

# THE PARK

*MFU International Newsletter*



Volume 4

MFU - 15 YEARS OF  
CREATIVITY AND  
DEVELOPMENT

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Business Management

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Hon. PhD to H.E. U-Tham Sem

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Since 1998, Mae Fah Luang University (MFU) was established as a public autonomous university situated at the gateway to the Greater Mekong Sub-region (GMS) amidst the ASEAN region. The university was founded to meet the needs of people in the north of Thailand, and to commemorate the gracious contributions of the King's Mother, Her Royal Highness Princess Srinagarindra, lovingly known to her subjects as "Mae Fah Luang".

Fifteen years of development has led to MFU being recognised as Thailand's fastest growing higher educational institution. The university has advanced in

all aspects. In terms of the student body, the number has increased from its inaugural class of 62 students in 1998 to over 10,000 students in 2012. Problem Based Learning (PBL) has been introduced and applied whilst ICT has been utilised to facilitate the quality of the teaching and learning environment at MFU. Thus, our graduates are equipped with a life-long learning ability, critical thinking and well groomed interpersonal skills. ASEAN Plus Three subjects and languages, especially Chinese, have also been included in the curriculum. These qualities add value and a competitive edge to our graduates so that they are ready for employment in a multicultural setting. In terms of research, MFU faculties have received distinguished awards and recognition, especially in the field of science and tourism management.

MFU has gained its reputation for an integrated and holistic model of the university's physical development. Originally located on deforested land, it was designed and constructed taking into consideration the local architectural Lanna style and mountainous environment. All the buildings are environmentally friendly and have disability access, whilst being able to serve all purposes of university's activities and operations.

For a period of 15 years, MFU has fulfilled its mission of becoming a leading higher education institution in the country and the region. For the next decade, it is the intention of the university that it will further develop to become a "world university" continuously producing socially responsible graduates to serve society and the world.

A handwritten signature in black ink, appearing to read 'V. Sirichana'.

*Assoc Prof Dr Vanchai Sirichana*

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## MFU - 15 Years of Creativity and Development

For 15 years, Mae Fah Luang University (MFU) has been founded in honour of the royal wishes of the Princess Mother and the teachings of His Majesty the King. Since its establishment, MFU has continuously raised the ranks of quality, with most recently a School of Medicine, Dentistry, and courses in International Studies and Traditional Chinese Medicine being offered.

MFU held a ceremony to celebrate its 15-year anniversary from 24 to 25 September 2013. The first day began with merit making at the Lan Dao Courtyard followed by religious ceremonies at the Srinagarindra Conference Hall, with the honoured participation of the President of MFU, Assoc Prof Dr Vanchai Sirichana and Chairman of the University Council, Gen Sampao Choosri. On the second day, the university organised a celebratory ceremony for the historical and memorial occasion which included ambassadors and representatives from six countries: Indonesia, Laos PDR, Bhutan, Japan, Czech Republic, and France. The president, chairman, honoured guests, administrators, staff, and students of MFU were an integral part of the event.

Dr Sirichana presented a speech on occasion of MFU's 15 Year celebration. The speech discussed MFU's fulfilment of the royal wishes of the Princess

Mother and His Majesty the King, developing and improving quality of life for the local people, and becoming a model university for environmental and natural conservation. The speech also elaborated about MFU being the "University of Opportunity", providing scholarships and opportunities to those who have the ability to learn but lack financial support.

MFU has been dedicated to producing graduates who are knowledgeable in their subject area and are highly skilled in foreign languages at an international standard since its initiation. MFU graduates are mindful and conscientious to the community, appreciate the importance of the English, Chinese, and other languages, and are prepared to become part of the ASEAN and world community, possessing the ability to work in multi-cultural atmospheres. So far, MFU has produced over 10,000 graduates who have been able to fully adjust to professional life in many different areas, as well as continuing their studies in further education. The number of new students at MFU increases each year: In its inaugural year, MFU welcomed 64 first-year students into 2 majors of study; in its 15th year, MFU has welcomed 11,000 first-year students into 74 majors. Even though MFU is the northern-most university in Thailand, students have come from every



province in Thailand to attend the “University in the Park”. 48% of students are from Northern Thailand, 30% from Central, Eastern, and Western Thailand, 9% from Isaan (Northeast Thailand), and 13% from the South. In addition, there are also 500 international students from 25 countries around the world.

In addition to student academics, the University has supported lecturers and academics to perform research projects that can be applied to a variety of areas, from subjects such as materials science, agro-industry, and natural products to information technology, which has resulted in many patented products. In addition, MFU annually organises education development programmes providing no less than 30 topics for community development (worth 30 million baht), helping to develop people, cultivate knowledge, and instil quality, as according to the philosophy of the university. One of MFU’s proudest human resource development projects is the development of teachers for community schools, organised by the Mae Fah Luang Foundation. Also, MFU has played a major role in the development of Chinese language teachers for the Office of the Basic Education Commission for the past 6 years, including hosting long-distance projects for community development and education supported by the Office of the National Broadcasting and Telecommunications Commission for 4 years. Overall, MFU is an educational hub for developing human resources for ASEAN and the GMS Region, concentrating especially on Hotel and Tourism Management and Restaurant Operations programmes for Myanmar.

Concerning MFU’s future here in ASEAN, Dr Sirichana stated that MFU has been prepared since



its initiation through the teaching of all its subjects in English and concentrating on Chinese Language, as well as classes concerning Social Studies, Humanities, Science, and Health Science. The latest update in Health Science has been the founding of the School of Medicine, which is dedicated to producing physicians that are able to work both locally and over long-distances, with international standards of skills and knowledge. In the year 2014, MFU is prepared to open the School of Dentistry, accepting 30 students. Another objective is to gather all science-related fields (Health Science, Modern Thai Medicine, Chinese Medicine, Physical Therapy, Public Health, Nursing, Medicine, and Dentistry) into one Medical Centre within the next 5 years.

Future plans include the founding of the School of Sinology and commencement of a Traditional Chinese Medicine programme, which will host a 5-year course in collaboration with the Guangzhou University of Chinese Medicine in the People’s Republic of China. Also, the Natural Resources and Environmental Management programme in the School of Science will be promoted to its own School to aid the Princess Mother’s wishes in managing natural environmental resources and concerns, and broaden the limits of research to include an environmental and natural resources research centre in the region. ●



## MFU officially opens the Mae Fah Luang University Hospital

MFU held the official opening ceremony of the Mae Fah Luang University Hospital during the celebration of the 14th Anniversary of the founding of MFU, emphasising it being the first dedicated hospital for alternative medicine treatment in Thailand.

On 25 September 2012, Assoc Prof Dr Vanchai Sirichana, President of MFU, declared the official opening of the Mae Fah Luang University Hospital among honoured guests, executives, community leaders, the media, staff and students. There were demonstrations of acupuncture, and many other interesting demonstrations of alternative medicine including body scans, massages and apitherapy treatments.

In modern times, some choice of alternative treatments is necessary, rather than a fixed treatment imposed by a doctor. The patient must have a choice of which treatment they regard

as the most appropriate, whether this concerns prescribed medication or potential operations.

Alternative medicine deals with both the psychological effects and the impact on the daily life of the patient, in order to maintain the well-being of the patient during their therapy.

The Mae Fah Luang University Hospital offers alternative medicine, as well as modern medicine to its patients. The modern medicine is used to treat patients suffering from common illnesses and emergency cases. Also, specialist clinics include the clinic of physical therapy and hydrotherapy, the dental clinic, and the ageing skin and beauty clinic.

