



THE PARK

MFU International Newsletter

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Message from the President

Students, Parents, Faculty, Staff,

This year, MFU has not only reached the 17th year of establishment, excellence, and expertise, but has also reached to the outside community: As MFU develops and advances as an academic institution, our motto of “Change Innovation Operation” has not only described the university, but also the effects of our progress on the entire community. In 2015, the School of Social Innovation has celebrated the first anniversary of their establishment and have indeed lived up to their name, marking 2015 as a year of social development.

Unfortunately, this year has been an unhappy year of hardship for many of our close neighbours and friends, and MFU is deeply saddened. It is distressing to see so many families and friends have to suffer so much loss in these unavoidable catastrophes. However, while the storms and natural disasters may have destroyed and damaged property, our nations and our people have shown great unity and kindness: Though the amount of loss has been uncountable, MFU is comforted to know that our institution has been able to provide assistance in the recovery. Our communities are tightly intertwined, and the light of hope that has been ignited shows a strong bond that cannot be broken by grief or misfortune.

MFU promises to continue serving the entire region, providing youth and all people of all nations, cultures, and backgrounds with high-quality academic resources and instruction. Through education and innovation, we will strengthen and prosper together; and together, we will move forward, developing our societies and developing our nations.



Assoc. Prof. Dr. Vanchai Sirichana
President

MFU Donates Over 100,000 Baht to Nepal Earthquake Victims



Assoc. Prof. Dr. Vanchai Sirichana, Acting President of MFU, with representatives from the Student Council, Student Union, and all 14 schools collected donations from the MFU community and guests as disaster relief for victims of the 25 April 2015 Nepal earthquake incident. A large portion of the donations were acquired from the MFU ASEAN International Fair 2015, with over 9,000 baht obtained from guests participating in various university activities and events. The total amount of donations from all MFU executives, students, academic and administrative staff resulted in approximately 111,000 baht.

The entire sum was then donated in its entirety to the Embassy of Nepal in Bangkok as funds to assist recovering survivors of the quake in restoring their homes and lives to normalcy.

MFU Prepares Agro-Industry Students for ASEAN Standards



On 7 May 2015, the School of Agro-Industry, MFU, prepared a special lecture on "ASEAN Product Standards" for students to learn more and prepare for major-related processing, procedures, and production standards in ASEAN integration. The lecture was presented by special guest lecturer Dr. Virachanee Lohachumpol, Standards Officer from the National Bureau of Agricultural Commodity and Food Standards of Thailand, and provided information on European, Japanese, American, and ASEAN standards for food and agriculture. Content included 40 various announcements and informative notes on standards for farming and plants, while also providing content on organic farming, leftover plant processing, and good agricultural methods for vegetables, fruit, and seafood.

Asst. Prof. Dr. Phunsiri Suthiluk, Assistant to the President and lecturer from the School of Agro-Industry, noted that the lecture not only succeeded in its main objective of teaching students about safety and quality requirements for agricultural processing and food production, but also helped spark interest and awareness of food safety among students.

Cooking Up “A Harmony of East and West”



On 15 May 2015, MFU's School of Management organized a cooking competition under the title “MFU Junior Iron Chef 2015” with the theme of “A Harmony of East and West” at the Library Resources and Educational Media Centre Activity Foyer.

The aim of the MFU Junior Iron Chef competition is to provide students with the opportunity to practice their skills and teamwork to gain direct experience in surroundings that would closely resemble their future working environments. The competition included over a hundred students from three courses in the Bachelor of Business Administration Programme in Hospitality Industry Management: Food Preparation and Culinary Skills, Management of Restaurant Design, and Accommodation Management for Leisure. The students were split into 15 teams and worked against both the clock and each other under a state of pressure in attempt to obtain results that were comparable to five-star hotel cuisine.

An honorary committee was invited to the event for scoring and comments, consisting of: Executive Chef Chalong Sakkapalangkul, President of the Association of Northern Thai Chefs and director of the Dusit D2 Hotel; Executive Chef Prapat Kaewwannee, Vice President of the Association of Northern Thai Chefs and Executive Chef of the Chiang Mai Hilton Hotel; and special lecturers from MFU's Food Preparation and Culinary Skill course. Executives, academic and administrative staff, and students were also invited to the event for tastings and as special encouragement for friends and competitors. Siam Makro Public Company Limited (Chiang Rai Branch) supported the event by providing nine different raw materials for MFU's Junior Iron Chefs to transform into five-star meals.

