



20 YEARS MFU

MOVING TOWARDS
DYNAMIC PARTNERSHIPS IN EDUCATION
FOR SUSTAINABLE REGIONAL DEVELOPMENT

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

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Publication:

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Since 1998, Mae Fah Luang University (MFU) has been established as a public autonomous university situated at the gateway to the Greater Mekong Subregion (GMS), in the heart of the ASEAN region.

The university was founded to meet the needs of the people in the north of Thailand and its neighbouring countries, and to commemorate the gracious contributions of Her Royal Highness Princess Srinagarindra, lovingly known to her subjects as “Mae Fah Luang”.



20 Years of Excellence: Moving to Enhance the Region's Development

On 25 September 2018, Mae Fah Luang University was filled with joy and happiness for the celebration of its twentieth-anniversary. Since 1998, MFU, widely recognised as one of the region's fastest growing institutions, has been serving both Thailand and the ASEAN community with increasing success. MFU's celebration began with a ceremony to pay homage to the royal statue of HRH Princess Srinagarindra, followed by a parade of the flags of 38 countries representing the international students studying at MFU. Finally, the celebration ceremony was held in the Princess Srinagarindra Auditorium (C4).

With respect to the great friendship between Mae Fah Luang University and foreign organizations, MFU welcomed 57 honoured guests from 35 Embassies, Consulates, and partner universities worldwide included:

1. The Vice Minister of the Coordinating Ministry for Political, Legal, and Security Affairs of Indonesia, and former Ambassador of the Republic of Indonesia to Thailand, H.E. Mr. Lutfi Rauf
2. The Ambassador of Brunei Darussalam to Thailand, H.E. Mr. Haji Ismail bin Haji Abd Manap
3. The Ambassador of the Philippines to Thailand, H.E. Mrs. Mary Jo A. Bernardo-Aragon
4. The Ambassador of the Kingdom of Bhutan to Thailand, H.E. Mr. Tshewang Chopel Dorji
5. The Ambassador of the Kingdom of Cambodia to Thailand, H.E. Mr. Long Visalo
6. The Ambassador of the Lao People's Democratic Republic to Thailand, H.E. Mr. Seng Soukhathivong
7. The Ambassador of Thailand to the Republic of the Union of Myanmar, H.E. Mr. Jukr Boon-Long
8. The former Ambassador of the People's Republic of China to Thailand, H.E. Mr. Fu Xuezhang
9. The former Union Minister of Hotels and Tourism of the Republic of the Union of Myanmar and alumnus of Mae Fah Luang University, H.E. U Htay Aung
10. The Minister and Deputy Head of Mission of the Embassy of Australia in Bangkok, Mr. Paul Stephens



11. The Charge d'Affaires a.i. at the Embassy of India in Bangkok, Mr. Abbagani Ramu
12. The Deputy Director General of the Department of Higher Education, the Ministry of Education of the Republic of the Union of Myanmar, Dr. Thet Tin Nyunt
13. The Minister Counsellor of the Embassy of the Republic of Indonesia in Bangkok, Indonesia, Mr. Lingga SETIAWAN
14. The Counsellor for Food and Agriculture of the Embassy of the Federal Republic of Germany in Bangkok, Mrs. Claudia Ebach
15. The Culture Counsellor of the Embassy of the People's Republic of China in Bangkok, Ms. Lan Suhong
16. The First Secretary of the Embassy of Sri Lanka in Bangkok, Mr. Weerakkodige Anil Priyantha Sirimanna
17. The First Secretary of the Embassy of Japan in Bangkok, Mr. Masaharu KUBA
18. The Linguistic Attachée of the French Embassy in Bangkok, Mrs. Caroline SCHMITT
19. The Consul General of the Consulate General of Japan in Chiang Mai, Mr. Kazunori Kawada
20. The Consular Chief of the Consulate General of the United States of America in Chiang Mai, Mr. Daniel Jacobs-Nhan
21. The Consul for Commercial of the Consulate General of the People's Republic of China in Chiang Mai, Mr. Zhang Zhiwen
22. The Consul for Education of the Consulate-general of Malaysia in Vietnam, Mr. Chong Wai Kit
23. The Rector of Phnom Penh International University, Cambodia, Mrs. TEP Kolap
24. The Rector of Royal University of Agriculture, Cambodia, Prof. Dr. Ngo Bunthan
25. The Pro Rector of Kyaing Tong University, Myanmar, Dr. Khin San San Win
26. The Pro Rector of Mandalay University, Myanmar, Dr. Min Min Yee
27. The Vice President of National University of Laos, Lao PDR, Assoc. Prof. Dr. Hounghet Chanthavong
28. The Vice President of Ton Duc Thang University, Vietnam, Dr. Tran Trong Dao
29. The Vice President of Xiamen University, China, Madam Xinli Zhan
30. The Director of the Division of Community and International Networking of Universiti Tunku Abdul Rahman, Malaysia, Dr. Lai Soon Onn
31. The Director for International Program, Bogor Agricultural University, Indonesia, Prof. Iskandar Z Siregar
32. The Vice Director of Center of International Exchange of Meio University, Japan, Dr. Kertaro Otani
33. The Commissioner of Bangkok Business School of Yunnan University of Finance and Economy (YUFE), Bangkok, Ms. Weilin Chen
34. International cooperation officer in Asia of University of Toulouse 1, France, Mr. Xavier Moulinot
35. The Professor of Shinshu University, Japan, Mr. Tamao Ono