The alternative medicine approach is used in acupunctural treatments, reflexology and applied Thai traditional medicine. In 2013 the list of offered services in alternative medicine was extended to more than 10 treatments, such as apitherapy, chelation, and vacuum cupping. ●

## MFU celebrates the 5th anniversary of its Aviation programme



For 5 years, MFU has been shaping excellent human resources for the Aviation Businesses of ASEAN and China. Graduates are able to start working immediately after graduation, and are proficient and fluent in English and other major languages. MFU organised a great celebration to mark this anniversary.

On 24 January 2013, the President of MFU, Assoc Prof Dr Vanchai Sirichana, opened the 5th Anniversary celebration of Aviation Business Management at MFU, taking place at the Mae Fah Luang Chiang Rai International Airport and at Pol Gen Pow Sarasin Hall within the MFU campus.

During the celebration, students were offered the chance to fly in a small airplane by the Bangkok Aviation Center (BAC), one of MFU's partner institutions. The former Deputy Minister of Transportation and Communication, Dr Srisuk Chandrangsru, gave an opening speech about, "The chances and the future of the aviation business". The exhibition attracted many visitors from the official and private sector, including the media.

The constant development of the airline industry makes aviation business even more important, and MFU will be able to facilitate the increasing need for human resources in this industry. The teaching of Aviation Business Management, Aviation Service major was introduced in 2008, and two additional majors were added in 2012, Aviation Operations and Aviation Logistic Business, in order to cover every variety of service, such as the in-board passenger service, airport service, catering, and freight services.

Many airline businesses, such as Thai Airways, cooperate by sending experienced staff who supervise the teaching of the passenger service courses and taking MFU students for internships.

Dr Sirichana stated that the graduates of the MFU Aviation programme will gradually reinforce the aviation industry because of their aviation business knowledge strengths and English communication proficiency, combined with the endurance to pursue success formed by their education.

MFU is continuously developing the Aviation Business Management curriculum in order to enhance vocational and language skills of its graduates. In addition, MFU teaches Chinese as a third language to Aviation Business Management students. Future graduates will have knowledge in both Chinese language basics and Chinese for aviation business purposes, and will be well prepared for the opening of ASEAN and to gradually expand the aviation business. ●



## Green University Project

The UI Greenmetric World University Ranking system, initiated by University of Indonesia in 2010, intends to assess MFU in order to be regarded as a 'Global Green University'.

NREM, the Institute of Natural Resources and Environmental Management of Mae Fah Luang University, has received 163,100 Baht in research funding from the National Research Council of Thailand, in order to prepare the university and take part in the UI Greenmetric University Ranking 2013.

To achieve this goal, MFU must manage the refuse disposal problem within the university and in the nearby surrounding areas, and must reduce



environmental problems within the university, whether they concern the soil, water, energy, or waste. The university must also conduct study of the use of different materials that consume the natural resources in a sustainable way, especially within the university campus.

The UI Greenmetric World University Ranking was founded by an initiative of the University of Indonesia after they had organised a meeting on the subject of green universities. The first grading was conducted in 2010, when the University of California in Berkley won the prize. The next winner was the University of Nottingham and Connecticut. In 2012, seven universities from Thailand participated in that same competition.

The universities are assessed according to 42 indicators divided in five sectors: their setting and

infrastructure, the use of energy and their contribution to climate change, the disposal of waste, the use of water, and the effectiveness of the transport system on campus.

Further projects of MFU include forming the carbon sink project, using online documents to reduce the amount of paper use, sorting the waste in cooperation with the Thailand Institute of Packaging and Recycling Management for Sustainable Development (TIPMSE) establishing a project to restore damaged cell phones together with Nokia, and establishing cycling groups. MFU also plans to provide training on recyclable trash separation for students, staff and surrounding communities. These all will occur in order to ensure that MFU will become a 'Global Green University'. ●



*Assoc Prof Dr Chayaporn Wattanasiri, Assoc Prof Dr Vanchai Sirichana, H.E. Mr Pisanu Suvanajata, Mr Tanin Suphasan, H.E. Vitavas Srivihok, Dr Tanit Sorat, H.E. Mr Anuson Chinwanno, Mr Russ Jalichandra, Assoc Prof Dr Ted Tesprateep, Asst Prof Dr Pritana Pradipasean.*

## Crossing the Mekong Towards AEC 2015

On 31 August, 2012, the seminar, "Crossing the Mekong Towards AEC 2015" was held at MFU. The event was jointly organised by MFU, Chiang Rai Province and the Royal Thai Embassy, Vientiane. It was officially opened by Mr Thanin Suphasan, Governor of Chiang Rai and a welcome speech was delivered by Assoc Prof Dr Vanchai Sirichana, President of MFU.

Recognising the potential of Chiang Rai as being the hub for both land and water transportation routes between Thailand and its neighbouring countries in the region, and in order to prepare the Upper Northern provinces of Thailand for the full integration of ASEAN in 2015, the seminar was attended by 4 Thai ambassadors including, H.E. Mr Vitavas Srivihok from Vientiane, Lao PDR, H.E. Mr Anuson Chinwanno from Hanoi, Vietnam, H.E. Mr

Pisanu Suvanajata from Yangon, Myanmar, and were joined by H.E. Mr Sompong Sanguanbun from Phnom Penh, Cambodia, via video feed.

The Vice President of the Federation of Thai Industries, Dr Tanit Sorat, facilitated the seminar, focusing on the readiness of the various countries for AEC 2015, with the purpose of studying and exploring opportunities and potential for connection of the upper Northern provinces of Thailand with neighbouring countries in the region, the Mekong River basin and other ASEAN nations. Also, for increasing the level of border crossings in terms of economics, including identifying the various problems and recommending any solutions that may benefit the readiness of Thailand in the near future and for becoming a member of ASEAN in 2015. ●





## MFU International Conference 2012

From 29 November to 1 December 2012 MFU organised, "The 1st Mae Fah Luang University International Conference 2012", on the topic of, "Future Challenges Towards ASEAN Integration", which was generously sponsored by the PTT group, NBTC, EGAT, GOMA, and RELO Thailand.

Many distinguished experts attended the conference, such as the former Secretary-General of ASEAN, Dr Surin Pitsuwan, the former Ambassador of Thailand to Japan, Canada and Lao PDR, H.E. Mr Suvithya Simaskul, the Ambassador of Indonesia to Thailand, H.E. Mr Lutfi Rauf, administrators of research fund organisations and the Director of the Regional English Language Office of the USA Embassy in Thailand, just to name a few.

There were 303 participants from 17 Countries taking part in the conference, presenting speeches on 3 subjects; science, technology and the environment; social science and humanities; and health science.

Most of the Thai population is only concerned about the economic matters, so the participants stressed the importance of discussion about promoting the understanding between the different cultures and societies in ASEAN, and how diversity can link the ASEAN Community.

During that conference, there was also a speech concerning the role of universities in the development of human resources in order to be prepared for the ongoing changes.

Assoc Prof Dr Nanatana Gajaseni, the ASEAN

University Network Executive Director, remarked that the different universities will have to take a leading role in forming skillful human resources for the region, to build students with trust and friendliness through student activities, to build a harmonious atmosphere in regional institutes of higher education, and to develop a system which controls the quality of education in ASEAN in order to support cross-border employment in the region.

Therefore, universities ought to establish courses dealing with ASEAN studies in order to ensure that the students have knowledge about the subject and promote an exchange of students through various exchange programmes, as well as the transfer of credits from one university to another, and to teach the basic skills required for any profession.

In addition, there were general discussions about the challenges and problems which the ASEAN community might have to face, such as: the stability of the food supply; the stability and permanence of the energy supply; how to tackle the environmental problems; the dangers of the global warming; and various biological matters.