Assoc. Prof. Dr. Vanchai Sirichana, acting president of MFU, remarked that the event was arranged using brilliant organization techniques that brought students together in friendly competition as well as allowing students to use their culinary skills and knowledge, increasing their confidence to explore and practice extracurricular skills regardless of their future career paths.

One Year of Social Innovation, Many Years of Future Developments



On 21 May 2015, MFU's School of Social Innovation celebrated the first anniversary of their establishment, inviting Dr. Mari Katayanagi from Hiroshima University, Japan, for a special lecture on "Human Rights and Sustainable Development Goals (SDGs) in the Globalised Era" at the Learning Resources and Educational Media Centre. The lecture included valuable content to help prepare students about living in a borderless world with sustainable goals and vision in addition to respect for the human rights of others.

Assoc. Prof. Dr. Siriporn Wajjwalku noted that "The School of Social Innovation was established to produce graduates with a higher understanding of the ever-changing society, which continues to change rapidly. As the world changes, people are moving across the world and across cultures in the blink of an eye; the result is that many cultures and nations are living as if they are trapped in tight cage. The School of Social Innovation is here to understand and develop these nations, leading to development in a beneficial and positive direction."

Art and Science in Dermatology



On 30 – 31 May 2015, the School of Anti-Aging and Regenerative Medicine, Mae Fah Luang University, via collaborations in medicine with the University of Juntendo, Japan, hosted a training session on "Dermatological Advancements: Art and Science in Dermatology 2015" at the Grand Ballroom, Golden Tulip Sovereign Hotel, Bangkok. The training session received attendants of dermatological expertise, such as professional doctors in dermatology and anti-aging, and interested members of the general public. Mr. Paisal Ramneethon, MD., Dean of the School of Anti-Aging and Regenerative Medicine, presented the opening speech and formally opened the ceremony.

The main objectives of the training session were to spread awareness, knowledge, and to distribute information among medical professionals, and the general public. Content from the training session could be used to assist in observation and safety methods to ensure minimal side effects through exchanges of experience among attendants. During the session, an exhibition was also held with booths providing information and counseling on skin problems and skin health.

New Students Arrive at MFU



On 20 – 21 June 2015, MFU welcomed 4,001 students for the first semester of academic year 2015 at the MFU Indoor Stadium and Sports Centre (Chalermprakiat Building). Students came from all over Thailand, in addition to 223 international students from 24 countries including all ASEAN nations and 6 continents making it the first time that MFU became a home of students from 10 ASEAN countries.

This semester, the most popular programmes were laws (426 new students), tourism management (306 new students), English (254 students) business administration (215 students), and hospitality industry management (186 new students). MFU's newer programmes, such as international development and Chinese studies, also received overwhelming amounts of new students, clearly indicating their popularity and recognition.

Prior to the start of the first semester, first year students participated in the How to Live and Learn programme for one week, which is organized to help prepare and adjust students to university life, both academically and socially. The programme provides numerous activities for new students to make friends and seek direct advice from senior students and lecturers, building close relationships among the MFU family.

How to Live and Learn on Campus



From 22 – 27 June 2015, new first year MFU students enjoyed their first week on campus with the How to Live and Learn on Campus programme, organized annually to help students adjust to university life and prepare them for their studies and MFU's international environment. The programme combines social and academic aspects into fun, relationship-building activities that allow students to become more familiar with learning techniques, campus life, and self-management, while also introducing them to the MFU and the university's various support centres, facilities, and resources.

Activities are divided into two major objectives: "How to Live" and "How to Learn". Students learn how to live independently with their peers and to manage their responsibilities in "How to Live", which features cultural activities such as an alms-giving Buddhist ceremony (Tak Bhat) and exciting activities such as practical first aid lessons. In "How to Learn", students are taught important study skills, and have the opportunity to hear from famous successful celebrities in "The Inspiration". MFU alumni are also willing to help first year students, providing first-hand advice from their university experience in "Meet the Alumni".