In honour of 20 years of excellence at MFU, there were congratulatory speeches from the Ambassadors, representatives of the embassies, and distinguished guests. Furthermore, in the afternoon, Xiamen University, the School of Sinology and the Confucius Institute at MFU jointly held the Thai-Sino Cultural Performance on Celebration of the 20th Anniversary of Mae Fah Luang University.

In the 20th anniversary address by MFU President Assoc. Prof. Dr. Vanchai Sirichana, he remarked that since the beginning, Mae Fah Luang University received amazingly generous support from all sectors, contributing greatly to the strong foundation of Mae Fah Luang University.

The Master Plan for physical and academic development and subsequent Five-Year Mae Fah Luang University Development Plans have strategically paved a solid paths for the university. From a bare piece of land with only 62 students studying in two programmes with only one permanent staff member at the beginning, Mae Fah Luang University is at present home to more than 14,000 students studying in more than 70 programmes with over 1,300 permanent staff members.

Now, the University is very pleased to welcome students and staff from all provinces of Thailand as well as from more than 38 countries.



The progress seen repeatedly assures us that Mae Fah Luang University has been able to retain its core philosophy following the Princess Mother's aspiration, to sustain her legacy of nurturing nature and to further develop peoples within and beyond our national boundaries.

Looking forward while being ready for awaiting new unknown challenges, Mae Fah Luang University will continue to put its efforts in several fronts. It will continue to be a "University of Opportunities" based on the principle that no student will leave the university because of poverty.

Furthermore, it will continue to constantly generate relevant knowledge and develop virtue in people, enabling them to have not only technical and soft skills but also sound judgment to lead their living with accountability and genuine pride. It will continue to treasure the friendship with neighbouring countries with a strong belief in co-creating a future together.

Last but not least, it will continue to stay closely connected with all parties from public and private sectors in Thailand and abroad, knowing well that the remarkable achievements of Mae Fah Luang University so far could not have been done without the synergized cooperation and contribution from all.



Education as a Mechanism for Regional Sustainable Development

On 24 September 2018, Mae Fah Luang University organised an international symposium under the theme “Education as a Mechanism for Sustainable Regional Development”. This was part of the 20th anniversary celebration, at the Princess Srinagarindra Auditorium, Mae Fah Luang University.

The primary objective of the symposium was to reflect on the role of education in connecting people, generating knowledge, and utilising resources for sustainable regional development. The symposium also served as a platform for MFU students, alumni, policy makers, diplomats, higher education institution leaders, and developmentalists to discuss the future role of education in the global context of rapid change and multiple disruptions.

There was a series of interesting talks from special guests including a speech by H.E. Mr. Prachuab Chaiyasan, Former Minister, Ministry of Foreign Affairs of the Kingdom of Thailand; Former Minister, Ministry of University Affairs of the Kingdom of Thailand; and Former Chairman of Mae Fah Luang University Council entitled “Reflections and Memories of MFU and Regional Development” and a lesson learnt from MFU: “MFU and the Region: Open

and Dynamic Partnership for Sustainable Development” presented by Assoc. Prof. Dr. Vanchai Sirichana, President of Mae Fah Luang University.

