



Chiang Rai Artist: Suwit Jaipom

THE PARK

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Uthaithani Artist: Wanchai Saroj

"We would like to express our condolences and deep reverence to His Majesty the Late King Bhumibol Adulyadej. We as Thai people always appreciate the immeasurable benevolence of His Majesty and he will live in our hearts forever. We considered the Late King's sayings and teachings given for the benefits of the Thai people as an integral part of the nation's priceless legacy. His words inspire us so that we will follow His Majesty's footsteps and live up to His Majesty's aspirations to maintain the prosperity of our nation. Lastly, we pray for His Majesty's soul to ascend to heaven and to continually safeguard the Royal Kingdom of Thailand and all Thai people eternally."

An excerpt from the speech by MFU President, Assoc. Prof. Dr. Vanchai Sirichana given at the Memorial Ceremony for His Majesty the Late King Bhumibol Adulyadej on 14 December 2016 in front of the Her Royal Highness Princess Mother Statue

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Memorial Ceremony Held for His Majesty the Late King Bhumibol Adulyadej

Following the announcement from the Bureau of the Royal Household regarding the passing of His Majesty the Late King Bhumibol Adulyadej on 13 October 2016, the MFU Student Union organised a Memorial Ceremony for His Majesty the Late King Bhumibol Adulyadej on 14 October 2016 in front of the Her Royal Highness Princess Mother Statue.

During the ceremony, MFU President, Assoc. Prof. Dr. Vanchai Sirichana delivered remarks to mourn the passing of His Majesty the Late King and to honour the great monarch who had dedicated his life for the benefit of the Thai people since the beginning of his reign. The ceremony also included a 9-minute-long moment of silence, and a singing of the Thai Royal Anthem. MFU executives, lecturers, staff members, and students gathered to grieve over this immense loss and to pay homage to the beloved King.

Mae Fah Luang University was filled with deep sorrow and cooperated with the government's requests to encourage its staff members and students to wear mourning attire for a period of one year, to lower the national flag to half-mast for 30 days and organize a place for Condolence Book Signing for His Majesty the Late King at the foyer of C1 Building.



Photo Gallery: Memorial Ceremony Held for His Majesty the Late King Bhumibol Adulyadej





MFU Holds 15-day Royal Merit-Making Ceremony; Chiang Rai Citizens Attend in Droves



On 27 October 2016, MFU and the Chiang Rai Provincial Office cooperated to conduct a religious ceremony dedicated to His Majesty the Late King Bhumibol Adulyadej on the occasion of 15th day of His Majesty's passing in front of the Her Royal Highness Princess Mother Statue.

MFU President, Assoc. Prof. Dr. Vanchai Sirichana, presided over the ceremony and gave a speech in honour of the Late King. After lighting a candle and incense for altar offerings, Chiang Rai Provincial Governor, Mr. Boonsong Techamaneesatit paid homage to His Majesty the Late King Bhumibol in front of His Majesty's portrait. Next, 10 high-ranking

monks provided a chant, and prayers from different religions including Christianity, Islam, Hinduism and Sikhism were said. The ceremony was attended by MFU's executives, lecturers, staff members, students, the general public, and representatives from many other departments in Chiang Rai.

Following the religious ceremony, all attendees united to sing the Thai Royal Anthem before the MFU Band performed the musical compositions of His Majesty the Late King Bhumibol Adulyadej in honour of their beloved King. In addition, MFU organized an alms giving ceremony for Royal Merit to His Majesty the Late King Bhumibol on the morning of 28 December 2016.



MFU Botanical Garden Follows in the Footsteps of the Late King and Her Royal Highness Princess Srinagarindra's Philosophy



With love and appreciation to His Majesty the Late King Bhumibol's benevolence, MFU has the full intention of responding to the aspirations of His Majesty the Late King Bhumibol in promoting reforestation along with the development and protection of Thailand's environment and natural resources.

Moreover, MFU follows the philosophy of the Late King's Mother, Her Royal Highness Princess Srinagarindra, to "Restore the Forest to Improve Human Livelihoods." During the past 18 years, the university has transformed 5,000 rai of a once degraded forest into a "University in the Park."



The MFU Botanical Garden project was approved by the Prime Minister's Office on 25 December 2007 and aimed to celebrate on the auspicious occasion of His Majesty the Late King's 80th Birthday Anniversary. The garden is hoped to become a centre of natural learning with a rich variety of plants in its collection. Furthermore, the master plan for physical development emphasises the preservation of green space and the harmony between the construction of buildings and the natural setting. The MFU Botanical Garden is divided into 12 subordinate gardens including the Herb Garden, the Evolutionary Garden and the Flower Park. Some of the gardens have been finished at this point while others are under construction.