Moreover, the participants discussed about the progress in technology development, and the changes which will occur in the region after ASEAN comes into effect. Therefore, academics from all over the world were very interested in this event. ●



### ASEAN Food Festival

The School of Management in cooperation with the International Affairs Division and the International Student Club of MFU organised the “ASEAN Food Festival” on 28 November 2012. The festival aimed to make the students and staff of MFU more knowledgeable about ASEAN and the national cuisines of the ASEAN member states; also to train the Management students about investment and management in order to make a profit from the sale of food.

MFU plays an active role in promoting

the relationships and expanding the cooperation with its neighbouring countries and within the ASEAN region.

About 200 people participated in the event, which was organised for lecturers, staff and students of MFU, and the general public, in order to familiarise them with other ASEAN countries and their specific cuisines. As a result, the understanding between the culture of the different ASEAN countries aimed to be improved and the internationalisation of MFU was promoted. ●



*Provincial leaders from left: Mr Sayamone Khomthavong, Dept Gov of Luang Prabang; Mr Pinit Hanpanit, Dept-Prov Gov of Chiang Rai; Mr Yang Tao, Party Sec of Xishuangbanna ; Mr Khamlay Sipaseuth, Head of Luang Namtha Gov Office; Mr Vixaykone Vannachomchanh, Dept Sec of the Lao National Assembly, Con 5; Mr Adisorn Kumnursiri, Dept Gov of Chiang Mai*

### The Third 6 Party Collaborative Meeting Between the Borders of China, Laos and Thailand

On 9 and 10 September 2012, MFU had the honour of facilitating “The Third 6 Party Collaborative Meeting Between the Borders of Laos, China and Thailand”, at Dusit Island Resort, Chiang Rai. The 6 parties involved in the annual meeting included the Xishuangbanna Dai Nationality Autonomous Prefecture, The People’s Republic of China; Luang

Prabang Province, Luang Namtha Province, Bokeo Province, Laos PDR; Chiang Mai Province and Chiang Rai Province, Thailand, with joint interests in trade, transportation, education, tourism, culture and several other issues.

The final agreement stated that, (*translation*) “Each party will promote, compel and act in order

to create connections with each other and to develop the economy, trade and tourism, including the reduction of barriers in the crossing of borders between the countries for the mutual benefit of the region, without being contrary to the internal laws of each country.”

The direction for future collaboration of the 6 parties include the promotion of collaboration in education, research and exchanging of knowledge and experience of academics; the promotion of collaboration in arts, culture and sport; the support, under the framework of the GMS, of the North South

Economic Corridor according to Cross Border Trade Agreements; the facilitation of trade, investment, transportation and tourism across borders in a safe and convenient way; the creation of a committee to follow up and report on the progress of the collaboration; and finally, the sharing of information, news on publications and on marketing. ●



## Indonesia Equatorial Emerald and Malaysian National Day

On 31 August 2012, MFU held the “Indonesia Equatorial Emerald” event celebrating Indonesia’s 67<sup>th</sup> Independence Day, and the “Hari Merdeka” event celebrating Malaysia’s 55<sup>th</sup> National Day. For this event, the Indonesian Ambassador to Thailand, H.E. Mr Lutfi Rauf travelled to MFU to present a special lecture on, “The Prospect and Role of Indonesia in the ASEAN Community, 2015”, focusing on the role of Indonesia in the evolution of ASEAN over the past 45 years.

The President of MFU, Assoc Prof Dr Vanchai Sirichana, warmly received both guests and officially opened the events. At the “Indonesian Equatorial Emerald” event, the President joined the Ambassador in cutting the yellow rice cone, or “Potong Tumpeng”, the traditional Indonesian opening ceremony marking friendship between two parties.

It was mentioned that since its inception, ASEAN has aimed at building a stronger, unified, stable and prosperous region. Peace, progress and prosperity were the main points that rang through the declarations and concords, attainable through collaboration between member parties for combined

economic development.

This event was created by the Malaysian Exchange students to display their national pride during the final period of their stay here. MFU has fostered a very close relationship with the Indonesian Embassy, Bangkok, who has visited our campus regularly and provided the materials to set up the Indonesian Corner, as well as supporting the Malaysia-Indonesia-Thailand (M-I-T) project, creating mobility for students from these countries.

The M-I-T programme is a collaboration between Malaysia, Indonesia and Thailand, with MFU being partnered with the University of Putra Malaysia, University of Sains Malaysia and the University of Technology Mara in Malaysia and the Bogor Agricultural University in Indonesia. In the second semester of 2012 MFU sent another 5 students to the University of Bogor and another 2 to the University of Sains Malaysia, in addition to the visit of a lecturer from MFU. ●



## MFU celebrates Chinese Culture Day and hosts Duan-Wu Festival

The Sirindhorn Chinese Language and Culture Centre, the Confucius Institute and the School of Liberal Arts organised the Chinese Culture Day on behalf of MFU in celebration of the Chinese New Year, 2013. The festival took place with the backdrop of the beautiful Sirindhorn Chinese Centre at MFU.

On 8 February, the President of MFU, Assoc Prof Dr Vanchai Sirichana opened the Chinese Culture Day 2013, together with the Vice President, Assoc Prof Dr Chayaporn Wattanasiri, the President of the Thai Organic Trade Organisation, Chiang Rai province, Mr Paiboon Laopongsit, students and staff of MFU and the general public.

The Sirindhorn Chinese Language and Culture Centre led by its Director, Prof Cen Ronglin, the Confucius Institute, led by its Director, Prof Dr Ye Hu, and the School of Liberal Arts headed by its Dean, Assist Prof Dr Akara Akaranithi organised the Chinese Culture Day together in order to promote the learning of Chinese language and culture and to display the elaborate Chinese language, arts and culture.

During the celebration, many contests were organised, where participants had the chance to display their proficiency in Chinese language or Chinese culture by drawing and writing with a traditional Chinese paintbrush or singing Chinese karaoke songs. There were prizes distributed worth more than 30,000 Baht. 110 competitors of the contest came from twenty-two different schools and institutes of higher education located all over Northern Thailand. Fourteen different Chinese dishes were served, enabling the competitors

and visitors to taste and savour Chinese cuisine. There were also fifteen volunteer teachers from the School of Liberal Arts who taught Chinese to interested participants during the event.

Following this, on 14 June 2013, MFU's Sirindhorn Chinese Language and Culture Center and Confucius Institute hosted the 2013 Duanwu Festival. Assoc Prof Gp Capt Yuthana Tra-Ngarn, MFU Vice President, Assoc Prof Gannaga Satittada, MFU Vice President, and Dr Akara Akaranithi acted on behalf of the Sirindhorn Chinese Language and Culture Center Director (Thai party) with Assoc Prof Ye Hu (Chinese party). Over 500 people attended, including faculty members, authorities, staff, and students from both MFU and Chiang Rai Rajabhat University (CRU).

The festival included a wide variety of performances: a Guzheng performance from a voluntary Chinese faculty member; a Chinese calligraphy performance from a voluntary Chinese faculty member and a student representative; a Kung-Fu performance; a Tai Chi Qigong performance, which combines Tai Chi movements with western breathing exercises; and a Mongolian Dance performance. The highlight of the festival was the free tasting and demonstration of "Bachang" (Zongzi dumplings). Many attendees also showed high interest in a question-answer game, which rewarded participants with special prizes if they answered correctly.

