



# THE PARK

MFU International Newsletter

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## WHAT'S INSIDE?

### VIEW FROM THE PARK

- MFU Grows Green 2014
- Introducing The School of Social Innovation

### SPOTLIGHT

- MFU Students Wins 2<sup>nd</sup> Place in "The Bridge to Chinese Language" Chinese Speech Competition

### INTERNATIONAL VISITORS

- Bhutan Department of Traditional Medicine Services Visits MFU

### UNIVERSITY TRAVELS

- The 7<sup>th</sup> AIMS Review Meeting, Philippines

# Contents

## 1 .. Message from the President

### 2 .. View From The Park

- Toxic Fumes Across Borders in the GMS Countries
- MFU Medical Hub
- MFU Grows Green 2014
- Introducing the School of Social Innovation

### 5 .. International Events

- The 1<sup>st</sup> International Conference on Geo-Informatics for Graduate Students and Young Researchers 2014
- Field Course in Conservation of Biology and Human Health

### 6 .. Spotlight

- MFU Students Win Awards for Food Innovation Contest 2014
- MFU Students Wins 2<sup>nd</sup> Place in "The Bridge to Chinese Language" Chinese Speech Competition

## 7 .. International Visitors

- Ambassador of Czech Republic to Thailand Visits MFU
- MFU School of Management Meets with CLSA Securities for Investment Opportunities in Chiang Rai Province
- Bhutan Department of Traditional Medicine Services Visits MFU
- MFU Receives Visit from Guangxi University of Foreign Languages
- MFU Welcomes Members of ASEAN Leadership Development Programme

## 10 .. University Collaborations

- MFU Signs MoU with University of Northern Philippines
- MFU Signs MoU with Guangzhou University of Chinese Medicine, China
- MFU Signs MoU with Interlink Language Centre, USA

## 11 .. University Travels

- The 7<sup>th</sup> AIMS Review Meeting, Philippines
- MFU Executives Visit Singapore
- Thai Consul - General in Kunming Shows Support for Collaborations Between MFU and Tertiary Education Institutions in Yunnan

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# Message from the President



For 16 years, Mae Fah Luang University has continued to grow, progress, and fulfill both the university's objectives and the requirements of the local community, and is now able to assist in the various medical healthcare needs of the Northern Thai region in addition to producing fully capable graduates with critical thinking skills, the ability to educate themselves and others, to adapt their surroundings into learning environments, and to interact and communicate with others throughout various fields.

This year, MFU has newly launched the School of Sinology and School of Social Innovation. The introduction of the two new schools has led to extensive interest from potential students all over the world, and greatly increased innovation in the entire Northern Thai region.



In addition to continuing to care for environmental health by emphasizing the importance of saving energy and saving the world through reforestation and keeping the university environmentally friendly in all aspects, MFU has also gained recognition for medical and healthcare developments. MFU has received authorization for the initiation of the "GMS Medical Hub" project to provide modern medicine and traditional treatments to the entire ASEAN region, in addition to educational and academic resources in medical fields. Also, with the introduction of the ASEAN Economic Community (AEC), the project will help develop human resources and strengthen relations, welcoming further progress and advances in both the ASEAN region and the global world.

MFU students and graduates have proved themselves valuable in all fields, implementing academic knowledge, their various combinations of skills, and consciously continuing MFU's environmental conservation efforts. For the next decade, MFU intends to continue its extensive developments to become "a world university" with continuous production of graduates to serve society in every field and expertise across the globe.

A handwritten signature in black ink, which appears to read "V. Sirichana".

**Assoc. Prof. Dr. Vanchai Sirichana**  
**President**

## Toxic Fumes Across Borders in the GMS Countries



On 30 May 2014, the Institute for Study of Natural Resources and Environmental Management (NREM) with the Ministry of Natural Resources and Environment and the Thai Universities for Healthy Public Policies (TUHPP) held a discussion on “Collaborations in Prevention, Control, and Solution of Toxic Pollution across Borders in the Greater Mekong Subregion (GMS) Countries” at the Police General Pao Sarasin Building (C5). The discussion was held with the objective of being a stage for exchanging information on topics such as forest fires, burning emissions, and their management methods in GMS countries. In addition, the discussions also aimed to build important and necessary collaboration networks for the prevention, control, and solution of toxic fume problems across borders.