Moreover, there was a plenary session on “Higher Education for Future and Regional Sustainable Development” by distinguished keynote speakers which included Vice Minister of the Coordinating Ministry for Political, Legal, and Security Affairs of Indonesia, and former Ambassador of the Republic of Indonesia to the Kingdom of Thailand, H.E. Mr. Lutfi Rauf; the Ambassador of the Kingdom of Thailand to the Republic of the Union of Myanmar, H.E. Mr. Jukr Boon-Long; former Union Minister of Hotels and Tourism of the Republic of the Union of Myanmar and alumnus of Mae Fah Luang University, H.E. U Htay Aung; and Culture Counsellor from the Embassy of the People’s Republic of China in the Kingdom of Thailand, Ms. Lan Suhong.

In this session, the speakers discussed on how education can be used as a mechanism for regional development. They also shared their views on the future roles of universities and education as an impetus to sustainability and prosperity in the region.



SEASHEL 2018: Future Regional Leaders

With an acknowledgement of the importance of leadership skills, the Southeast Asian Scholars for Higher Education Leadership (SEASHEL) 2018 was organised at Mae Fah Luang University on 3-7 August 2018. This programme was initiated by the Higher Education Leadership Academy (AKEPT), the Ministry of Higher Education of Malaysia in collaboration with Mae Fah Luang University. The main purpose of the programme was to develop young scholars' potential to become future leaders. Moreover, this programme emphasized equipping young scholars with knowledge about diversity and internationalization as well as leadership skills in dealing with various issues and challenges.

This leadership workshop was divided into two parts; a 5 day session in Malaysia from 29 July – 2 August 2018 was followed by another 5 days in Thailand. The programme was attended by 25 participants including five young Mae Fah Luang University executives and 20 young Malaysian lecturers enrolled in postgraduate programmes from 12 universities: Universiti Utara Malaysia; Universiti Sains Malaysia; Universiti Teknikal Malaysia Meleka; Universiti Teknologi Malaysia; Universiti

Malaya; Universiti Malaysia Perlis; Universiti Sultan Zainal Abidin; Universiti Malaysia Sabah; Universiti Kebangsaan Malaysia; Universiti Tun Hussein Onn Malaysia; Universiti Putra Malaysia; Universiti Teknologi MARA. With encouraging and intensive content focusing specifically on the two countries' higher education system, collaboration between Thai and Malaysian higher education institutions, leadership skills for education leaders in the 21st century, university-community engagement and symbiotic leadership mentoring sharing experience, the programme advanced the participants' leadership skills, and enabled them to exchange perspectives on the higher education management systems.

Additionally, participants had an abundance of opportunities to build up and foster the network of Malaysia-Thailand future leaders. On the whole, this programme has been successfully completed and has achieved fruitful outcomes; a connection between future leaders has been established as well as academic collaboration for student exchanges has been planned for meeting the needs of people in both countries.



A Warm Welcome to New Members of MFU's International Family

On 7 September 2018, the International Affairs Division organise the International Students Orientation for helping new international students become more familiar with MFU and each other. This semester, MFU welcomed 167 new international students including 140 undergraduates and 27 graduates from countries in Asia, Europe, North America, Africa and Middle East. MFU also welcomed 42 exchange students from 7 countries including Czech Republic, Hungary, Indonesia, Japan, Philippines, Malaysia, and Vietnam.

Over the past 20 years, MFU has welcomed more than 1,000 students from around the globe. This contribution shows MFU's effort to increase its diversity for promoting mutual understanding and cross-cultural awareness. It also indicates the quality of international education at MFU. In addition, new international students got to know more about the offices, facilities and important resource centres at MFU through the campus tour activity.

During the campus tour, the seniors also intimately explained and provided a few tips to new international students about how to adjust to university life. Following the campus tour, there were the presentation from

the Muslim club and members from various service divisions at the university providing important information to new students about MFU's services and its rules and regulations.

In the welcoming address at the dinner party, MFU Vice President, Asst. Prof. Dr. Romyen Kosaikanont expressed congratulations to the new students for their bravely deciding to study here at MFU because studying abroad, especially in a country where English is not used as the first language, is very challenging. Dr. Romyen added that life is like a book and deciding to study at MFU is the new chapter of their life.

At MFU, all students will be equipped with good knowledge and skills. The University also aims to create suitable and good environment for learning especially the learning of multicultural skill. Therefore, Dr. Romyen inspired students to seize the opportunity to write their own chapter of life while they are studying at MFU.