This event was held to promote, spread, and conserve the Chinese culture that has existed since ancient times in addition to strengthening Thai and Chinese relations. ●



## Visit of the Consulate General of the United States Chiang Mai and 3D Animation Special Lecture

On 22 August 2012, MFU had the pleasure to greet Mr Kenneth L. Foster, the US Consul General, Mr Micheal Honnold, the Cultural Attaché, Dr Kanittha Navarat, the Senior Cultural Affairs Specialist, Ms Worawan Thanamongkol, Public Diplomacy Assistant and Mr Chris Bromby, 3D animation specialist. Mr Chris Bromby conducted a special lecture to the Multimedia Technology and Animations

students, sharing his knowledge and experiences about 3D Animation from Walt Disney Corporation and videogames. Our MFU students were highly appreciative of this “insider expertise” only made possible by the quality relationship between MFU and the US Consulate General, Chiang Mai. ●



## French Language Camp

The French-Upper Mekong Subregion Academic Cooperation Centre organised its second French Language Camp in collaboration with the French Embassy from 18-20 March 2013, after the first camp had been a tremendous success in the previous year.

MFU invited 6 native French teachers to supervise and support the students and pupils during the Camp. The teachers were regular staff of either, MFU, Naresuan University or Chalermkwansatree High School, and have established a close cooperation in the teaching of French together. There were 65 pupils of different High Schools from Chiang Rai and Phayao Province, and 5 students of the National University of Laos, Vientiane, Lao PDR.

All participants enjoyed the French Language Camp, even though they had to work hard to enhance their French Language skills by producing photo novellas. Finally, they all were very proud of their eventual result, their self-made photo novella in French. Additionally, they were given the chance to undergo some cultural and knowledge exchange with the participating Lao students.

All participants received prizes after the event. There were 15 students who won 10 hours of free French study classes each. Moreover, the pupils were given DVDs, Yves Rocher products, USB sticks, card readers, as well as T-shirts from the French Embassy and other useful items. ●



## 60<sup>th</sup> year anniversary, Way Forwards on Thailand - Australia Relations

Being the 60<sup>th</sup> Anniversary of Thailand - Australia diplomatic relations, the Department of Foreign Affairs arranged a special seminar on the topic of the, "Way Forwards on Thailand - Australia Relations". On 27 June 2012, at MFU. Discussions were led by Assoc Prof Dr Vanchai Sirichana, President of MFU, H.E. Mr James Wise, Australian Ambassador

and Mr Chirachai Punkrasin, Director-General of the Department of American and South Pacific Affairs, Ministry of Foreign Affairs, and moderated by Mrs Pattawan Vechasart, Director of South Pacific Affairs, Department of American and South Pacific Affairs, and Chavalit Suthamwong, the President of the Chiang Rai Chamber of Commerce.

*Asst Prof Dr Pritana Pradipasean,  
Asst Prof Dr Tuangrak Nantawisarakul,  
Assoc Prof Dr Chayaporn Wattanasiri,  
H.E. Mr James Wise, Assoc Prof Dr Vanchai Sirichana,  
Mr Chirachai Punkrasin, Mr Chavalit Suthamwong,  
Assoc Prof Dr Ted Tesprateep,  
Assoc Prof Dr Apirat Petchsiri, Mrs Pattawan Vechasart*

The long historical bilateral relationship of Thailand and Australia was emphasised with a renewed drive to strengthen this relationship into the future. While on a national level the two counties have a strong relationship that covers a wide range of issues, this discussion focused primarily on the

educational aspect. H.E. Mr James Wise wishes to promote Thailand at an educational level, for Australian students to shift their perspective of Thailand to be an education destination, and focus on the scientific/technological area for collaboration, which is one of the strengths of MFU. ●



### 6th Review Meeting of AIMS

The Review Meeting was generously hosted by the Office of the Higher Education Commission, Ministry of Education, Thailand and MFU. The biannual review meetings of the AIMS Programme provide participating Ministries, higher education institutions, and future members with a multilateral platform from which to share information, address existing challenges, propose improvements for the programme, and plan for greater expansion and further collaboration.

Members included representatives from the Higher Education Ministries of Brunei Darussalam, Indonesia, Malaysia, Philippines, Thailand, as well as Japan, and were joined by the 33 participating universities from throughout the region.

Member countries provided progress updates and Japan was welcomed to present a proposal for participation in the AIMS programme, in the Agriculture academic grouping. Members shared good practices in their internationalisation management with the Meeting and SEAMEO RIHED introduced its ongoing work towards a common credit transfer system for the region among others. The Meeting constituted an important step towards building fruitful synergies of bilateral and multilateral co-operation, and developing the networks and partnerships necessary for building a sustainable future for the AIMS Programme and the citizens of Southeast Asia. ●





## MFU Presents Honorary PhD to H.E. U Thein Sein

On 29 November 2013, MFU had the honour of presenting an Honorary Doctoral Degree of Philosophy in Public Administration to His Excellency U Thien Sein. H.E. U Thein Sein, born on 20 April 1945, graduated with a Bachelor of Arts Degree from the Defence Services Academy in 1968. Throughout his outstanding and meritorious military career he steadily advanced up the echelons of officer ranks. One of many prominent positions held by His Excellency was as a commander in the Golden Triangle region for four years, during which his presence contributed greatly to the development of the region. A career of exceptional service led H.E. U Thein Sein to become Prime Minister of Myanmar, throughout which he demonstrated genuine efforts, exceptional meritorious leadership skills and exemplary compassion, gaining him wide acceptance among both the domestic and international community.

H.E. U Thein Sein has since distinguished himself as the president with vision, resourcefulness, progressiveness, modesty and as a leader of the highest caliber. Under his presidency, Myanmar has embarked on an agenda of people-centered political and economic reforms. H.E. U Thein Sein has shown a strong level of assurance to political and bureaucratic reform, building peace, harmony, and sustainable development in the country. Acknowledging the needs of his people, he has implemented all the necessary policy changes, established new institutions and has issued new legislation.

H.E. U Thein Sein has progressed and strengthened the partnership between Myanmar and Thailand at an exponential rate, which have been fostered with the aim of enhancing the economic prosperity, quality of life and human development goals of both countries.

H.E. U Thein Sein has become renowned as an influential and exceedingly capable leader, with vast experiences and great virtue, leading his country on a successful and prosperous path of development.

His Excellency pioneered the ground breaking transformation of Myanmar with his unprecedented reform initiatives, dedicating himself, not only to the advanced-standing of the nation, but also to building peace and understanding among the people of the region.

H.E. U Thein Sein has been recognised as one of the most significant and respected leaders in Myanmar's history, and hereby, in recognition of his profound ingenuity in advancing the development of the country, with evident and apparent clarity in the country's international and domestic economic and political strategies, with special regard to the newfound relationships built amongst the international community;

As a pronouncement of utmost respect, the Mae Fah Luang University Council, with the authority vested upon them, had the honour to confer to His Excellency U Thein Sein, the Honorary Doctoral Degree of Philosophy in Public Administration, with all associated rights, privileges and honours. ●





*Dr Kowit Nambunmee*

## Lecturer of occupational health and safety wins the IUTOX Travel Award

The problem of toxins in the environment has steadily increased, especially in connection with the growth in the economy and the development of each industry. The sharing of information between toxicologists in each country is therefore becoming vital, enabling scientists to adjust their research in order to be capable of coping with the continually changing environmental and toxicological problems.

The 8th Congress of Toxicology in Developing Countries (8CTDC) was organised from 10 to 13 September 2012 at Centara Grand Hotel at Central Plaza Ladprao in Bangkok. About 345 researchers dealing with toxicology participated in the congress; many of them being quite famous and conducting research at an international level.

More than 141 pieces of research were presented from all over the world. HRH Princess Chulabhorn Walailak served as the President of the

conference and conducted the opening speech.

Dr Kowit Nambunmee, a lecturer in the Department of Occupational Health and Safety, School of Health Science, MFU, performed an oral presentation on the subject of, "Increased Blood Heme Oxygenase-1 Levels in High Silica Exposure Non-Silicosis Stone Mill Workers".