## MFU Medical Hub



Assoc. Prof. Dr. Vanchai Sirichana, President of MFU, has announced that MFU is preparing to establish a medical centre which has been approved by the government to begin construction in the year 2015, and is planned to be completed by 2018. The centre will offer international standard medical services (both modern medicine and traditional treatments) to all groups of people, and will train medical professionals not only in the nation but also in nearby regions, becoming a GMS Medical Hub in both medical services and academic services.

Chiang Rai is a perfect location due to its proximity to neighbouring countries such as Myanmar and Lao PDR, while also being very close to China. The borders of health care services cover the people in the area, as well as tourists and business people who enter and pass by Chiang Rai throughout the entire year, in addition to foreign labour forces. The number of people and labourers are expected to rise considerably as we progress closer towards the AEC. MFU is dedicated to the use of education and medical services to help develop human resources, form close relationships with neighbouring countries, and build friendships between the nations.

## MFU Grows Green 2014



MFU with support from the Food and Agriculture Organization of the United Nation (FAO) rolled out a series of green campaigns to cultivate resource conservation culture among students for the academic year 2014.

The campaign launched by targeting the excessive use of one-time shopping bags: MFU came up the idea to reduce the use of plastic bags by designing appealing cloth bags to convey a statement that would create a sense of green membership to the university. The campaign also helped promote awareness of food waste on campus. Students would finish their meals, then take pictures of the remaining plates and bowls. They then created posters, banners, and stickers of food waste to help raise awareness among others and to allow interactive waste reduction with others eating at the food center. It was found that the main causes leading to leftover food or food waste were excessive portions of rice, excessive portions of soup, or displeasing taste.

Overall, the campaigns were a success, and helped increase pro-environmental attitudes and general environmental awareness among the MFU community. Joining the motion also helped allow MFU to provide even greater assistance in reducing global warming and spreading environmental awareness throughout the region, in addition to helping students actively participate in saving the world.



## Introducing the School of Social Innovation



MFU has launched the first semester of academic year 2014 with the highly anticipated opening of the School of Social Innovation, which currently consists of the immensely popular International Development bachelor degree programme. The International Development bachelor degree programme is currently comprised of 164 students, including 8 international students from 5 countries, and has exceeded expectations in all areas.

The School of Social Innovation addresses social issues, and recognises that there are many problems that remain not only unsolved, but also lack any attempts for solution. The school is determined to find a resolution to the global lack of successful development, and recognises that the changes must be a result of the individuals within the nation.

Students have many advantages in multiple areas, including location, collaborations, networks, and community. At the heart of ASEAN and the centre of the Greater Mekong Sub-region (GMS) in Northern Thailand, students have first-hand access to rich resources and culture, and are in close proximity to other ASEAN countries. Direct experience is gained through being in touch with the important concepts of social innovation and on-site analysis of various situations and events.

Assoc. Prof. Dr. Siriporn Wajjwalku has been welcomed as Acting Dean of the School of Social Innovation, and has had extensive academic and professional experience prior to accepting the position. In the past, from 2008 to 2010, Assoc. Prof. Dr. Siriporn Wajjwalku has been the Director of National Policy and Transnational Relations of the Thailand Research Fund and from 2010 to 2013, Dean of the Faculty of Political Science at Thammasat University. Currently, Assoc. Prof. Dr. Siriporn Wajjwalku is also President of the Japanese Studies Association of Thailand and President of the Network for International Development Cooperation.

# International Events

## The 1<sup>st</sup> International Conference on Geo-Informatics for Graduate Students and Young Researchers 2014



The Institute for the Study of Natural Resources and Environmental Management (NREM), MFU held the 1<sup>st</sup> International Conference on Geo-informatics for Graduate Students and Young Researchers (GI-GRAD2014) on 9 - 11 June 2014 at the Academic Office 3 Building (E3), MFU.

