

THE PARK

Vol.3

April-June 2011

MFU International Newsletter



FEATURED

4 Interview with MFU President
Assoc. Prof. Dr. Vanchai Sirichana

6 Seminar: "The Effect of the March 24
Earthquake in Myanmar"

7 AEC: Imminent for MFU Staff and
Faculty

8 Apitherapy Service at MFU Hospital

9 First Prize "No Kaf" Award for MFU
Students

Editor's Note	2
View from the Park	
Songkran Festival Celebration	3
Wai Kru Ceremony	3
Interview with MFU President Assoc. Prof. Dr.Vanchai Sirichana	4
Seminar: "The Effect of the March 24 Earthquake in Myanmar"	6
AEC: Imminent for MFU Staff and Faculty	7
Singha Biz Entrepreneur Course Press Conference	8
Apitherapy Service at MFUH	8
Student Spotlight	
First Prize "No Kaf" Award for MFU Students	9
Liberal Arts Student Gives Award-Winning Speech	9
MFU Student Places in Video Clip Competition	9
University Collaboration	
MoU with Bogor Agricultural University	10
MFU Visits the National University of Laos	10
University Visitors	10
Upcoming Events	11

CONTENTS

EDITOR'S NOTE

Dear Readers,

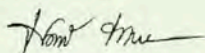
I hope you enjoy this issue of The Park. It is all about the exciting events that have occurred at Mae Fah Luang University over the past few months.

Volume 3 of The Park features an in-depth interview with Assoc. Prof. Dr. Vanchai, and he clearly outlines his goals for Mae Fah Luang University, as well as the role the University will play in the upcoming ASEAN community.

Other exciting events have occurred at the University, including a number of seminars and conferences, numerous awards for MFU students, and strengthened relations with University partners.

Mae Fah Luang University continually looks to make improvements, so please contact us with any suggestions or concerns at inter@mfu.ac.th, and visit our website at www.mfu.ac.th to receive more information about events at the University.

Best Regards,



Dr. Phunrawie Promnart
Acting Head of the International Affairs Division



VIEW FROM THE PARK



SONGKRAN FESTIVAL CELEBRATION



Mae Fah Luang University students, faculty and staff participate in the Rod Nam Dum Hua ceremony during the University's Songkran celebration

Thailand's Songkran festival has traditionally been celebrated as the New Year for many centuries. This April, Mae Fah Luang University celebrated a Songkran on April 20. There were many government officers, staff members, students, and press organizations in attendance at the Rod Nam Dum Hua Ceremony, in which scented water is sprinkled onto the heads of those in attendance by elders.

Assoc. Prof. Dr. Vanchai Sirichana, the founding president of MFU, and Assoc. Prof. Dr. Ted Tespratpeep served as the elders in this ceremony, and the students and staff in attendance were sprinkled with water to provide them with good luck for the coming year. President Vanchai completed the ceremony by offering thanks to all the participants and imploring that the beautiful, unique cultural traditions of northern Thailand be preserved.

WAI KRU CEREMONY

June 16, 2011, Mae Fah Luang University's Division of Student Development Affairs organized a "Wai Kru" ceremony.

The ceremony provided a way for students to show gratitude to their professors for sharing their expertise and guidance, as well as for all to recognize and honor students who have performed exceptionally well academically under the tutelage of such high-quality professors.

Additionally, the ceremony welcomes the incoming freshman to the University, and provides them with an example of

the benchmark they should strive to attain while at University. On this occasion, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU, addressed the students, saying, "This ceremony is very important, nearly as much as graduation day. Today everyone should participate and vow to pay attention, and continuously seek knowledge to become good students. All teachers should vow to aid all students to the full extent of their ability. From now on, this relationship will continue even once school has ended."



MFU President, Assoc. Prof. Dr. Vanchai Sirichana blesses one student at the Wai Kru ceremony



VIEW FROM THE PARK

INTERVIEW WITH MFU PRESIDENT, ASSOC. PROF. DR. VANCHAI SIRICHANA

The Mae Fah Luang University International Affairs Division had the opportunity to sit down with the University's new president, Assoc. Prof. Dr. Vanchai Sirichana. Dr. Vanchai has been serving as President since May 2011 and is also the founding president of Mae Fah Luang University.

What is your vision for the University?

The University has three goals for 2015.

- Physical and academic development.
- Social Contribution.
- Public recognition.

Physical and academic development.

Physically, I would like to continue to improve the quality of the environment within the University, keeping in mind the "University in the Park" concept. Academically, some programs will retain the high academic standards already in place, while others will be tailored to meet the needs of the developing socio-economic community in the area.

