. Under this project, **MFU research team has helped 44 entrepreneurs from 11 communities in Chiang Rai, Phayao, Phrae, and Nan province develop 24 new products and their online marketing plans.** The products have focused on applying local wisdom of the communities and using natural extracts made from locally-grown plants as a main ingredient.

24 NEW PRODUCTS FROM 11 COMMUNITIES



Ban Huay San, Mae Fah Luang, Chiang Rai

Ban Maung Kham, Mae Sai, Chiang Rai

Assam Tea Shower Gel, Shampoo and Facial Cream

Clay Scrub and Clay Soap



Wat Nantaram, Chiang Kham, Chiang Rai

Wiang Lo Ancient Ruins Site, Chun, Phayao

Moitourizing Body Lotion and Facial Moisturizing Serum

RiceAntho Intensive Serum

The community-based ecotourism projects for sustainable tourism

MFU has also helped local people in 11 communities develop the **community-based ecotourism projects** by creating a series of activities to attract visitors offering them an opportunity to appreciate the beautiful nature while enjoying local lifestyle and culture.



Advertisement of The community-based ecotourism projects for sustainable tourism

Project's Impacts

- Income of entrepreneurs:** 2.39 Million Baht
- Investment:** 2.22 Million Baht
- Income distribution within communities:** 300,000 Baht
- Social return on investment:** 4.3

COMMUNITIES IN CHIANG RAI, PHAYAO, PHRAE, AND NAN



5 in 1 Light Day Cream, Double Serum and Gel mask



Silky Lotus Serum and Silky Lotus Foam



Hydrating Facial Care Serum and Cleanser



Anti-Pollution Clear Shampoo and Teak Nature Soap



Tea Forest Toothpaste and Mouthwash



Bee Sunscreen SPF50PA+++ and Bee Moisturizing Face Cream



Nourishing Night Cream, Watery Boost Cream Gel and Hom Soap Bar

More information:

pr.4localmall.com

SUCCESS STORIES

MFU Ranked Joint 10th in Thailand in the latest THE Impact Rankings 2023

Mae Fah Luang University was ranked in the 401-600 tier in the world and ranked joint 10th in Thailand for the overall score out of 1,591 universities across 112 countries/regions (65 of which were Thai universities) in the latest THE Impact Rankings 2023, released on 1 June 2023.

For THE Impact Rankings 2023, Mae Fah Luang University submitted data on four SDGs including:

- **SDG 3** Good Health and Wellbeing (MFU was ranked joint 10th in Thailand and ranked in the 401-600 group out of 1,218 institutions);
- **SDG 5** Gender Equality (MFU was ranked 2nd in Thailand and ranked 22nd out of 1,081 institutions);
- **SDG 11** Sustainable Cities and Communities (MFU was ranked joint 5th in Thailand and ranked in the 101-200 group out of 860 institutions); and
- **SDG 17** Partnerships for the Goals (MFU was ranked joint 13th in Thailand and ranked in the 301-400 group out of 1,625 institutions)



MFU Tops Thai Universities in THE Asia University Rankings 2023

Mae Fah Luang University retained top spot for the 4th consecutive year in the Times Higher Education (THE) Asia University Rankings 2023, released on 22 June 2023. Out of 669 universities from 31 territories, Mae Fah Luang University was ranked 4th in Thailand, joint 22nd in ASEAN and ranked in 251-300 tier in Asia with an overall score of 32.9 – 35.3



MFU Ranked 1st in Thailand in THE Young University Rankings 2023

Mae Fah Luang University maintained its top spot for the 4th consecutive year in the Times Higher Education (THE) Young University Rankings 2023, released on 3 July 2023. This ranking listed the world's best universities that are 50 years old or younger. Out of 605 universities from 78 territories, up from 539 in 2022, Mae Fah Luang University was ranked 1st in Thailand, joint 11th in ASEAN and in the 301-350 band of the world.