Dr Kowit Nambunmee received the Award on 10 September 2012, presented by Prof Dr Elaine Faustman, the Secretary General of IUTOX.

Dr Kowit Nambunmee is one of only two Thais who received the famous IUTOX Travel Award in a contest with 141 presentations. ●



## Siripong Soongklang wins Animation Prize in Japan

Mr Siripong Soongklang, 4th year student of the Multimedia Technology and Animation programme, School of Information Technology, won one of the thirteen Finalist Prizes of the Asia Digital Art Award 2012, with an animation movie that had originally been his senior project while studying at MFU.

Before he could participate in the Asia Digital Award, he had to pass the selection procedure of the “Talent Development Programme for International Animation Contest”, organised by Ayudhya Allianz, C.P., and NECTEC in order to enter the Thai team for the Asia Digital Art Award contest. Eventually, the Thai team was able to win 6 prizes during this competition.

The “Asia Digital Art Award 2012” event is regarded as an important animation skills competition on an international level, which has now been organised for 10 years.

The jury comprised of famous experts from the Japanese, Chinese and Korean animation industry and each year, there are about 1,000 works from ten countries sent to the contest committee each year.

This was not the first prize which Mr Soongklang has won since being a student of MFU. He already took part with his works in the National Animation Competition and has also participated in official and private contests by creating his work as an individual competitor and in teams.

These achievements prove that Mr Soongklang is striving to perfect his animation skills and thereby promoting MFU. We conducted

an interview with Mr Soongklang to give him the opportunity to explain how he entered the various contests and inspires the younger generation.

Q: What was your inspiration to develop that prize winning work?

A: My inspiration was that I really like eating a wide range of Thai sweets. This inspiration and the aspect that Thai sweets reflect some point of Thainess which made me develop this project in order to publish a film that enables foreigners to understand the Thai-being.

Q: What does your project convey to the audience?

A: My project conveys Thai culture and Thainess to the audience. My story deals with the Thai sweets which are threatened by foreign sweets or chocolate, and the group of Thai sweets then go out to protect themselves and battle to expel the chocolate.

Q: What was the most difficult part of the project?

A: Creating the design. When I created the story and the characters, I was advised by Aj Pruet Putjorn, and Aj Yootthapong Tongpaeng. Both advising lecturers gave me valuable suggestions the whole time for creating my project, so that I was able to develop my project in a suitable amount of time.

Q: Were you worried that the committee consisted of people from different countries?

A: I disguised my worries. One issue I was worried about was that the jury might not understand the purpose of my presentation. The result should have been a film, attempting to show Thai-being in a way that is understandable to foreigners.

Q: How do you feel about the fact that your work was one of thirteen final prize winners?

A: I am very happy because it is the first time in my life that I have received an international prize and travelled abroad after my studies. I consider it as a very great chance and an enormous experience for me personally.

Q: What was it that made you continually strive to produce this great film?

A: I was able to test my own skills in creating an animation film which in turn contributed to the development of my knowledge of animation. My curiosity and the continual practice led to me striving to achieve this result.

Q: What are you doing now, after the completion of your studies?

A: I have already got regular work as an animator, which enables me to use my expertise.

Q: Do you want to say something to the current students of your programme?

A: I hope that the current students try to produce work which is able to take part in various contests, perhaps a project which is rather simple to complete. Although our work did not contain the most beautiful graphics, at least we completed it. After that you must be determined to promote your work. Do not be afraid of losing. However, the most important point is that I had additional projects which I could send as part of my work application. ●



You can watch "Khanomthai" by Mr Siripong here:

<http://youtu.be/jvmYdWBk2Aw>



## Kraitsada Saengtub

Mr Kraitsada Saengtub was selected to join the 10<sup>th</sup> edition of the IMEX-MPI-IT&CMA Future Leaders Forum in Bangkok. This annual global event aims to encourage the best and brightest students to enter the meetings and incentive travel industry. In Thailand, this competition included 10 contestants from English speaking universities in the ASEAN region.

Mr Kraitsada Saengtub and his partner won the creative challenge prize which included membership to the GMIC and also attendance to the Future Leaders Forum at IMEX in Frankfurt, Germany, courtesy of the Thailand Convention and Exhibition Bureau.

For this next competition he was given the

question, 'Why would you want to build a career in the meetings industry?' and was asked to make a 2 minute video answering it. With the 2 minute splash of his personality, heritage and brilliance, Kraitsada managed to tie first place and score another sponsored trip to Las Vegas, USA.

He wished to send the message to all current MFU students, saying, "Everyone can be like me, can do what I'm doing, it depends on your spirit and passion to do so. MFU students have such better opportunities compared to other students, with the English curriculum and more recently Chinese as well. Just have a try and you can do it." ●



Mr Kraitsada's winning video can be viewed at:

<http://youtu.be/l60LTSOAK2A>



## MFU Student Selected to Participate in the 68th UN General Assembly

Miss Bhunyanutch Kanjananon, a second year Law student from MFU, was selected as one of two Thai youth representatives as part of the Thai delegation in the 68<sup>th</sup> Session of the UN General Assembly from 30 September to 22 October, 2013 in the United Nations Headquarters in New York, United States of America. The United Nations General Assembly is a stage for its 193 Members of United Nations to have a multilateral discussion of the full spectrum of international issues. All students' fees and charges were paid by the Ministry of Foreign Affairs.

For the 68<sup>th</sup> United Nations General Assembly, two students from MFU, Ms Bhunyanutch Kanjananon from the School of Law and Mr Kong Saehar from the School of Liberal Arts were selected as two of ten finalists of the final-round interview. ●



## Li Ling Xiao Yan receives Honour for representing MFU

At the ceremony of the 14<sup>th</sup> Anniversary of MFU, 4<sup>th</sup> year Thai Language and Culture Student, Li Ling Xiao Yan (Ling) was presented with an Honourable Certificate for her Excellence in Promoting MFU. Earlier, on 11 February 2012, Ling won the International Tertiary Education Speech Contest in Honour of HM the King, arranged by the Chulalongkorn University Alumni Association Under Patronage of HM the King.

Each contestant had to present an oratorical speech on topic of, "The Royal Initiated Projects help Thai people live well" and an impromptu speech on the topic, "Perseverance brings success". MFU student Li Ling Xiao Yan was awarded with the first prize trophy, presented to her by HRH Princess Maha Chakri Sirindhorn, and a study contribution of 20,000 Baht.

Ling's dedication to study has led her to be the top student in the Thai Language and Culture Programme, and her commitment to extra curricular

activities such as this competition has enabled her to be awarded with the well deserved Honourable Certificate for Promoting MFU. ●



### Thai Language and Culture Student wins Speech Contest in Bangkok

Yunhee Choi, a 4<sup>th</sup> year Korean student from the Thai Language and Culture programme, the School of Liberal Arts, won the 2013 International Tertiary Education Speech Contest in Honour of HM the Queen, arranged by the Chulalongkorn University Alumni Association Under Patronage of HM the King.

The contest took place in the Maha Chulalongkorn Building in Chulalongkorn University on Saturday 12 March 2013, on the occasion of HM the Queen celebrating her 80<sup>th</sup> anniversary the year before. The chairperson of the operating committee, Asst Prof Dr Phonthip Phukphasuk stated that the International Tertiary Education Speech Contest is held annually for Thai students.

This year, it was the second time that there was in addition a contest for foreign students, with MFU also winning the year before. Fourteen international students with seven different nationalities participated in the contest, with representatives from China, Japan, Korea, Cambodia, Finland, and Israel. The contest aims to promote the skill and art of using the Thai language correctly for foreign students who have come to Thailand in order to learn the Thai language.