This conference was presented in collaboration with and sponsored by NREM, Geo-Informatics Center for Development of Northeast Thailand, Khon Kaen University, Geo-Informatics and Space Technology Development

Agency (Public Organization) (GISTDA), School of Remote Sensing, Institute of Science, Suranaree University of Technology, Remote Sensing and GIS Association of Thailand (RESGAT), Geographical Association of Thailand, Faculty of Environment and Resource Studies, Mahidol University, ESRI Thailand, i-bitz Company Limited, the Geomatics Company, and the Center for Global Change and Earth Observation, Michigan State University, USA. All information presented in the conference was applicable for natural resource and environmental management, and can be used to create a geometric network for academic benefit, especially in the establishment of MFU's disaster watch programme, management plans, and physical health and epidemics.

The conference presented research projects from both Thai and international students and researchers separated into four groups: maps and town plans, environmental management, agricultural management, and social science. Keynote speakers included: Prof. Dr. Jiaquo Qi, Director of the Center for Global Change & Earth Observations, Michigan State University, Asst. Prof. Dr. Anond Snidvongs, Executive Director of Geo-Informatics and Space Technology Development Agency (GISTDA), Bangkok; and Dr. Sukit Viseshsin, Technical Consultant of the Environmental Systems Research Institute (ESRI-Thailand), Bangkok. "Remote Sensing and GIS" Master Degree students from the Asian Institute of Technology (AIT) also presented their projects: Ms. Chanidanat Mahakantha presented the use of smartphone sound data for noise pollution mapping, and Mr. Chittin Chaiyadamat presented the use of a smartphone application for pinpointing tourist locations in various provinces. Both students remarked that in addition to being able to present their projects to others, they also gained a broadened perspective and met many interesting and knowledgeable academics who were able to show them how to apply theoretical knowledge to real life application via their research.

## Field Course in Conservation of Biology and Human Health



On 21 to 25 July 2014, the Institute for the Study of Natural Resources and Environmental Management (NREM), MFU with the Centre for Global Field Study, University of Washington (UW), USA, arranged a workshop entitled “Field Course in Conservation of Biology and Human Health: At Human Environment Interface” at E2 Building, MFU.

The workshop aimed to raise awareness and knowledge in academic institutions to increase the ability to self-adjust, increase the quality of natural and environmental resource management, and promote integration of operations across various fields. All aims led to the main objective of preserving and restoring natural resources through the cooperation between MFU and the Center for Global Field Study, UW.

## Spotlight

### MFU Students Win Awards for Food Innovation Contest 2014



On 13 June 2014, a team of undergraduate students studying in the School of Agro-Industry, MFU advised by Dr. Piyaporn Chueamhaitrakun, participated in the Food Innovation Contest 2014 at the Bangkok International Trade and Exhibition Centre: BITEC, Bangkok. The competition theme was “Innovation of OTOP Food Products for AEC”, and aimed to encourage food science and food technology students in Thailand to create new food products using the skills and knowledge learned in university, applying them to actual real life situations. Each participating university’s

team developed a new food idea, and carried the concept through marketing and production processes, similar to a real commercial product development team. MFU’s School of Agro-Industry Team’s product was called “Mushi Rice”.

Mushi Rice is a steamed sticky rice product made from three varieties of One Tambon (meaning sub-district) One Product (OTOP) rice with optimal formulation. During the final competition, team members participated in product presentations, oral presentations and answered questions posed by judges. Judges also completed a sensory evaluation of the products developed by the students. The judges also expressed great interest in the concept, which could be used to add value to Thai OTOP rice and produce commercially. The team was awarded second place in the competition.