For more information:

timeshighereducation.com



MFU Student Wins Award in Makro Horeca Challenge 2023

On 12 July 2023, Mr. Nobphadon Miangmoen, a Hospitality Industry Management student, the School of Management won the honorable mention award in the Makro Mystery Box Chef Challenge: Junior Chef Class (main course), the regional round (Northern region) of Makro Horeca Challenge 2023 held at Makro Chiang Mai.

The Makro Horeca Challenge is an annual cooking competition held by Makro. This year's concept of competition was "Global to Local" emphasizing the use of raw materials from all over the world. Contestants had to interpret these ingredients to create a Thai menu that would be loved by the world.



MFU Student Wins First Place in the 22nd Chinese Bridge Chinese Proficiency Competition for Foreign College Students

MFU students from the School of Sinology and the School of Integrative Medicine received awards in the 22nd Chinese Bridge Chinese Proficiency Competition for Foreign College Students held on 30 July 2023 at Suan Sunandha Rajabhat University. The competition was arranged by Ministry of Higher Education, Science, Research and Innovation, Center for Language Education and Cooperation, Bangkok (CLEC) and Embassy of the People's Republic of China, Bangkok.

The competition consisted of three parts including quizzes regarding Chinese culture, impromptu speech on a topic 'one world, one family' and talent show. In the final round of the competition, out of 29 contestants, three MFU students smashed their way to the victory in this competition as follows:

The first place belonged to Ms. Sirikhwan Lijan, a third-year student of Business Chinese programme, the School of Sinology; and she will represent Thailand to join the global final round in China. The second place belonged

to Ms. Charinya Limprapuwattana, a fourth-year student of Chinese Studies programme, the School of Sinology; and Mr. Sakan Laolio, a second-year student of Traditional Chinese Medicine programme, the School of Integrative Medicine.



MFU Student Competes at the IRONMAN 70.3 World Championship 2023, Finland

On 27 August 2023, Mr. Kenshin Mizushima, the forth-year student from the Sports and Health Science programme, the School of Health Science and a member of MFU Triathlon Club won the first place in Asia, the 23rd place in men's 18-24 ages category and was ranked 141st among 3,322 contestants in IRONMAN 70.3 World Championship 2023 in Finland. Mr. Kenshin Mizushima showed the outstanding performance by finishing all three challenges in 4 hours, 8 minutes and 47 seconds (1.9 km swim, 90 km bike, 21.1 km run).



MFU CO-HOSTS THE MEKONG-U.S. PARTNERSHIP TRACK 1.5 POLICY DIALOGUE ON TRANSBOUNDARY WATER GOVERNANCE

Mekong - U.S. Partnership
Track 1.5 Policy Dialogue
on Transboundary Water Governance
July 17-18, 2023
Chiang Rai, Thailand

On 17-18 July 2023, the **U.S. Department of State, the Stimson Center, the International Union for the Conservation of Nature (IUCN) and Mae Fah Luang University co-hosted the Mekong-U.S. Partnership Track 1.5 Policy Dialogue on Transboundary Water Governance** at Le Méridien Chiang Rai.

This Policy Dialogue aimed at exploring solutions to the issues and challenges in sustainable natural resource management and water governance in the Mekong River.

The conference brought together over 90 participants from multiple sectors namely policy makers from the Mekong countries, academics, researchers, experts, representative of the local community network and non-government institutions. The discussion focused on the sustainable management of the Mekong River; Mekong river sand mining; the water-energy-food security nexus; preventing the collapse of riverbanks and sediment in the Mekong River; ecosystem restoration and protection;



Nature-based Solutions (NBS); mitigation and adaptation to climate change; and developing the global mechanisms to ensure sustainability in the region.

In addition, the conference reflected that the implementation and data management should be in the inclusive manner as well as promote the use of research knowledge in identifying solutions to policy and planning.