Additionally, students should be able to compete with other ASEAN universities in 2015; therefore they should be acquainted with all member countries and have the ability to work in a cross-cultural environment.

How will we encourage this environment and ability?

We will encourage this environment and ability by initiating mandatory ASEAN subjects. Students should be exposed to the culture and development of all the ASEAN member countries. This can be achieved through study abroad programs or through special invited guests who lecture students, allowing students to broaden their views.

Social Contribution. We will focus on contributing to Chiang Rai and other northern provinces, in order to strengthen our own community before expanding into other communities, especially in the upper GMS region.



“MFU aims to be a world university; a university that produces graduates who happily work in cross-cultural environments, and serve the world effectively through a thorough understanding of the world.”

Specifically, there are plans to introduce education, professional opportunities, and healthcare to the community, in as many villages as possible, to improve their quality of life. In fact, the University has already started education programs to provide assistance to village schools whom wish to upgrade their facilities, as well as scholarships for students in the villages to further their education opportunities. Additionally, MFU has initiated a training program to help villagers generate more income. Finally, the University has provided alternative medical treatment for villagers, such as apitherapy.

VIEW FROM THE PARK



“In addition to being knowledgeable and competent, every student should work towards becoming a world citizen. In order to lift up society, you have to have an understanding of the world and society around you.”

Public Recognition. Mae Fah Luang University welcomes challenges. We continually challenge ourselves to improve our reputation. Keeping that in mind, we want to produce graduates with a competitive edge, who can succeed in the real world, based on training that they have received here.

Does MFU have a role in preparing students for the ASEAN community? If so, how?

Mae Fah Luang University should play a specific role in the ASEAN community. We aim to be leaders in natural resource and environmental management. The University's NREM Center plans to research the environment of all the ASEAN countries; this will be a major contribution from MFU to all of the member countries.

What is the strategy of the University in building relationships with ASEAN University partners?

Since its inception, Mae Fah Luang University has made friends with many universities from ASEAN member countries. We will continue working with these partner universities to organize more programs and activities, and eventually expand this network to other universities. Additionally, we will continue to work with embassies.

So you want MFU to be a world-class university?

Mae Fah Luang University aims to be a world university; a university that produces graduates who happily work in cross-cultural environments, and serve the world effectively through a thorough understanding of the world. We push our students to be trail blazers, and “lift up society.” We want them to be smart enough to work society and the benefit of mankind, not for themselves.

What qualities do you think every Mae Fah Luang University graduate should have?

In addition to being knowledgeable and competent, every student should work towards becoming a world citizen. In order to lift up society, you have to have an understanding of the world and society around you. With that being said, a MFU graduate should have the ability to work and thrive anywhere. All these qualities, combined with enthusiasm, a drive to make change, are the makeup of Mae Fah Luang University graduates.

Any words of encouragement for Mae Fah Luang University students?

The key to success is a strong determination to fulfill your objective. Also, your experiences now will have a direct impact on your future. Gain as much experience as you can while you're here, for use in the future.

We push our students to be trail blazers, and “lift up society.”

VIEW FROM THE PARK

“THE DIRECTION OF THE ECONOMY OF CHIANG RAI AND NORTHERN THAILAND: THE EFFECT OF THE EARTHQUAKE”

March 24, 2011, an earthquake, rating 6.7 on the Richter scale, centered in the Republic of the Union of Myanmar's Shan state. Affected areas included Tachileik, Tarlay and even Mae Sai, a city in Thailand. Over 25 people were killed and many houses in villages in the area were damaged. Economic stability in the region was also greatly affected, as it depends heavily on tourism and trade. Community concerns continued to grow, and in response, Mae Fah Luang University sought to allay people's fears.



Roads were damaged during the March 24 earthquake

In response, Mae Fah Luang University's Center for Academic Services organized a seminar to discuss concerns about the unfortunate event, entitled: "The Direction of the Economy of Chiang Rai and northern Thailand: The Effect of the Earthquake." May 3, 2011 at the General Pow Building (C5), Mae Fah Luang University, numerous specialists, special guests and over 300 guests were in attendance. The featured speakers of the event included Mr. Suwit Kosuwan, Director of Research Active Fault, Department of Mineral Resources, Mr. Pinit Hanpanich, Deputy Vice-Governor of Chiang Rai, Mr. Sugree Sithivanich, Executive Director, Advertising and Public Relations Department of the Tourism Authority of Thailand (TAT) and Mr. Pattana Sitisombat, President of the Committee for the Economic Quadrangle, 10 Chambers of Commerce, Northern Thailand.