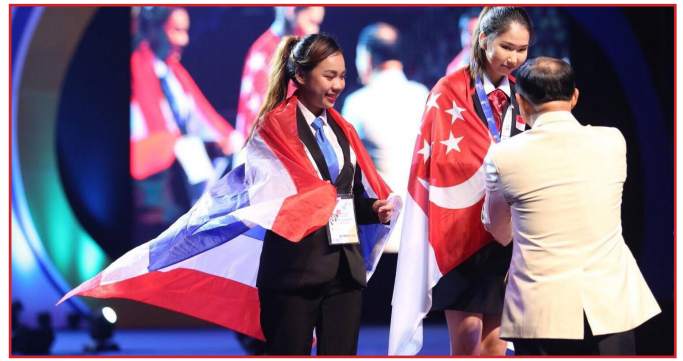


Management Students Win Thailand MICE Youth Challenge 2018

On 30 August 2018, students from the School of Management won the first place in Thailand MICE Youth Challenge 2018 held by MICE Capabilities Development Department of Thailand Convention & Exhibition Bureau (Public Organization).

With their excellent business plan promoting Thailand as the ideal MICE destination in Asia, MFU students are qualified to be one of Thailand’s representative teams to compete in the AFECA Asia MICE Youth Challenge 2018 on 24 October 2018 in Korea.

Altogether, MFU winning team members are Ms. Patcharamol Suteerasarn, Mr. Narada Choteingjhanun, Mr. Sutthiphan Bunchaeng, and Mr. Tanakrit Khanom from the Tourism Management programme and the Hospitality Industry Management programme. The team is supervised by Dr. Chachaya Yodsuwan and Ms. Athitaya Pathan.



Cosmetic Science Students Seize Awards in the World Skills ASEAN

MFU would like to congratulate two students from the School of Cosmetic Science who won awards in WorldSkills ASEAN Bangkok 2018 from 30 August to 4 September 2018 at IMPACT Muang Thong Thani. The ASEAN Skills Competition (ASC) is the biggest vocational education skills excellence event in the ASEAN region. This biennial skills competition aims to promote and upgrade the skills standard in the ASEAN region to an international level, as well as to motivate youths to develop their skills to meet international standards and become competent in using current technology. The venue of each competition is rotated among the member countries by a vote by its members. This year, the 12th ASEAN Skills Competition was held in Thailand under the theme of “WorldSkills ASEAN Bangkok 2018.” There were 331 competitors from 10 countries completing in 26 Skills and 6 categories. Thailand won the most number of medals (36 medals) including 16 gold medals, 4 silver medals, 3 bronze medals and 13 medallions for excellence.

MFU students were selected to represent Thailand in Beauty Therapy, With their technical skills demonstrating their ability to execute specific tasks, Ms. Wicharaporn Huncharoen won a silver medal along with a certificate and a prize of 75,000 baht and Ms. Rassiree Khampanna won a medallion for excellence along with a certificate and a prize of 20,000 baht. Altogether, the achievement of the Cosmetic Science students in an international arena shows that MFU is making a full effort to enhance students’ technical skills and broaden their experience in order to prepare students to be highly skilled workers for Thailand and the region.





MFU Launches a Thai-Chinese Travel App “Explore Chiang Rai”

On 11 September 2018, the School of Sinology at Mae Fah Luang University launched “Explore Chiang Rai”, a Thai-Chinese Travel App at the Central Plaza Chiang Rai. With the concept of “Make a Travel in Chiang Rai Easier, just Click”, a latest travel application ‘Explore Chiang Rai’ was initiated to offer as useful collection of tourist attractions, restaurants, and hotels in Chiang Rai province. In the world that technologies have been rapidly developed, the internet has become the most important information source in various aspects including tourism. Most of tourists search for travel information mainly on the internet.

With recognising the importance of technology and Thailand 4.0 strategy, the School of Sinology has developed a Thai-Chinese travel application to provide tourists with easy access to the information on Chiang Rai province. Also, this application is expected to support the largest number of incoming Chinese tourists while promote the tourism industry in Chiang Rai province. President of Mae Fah Luang University stated that nowadays, Chiang Rai is one of Thailand’s provinces that has welcomed a countless of Chinese tourists. However, there are a few Thai-Chinese travel applications and some have incomplete content. The Explore Chiang Rai app, therefore, was developed to provide tourists with convenient access to information as well as support the expansion of tourism sector in Chiang Rai province. The app also serves as a mean for local entrepreneurs to present their products and services as well as discover further business opportunities.



Cosmetic Science Lecturer Earns Gold Prize and Special Award

Mae Fah Luang would like to congratulate Dr. Nisakorn Saewan, lecturer from the School of Cosmetic Science who received awards in the 10th International Exhibition of Inventions (IEI 2018) on 13-15 September 2018 in Foshan, China.