MFU Holds Tea & Coffee Festival 2023 and Thailand Tea – Coffee Network Meeting 2023



On 6 – 8 July 2023, the Tea and Coffee Institute of Mae Fah Luang University, the Thailand Convention & Exhibition Bureau (TCEB) and the Tourism and Sports Office, Chiang Rai province co-organised **"Tea & Coffee Festival 2023"** in conjunction with **"Thailand Tea – Coffee Network Meeting 2023"** at Mae Fah Luang University. The event consisted of workshops, seminars, exhibition, Tea and Coffee Networking activity and gastronomical tea tourism.

This Thailand Tea – Coffee Network Meeting 2023 was held to celebrate the 25th anniversary of the establishment of Mae Fah Luang University and the 20th anniversary of the establishment of Tea and Coffee Institute with intention to provide a stage for researchers, academics, farmers, processors, and suppliers to exchange and share information on current situation of tea and coffee industry as well as innovation and technology for valued creation. The event was also expected to strengthen a bridge between academia and industry in order to drive Thailand's prosperous and sustainable tea and coffee industry.



MFU and EEC Co-Organise the Academic Presentation of 'Advancing English and Chinese Language Skills for Smart Teachers and Developing Students into Smart Local Leaders Project'

On 1 July 2023, Asst. Prof. Dr. Matchima Naradisorn, President of Mae Fah Luang University and Ms. Thanyarat Inthorn, Deputy Secretary-General of the Eastern Economic Corridor Office of Thailand (EECO) Policy Committee presided over the opening ceremony of the Academic Presentation of **"Advancing English and Chinese Language Skills for Smart Teachers and Developing Students into Smart Local Leaders Project"** and presented certificates to participating schools and participants at Amari Pattaya Hotel, Chonburi.

There were 22 English language teachers and 16 Chinese language teachers joining this project. In the pitching presentation, Assoc. Prof. Dr. Sorabud Rungrojsuwan, Dean of the School of Liberal Arts was a committee of English language department while Dr. Therrapab Preedepoj, Dean of the School of Sinology was a committee of Chinese language department. Moreover, Prof. Dr. Sujittra Wongkasemjit, Vice President of Mae Fah Luang University presented the certificates to the winners of pitching presentation of both English and Chinese language department.



MFU Lecturers Share Experiences in Workshop on Reflections, Conclusions and Commitments Derived from the Technical Visit Under the Bilateral Technical and Scientific Cooperation Programme, Thailand – Peru

On 17 – 22 August 2023, Dr. Tharakorn Maneerat a lecturer of the School of Science and Asst. Prof. Dr. Thidarat Duangyod, a lecturer of the School of Integrative Medicine, on behalf of the Medicinal Plant Innovation Center of Mae Fah Luang University, joined the technical assistance project as the technical experts in Peru.

This technical assistance project was implemented under the Bilateral Technical and Scientific Cooperation Programme, Thailand – Peru (2021- 2023), organised by the Peruvian Agency for International Cooperation (APCI), in coordination with National Commission for Development and Life without Drugs (DEVIDA), and Thailand International Cooperation Agency (TICA).

The objective of the project was to provide an opportunity for producers' organisation in the district of Chazuta, San Martin province which has a high potential in medicinal plants to learn about the management, production techniques, processing and marketing of medicinal plants with commercial potential from the Medicinal Plant Innovation Center of Mae Fah Luang University experts.



The Scrabble Competition and The French National Day Event

On 6 July 2023, the French-Upper Mekong Sub-region Academic Cooperation Centre, Mae Fah Luang University organised **the Scrabble Competition and the French National Day Celebration** event at Kham Mok Luang Room, M-Square building, Mae Fah Luang University. This event had a purpose to promote and expand the knowledge of the French language and culture.

There were several activities, supported by the French Embassy in Thailand and Alliance Française Chiangrai, which included French language games, macaron workshop, French Higher Education guidance booth, crepes and chocolate mousse booths.

The event brought together high school students from nine schools offering French language courses from Chiang Rai, Chiang Mai, Lampang, Lamphun, Phayao and Phrae provinces to participate in the activities.