Every year, the programme has received excellent feedback, with students reporting that they made new friends, became more familiar with the university, and learned many important skills from the activities. The programme successfully helps to motivate students, stimulating their ambition and drive to learn, while also helping students adjust to their new freedom and learn more about themselves and the world around them.

MFU ASEAN Camp for the Staff of ASEAN



On 11 – 15 July 2015, MFU hosted the 3rd MFU ASEAN Camp for Staff 2015 held at MFU and Souphanouvong University, Luang Prabang, the Lao People's Democratic Republic. This year, 29 MFU staff members participating in the camp were joined by 7 guests from the National Justice Institute of Laos and 3 guests from Souphanouvong University. The objective of the camp is to prepare ASEAN university staff for working in an international ASEAN-integrated working atmosphere and to learn from other cultures.

The camp was divided into two sessions: The first session was a workshop held at MFU, followed by the second session, which emphasizes direct experience in a neighbouring country. Activities in the second session included a morning religious alms-giving ceremony; a courtesy call on Assoc. Prof. Khamphay Sisavanh, President of Souphanouvong University; a walk rally; a visitation to the Ting Caves; and a visitation to Pakbeng, a small village in Laos.

Since the first camp, MFU has had the honour of receiving Mr. Jakraphun Thanateeranon, Vice President of Administrative Board of Association of the Ship for Southeast Asian Youth of Thailand, as the camp director. During the workshop session, MFU also had the honour of receiving expert guest speakers for advice and lectures: Asst. Prof. Surakit Nathisuwan, Deputy Dean for Planning and Quality Development of the Faculty of Pharmacy, Mahidol University; Ms. Pongkwan Sawasdipakdi, Lecturer from the Faculty of Political Science, Thammasat University; Ms. Ploypaitoon Chitsomnuk, Group Training Manager and Senior Department Head of Ocean Property Co., Ltd.

Participating staff from MFU and partner universities have said that they "gained remarkable understanding of working in a multicultural atmosphere, which will prove to be vastly helpful in ASEAN integration". The programme has gained immense popularity and receives excellent feedback every year.

International Symposium Reveals Connectivity Strategies for ASEAN Advancement



On 23 – 24 July 2015, MFU's School of Management with the ASEAN University Network (AUN), East Asia Academic Cooperation Council (EACC), and the Office of the Higher Education Commission (OHEC), arranged the MFU International Symposium on Next Generation ASEAN+3 Connectivity, entitled "Trends and Opportunities in Business and Logistics Management" at Wanasawan Conference Room, Wanasom, MFU. The symposium provided a forum for scholars, students, and entrepreneurs to share and gain experience in international business management, border trade logistics, and supply chain management in ASEAN+3 countries (China, Japan, and Korea). The symposium received widespread press coverage and interest, inviting expert keynote speakers and welcoming participants from the entire ASEAN + 3 region.

Dr. Jakkrit Srivali, Director-General of the Department of ASEAN Affairs, Ministry of Foreign Affairs, delivered the opening address, stating, "Connectivity is the key to ASEAN strategy. Together, ASEAN nations can help each other narrow the development gash".

Mom Rajawongse Pridiyathorn Devakula, Deputy Prime Minister of Thailand (also former Governor of the Bank of Thailand and Minister of Finance) delivered a keynote speech on "Trends and Opportunities in Business and Logistics Management". The speech focused on international shipping and logistics trends, highlighting that "growth and development of Thailand has multiplied by four times in the past five years as a result of ASEAN connectivity, with China, Japan, and Korea expanding their product bases to Thailand". Development of maritime and rail shipping systems to expand business competence

were revealed, which will allow costs to be greatly reduced to allow maximum benefit for entrepreneurs. In regards to MFU, the Deputy Prime Minister pointed out the importance of MFU's training programmes for development of local teachers, which will help build stronger foundations for Thai education and academics.

H.E. U Htay Aung, Union Minister for Hotels and Tourism of the Republic of the Union of Myanmar, discussed "Tourism Logistics and Supply Chain Management in Myanmar", emphasizing Myanmar's intense development strategies for human resources, product development, connectivity, and infrastructure development. H.E. U Htay Aung also stated, "Myanmar highly values the ASEAN Community as the nation is developing and relies heavily on assistance from other ASEAN member countries. The construction of additional transportation routes between Thailand and Myanmar will greatly support business proceedings and international relations between Thailand and Myanmar as well with as other nations."