Above all, MFU admires the King's Royal Development Projects and is dedicated to implementing them successfully. MFU executives, lecturers, staff members, and students make efforts to plant and take care of almost every single tree on the campus. MFU wishes to mature along with its trees and will determinedly carry on the royal philosophy forever.



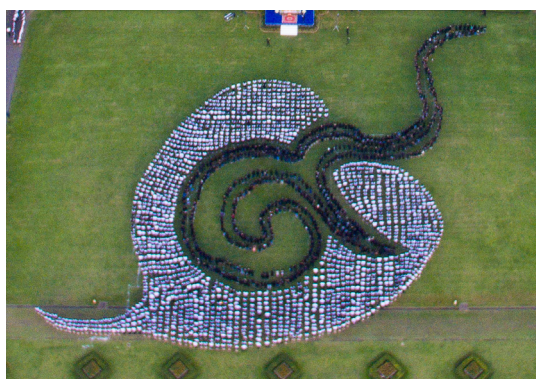
"The Light of Wisdom" is a bound collection of royal addresses given by His Majesty the Late King Bhumibol Adulyadej on several occasions throughout his reign. His Majesty's speeches are considered teachings and often seen as words of great wisdom for the Thai people. As a nation, Thailand greatly benefits from adopting and applying these speeches throughout the country.

The Light of Wisdom

MFU President, Assoc. Prof. Dr. Vanchai Sirichana noted that MFU has determinedly followed the aspirations of the King's Mother, Her Royal Highness Princess Srinagarindra, to "Restore the Forest to Improve Human Livelihoods." Furthermore, the royal addresses of His Majesty the Late King Bhumibol Adulyadej inspired Assoc. Prof. Dr. Vanchai Sirichana's approach to human resources development as well. For these reasons, all schools at MFU have been asked to integrate the royal addresses into several subjects since 2012. It can be said that this "The Light of Wisdom" is an integral part of intellectual legacy that is expected to be a guiding light for MFU's administrators and educators.

MFU published 1,500 copies of "The Light of Wisdom" on the occasion of the fifteen-year anniversary of the establishment of MFU in 2013. These books were given to schools, lecturers, and several libraries in order to promulgate the great prestige of His Majesty the Late King Bhumibol Adulyadej and continue to make contributions to human resources development in the future.

As a tribute in remembrance of the King's gracious kindness, MFU published "The Light of Wisdom" in electronic form for the general public. It is hoped that the e-book will give everyone access to the speeches of His Majesty the Late King Bhumibol so that his remarks can create an everlasting impression on Thailand's citizens.



MFU Alumni Line Up in Shape of Number Nine and Light the Candles to Honour the Late King Bhumibol

MFU Alumni organized a homecoming event "Alumni Return Home" on 5 November 2016 at 18.00 hrs. MFU former students, current students, executives and interested people lined up to form the Thai symbol of number nine that is heart-shaped as a tribute in remembrance of the King's kindness.

This shape means that we all are people who live under the protection and virtue of His Majesty the Late King Bhumibol Adulyadej (Rama IX of the Chakri Dynasty).

The attendees also sang the Thai Royal Anthem and lighted candles dedicated to the beloved King in front of the Her Royal Highness Princess Mother Statue.

“Sufficiency Economy”

Learning the Philosophy of a Sufficient Life

During the past five years, the School of Management at MFU provided an elective course entitled “Sufficiency Economy (1202364)” for students of the Economics programme in order to carry on the aspirations of His Majesty the Late King Bhumibol Adulyadej.

The lecturer of this course, Asst. Prof. Dr. Romyen Kosaikanont said that the course objectives were to help students from the Economics programme and other programmes clearly understand the philosophy of sufficiency economy and make this excellent concept remain in the mind of graduates who will be a key part for our nation’s development in the future.

Feelings during the planning and preparation for this course.

At the beginning of her study of sufficiency economy, Asst. Prof. Dr. Romyen Kosaikanont found that it was a philosophy not a theory and that it could be applied to every field, not only economics. This misconception was due to her background in the field of Development Economics. When Asst. Prof. Dr. Romyen Kosaikanont prepared for the course, she realised that the hardest part was how to make students who study economics understand that the concept of sufficiency economy could be applied by the population at all levels of society including individual-, family-, community- and nationwide-levels. Additionally, she have to help students understand this aspect by encouraging them to adopt the sufficiency economy philosophy in their lives. Doing so will teach students to realise that sufficiency economy is quite practicable.