Train the Trainer Workshop: Project on Skills Development in Cambodia, Lao PDR, and Myanmar



On 20 – 25 June 2023, Area-based-Social Innovation Research Center (Ab-SIRC), the School of Social Innovation organised the **Train the Trainer Workshop for 9 participants from Cambodia, Myanmar, and Lao PDR** at Kham Mok Luang Room, Mae Fah Luang University. It aimed to build capacity and improve skills of labours in Cambodia, Lao PDR, and Myanmar for accelerating sustainable economic development after COVID-19 pandemic.

This workshop was a part of the Project on Skills Development in Cambodia, Lao PDR, and Myanmar under the cooperation framework of Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy (ACMECS), supported by Thailand International Cooperation Agency (TICA).



MFU and OHSU Jointly Hold a Training in Children's Eye Care for Village Health Volunteers and the Sub-District Health Promoting Hospital



On 27 June 2023, Allison Summers, O.D., F.A.A.O., M.C.R., Associate Professor of Ophthalmology, Oregon Health and Science University Casey Eye Institute, USA; Mr.Ratipark Tamornpark and Mr.Panupong Upala, lecturers from the School of Health Science, Mae Fah Luang University in collaboration with researcher team of the MFU Center of Excellence for the Hill-tribe Health Research organised the **"Pediatric Eye Care Readiness in Rural Northern Thailand"** project. This project was a part of academic cooperation between the School of Health Science, Mae Fah Luang University and Oregon Health and Science University Casey Eye Institute.

It aimed to provide a training in children's eye care for 33 village health volunteers and nurses of Huai Ma Hin Fon sub-district health promoting hospital. Moreover, MFU team and Dr.Summers visited Huai Ma Hin Fon School and offered eye exams for 120 Prathom 1-3 students (Grade 1 -3).

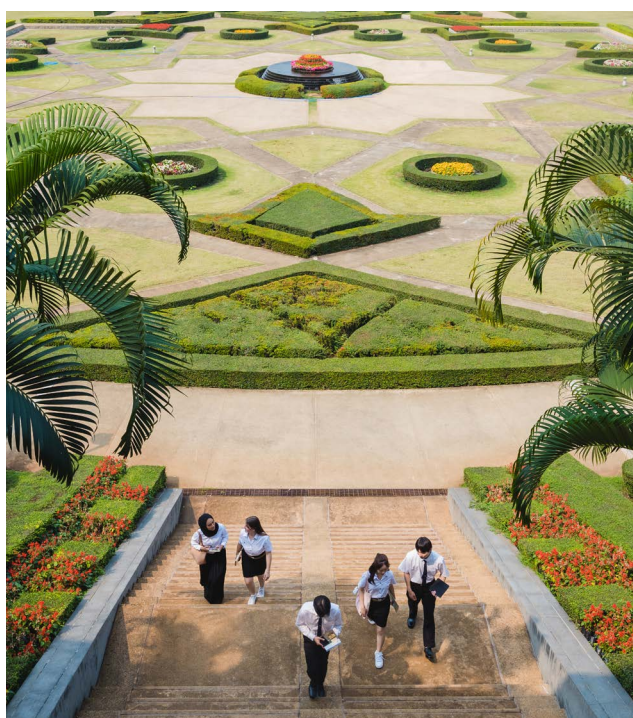
Four students from School of Anti-Aging and Regenerative Medicine Join the Elective Study Programme at the Department of Dermatology, Kagoshima University, Japan

On 15 - 26 May 2023, a dynamic group of four students embarked on an exciting educational journey as they participated in an elective study programme at the Department of Dermatology, Kagoshima University in Japan. This unique opportunity allowed them to immerse themselves in a diverse range of patient consultations, treatments, and surgical procedures within the Dermatology clinic. Notably, the programme welcomed distinguished guests during this period. Professor Dr. Thammthiwat Nararatwanchai and Assistant Professor Dr. Anon Paichitrojjana, along with a group of first and second-year students enrolled in the MSc (Dermatology) programme, graced the department with their presence during a one-day visit.