The symposium brought together representatives from private, public, and government sectors, as well as guests from other higher education institutions, including the National Justice Institute of Laos; Souphanouvong University, Laos; the University of Distance Education, Mandalay, Myanmar; and Kyaing Tong University, Myanmar. Assoc. Prof. Dr. Chayaporn Wattanasiri, Vice President of MFU, concluded that the symposium was a great success and that MFU is fully equipped to provide services as a central forum for ASEAN marketing and business. The School of Management at MFU is highly esteemed, offering countless opportunities through extensive resources and collaborations with international partner universities.

MFU IT Students Attend Conference and All Return with Outstanding Awards



On 29 – 30 April 2015, students from MFU's School of Information Technology led by advisors Dr. Nilubon Kurubanjerdjit and Mr. Soontarin Nupap, lecturers from the School of Information Technology, attended the ASEAN Undergraduate Conference in Computing at Rajanagarindra Rajabhat University in Chachoengsao. The conference focuses on Computer Science and Information Technology in Thailand, and receives great attention from undergraduate students and researchers from various regions and countries in ASEAN. The conference provides a stage for participants and students to display creativity and innovation through IT, while also allowing students to practice presentation and public speaking skills.

Four projects were submitted by MFU students: Three of the four projects were presented by oral presentation, and the remaining one project was presented in poster form. All projects presented achieved outstanding academic awards, once again proudly confirming the strength and excellence of students and lecturers from the School of IT.



The projects and their awards consisted of: The "E-GAT Transportation Management System" project winning the Grand Award (first place in the international presentation session) by third year software engineering students Mr. Karanyot Rasmee, Ms. Pumiporn Luebangyai, Ms. Ornnicha Jira-Oupakarn, and Mr. Wiwat Klinboon; the "Academic Staff Evaluation System for Mae Fah Luang University" project winning the third-place Grand Award in the Thai presentation session, by fourth year computer science students Ms. Patcharee Phusrinam, Mr. Tharthit Sorlaso, Mr. Suranan Amnugmanee, Mr. Theerapong Tajakun, and Ms. Attsaya Moonsaiwanich; the "Law Data Management System" project winning the Award of Excellence in the international presentation session also by third year software engineering students Mr. Pipit Buasai, Ms. Pranithan Sriwisade, Ms. Jitrada Thasripoo, and Mr. Nithibodee Pakting; and the "E-GAT Project Planning Management Information System" project winning the first place Grand Award for poster presentations by third year software engineering students Ms. Tuangporn Tuangrathooradee and Ms. Promporn Suthatsanachaikit.

International Visitors

Research Collaboration Established in Occupational Health and Safety Programme



On 4 - 28 May 2015, the Occupational Health and Safety Programme, Mae Fah Luang University and the Centre for Occupational Health and Safety Engineering (COHSE), University of Michigan, United States of America, agreed to collaborate on a research project involving enterprises in the Chiang Rai area. The project aims to explore innovative methods for the estimation of silica dust exposure from noise and sound levels transmitted during the production process, which will help greatly reduce silica dust measurement costs. The project was initially started in 2014 by Dr. Kowit Nambunmee, lecturer from MFU's School of Health Science. The collaboration now provides the opportunity to welcome a research team from the University of Michigan to collaborate in the project consisting of Asst. Prof. Dr. Richard L. Nietzel, Ms. Rachael Long, and Ms. Stephanie Sayler.

Collaboration between Myanmar Ministry of Education & MFU in Further Strength in the Future of Tourism & Hospitality Management Development



On 14 - 16 May 2015, Dr. Romyen Kosaikanont, Acting Vice President of MFU, welcomed Prof. Dr. Cho Cho Myint, Professor from the Myanmar Department of Mandalay University and a group of 38 students from Mandalay University studying at diploma level in tourism studies and management. The delegation and MFU briefly discussed possible collaborations in various areas of mutual interest, and were introduced to MFU's methods of teaching and classroom media. The delegation then joined a Principles of Professional Tour Guide class (School of Management) to directly observe the teaching system and procedures within a real MFU class session.