In addition, it ought to make them aware of the royal grace of HM the Queen, especially her promotion of the well-being for the Thai people and the foundation of arts and craft.

In the morning of the competition day, each participant had six minutes for delivering a speech to the subject, "The invention of arts and crafts which help people to live well". In the afternoon each competitor had to present a three minute speech about a topic which they only received three minutes beforehand. The winner of the contest received a Royal Trophy and 20,000 Baht from HM the Queen of Thailand. ●



*Dr Methi Wecharatana  
and Assoc Prof Dr Vanchai Sirichana*

### A Special Lecture by Prof Dr Methi Wecharatana, "21<sup>st</sup> Century Learning"

On 10 July 2012, Dr Methi Wecharatana, Prof of Civil and Environmental Engineering at the New Jersey Institute of Technology, USA, and member of the Association of Thai Professionals in America and Canada, presented a special lecture on "21<sup>st</sup> Century Learning" at MFU. Dr Wecharatana shared his wealth of knowledge and experience, and the necessary skills and techniques essential for the modern classroom. ●



*Assoc Prof Dr Vanchai Sirichana  
and Mr U Win Naing*

### Myanmar and the Ministry of Foreign Affairs 13<sup>th</sup> Consultation on Technical Cooperation

On 26 July 2012, delegates from the 13<sup>th</sup> Consultation on Technical Cooperation between the Ministry of Foreign Affairs, Republic of the Union of Myanmar and the Ministry of Foreign Affairs, Thailand paid a visit to the President of MFU, Assoc Prof Dr Vanchai Sirichana.

The envoy came to MFU with the intention of exploring ways that MFU can aid in their higher education initiatives. MFU stands out by the fact that all of the University's programmes are taught in English. In this strategic location, MFU is ready to be the hub for training students, particularly from Laos and Myanmar. ●



*Assoc Prof Dr Chayaporn Wattanasiri  
and Prof Zhou Zhaoxiang*

### Guangxi University of Foreign Languages visits MFU

On 23 July 2012, MFU received a visit by Prof Zhou Zhaoxiang, President of Guangxi University of Foreign Languages, PR China. Prof Zhou Zhaoxiang met with Assoc Prof Dr Chayaporn Wattanasiri to discuss the possibility of future collaboration in various areas and use the visit as an opportunity to get to know each others' institutions. ●



## Mae Fah Luang University receives the 2012 M-I-T iAward

Since 2010, MFU has been selected by the Thai Office of the Higher Education Commission to enter the Malaysia-Indonesia-Thailand Student Mobility Programme (M-I-T), in the subject of Food Technology, School of Agro-Industry, since 2010. Furthermore, MFU was recently chosen to be the regional representative for Thailand and won the 2012 M-I-T iAward!

Assoc Prof Dr Chayaporn Wattanasiri, Vice President of MFU and Dr Phunsiri Suthiluk, lecturer of the School of Agro-Industry and coordinator of the

exchange programme, received the prize during the 47<sup>th</sup> SEAMEO Council Conference on 20 March 2013 in the Hanoi Daewoo Hotel in Hanoi, Vietnam.

The 2012 M-I-T iAward is considered as a prize for the International Affairs Divisions of the participating universities in Malaysia, Indonesia and Thailand, that supervised and facilitated the students exchange programme in an outstanding manner. The M-I-T programme, with outstanding coordination by Dr Romyen Kosaikanont, can be seen as a good benchmark for broader programmes which will include a greater range of countries.

The M-I-T programme has since been extended to the ASEAN International Mobility for Students Programme with three additional countries participating, Vietnam, the Philippines and Brunei Darussalam, and to additional programmes, Economics and Engineering, in which student exchange will be conducted from 2015 onwards. The University Sains Malaysia received the prize as representative for the Malaysian efforts in the M-I-T programme, whereas the Binus University received the prize for Indonesia. ●



## The MFU ASEAN Youth Ambassador project 2012

The MFU ASEAN Youth Ambassador Project was facilitated by the International Affairs Division of MFU in order to promote ASEAN activities within MFU and raise the cultural awareness of MFU students.

There were seventy-one applicants who took part in a selection camp. A committee selected nine students through a wide range of activities, such as different skill tests and interviews, who then became the first generation of MFU ASEAN Youth Ambassadors. These MFU Youth Ambassadors were separated in two groups, which travelled along two different ASEAN routes. The students were accompanied by one lecturer per group, who was also selected by the committee after having to submit an essay about their personal ambitions regarding ASEAN, and were led by Ms Wannapha Thippayasak from the International Affairs Division.

The first group visited Vietnam, Laos, and Myanmar. The second group travelled to Indonesia, Malaysia, and Singapore. The activity was conducted in order to prepare the students and lecturers for the ASEAN community integration, so that they were able to gain knowledge and understanding of the different cultures within the ASEAN Community and have the opportunity to make friends during their trip.



Furthermore, the Youth Ambassadors were given the opportunity to participate and join classes, meeting students within local universities, and were also trained in diplomacy.

The ASEAN Youth Ambassadors visited universities, colleges, cultural and historic places, as well as met the Thai Ambassador to each destination country. Each Thai Ambassador provided the MFU Youth Ambassadors with a wide range of information about the country which they were visiting and also regarding ASEAN. All of the Thai Ambassadors encouraged the students to maintain a positive attitude towards their fellow ASEAN citizens, in order to build up strong bonds between the ASEAN member states. The Youth Ambassadors gained such a wide range of experience and knowledge from their journeys.

Aj Prasopsiri Pratesrat explained that the programme gave a great opportunity for the students to gain valuable leadership experience and skills in dealing with people from different countries and cultures, which the Ambassadors would be able to apply in their future lives. She appreciated the quality of the students to consider and analyse issues thoroughly. She thought that MFU is on the right track to develop towards becoming a leading university in ASEAN.

Aj Thidarat Buadapthip is certain that the ASEAN awareness is very high at MFU through the MFU ASEAN Youth Ambassador programme, and regarded MFU as the educational hub in the Upper Greater Mekong Subregion. She gave praise to the Youth Ambassadors, who participated very well in all kinds of activities.

One of the MFU Youth Ambassadors, Miss Kornwika Srisangwon, stated that she was interested in the programme because she has been interested

in pursuing a career as a diplomat and fancied the idea of gaining knowledge of Thailand's neighbouring countries. She was impressed by the patriotism of the Vietnamese and their determination to improve the situation of their country. The Laotians impressed her by having successfully maintained their culture and traditions. Myanmar people in turn astonished her through their humble, friendly way of life and their strict obedience towards the rules of Buddhism, enhancing her attitude towards this country enormously.

Miss Nawabzadi Marina Raisani remarked that this project was a very good chance to gain knowledge about the ways of life, cultures and attitudes of other ASEAN countries. She realised that the ASEAN countries have a lot in common, yet there are also differences. All the countries have taken great efforts to prepare their own students towards ASEAN.

Another member of the MFU Youth Ambassadors, Miss Panicha Poldee, was impressed to a great deal by Myanmar. As she entered Myanmar, she realised quickly that Myanmar people are very friendly and possess a culture of outstanding courtesy. Some people tried to communicate with her even though they were not able to speak any English or Thai. The project helped her to become fully aware of the dimensions of ASEAN.

Mr Nuttawut Telavanich felt that the opportunity to visit three of the ASEAN countries has broadened his outlook and transformed his opinion. He realised the courtesy of the Myanmar people and appreciated their ability of speaking English, also the outstanding culture and traditions of the Laotians. He noticed the impressive quality of the Vietnamese education system and that all three states were very enthusiastic about ASEAN. Thai students still do not



tend to express their enthusiasm about ASEAN and have marked weaknesses in speaking English.