What are the misconceptions about Sufficiency Economy?

Most people think that sufficiency economy is only applicable in the agricultural sector, meaning that something exists without outside assistance. This understanding is definitely not true. Although this course contains the New Theory of His Majesty the Late King which advises students to divide agricultural land into four parts used for reservoirs, growing rice, vegetables and raising livestock, students also learned that sufficiency economy is applicable in other sectors including the industry and service sectors as well.

How to educate students to truly understand Sufficiency Economy?

Educators have to start by making students understand the principles of the sufficiency economy philosophy; from there, educators can provide students with real experiences from people who adopted sufficiency economy in the Chiang Rai province.

After students learn from the direct experiences of their role models, they will appreciate, understand and discover that the philosophy of sufficiency economy is practicable and applicable for everyone.



Asst. Prof. Dr. Romyen Kosaikanont
MFU Vice President

Furthermore, students must complete homework to apply sufficiency economy as their guiding principle in daily activities. For instance, students can be asked questions such as, which computers should they buy? A question like this helps students learn how to apply the sufficiency economy philosophy to their lives.

Who is suitable for Sufficiency Economy?

The sufficiency economy philosophy is suitable for everyone because it depends on each person’s adaptation of it. There is no fixed pattern to follow rather, it is flexible in various situations because individuals will know what kind of middle path and self-immunity suit them best.

Also, through studying the philosophy students will learn the concept of reasonableness based on their own ethics. On the whole, we have to focus on a balanced life. If we have use rational decision-making, we can live happily in all aspects of life.

18 MFU

Celebrating 18 Years of Excellence



On 25 September 2016 marked the 18th year since MFU was established. This has been the 18-year journey of innovation, creativity, and excellence. A journey guided by the gracious footsteps of Her Royal Highness Princess Srinagarindra, the Princess Mother. MFU has gained a highly notable reputation for rapid growth in academic, social, and environmental terms; however, progress has not only been contained within the University and Chiang Rai province, but has also spread widely to the entire GMS and ASEAN regions. In honour of the 18th year of excellence and



outstanding achievements, MFU held celebrations on 25 September 2016 at 07.00 hrs. The event began with alms offerings to 160 monks at the Lan Dao Courtyard, followed by religious ceremonies at the Princess Mother Auditorium and presentation of certificates to social benefactors of Chiang Rai province and presentation of awards and certificates for honourable faculty achievements, as well as scholarships to students of 2016.

MFU President, Assoc. Prof. Dr. Vanchai Sirichana presented a public report which stated that MFU had continuously been successful in advances, and had helped to develop not only University students but also the community. MFU's emphasis on internationalization was helping students overcome language boundaries through teaching primarily in English and arranging mandatory Chinese lessons for all students, thus allowing students and graduates to attain a lifelong learning ability regardless of their location. Constant progress and the wide range of accomplishments were quickly directing MFU towards becoming a premier University, with exceptional students and producing outstanding graduates who were ready to be 'Thai Citizen 4.0' that consisted of purposeful learning; generative learning; mindful learning; and result-based learning.



Warmly Welcoming New Members of MFU's International Family

MFU warmly welcomed new international students of first semester for academic year 2016 at C3 Building, Room 102, on 26 August 2016. The International Student Orientation is held twice a year at the beginning of each semester. The event has three main objectives which are; to officially welcome all new international students to MFU, the university in the park; to provide valuable information to ease their transition in Chiang Rai and familiarize new students to the campus life and provide tips for living and learning happily in the university; and to create space and opportunity for new international students to meet and socialize with senior friends from other schools and countries.

This semester, MFU welcomed 212 new international students from 19 different countries in Asia, Europe, North America, Africa, and Australia, of which 191 are undergraduates; 21 are graduates; and 25 are exchange students (2 students from Brunei Darussalam, 6 students from Japan, 2 students from Malaysia, 4 students from Czech Republic, 6 students from Vietnam, and 5 students from Indonesia), expanding MFU's already diverse international family.

In the orientation, staff members from important service centres and divisions delivered presentations on the various services of each department, and the MFU

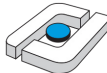
International Student Club helped organize fun icebreaking activities and as voluntary student staff. MFU is renowned for multidimensional global vision, including the unique ability to provide a modern yet home-like atmosphere for both Thai and international students to be part of a warm and resourceful family of global opportunity.