## MFU Students Wins 2<sup>nd</sup> Place in “The Bridge to Chinese Language” Chinese Speech Competition



On 13 June 2014, Ms. Pimrak Phanprasit, a third year Business Chinese student from the School of Sinology, MFU received the 2<sup>nd</sup> prize in the final round of the “13<sup>th</sup> Bridge to Chinese Language” Chinese speech competition between 19 institutions. The competition is arranged by the Chinese National Office for Teaching Chinese as a Foreign Language, widely known as Hanban, with the Office of the Basic Education Commission, the Ministry of Education.

“The Bridge to Chinese Language” competition is comprised of three sections: The first session is the presentation of a speech on the main topic, “My Chinese Dream”; the second section is a question and answer section; and the third and final section is a performance or personal talent and skill. For the personal talent, Ms. Pimrak Phanprasit gave a musical performance by playing the Guzheng, a traditional Chinese instrument, greatly impressing and intriguing the audience.

## International Visitors

### Ambassador of Czech Republic to Thailand Visits MFU



On 1 May 2014, MFU had the great honour of receiving: H.E. Mr. Vítězslav Grepl, Ambassador of the Czech Republic to Thailand; Madam Renata Greplová, his wife; and Pol. Gen. Dr. Prasan Wongyai, Honorary Consul of the Czech Republic, to meet with Assoc. Prof. Dr. Vanchai Sirichana, MFU President and Executives to discuss future collaborations and cooperation between the universities and the educational institutions in the Czech Republic.

The Czech Republic and MFU have had a close relationship for a long time, with collaborations between Mendel University at Brno and MFU’s School of Agro-

Industry and School of Science, and the University of South Bohemia and MFU’s School of Nursing and School of Health Science. Multiple collaborations have successfully resulted from these collaborations, including staff exchanges, student exchanges, research exchanges, and visitations, such as Dr. Amorn Owatworakit’s laboratory scholarship at Mendel University at Brno and invitation to speak on the topic of “Plant Glycosyltransferases as Tools in Biotechnology” at their 2014 “Biotechnology and Bioinformatics” seminar.

The discussions led to the mutual agreement of the Ambassador and MFU on the expansion of academic collaborations, especially in the area of Medicine and Dentistry. The Czech Republic has many leading universities in this area, which will provide many benefits for future collaborations. MFU has welcomed four exchange students from the University of South Bohemia for the past academic year 2013 and 2014.

## MFU School of Management Meets with CLSA Securities for Investment Opportunities in Chiang Rai Province



On 5 May 2014, Dr. Chatrudee Jongsureyapart, Dean of School of Management, with a team of researchers from the "Office of Border Economy and Logistics Study: OBELS", Dr. Suthep Nimsai and Ms. Thidarat Buadapthip, lecturers from the School of Management attended the meeting with the governor of Chiang Rai, Mr. Pongsak Wangsamser and an international delegation of investors from the Credit Lyonnais Securities Asia company (CLSA Securities), for discussions on opportunities for investments in Chiang Rai at the Chiang Rai Provincial Office. The delegation consisted of investors from several countries, such as the United States of America, the United Kingdom, Sweden, Denmark, India, Singapore, and Hong Kong.

## Bhutan Department of Traditional Medicine Services Visits MFU



On 9 June 2014, MFU was visited by Mr. Dorjee Tshering, Director General of the Department of Traditional Medicine Services (DTMS), Ministry of Health, and a delegation of experts from Menjong Sorig Pharmaceuticals (MSP): Mr. Ugyen Dendup, Head of MSP; Mr. Sherab Tenzin, Production Manager; Mr. Tashi, Quality Control; and Mr. Samten, Research and Development Manager. Vice-Presidents, Assoc. Prof. Dr. Chayaporn Wattanasiri and Dr. Romyen Kosaikanont; Dean of the School of Cosmetic Science, Dr. Phanuphong Chaiwut; and lecturers/researchers from the School of Cosmetic Science and the School of Science attended the meeting for discussions on collaborations in the area of cosmetics, spa, and wellness product manufacturing, in addition to Department of Traditional Medicine Services (DTMS)'s wish to increase the practical abilities of its researchers and to increase the number of researchers with expertise in advanced scientific laboratory techniques, as is present in MFU. Bhutan is very rich in resources that can be developed for cosmetics, spa, and wellness products, and these resources could be very advantageous mutual advantage would be provided in the form of the supply of resources from Bhutan.