After class, the delegates were taken on a campus tour to observe some of MFU's campus highlights (in accordance with the theme of tourism management), including the Learning Resources and Educational Media Centre, Sirindhorn Chinese Language, and Wanasom. The delegation also had the opportunity to explore two of Chiang Rai's most popular destinations: The picturesque and serene natural Doi Tung Development Project with its spectacular sloping views of both Thailand and Myanmar, and the starkly contrasting Chiang Rai Night Market, a lively attraction for avid cultural and local art enthusiasts. The delegates then had the opportunity to continue their observations in the nearby Chiang Mai province.

The visitation allowed both MFU and Mandalay University to broaden perspectives in both teaching and tourism, paving the path for future collaborations and networking among MFU and the Mandalay University. The friendship is undoubtedly beneficial to both institutions, helping prepare students, staff, and all involved for the rapidly incoming ASEAN integration.

MFU Collaborations and Training Sessions in Cosmetic Product Development



A MoU agreement has been recently signed between MFU and the Department of Traditional Medicine Services (DTMS), Bhutan. Activities under the MoU include holding training sessions on cosmetic product development for DTMS staff in Thimphu on 25 May 2015 by two faculties from the School of Cosmetic Science, Asst. Prof. Dr. Mayuree Kanlayavattanakul and Asst. Prof. Dr. Nattaya Lourith. The session focused on the use and practice of sustainable and environmentally friendly methods of extraction of fragrances for local resources.

Followed by the staff members of Menjongsorig Pharmaceuticals (MSP), the division under DTMS, traveled to MFU for their further development of knowledge and practical laboratory skills on 31 May 2015. The training was conducted by Dr. Ampa Jimthaisong and Dr. Nisakorn Saewan, lecturers from the School of Science, at the Scientific and Technological Instruments Centre.

A Visitation of the OGOP Development Project Under the King of Bhutan



On 15 June 2015, MFU Vice Presidents Assoc. Prof. Dr. Chayaporn Wattanasiri, Dr. Romyen Kosaikanont, and Dr. Panom Winyayong welcomed the One Gewog One Product Development Project (OGOP) from Bhutan, a project under the Queen of Bhutan Her Majesty Jetsun Pema Wangchuck, led by the Thailand International Cooperation Agency (TICA) to discuss product development and further collaborations. OGOP and TICA have been working together in the field of agricultural development for sustainable benefit.

The OGOP delegation was led by Mr. Tashi, Deputy Chamberlain of the Queen's Project Office, His Majesty's Secretariat, Kuengacholing (HMS), accompanied by representatives from the Food Corporation of Bhutan Ltd., the Agency for Promotion of Indigenous Crafts, the Gross National Happiness Commission, the Ministry of Economic Affairs, and the Ministry of Agriculture and Forests.

MFU is famed for local product development, especially tea, forestry, food, cosmetics, and Pa-Ka-Yor (Karen) Projects. The OGOP Development Project is similar in concept to the Thai "One Tambol One Product" (OTOP) product, in which local resources are developed into products by local communities to improve economy and quality of life among the villages. MFU has been an active participant of this project, and has helped the Chiang Rai community increase their income through developing tea products and improving natural tea resources. Now, MFU is honoured to share on this knowledge and experience to the OGOP Development Project, and look forward to collaborate with OGOP in their community-based developments.

School of Management Field Trip to R3B Route



From 2 - 4 May 2015, MFU's School of Management has organized a field trip to study the R3B route via Mae Sai, Tachilek, La and Kyaingtung for increased networking, logistical understanding, and enhanced collaborations in tourism promotion. The group was led by Dr. Chatrudee Jongsureyapart, Dean of the School of Management, with Dr. Isaree Baedcharoen, project manager. The event received a total of 60 participants consisting of students and staff from the School of Management, and had the honour of receiving Ms. Lai Lai Aung, Director of the Ministry of Hotel and Tourism travelling from Nay Pyi Taw, Myanmar, as special guest speaker.