In the welcoming address, MFU Vice President, Asst. Prof. Dr. Romyen Kosaikanont inspired all international students with the story of the book 'The Last Lecture', a New York Times best-selling book co-authored by Randy Pausch. Pausch delivered his 'Last Lecture', titled 'Really Achieving Your Childhood Dreams', at Carnegie Mellon. The story of the book gave the idea of three subjects; first, his childhood dreams, is introduced by relaying the overall premise of why he is stating his dreams, saying, 'inspiration and permission to dream are huge'; second, in 'Really Achieving Your Childhood Dreams' is titled 'Enabling the Dreams of Others; third, called 'Lessons Learned', Pausch reiterates and introduces a few new lessons that he has learned and accumulated over his lifetime. Asst. Prof. Dr. Romyen Kosaikanont summed it all by noting that all international students should always remember the dream and make it come true, also enjoy the scenery and every step in their life during their stay and study at MFU and should keep their dreams alive.

Visiting Scholars Programme

The programme allows scholars to expand their academic and personal goals. Scholars have the opportunity to take advantage of abundant

resources to enrich their developments, while contributing their own knowledge and insight to the learning of others. During August - October 2016, MFU consist of 11 visiting scholars are as follow;

Name	Institution	Duration
School of Health Science		
Dr. Paul Cook <i>United Kingdom</i>		3 - 25 September 2016
Ms. Chen Jingyi, MD. <i>China</i>		14 - 26 October 2016
Prof. Liu Yanping <i>China</i>		14 - 28 October 2016
School of Information Technology		
Prof. Ramjee Prasad <i>Denmark</i>	 AALBORG UNIVERSITY	2 - 15 October 2016
School of Law		
Dr. Catherine Marie Monique Thony Philippe <i>France</i>	 UNIVERSITÉ DE FRANCHE-COMTÉ	17 - 24 September 2016
School of Liberal Arts		
Ms. Anne Carol Hogg <i>Germany</i>	 Fachhochschule Osnabrück University of Applied Sciences	27 August – 2 September 2016
School of Management		
Dr. Kenneth John Butcher <i>Australia</i>		13 August - 15 December 2016
Assoc. Prof. Dr. Zoltan Szabo <i>Hungary</i>		10 - 28 October 2016
School of Social Innovation		
Assoc. Prof. Dr. Tatsuo Yamane <i>Japan</i>	 HIROSHIMA UNIVERSITY	12 August – 29 September 2016
Institute of Excellence in Fungal Research		
Dr. Rajesh Jeewon <i>Mauritius</i>	 UNIVERSITY OF MAURITIUS	11 July – 27 August 2016
Dr. Kerl Martin Ryberg <i>Sweden</i>	 UPPSALA UNIVERSITET	29 August – 28 September 2016



The Thailand – Japan International Joint Graduate Seminar 2016

Asst. Prof. Dr. Saroat Rawdkuen, Dr. Chutamat Niwat, Dr. Nattaya Konsue, and the graduate students from School of Agro-Industry majoring in Food Technology, MFU joined the Thailand – Japan International Joint Graduate Seminar 2016 hosted by Shinshu University, Nagano and Tokyo University of Marine Science and Technology (TUMSAT), Tokyo, Japan on 6 - 12 August 2016.

This seminar was held under the Enhancement of Graduates' Ability Project 2016 which was supported by MFU under the existing MoU between MFU and the two universities. The aims of this activity were to develop the international academic presentation skills; to exchange the research findings and knowledge among graduates and the researchers; and to learn the Thailand and Japan cultural differences.



A Visit from Universiti Teknologi MARA

The faculty members of School of Agro-Industry, MFU welcomed a delegation from Universiti Teknologi MARA, Malaysia that was led by Dr. Junaidah Jai, Senior Lecturer, Fakulti Kejuruteraan Kimia, to School of Agro-Industry, MFU on 17 August 2016. They discussed issues relating to the future research collaboration between the School of Agro-Industry and Universiti Teknologi MARA.



A Visit from Chiba University

Assoc. Prof. Dr. Vanchai Sirichana, MFU President, Asst. Prof. Dr. Matchima Naradisorn, MFU Vice President and Acting Dean of School of Agro-Industry, Asst. Prof. Dr. Romyen Kosaikanont, MFU Vice President, and lecturers from School of Agro-Industry welcomed Prof. Dr. Tatsuaki Kobayashi, Dean and Prof. Dr. Satoru Kondo, Vice Dean of Graduate School of Horticulture, Chiba University, Japan on their visit at MFU on 26 August 2016.

School of Agro-Industry, MFU and Graduate School of Horticulture, Chiba University Japan, have for long had a great relationship in academic collaborations since 2008. The collaborations have been successful in the areas of students and lecturer exchange as well as research collaborations. Both agree to expand in a double degree programme for Master's degree in Food Technology and Technology Management in Agricultural Produce. The MoU signing ceremony has been arranged at university level and both are looking forward for more effective future collaborations.