Competing against 4,000 research submitted from 40 countries, Dr. Nisakorn’s research on “Preparation of coffee cherry extract for cosmetic or cosmeceutical” won the Gold Prize from the People’s Republic of China and the Special Award from the Republic of Korea.

The International Exhibition of Inventions, sponsored by the China Association of Inventions and the International Federation of Inventors Association, was held in association with the 3rd World Invention and Innovation Forum (WIIF) under the theme of “Inventions Make Dreams Come True, Innovation Leads the Trends for Tomorrow.”

IEI and WIIF 2018 served as a stage presenting the world latest invention achievements and services covering various sciences and areas. The exhibition also contributed to the reasonable patent transfer and practice as well as the innovation of the enterprises and the entire people.





International Conference Belt and Road Initiative Lancang-Mekong

On 19-21 September 2018, Mae Fah Luang University Vice President Asst. Prof. Dr. Romyen Kosaikanont and lecturers from the School of Sinology participated in the International Conference Belt and Road Initiative Lancang- Mekong Cooperation: New Era and New Start at International Convention, the Empress Hotel in Chiang Mai province.

This international conference was jointly organised by the Consulate-General of the People's Republic of China in Chiang Mai; Chiang Mai University; and Mae Fah Luang University. The purpose of this conference was to provide the venue for over 400 scholars, researchers, high-ranking governmental officers and private sectors from Thailand, China and the GMS to exchange their knowledge, opinion and experiences covering significant aspects. The discussed aspects included logistics and transportation; economic and investments; information technology, smart city and cashless society; culture and cultural heritage; and tourism.

In addition, this conference also lent itself to be a venue for communication that will foster economic cooperation and promote social sciences and culture relations between China and the Greater Mekong Subregion countries.

All in all, this conference was a great success as all the participants shared and exchanged insightful views on BRI, LMC and GMS cooperation. The productive discussion will move China and the Greater Mekong Subregion countries forward a new era and usher in more cooperation based on the mutual understanding and benefit.



University Consortium of the 21st Century Maritime Silk Road

Mae Fah Luang University delegation led by Assoc. Prof. Dr. Vanchai Sirichana, President of Mae Fah Luang University participated in the inaugural ceremony of the University Consortium of the 21st Century Maritime Silk Road and University Presidents Forum at Xiamen University from 19-21 October 2018. The University Consortium of the 21st Century Maritime Silk Road(UCMSR), initiated by Xiamen University, included over 60 universities from 17 countries and regions along the 21st Century Maritime Silk Road.

In a panel of University Presidents Forum, Assoc. Prof. Dr. Vanchai gave an address on topic of "Trends in Higher Education: Transformation and Internationalisation". He stated that as the world has witnessed the unequal distribution of the benefits of digital advances and innovations, all educators should play a leading role in deepening and strengthening their collaboration in order to lessen the gaps while creating a more meaningful transformation for the people. Importantly, the meaningful transformation should focus on collaboration, mutual benefit, and purposeful outcomes.

Additionally, the digitalization, internationalisation and transformation are the vehicles driving to the goal of a peaceful livable world made up of high quality global citizens who focus on the well-being of all. On the whole, MFU is determined to constructively engage in international cooperation in order to promote deeper understanding among people, and achieve the mutual goal of creating a peaceful world.



Further Step for Medical and Dental Collaboration between MFU and OHSU

On 8-11 October 2018, Executive Vice President and the Dean of the School of Medicine, Dr. Sharon Anderson and the delegates from Oregon Health & Science University visited Mae Fah Luang University to discuss academic collaboration with the School of Medicine and the School of Dentistry.

Having a mutual commitment to enhance the quality of health care for the general public, Mae Fah Luang University and Oregon Health & Science University discussed research projects, community medicine, faculty development, academic conferences, and exchange of staff, students and educational resources between the two universities.

Both universities agreed that the exchange of staff and students would be a valuable opportunity for staff and students to expand their horizons while learning about a new culture and understanding cultural diversity.

Moreover, the establishment of collaborative education between OHSU and MFU will effectively develop inter-professionalism and build a strong foundation



for medical teaching and research. The standardised curriculum and suitable learning environment, will result in an improved quality of medical and dental graduates as well as better patient care.

All in all, this visit shows a full and active effort by both MFU and OHSU in working more closely towards the advancement of health-care professionals and improving the well-being of people in the region and beyond.

MFU
**GROOMING YOU
FOR THE FUTURE**