Beyond the enriching educational activities, this programme also offered an invaluable cultural experience. MFU students had the privilege of delving into Japanese culture and history through captivating visits to renowned sightseeing destinations. Moreover, the students had the unique opportunity to engage in enlightening discussions. They met with the President and Vice President of the Kagoshima University International Circle (KIC) to delve into the lives of medical students and doctors in Japan compared to Thailand. The conversations also touched upon career prospects and the potential for student exchange programmes.

This extraordinary educational and cultural exchange promises to be a life-changing experience for all involved, fostering deeper understanding and international connections in the field of medicine.





TO THE
Next Chapter

LET NEW SEMESTER
BE THE START OF
SOMETHING NEW



How to Live & Learn on Campus 2023 for New Students

On 7 August 2023, Asst. Prof. Dr. Matchima Naradisorn, President of Mae Fah Luang University warmly welcomed first-year bachelor's students of academic year 2023 or the 25th batch of lamduan of Mae Fah Luang University in the opening ceremony of **How to Live and Learn on Campus 2023 (HLLC 2023)** at the Queen Sirikit 72nd Jubilee Sport Arena (Indoor Stadium). There were over 3,900 Thai and international students attending this event. During the opening ceremony, students enjoyed a series of interesting activities including the lanna cultural performances, (Bai Sri Su Kwan) a welcoming ceremony, Meet the President and Lamduan paper folding.

MFU annually organises the How to Live and Learn on Campus for all first-year students to help them learn how to live a happy university life and know their lecturers, study plan and seniors of their Schools before the start of the semester. This year, the How to Live and Learn on Campus 2023 was held during 7 – 12 August 2023.



New International Student Orientation 1/2023

On 18 August 2023, the Global Relations Division (GRD) held the **New International Student Orientation for Bachelor's Degree Students** at E4 Building in order to help new students smoothly adjust to new learning and living environment.

In this first semester of academic year 2023, MFU has welcomed 348 new full-time and exchange Bachelor's degree students from Australia, Bhutan, Brazil, Brunei, Cambodia, Canada, China, France, Indonesia, Japan, Laos, Malaysia, Myanmar, Philippines, South Korea, and USA.

The orientation provided new international students with important information about MFU's services including registration system; immigration rules and regulations; student activities and facilities; health insurance; internship programme; library services; exchange programme; and scholarships through the presentations from relevant divisions and the seniors. Moreover, in the opening session, there were a report given by Prof. Dr. Sujitra Wongkasemjit, Vice President of Mae Fah Luang University and a welcome speech by Asst. Prof. Dr. Matchima Naradisorn, President of Mae Fah Luang University.

Asst. Prof. Dr. Matchima Naradisorn welcomed all new students and encouraged them to take full advantage of

all services and resources MFU has offered for students. Also, she suggested that students should enjoy various meaningful activities and make friendships with the friends from other Schools to learn and grow professionally with MFU's diverse student community.





**MAE FAH LUANG
UNIVERSITY**

Your Future Starts Here

1st Semester

Application Period : January - June

Study Period : August - December

2nd Semester

Application Period : July - October

Study Period : January - May



About MFU

Over two decades of development has led MFU to be recognised as Thailand's fastest growing higher educational institution. English is used as the primary medium of instruction in the majority of courses, with Active Learning being MFU's method of teaching. Utilising the "University in the Park" concept, MFU offers an environment and culture highly conducive to living and learning, attracting numerous visitors from many countries annually. This has led to various forms of mutual cooperation and collaborations, and has encouraged the rapidly increasing number of international students.

International Accreditation

B.Sc. in Food Science
and Technology



Institute of
Food Technologists

B.B.A. in Tourism Management
B.B.A. in Hospitality Industry Management
B.B.A. in Aviation Business Management



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- Etc.

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