Participants from all over Chiang Rai attended the seminar

Assoc. Prof. Dr. Vanchai Sirichana, President of Mae Fah Luang University, opened the program by explaining the reasoning behind calling the conference. Due to the mental and physical effects the earthquake had on the Chiang Rai community, the conference served to provide assurance that things are under control, and to provide information.

Mr. Suwit Kosuwan, the local expert on earthquakes, explained that, "Though there are numerous faults in the world, only active faults can cause injuries to people. The "Nama" fault that caused the recent earthquake, crosses from Lao PDR to Myanmar, and is especially active. That's why the tremors were felt even in Thailand. Moreover, there are 13 active fault lines in Thailand. The one that poses the highest risk is the 'Mae Chan Fault' in Chiang Rai. It crosses from Tah Ton, Chiang Mai to Pa Tung Hot Spring to Chiang Sean to Lao PDR. However, this fault was last active more than 1,500 years ago, and hasn't been since. Still, it is wise to remain prepared for any circumstance."

Mr. Pinit Hanpanich, representing the governor of Chiang Rai, reassured audience members that Chiang Rai has a plan in place in the event of a disaster. Taking after Japan's example, who did not experience many negative effects post-tsunami, Chiang Rai is economically prepared for any unexpected events. Mr. Pattana Sitisombat reiterated this point when he said, "The flow of goods and services across the borders are especially successful in this region. In fact, one of Chiang Rai's primary economic partners, China, continues to try to expand the value of goods and services into Thailand and Myanmar, even while there are earthquakes occurring in China. Thus, the earthquake will not affect border trade as all partners are already well-prepared and also, Chiang Rai is open to trade with other partners as well.

Finally, Mr. Sukree Sitiwanich, representing the Tourism Authority of Thailand (TAT) suggested that Chiang Rai continue to promote the 75th anniversary of Chiang Rai to encourage tourism and prevent any dramatic dips in profit.

ASEAN ECONOMIC COMMUNITY: IMMINENT FOR MFU STAFF AND FACULTY

June 8, 2011, the Mae Fah Luang University International Affairs Division held a conference entitled "ASEAN Economic Community (AEC): Imminent for MFU Staff and Faculty" at the General Pow Sarasin Building (C5). The guest speaker, Assoc. Prof. Dr. Vanchai Sirichana, President of Mae Fah Luang University, provided information about ASEAN and its purposes, and how to prepare for upcoming changes. He outlined a plan to get students ready for the ASEAN Community in the year 2015, involving cooperation among ASEAN countries. AEC will transform ASEAN into a region with free movement of goods, services, investment, skilled labor and free flow of capital; thus, students should be prepared beforehand.



MFU President, Assoc. Prof. Dr. Vanchai Sirichana, addresses MFU staff concerning the ASEAN economic community

President Vanchai announced that the University will be an epicenter for students seeking to develop the skills necessary to be fully prepared for 2015. The University's aim is not only to develop skills of the students, but also to disseminate knowledge to the greater community. President Vanchai reiterated that there should be many ASEAN Centers within Thailand's University system, since each university has specialists in different areas such as economy, trade, and health. MFU's specialty is border trade, due to its location and deep understanding of trade rules and regulations, and investment in this region. Once the ASEAN centers are established, it will prepare not only students, but also the greater community.

Finally, President Vanchai mentioned that MFU had adopted the study of ASEAN as a general education subject since 2009 and several ASEAN studies classes are currently open. The year 2011 will bring some adjustment to these courses to contribute to preparing students for the establishment of the ASEAN Economic Community 2015. In this same vein, President Vanchai announced that Chinese will be the third language used as a medium of instruction at Mae Fah Luang University.



Many MFU professors and staff members attended the seminar

VIEW FROM THE PARK

SINGHA BIZ ENTREPRENEUR
COURSE PRESS CONFERENCE

SINGHA CORPORATION Co., Ltd.

14 June 2011, Mae Fah Luang University, in cooperation with Singha Corporation, held a press conference announcing their intentions to conduct the second Singha Biz Entrepreneur Course from the 8th of July to the 30th of October, at 5 different locations. The program will be organized and implemented at Mae Fah Luang University, Chiang Rai; Richmond Hotel, Bangkok; Kosa Hotel, Khon Kaen; The Royal City, Phuket; and Pinnacle Grad, Chonburi. All entrepreneurs participating in the Course will gain more knowledge of strategy management, project management, quality management, business negotiations, and more. For more information please go to <http://www.singha-sme.com>.