The visit was concluded with an observation tour to high-end spa services and natural product cosmetic companies.

## MFU Receives Visit from Guangxi University of Foreign Languages



On 23 July 2014, MFU President, Assoc. Prof. Dr. Vanchai Sirichana, and MFU executives received a warm visit from Mrs. Zhu Gui Ling, Chairperson of the Board, and executives from the Guangxi University of Foreign Languages (GUFL), PR China for discussions on academic collaborations. The GUFL expressed their wish to send students from GUFL to continue their education at Bachelor's and Master's Degree level at MFU, as well as for internships, cooperative education, and student exchanges in language and culture.

The GUFL was officially established in 1994, was originally called "Guangxi Dongfang Foreign Language Vocational College", and taught only at Associate Degree level. It received approval to become a private university in 2011, and changed its name to GUFL. The university currently teaches students at High School and Bachelor's Degree level. GUFL has been accepting MFU exchange students from the Business Chinese Programme, School of Sinology, for internships at GUFL for many years.

## MFU Welcomes Members of ASEAN Leadership Development Programme



On 30 July 2014, Assoc. Prof. Dr. Vanchai Sirichana, MFU President, had the honour of welcoming Major General Chaiyanant Chantakhananurak, Director of the Strategic Studies Center and participating members to the ASEAN Leadership Development Programme. Participants included military representatives from ASEAN countries and Thailand, and received a campus tour and special lecture from the president. The programme was established with the aim of increasing knowledge and understanding between ASEAN countries and cultures, bringing ASEAN members closer to each other in the ASEAN community.

## MFU Signs MoU with the University of Northern Philippines



On 27 May 2014, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU and Dr. Gilbert R. Arce, President of the University of Northern Philippines (UNP) signed a Memorandum of Understanding establishing collaborations in promoting academic co-operations and exchanges. The agreement includes exchange of faculty, staff members, and students; facilitation of work experience; joint research activities, lectures, workshops, symposia, and seminars; and exchange of academic materials, scientific publications, and other relevant scholarly information.

## MFU Signs MoU with Guangzhou University of Chinese Medicine, China



On 3 July 2014, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU and Prof. Wang Sheng Liang, President of Guangzhou University of Chinese Medicine in Guangdong, the People's Republic of China, signed a Memorandum of Understanding agreeing to collaborations between the two institutions in the Traditional Chinese Medicine Programme. The agreement allows students in MFU's Traditional Chinese Medicine bachelor programme to attend 20-week specialized courses and 24-week clinical practice at Guangzhou University of Chinese Medicine for direct practical experience. The programme is very popular, and in its first year has received 85 students. Guangzhou University of Chinese Medicine is one of the four top traditional Chinese medicine universities, and English is used as the main language of instruction for major courses. The collaboration will be significantly valuable for the development of the Chinese Medicine programme at MFU through the expansion of resources and operations with top-level specialists, while also providing international medical experience and cross cultural perspectives for students.

## MFU Signs MoU with Interlink Language Centre, USA



On 25 June 2014, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU and Mr. Ahad Shahbaz, Chief Executive Officer of Interlink Language Centre, the United States of America, signed an agreement to enter academic cooperation and academic exchange. The agreement between institutions include promotion and support for many academic activities: MFU's Intensive English Programme; training workshops; the TESOL programme; exchange of publications and relevant academic information; and joint research, lectures, and symposia. The collaboration will be greatly beneficial, and will help to further develop the MFU Intensive English Programme, greatly expanding MFU's potential for academic excellence in language arts.

## University Travels

### The 7<sup>th</sup> AIMS Review Meeting, Philippines



On 8 to 9 May 2014, Dr. Chutamat Niwat, Lecturer from the MFU School of Agro-Industry, and Ms. Warunee Kaewbunrueng, Administrative Officer from the International Affairs Division attended the 7<sup>th</sup> Review Meeting of the ASEAN International Mobility for Students (AIMS) Programme, kindly hosted by the University of Philippines-Diliman in Manila, Philippines. The AIMS Programme, established in 2009, has continuously expanded and now has 60 participating universities from ASEAN countries, with Japan recently joining the programme in 2013. Currently, a total of 670 students have participated in the programme.