Mr Peiyuan Song, was impressed by the quality of Malaysian Universities and the drive and motivation of their students. He realised how motivated to study the Indonesian students were, even though the Indonesian universities are not as elaborate as the Malaysian or Singaporean ones. The Singaporean students dedicate

themselves thoroughly to their studies. They are perfectly aware of the realities of the real world and know that they have to fight hard for a successful future.

In order to secure Thailand's position as a leader in ASEAN, MFU is preparing its students towards ASEAN with the utmost amount of effort, using English as the medium of instruction in the majority of its courses, as well as providing compulsory "ASEAN studies" courses. ●



*Assoc Prof Dr Vanchai Sirichana and Prof Xu Nenggui demonstrating solidarity*

## MOU Signing with Guangzhou University of Chinese Medicine

On 28 September 2012, the President of MFU, Assoc Prof Dr Vanchai Sirichana, University Council Committee Members, Mr Kraisorn Chansiri and Mr Songkram Cheevaprawatdomrong and delegation travelled to Guangzhou University of Chinese Medicine, Guangdong, PR China, where they were met by the Vice President, Prof XU Nenggui and several Executives from GZUCM. An MOU between the two parties was signed covering collaboration in areas including: development of joint degrees in Chinese Medicine at MFU, joint research and lectures, exchange of faculty, staff and students, the exchange of training programs, with room for future activities as well. ●



*From left: Prof Zhu Chongshi, Assoc Prof Dr Ted Tesprateep, Assoc Prof Dr Chayaporn Wattanasiri, Assoc Prof Dr Vanchai Sirichana*

## Xiamen University Visit

On 22 August 2012, the President of Xiamen University, Prof Zhu Chongshi and his delegation made a visit to MFU. Xiamen University is one of MFU's long term partners and trusted friends, and this delegation visited with the purpose to discuss further cooperation and expanded collaboration initiatives with our President, Assoc Prof Dr Vanchai Sirichana.

The relationship with Xiamen University extends all the way back to the establishment of the Confucius Institute at MFU and the creation of the Sirindhorn Chinese Language and Culture Centre. Upholding a strong amiable relationship between our universities is a high priority of MFU and we can foresee such a relationship lasting into the distant future. ●



*Asst Prof Gp Capt Dr Thongchai Yooyativong  
and Prof Dr Axel Bader*

## Ingolstadt University of Applied Sciences

On 14 September 2012, MFU received a visit from Prof Dr Axel Bader, Ingolstadt University of Applied Sciences, Germany. Prof Axel came with the intention of visiting MFU and discussing the possibility of creating an exchange programs. As part of Ingolstadt University's curriculum, Management and IT students must spend part of their degree studies on exchange in a foreign country and MFU, due to our location and the quality of our courses, MFU is bound to be a popular destination. Three Ingolstadt students were the first to arrive, attending MFU during Semester 2, 2013. ●

## MOU Signing with Fraunhofer Institute for Factory Operation and Automation, Germany

On 28 October 2013, Assoc Prof Dr Vanchai Sirichana, President of Mae Fah Luang University, Dr Romyen Kosaikanont, Vice President, Lt Gen Prof Nopadol Wora-Urai, Dean of School of Medicine, and Ms Nuya Leewanich, Head of the International Affairs Division, visited the Fraunhofer Institute for Factory Operation and Automation IFF, Magdeburg, Germany in order to discuss academic collaboration in the field of Mechatronics, Logistics, Digital Engineering, Medicine and sign a memorandum of understanding (MOU) with the Fraunhofer Institute, together with four other Thai universities, including Chiang Mai University, Khon Kaen University, Kasetsart University, and Prince of Songkla University.

IFF conducts outstanding research in Logistics and Material Handling Engineering and Systems, Robotic Systems and Measurement and Testing Technology, Process and Plant Engineering,



Virtual Engineering and Virtual-Interactive Training. Moreover, the other four universities also have collaborations with the National Science and Technology Development Agency (NSTDA). The outcome of the seminar on academic collaboration between Thai and Germany was agreement for a consortium among the five universities, and MFU will mainly be responsible for the Digital Engineering field within the agreement. Furthermore, while in Germany, MFU executives visited: Otto-von-Guericke-Universität Magdeburg, Martin Luther Universität Halle-Wittenberg, University of Potsdam, Humboldt Universität at Berlin, Universität Hamburg, and Kühne Logistics University.

While in Germany, the MFU delegation also paid a courtesy call on the Thai Ambassador in Berlin, H.E. Nongnuth Petcharatana. ●

## MFU Attends Joint Conference of Confucius Institutes in China



*Assoc Prof Dr Vanchai Sirichana  
at the Joint Conference of Confucius Institutes*

On 7 September 2012, the President of MFU and Hon Council Member of the Confucius Institute, Assoc Prof Dr Vanchai Sirichana and delegation travelled to the Confucius Institute Headquarters (Hanban) in Wuyishan City, Fujian, PR China for the Joint Conference of Confucius Institutes. There, various participating educational institutions representing Confucius Institutes from all around the world met to discuss the relevant topics. The role of the Confucius Institute is to promote Chinese language and culture, support local Chinese teaching internationally, and facilitate cultural exchanges between China and the host nation. ●



## MFU visits Aalborg University in Denmark

Dr Matchima Naradisorn Asst to the President and Dr Romyen Kosaikanont, Asst to the President (currently Vice President) of MFU, travelled to Denmark in order to participate in the ITU-GISFI-DS-CTIF Standards Education Workshop and the meeting to the Erasmus Mundus Project: Mobility for Life.

Besides this, they also visited Aalborg University to confer with the staff about the Problem

Based Learning (PBL) teaching method and a potential exchange of students between MFU and Aalborg University.

83 persons from 27 different countries took part in the ITU-GISFI-DS-CTIF Standards Education Workshop, including representatives from the International Telecommunication Union, Centre for TeleinFrastruktur, Global ICT Standardisation Forum India, and Dansk Standard.

While visiting Aalborg University, Dr Kosaikanont gained an impression of the PBL

system conducted at Aalborg University. She was shown how the lecturers must adapt themselves to the PBL-system. One example was shown how students are allowed to talk in the library, enabling them to do their group work within certain sections of the library.

Thereafter, Dr Kosaikanont took part in a conference concerning the Erasmus Mundus Mobility for Life scholarship programme, dealing with the exchange between Asian and European students for three years.

Finally, Dr Kosaikanont met regarding the exchange of students with the Aalborg University on 9 and 10 October 2012. MFU and Aalborg University agreed on the common aim of exchanging two students in 2013. ●



*Dr Romyen Kosaikanont and Dr Matchima Naradisorn  
with Prof Dr Lane Dirckinch-Holmfeld  
Dean, Faculty of Humanities, Aalborg University*

## MFU delegation visits Laos

Assoc Prof Dr Vanchai Sirichana, President of MFU, together with Assoc Prof Dr Chayaporn Wattanasiri, Vice President of MFU, Dr Romyen Kosaikkanont, Asst to the President (currently Vice President), and the ASEAN Youth Ambassadors, visited the Lao PDR on 17 October 2012.

The MFU delegation met with the Thai Ambassador to Laos, H.E. Mr Pitsanu Chanvitan, who praised MFU for its ASEAN Youth Ambassador programme because he regarded connecting people as the most important step to make the ASEAN Community a success. H.E. Mr Chanvitan then explained about the political and economic conditions in Laos, about socialism and communism, and the relationship between Lao PDR, Vietnam and Thailand. At last, H.E. Mr Chanvitan discussed with Dr Sirichana about sustainable cooperation between MFU and the Lao PDR in the educational sector.