Representatives from Mae Fah Luang University and the Singha Corporation hold a press conference to announce the 2nd Singha Biz Entrepreneur Course

On this occasion, Mae Fah Luang University also announced that they will operate the Mae Fah Luang Business Consulting Center (MFUBCC) and use the hotline number of 1104 to give advice about small and medium enterprise businesses (SME) to the public. The hotline will be open weekdays during regular office hours. Additionally, MFUBCC can be accessed via web and email at www.mfubcc.org and email: mfubcc@hotmail.com.

APITHERAPY SERVICE NOW AVAILABLE



Patient receives apitherapy for a long-term ailment

May 9, 2011, Mae Fah Luang University announced the opening of the apitherapy, or bee therapy service at Mae Fah Luang University Hospital. The service involves the medical use of bee venom or bee stings to treat patients who suffer from arthritis, gonalgia, migraines, rheumatism and more. Dr. Samrueng Kanjanamethakul, Dean of the Mae Fah Luang University School of Health Science announced that apart from apitherapy, Mae Fah Luang University intends to begin research into utilizing bee products such as: honey, royal jelly, beeswax, bee pollen and propolis, to use as medicine.



FIRST PRIZE “NO KAF” AWARD FOR MFU STUDENTS

In an effort to promote their “No Kaf” campaign, which discourages giving caffeine to Thai children, the Health Education Division of the Thailand Ministry of Public Health arranged for awards to be given to students who produced a public service announcement in the form of a short film promoting this idea. May 24, 2011, Team EMENER, led by Mr. Siripong Sungklang, a Multimedia Technology and Animation student from the School of Information Technology at Mae Fah Luang University, created “Last Time” to receive the first prize University level award.



View Team EMENER's submission at <http://www.youtube.com/watch?v=vpM6q1D5Vs&feature=related>.

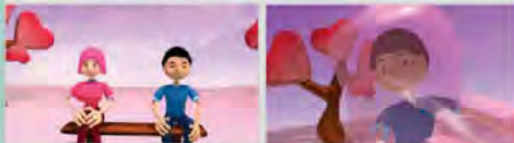
LIBERAL ARTS STUDENT GIVES AWARD-WINNING SPEECH



June 10, 2011, at the Ratchada City Hotel in Bangkok, Mr. Thongchai Sealee, a Liberal Arts student at Mae Fah Luang University, was awarded second prize for his speech “Bridge of Friendship, Resonance of Passion” at the 10th Annual Chinese Bridge-Chinese Proficiency Competition for Foreign College Students.

The competition was sponsored by the Chinese National Office for Teaching Chinese as a Foreign Language, the Office of Higher Education Commission and The Embassy of the People's Republic of China to Thailand for the purpose of stimulating foreign students' enthusiasm and interest in learning Chinese, and enhancing their understanding about Chinese language and culture.

MFU STUDENT PLACES IN VIDEO CLIP COMPETITION



View the prize-winning clip at (http://www.youtube.com/watch?v=piPDsp816GE&feature=player_embedded).

June 15, 2011, Mr. Siripong Suklang, a 3rd year student of Multimedia and Animation in the School Information Technology, Mae Fah Luang University, won second prize in the Video Clip Competition, a video clip campaign promoting sexuality education, organized by the AIDS Community Network, located in central Thailand. The AIDS Community Network is supported by the Duang Prateep Foundation, an organization committed to providing services for deprived families.

UNIVERSITY COLLABORATION



MAE FAH LUANG UNIVERSITY SIGNS MOU WITH BOGOR AGRICULTURAL UNIVERSITY

May 9, 2011, Prof. Dr. Herry Suhardiyanto, President of Bogor Agricultural University in Indonesia, and accompanying delegates visited Mae Fah Luang University to pay a courtesy call to Assoc. Prof. Dr. Vanchai Sirichana, Mae Fah Luang University President, and to sign a Memorandum of Understanding between the two universities, strengthening their relationship and allowing for an exchange of students, faculty, and staff.

On this occasion, Dr. Sam Herodian, the Dean of the Faculty of Agricultural Engineering and Technology at BU also signed a Memorandum of Agreement with Mae Fah Luang University's School of Agro-Industry. Under the Agreement, the schools will continue to exchange students and staff, based on the model provided by the Malaysia-Indonesia-Thailand Exchange (M-I-T) program. The schools will also cooperate in mutual research interests, including extraction and modification of seed oil, bio-availability and nutritional effects of biochemicals, and functional foods fermented with bioactive compound from agricultural waste.

MFU VISITS THE NATIONAL UNIVERSITY OF LAOS

Assoc. Prof. Dr. Apirat Petchsiri, Dean of the Mae Fah Luang University School of Law and the head of MFU delegates to visit the National University of Laos, Vientiane, Laos, went 23-28 May 2011 to discuss academic cooperation between the two universities, and to exchange ideas about how cooperation should proceed.