A Visit from Guilin Tourism University

Asst. Prof. Dr. Romyen Kosaikanont, MFU Vice President, Assoc. Prof. Dr. Darunee Wattanasiriwech, MFU Vice President, Dr. Piyathida Pianluprasidh, Associate Dean of School of Management welcomed Ms. Li Chunhong, Dean of International Education and Exchange, delegates from Guilin Tourism University (GTU), Guilin, Guangxi, the People's Republic of China on 27 August 2016.

MFU and GTU have discussed the possible future collaborations in terms of exchange programmes for students and lecturers, exchange training programmes and exchange of research. With the similar aspects in strengthening tourism education and produce global competent graduates in Tourism Management, Hospitality Industry Management and Aviation Business Management area. The collaborations between the two institutions will highly benefit students lecturers both of their countries.



A Visit from H.E. Fu Xuezhang

Assoc. Prof. Dr. Vanchai Sirichan, MFU President, Asst. Prof. Dr. Romyen Kosaikanont, MFU Vice President, Asst. Prof. Dr. Pranee Chokkajitsaumpun, Dean of School of Sinology, Prof. Huang Jianjun, Director of Confucius Institute of MFU welcomed H.E. Mr. Fu Xuezhang, Former Ambassador of the People's Republic of China, Mrs. Li Kai Rong, Dato Abdul Majit Bin Ahmad Khan, President of Malaysia-China Friendship Association, Mrs. MalihahBinti Mokhtar and Prof. Song Jun Ying, Research Fellow, China Institute of International Studies on 27 August 2016, to discuss on the Centre of education and research on the strategy and policy of the People's Republic of China and strengthen the academic programmes for School of Sinology at MFU. The possibility of expanding collaborations with Chinese Universities also discussed.



A Visit to the University of Cambodia

On 6 September 2016, Asst. Prof. Dr. Romyen Kosaikanont, MFU Vice President, visited the University of Cambodia, Phnom Penh, Cambodia, to sign the MoU for cooperation and collaboration. The University of Cambodia was represented by Dr. Y Ratana, Vice President for Academic Affairs.

Both universities showed a very strong willingness to further enhance their relationship and develop a particular work plan in order to achieve the objectives and contents stated in the MoU.



Asia-Pacific Tea Expo 2016

Dr. Piyaporn Cheumchaitrakul, Director of Tea Institute, MFU attended the international conference 'Asia-Pacific Tea Expo 2016' (APTE 2016) that was held on 29 September – 2 October 2016 at Taipei International Convention Centre (TICC) in Taipei, Taiwan to present her study findings on from the project titled; 'Highlights of Tea Research in Thailand and Future Prospects'.

The theme of this conference was 'Innovation - Tea Industry in Taiwan'. Distinguished experts, speakers and representatives who are luminaries in their respective fields shared their opinions and researches on specific topics; there were plenary speeches, oral-posters, the experience of tea, and some creative competitions as well.

Participants exchanged viewpoints and shared experiences in the aforementioned fields to work out an effective solution of tea industry and future trends in the Asia Pacific region.



A Visit to Northumbria University

Represented by its Dean, Assoc. Prof. Dr. Rachanee Sunsern, School of Health Science, MFU signed a MoU with Northumbria University of the United Kingdom that was represented by Prof. Jon Reast, Pro Vice Chancellor (International).

The event took place on 3 October 2016 at Northumbria University in the United Kingdom. Key areas of collaboration as highlighted in the MoU included research, exchange of lecturers between the two Universities, and further collaborations in Master's Degree programmes. The Dean also used this opportunity to visit MFU students that are on the exchange programme at Northumbria University in the Department of Sport, Exercise and Rehabilitation in the Faculty of Life and Health.



A Visit to Hiroshima University

Assoc. Prof. Dr. Chayaporn Wattanasiri, MFU Vice President, Assoc. Prof. Dr. Siriporn Wajjwalku, Acting Dean of School of Social Innovation took a visit to Hiroshima University, Japan on 11 - 12 October 2016.

Among what was discussed included research, exchange students, and further collaborations between the two Universities. The visitors were given a warm welcome by Prof. Hiromi Nishimura, Dean of Faculty of Social Science, and Prof. Masanobu Mitsui, Dean of School of Law, Hiroshima University.

Memorial Ceremony for His Majesty the Late King Bhumibol Adulyadej
on 14 October 2016 in front of the Her Royal Highness Princess Mother Statue