Dr. Chatrudee Jongsureyapart stated that the main objective of the project is to provide opportunities for students to study more about culture and lifestyles of neighbouring countries, in addition to allowing them to directly observe marketing and tourism from firsthand experience, which can then be applied to both their studies and future careers. Lecturers can also use the experience and increased understanding of neighbouring cultures for further academic use and research, in addition to helping promote ASEAN networking and relations.

MFU Visits Department of Traditional Medicine Services

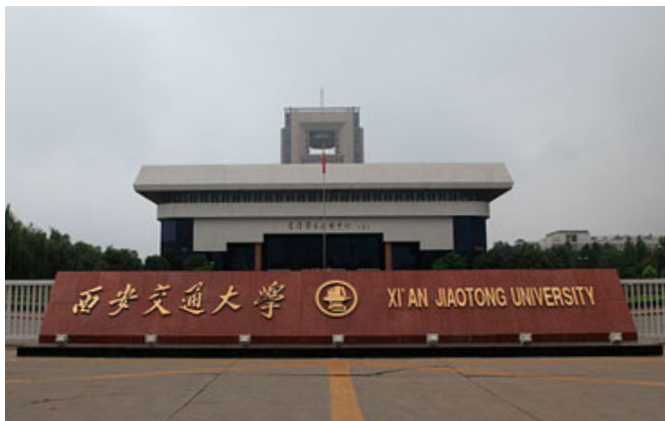


On 5 – 6 May 2015, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU, led a delegation of executives from MFU to visit Thimphu, Bhutan to pay a courtesy call on Bhutan's Minister of Health, H.E. (Lyonpo) Tandin Wanchuk, and to sign a memorandum of understanding (MoU) with the Department of Traditional Medicine Services (DTMS), the Ministry of Health, Bhutan. The signing of the MoU was witnessed and strongly supported by Bhutan's Minister of Health.

The agreement will allow both institutions to "work closely towards a common goal of excellence in research in the fields of cosmetics, wellness, spa and traditional medicinal product developments using Bhutan's local natural products with a unique Bhutan brand," said Assoc. Prof. Dr. Vanchai Sirichana. The activities under the MoU include consultation and support from MFU in research and development of Bhutanese natural resources into cosmetic products and using appropriate, environmentally friendly and sustainable methods. Staff from Menjong Sorig Pharmaceuticals (MSP), a pharmaceutical and research unit under Ministry of Health will be trained at MFU, while cosmetic specialists from MFU will help train staff at MSP and assist in the development of human resources and knowledge distribution. Sharing of resources, knowledge, technology, and laboratory facilities are at the heart of this MoU.

Education is being seen as a platform for learning, developing, and growing together. There are currently 10 Bhutanese students at MFU, and MFU has worked closely with various Bhutanese partners for over a decade with a strong belief that education is a foundation for future development of the world. This MoU marks the beginning of many more dynamic actions and serves as a pilot project.

MFU Signs MoU with Xi'an Jiaotong University, China



On 25 – 26 May 2015, Assoc. Prof. Dr. Vanchai Sirichana, MFU President, and a group of executives from Mae Fah Luang University visited Xi'an, the People's Republic of China, to pay a courtesy call on the Royal Thai Consulate-General in Xi'an and visited universities with special expertise in medicine, dentistry, and health science, such as Xi'an Jiaotong University, Xi'an Medical University, and Shaanxi University of Chinese Medicine, in addition to visiting medical institutions and hospitals in the area specializing in both modern medicine and Chinese traditional medicine.

On this occasion, the MFU president participated in a MoU signing ceremony with the president of Xi'an Jiaotong University, Prof. Wang Shuguo, agreeing to exchange students and staff as well as performing joint research studies in the near future.

MFU Attends Thailand International Education Fair



On 12 – 14 June 2015, the International Affairs Division, MFU, attended the Thailand International Education Fair (TIEF 2015) at Central World Shopping Centre, Bangkok. TIEF 2015 was organized by the Thai Trade International Group Company (TIGC), and invited educational institutes from all levels of study to attend, resulting in over 40 exhibition booths. The fair was aimed towards international students and parents, teachers, lecturers, and academic and business executives with interest in international programmes, and received over 12,000 participants. MFU took the opportunity to promote 72 programmes offered to international students from all 14 schools at all levels of study.

MAE FAH LUANG UNIVERSITY FOR THE COMMUNITY AND THE REGION