They were warmly welcomed by Assoc. Prof. Dr. Vienvilay Thiangchanhxyay, Dean of the UNoL Faculty of Law and Political Science. Also on this occasion, Dr. Rung Srisomwong, Ms. Daranee Sangnil, Mr. Damorn Khamtri and Mr. Suphit Chiwapanich, all professors in the MFU School of Law, were invited to give special lectures about law to NUoL students.

UNIVERSITY VISITOR



AUSTRALIAN EMBASSY VISITS MAE FAH LUANG UNIVERSITY'S SCHOOL OF SCIENCE

Wednesday 22 June 2011, Assoc. Prof. Dr. Chayaporn Wattanasiri, Vice President of Mae Fah Luang University, Dr. Pongmanee Thongbai, and other members of School of Science welcomed 3 delegates from the Australian Embassy: Mr. Scott Evans (Counsellor of Education), Ms. Busarin Sinthunavarat (Education Manager, AUSTRADE), and Prof. Dr. Leslie A. Edye (a participant of the Outstanding Australian Visiting Researchers Program in Thailand, a biofuels and biorefineries expert from Queensland University of Technology, and national leader of the International Energy Agency [Bioenergy Task 39]). The meeting gave the delegates the opportunity to visit the site of the Biofuels Collaborative Project between MFU and Toyo Thai Cooperation Plc. at Mae Lao-MFU development area. Following this, Prof. Dr. Leslie A. Edye presented a special lecture on the topic "Bioenergy – A Sustainable Contribution to the World's Future Energy Demand and Overview: IEA Task 39 - Commercializing Liquid Biofuels from Biomass; R&D at Queensland University of Technology". In addition, possible academic and research collaboration between MFU's School of Science and other Australian institutes was explored.

4TH ANNUAL THAILAND-MALAYSIA VARSITY GAMES 2011

20-24 July 2011, Mae Fah Luang University will host the 4th Annual Thailand-Malaysia Varsity Games. We look forward to welcoming students from various universities in Thailand and Malaysia to participate in friendly competition and relationship building.

HUCKY EICHELMANN & ANTHONY GARCIA THAILAND TOUR 2011

22 August 2011, Australian artists Hucky Eichelmann and Antony Garcia will be performing a concert in honor of His Majesty the King's 84th birthday. The concert will occur in the C4 Auditorium at Mae Fah Luang University.

GUITAR WORKSHOP

Renowned Australian performers Hucky Eichelmann and Anthony Garcia will host a guitar workshop at Wanasawan Hall, Wansaom Wellness and Aesthetic Resort Amidst Nature, Mae Fah Luang University on 23 August 2011. Topics covered will include: perfecting the guitar technique, how to compose music for the guitar, and improvisation on classical guitar.

IT OPEN SPACE 2011

25 August 2011, Mae Fah Luang University's School of Information Technology will hold an open house to exhibit student achievement. The open house will be divided into two parts: 1) a seminar featuring Assoc. Prof. Dr. Vanchai Sirichana entitled "The Role of Mae Fah Luang University in the Development of the Software Industry." Following the seminar there will be a panel discussion including the Director of Software Park Thailand, along with executives from MFEC Alliance; 2) an exhibition showing the award-winning works produced by IT students. The open house will be held on-campus at the MFU Indoor Stadium.

EARTH STRING BAND CONCERT

Mae Fah Luang University is happy to welcome the Earth String Band, an American ensemble with a unique sound that combines bluegrass and Appalachian music with modern acoustic music. Join us for this highly anticipated concert on 19 September 2011.

PROBLEM-BASED LEARNING, TECHNOLOGY AND TELECOMMUNICATIONS INTERNATIONAL CONFERENCE

Mae Fah Luang University, in conjunction with Erasmus Mundus, will be hosting the international conference: "Mobility for Life International Conference: Problem-Based Learning, Technology and Telecommunications (PBL-TT)" 23-24 November 2011. This 2-day conference provides a dynamic platform for experts, scholars, higher education policy makers and private sector parties from Europe, Asia, and other parts of the world to exchange ideas, research findings, innovations, best practices, lessons learned and challenges encountered, as well as implementation of problem-based learning, technology and telecommunications.

UNIVERSITY-COMMUNITY ENGAGEMENT CONFERENCE

9-12 January 2012, Mae Fah Luang University, in conjunction with Thammasat University and the Division of Industry and Community Network, Universiti Sains Malaysia, will be co-hosting the University-Community Engagement Conference, with the theme: University and Community Engagement for Empowerment and Knowledge Creation. The conference will be held at Le Meridien Chiang Mai.



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