Ms. Chadarat Singhadechakul, Director of the Bureau of International Cooperation Strategy, Office of the Higher Education Commission (OHEC), Thailand, presented Thai policy on internationalization of higher education, covering several important aspects: research capability development, educational quality improvement and enhancement, and internationalization of Thai

Higher Education Institutions. The main objective of the meeting was to review the events and experiences of the past year to help advance development of skills and methods for arousing student interest for the next year of the programme.

The meeting was attended by a total of 154 participants, including delegates from the Ministry of Education, Malaysia; the Ministry of Education and Culture, Indonesia; the Office of the Higher Education Commission, Thailand; the Ministry of Education and Training, Vietnam; the Ministry of Education, Brunei Darussalam; the Commission on Higher Education, the Philippines; the Ministry of Education, Culture, Sports, Science, and Technology, Japan; and representatives from participating universities in various countries. The meeting was held in the traditional spirit of SEAMEO-RIHED friendship and solidarity.

In the year 2014, under the AIMS Programme, MFU School of Agro-Industry, has received 13 inbound exchange students from Bogor University, Indonesia, Universiti Putra Malaysia and Universiti Sains Malaysia; and has sent 10 outbound exchange students to Bogor University, Indonesia, Universiti Putra Malaysia, Universiti Sains Malaysia and Universiti Teknologi MARA.

## MFU Executives Visit Singapore



On 13 to 15 May 2014, Assoc. Prof. Dr. Vanchai Sirichana, MFU President, led a delegation of executives from MFU to Singapore with the main objective of visiting hospitals in Singapore to exchange knowledge and plans concerning medical services in preparation of the GMS Medical Hub and growth of MFU's health and medicine-related schools. In addition to visiting Khoo Tech Puat Hospital and Tan Tock Seng Hospital, MFU also had the opportunity to visit the National University of Singapore and Nanyang Technological University, and had the great honour of paying a courtesy call on H.E. Mr. Marut Jitpatima, Ambassador of Thailand to Singapore. The visit to Singapore was both educational and interesting, and effective plans and management methods have since been successfully integrated to MFU's medical and academic services.

## Thai Consul - General in Kunming Shows Support for Collaborations between MFU and Tertiary Education Institutions in Yunnan



On 26 June 2014, Dr. Chatrudee Jongsureyapart, Dean of the School of Management, Ms. Nuya Leewanich, Head of the MFU International Affairs Division, and faculty members from Mae Fah Luang University (MFU) paid a courtesy call on Mr. Suchart Liengsaengthong, Consul-General, Royal Thai Consulate-General, Kunming, China, prior to attending the 10<sup>th</sup> Yunnan International Education Exposition from 27 to 29 June 2014.

On this occasion, Consul-General Suchart assisting in directing visitations between MFU with Yunnan Normal University (YNNU), Yunnan University of Finance and Economic (YUFE) and Yunnan Academy of Social Sciences (YASS), while also encouraging the institutions to enter academic collaborations with MFU via joint programmes, exchange of academic resources, exchange of students and instructors, joint research, and other future collaborations. MFU and YNNU have been partner universities in the past, and are currently in the process of renewing the latest MoU agreement.

Consul-General Mr. Suchart Liengsaengthong stated that MFU is a highly attractive university for ASEAN students, and especially Chinese students, as MFU has many distinct advantages, such as its use of English as the main medium of instruction, programme diversity, environment, safety, and the short distance to the R3A route and direct flights between Kunming and Chiang Rai.





**Mae Fah Luang University: Develop people;  
Cultivate knowledge; Instill quality;  
Uphold virtues and Conserve environment**



# MFU GROWS GREEN

The University in the Park  
situated in the heart of ASEAN

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