In a meeting with the Laotian Deputy Minister of Education and Sports, H.E. Mr Bualan Silipania and Dr Sirichana discussed a possible collaboration between MFU and the Ministry, especially in the sectors of student mobility and providing further education to academics, and lecturers from Laos. MFU intends to help Laos in building up additional human resources in the field of teaching at universities.

Furthermore, Dr Sirichana, Dr Wattanasiri, and Dr Kosaikanont, held a meeting with representatives of the National University of Laos (NUoL). Assoc Prof Dr Bounthieng Phommachanh, the Acting Dean of the Faculty of Law and Political Science, thanked MFU for their fruitful collaboration in the exchange of staff and lecturers, for MFU's help in enhancing the wisdom of the staff of the NUoL, and the cooperation in research between the two institutions. Dr Sirichana thanked the group of the NUL for their friendly reception and stated that MFU intended to continue its collaboration with the NUL into the distant future. ●

## MFU delegation travels to Vietnam

Dr Romyen Kosaikanont, Asst to the President of MFU (currently Vice President), together with Dr Phunsiri Suthiluk, travelled to the city of Hue in Vietnam to attend the 4<sup>th</sup> Review Meeting of the ASEAN International Mobility Scholarships on 15-16 November 2012.

They additionally used this journey to visit the local Hue University. As common in Vietnam, the medium of instruction at Hue University is in the Vietnamese language. However, the Vietnamese government is now supporting the exchange with foreign institutes of higher education and aims to develop programmes taught in English at its leading universities.

The delegates of the 4<sup>th</sup> Review Meeting of the ASEAN International Mobility Scholarship decided to add Vietnam, Brunei Darussalam and the Philippines to the ASEAN International Mobility Scholarships Programme, aiming to foster the exchange of students between universities in ASEAN. This programme was developed from the former M-I-T Programme and renamed after its current expansion of scope.

The programme will also expand the number of programmes listed, so that there will be student exchange in the programmes of engineering and economics as well. The project intends to exchange about 300 students per year. However, there are still residual problems in the issuance of immigration visas, adaptation of semester timetables, and transferal of credits from one university to another. ●

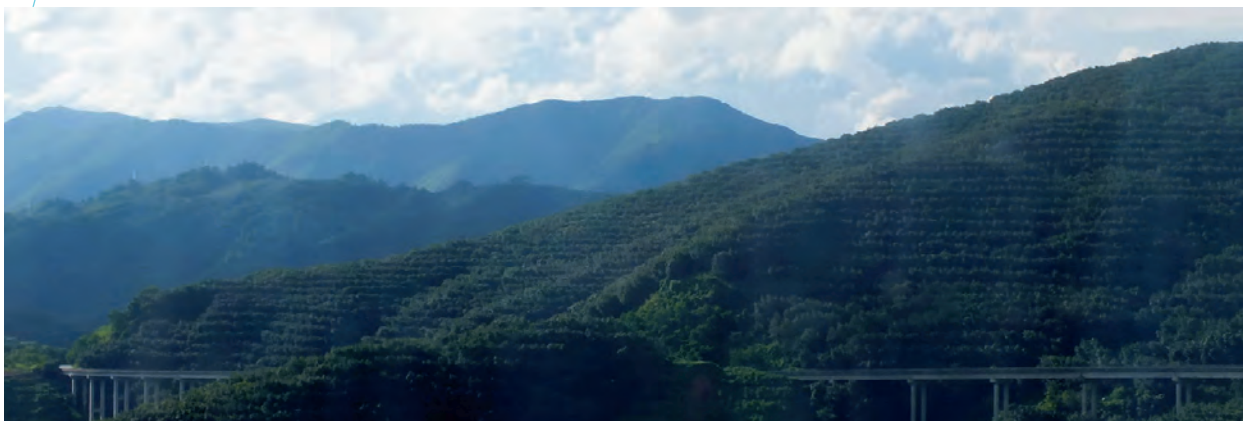


*from left, Mr Pracha Rungpetchvipawadee, Assoc Prof Dr Vanchai Sirichana, Mr Tin Moe Phyu, Mr Myint Swe*

## Discussions on Educational Collaboration with the Chief Minister for Yangon Region

On 11 June 2012, the President of MFU, Assoc Prof Dr Vanchai Sirichana visited Yangon, Republic of the Union of Myanmar for discussions about possible collaborations with the Chief Minister for the Yangon Region, Mr Myint Swe. Dr Sirichana, after giving an introduction and presentation of MFU and explaining its advantages, he continued by recommending short courses in tourism and hospitality industry

management. He explained how MFU would be pleased to create educational programmes designed to develop the Myanmar workforce, as deemed necessary. ●



### R3A Trip

Between 12 and 14 of September 2012, the School of Management, MFU received funding from the International Institute for Trade and Development (PCL) to arrange training on the subject of, "The potential and role of the education sector on international economic development and trade", under the project of workshops and seminars for high school teachers across the Nth of Thailand training for entry into the ASEAN/International community

(Flagship programme). After the training session, several trips were led along the brand new highway R3A from Thailand through Laos PDR to PR China, which was constructed with majority finance from the PR China as a transportation artery to ASEAN.

On 11 December 2013, the fourth friendship bridge was opened linking Chiang Rai, Thailand, with Houayxay, Bokeo Province in Laos. ●



*Assoc Prof Dr Chayaporn Wattanasiri being congratulated after Co-Chairing speeches.*

### China-ASEAN University Rector's Forum

Between 16-19 September 2012, Assoc Prof Dr Chayaporn Wattanasiri, Vice President of MFU travelled to Guizhou University, Guiyang city, PR China to attend the China-ASEAN University Rector's Forum. This forum had the objectives to evaluate the achievements of China-ASEAN student mobility in the last 5 years, discuss the problems, and propose suggestions and solutions; to promote the implementation of the plan of Double 100,000 Goal of Student Mobility by 2020. Dr Wattanasiri co-chaired speeches on, "Reviewing the Achievements, Problems of Student Mobility

between China and ASEAN, Proposing Suggestions and Solutions" and, "The Roles and Responsibilities of China-ASEAN Governments, Regional Organisations in Promoting Student Mobility, and Their Future Plans". Three main points from the speeches concerned language difficulties, lack of financial support and problems with equivalent credit transfer for the students on exchange. Additional collaboration agreements are awaiting further discussion. ●



## An Afternoon of Great Piano Masterpieces

On 21 July 2013, MFU organised a classical piano concert labelled "An Afternoon of Great Piano Masterpieces", performed by the world class pianist, Dr Pornphan Banternghansa. This event was held under MFU's policy of providing free quality academic events to the local community and surrounding areas. ●



## MFU's Got Talent

The MFU's Got Talent Event held on 17 August 2012, was a social event designed to foster the International Student atmosphere of MFU, to provide an event where students may meet and exchange experiences, to allow students to interact and learn more about each others' cultures and backgrounds, and for a display of some of the extra-curricular talents of our international students. This is part of MFU's sponsored series of social activities held for our international students that aims to celebrate the diversity of cultures and nations studying at the University. ●



## Classical Celebration of 150 Years Thai-German Relations

On 22 August 2012, MFU in conjunction with the German Embassy Thailand and Staedtler Co. Thailand arranged a classical guitar concert labeled 'STAEDTLER Hucky Eichelmann Thailand Tour 2012'. This concert was organised to celebrate 150 years of Thai-German relations. Through free concerts and events open to the public, MFU acts as the stage for the community in Chiang Rai and surrounding provinces to view world class artists, academics, business professionals, diplomats and several other beneficial performances, conferences and exhibitions.

The following day, Hucky had an open invitation for students to join in a guitar workshop, held at Wanasom Resort on MFU campus. ●



*Hucky Eichelmann teaching students and performing the classical guitar*

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