



Long Live The King



THE PARK
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With Love and Appreciation for His Majesty King Maha Vajiralongkorn's Benevolence

In 2005, Mae Fah Luang University received the immeasurable benevolence of His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun (once he was a Crown Prince of Thailand) on behalf of His Majesty the Late King Bhumibol to preside over the inauguration of the Queen Sirikit 72nd Jubilee Sport Arena and the inauguration of the Her Royal Highness Princess Srinagarindra statue which is a spiritual focus for MFU's staff members and students.

Moreover, on that auspicious occasion, His Majesty King Maha Vajiralongkorn also planted a Lamduan tree (*Melodorum fruticosum* Lour.), upon which the official flower of MFU grows, at the Lan Dao. MFU's staff members and students always appreciate the King's gracious kindness and consider this Lamduan tree as a remembrance of one of MFU's important historical events.



View from The Park



Air Chief Marshal Prachin Chantong, Deputy Prime Minister of Thailand Visits MFU and Gives a Speech on 'University and Border Economy Development'

Air Chief Marshall Prachin Chantong, Deputy Prime Minister of Thailand visited MFU and received a warm welcome from Assoc. Prof. Dr. Vanchai Sirichana, MFU President on 6 November 2559 at the Police General Pow Sararin Building (C5).

Air Chief Marshall Prachin Chantong gave a speech on the University's development policy for supporting border economic development to over 700 attendees from all areas around Chiang Rai. Air Chief Marshall Prachin Chantong highlighted the importance of developing the country towards "Thailand 4.0" which was considered to be a model that will drive the country towards security, prosperity, and sustainability. He also explained that Thailand's economy in the last few years had emphasized on agriculture and industrial development. Therefore, moving forward to Thailand 4.0 was to reform Thailand's economic structure into value-based economy.

Furthermore, the Deputy Prime Minister of Thailand mentioned the major factors that were bound to steer the country towards development as trade, investment, and significant infrastructure projects including transport integration, energy, security, and ICT/Internet network readiness. He added that collaboration between educational institutions, community, private sector and government was of paramount importance in moving the country forward together. That this would in

turn propel all sectors to have a chance to advance their works by reforming their progress of work. This would increase knowledge and enhance the production of high value products.

He highlighted the importance of good human resource in development of any given country. He noted that to have good human resource, there need to be a strong and viable education structure which promotes lifelong learning including formal, non-formal, and informal education. According to the Deputy Prime Minister of Thailand, Universities play a significant role on fulfilling labor demand. The Deputy Prime Minister of Thailand further said that Chiang Rai, like other provinces such as Phuket, would also benefit from the "SMART CITY pilot project".

He mentioned that the contribution of MFU during its 18 years of existence was in line with the government's vision of bringing the country towards prosperity, security, and sustainability through the "Thailand 4.0" strategy. All members present were advised to follow the Late King Bhumibol's footsteps in order to achieve this. He commended MFU for taking the lead in developing the environment and human resources. In as far as human resource was concerned, MFU was not only supporting the core programmes of Aviation Business and ICT, but was also supporting English, Chinese, Tourism, and Hotel Management.



Thailand's Prime Minister Pays an Official Visit to Chiang Rai and MFU

Thailand's Prime Minister Gen. Prayut Chan-ocha paid the Chiang Rai people an official visit and presided over the opening of a "zero waste" learning centre in Ban Pong Srinakorn, Pa Daed district of Chiang Rai province on the morning of 28 November, 2016.

The Prime Minister later visited MFU and received a warm welcome from the MFU President, Assoc. Prof. Dr. Vanchai Sirichana. Gen. Prayut Chan-ocha paid homage to the H.R.H. Princess Mother Statue and then had a meeting with the Central Joint Government-Private Sector Committee and regional committee for the Upper Northern Province cluster (Chiang Rai, Phayao, Phrae, Nan) on economic development in the northern region at the Office of the President Building.

After the conference, Gen. Prayut Chan-ocha planted Yang Na trees (*Dipterocarpus alatus* Roxb.) in front of the Office of the President Building afterwards. The Yang Na tree is very meaningful to Thai people in various aspects, especially with regard to economics.

Later, Prime Minister Gen. Prayut went to the MFU Botanical Garden. At the Botanical Garden, the MFU President explained the Chiang Rai Herbal City Project. The purpose of this project is to promote the herb-processing industry in Chiang Rai in keeping with the government's policy to upgrade Thai herbs in preparation for the Thailand 4.0 industrial era.

The MFU Botanical Garden was officially established on 21 December 2007 on the auspicious occasion of His Majesty the Late King's 80th Birthday

Anniversary and is expected to be fully completed in 2018. The objectives are to collect a rich variety of plants, to provide educational services in the field of botany and related subjects to the public, students and professionals and to create a unique tourist attraction with a variety of gardens and plant collection.

The MFU Botanical Garden is divided into 12 subordinate gardens with 121,506 trees. Some of those gardens have been finished at this point while others are under construction.

The most significant subordinate garden for MFU and Chiang Rai province is the MFU Herb Garden. The MFU Herb Garden is the biggest herb garden in Chiang Rai with a diverse collection of 500 various species of 4,992 plants on 17 rai (2.72 hectares). It is hoped that this garden will become a centre of natural learning and herbal research and become a place for herbal medicine programmes and academic exhibitions.

Furthermore, there is a standard herbal medicine factory at MFU Hospital which provides MFU students, staff, and community members with a combination of conventional and alternative medicines including both traditional Thai and Chinese medicine. Particularly, an additional goal of the herb project is to develop Thai herbs systematically and sustainably which is in line with the government's policy of reforming Thailand's economic structure into a value-based economy as well.



Moving Forward to an International Study Destination

The Office of the Higher Education Commission (OHEC) held a meeting with executive and staff members responsible for international affairs from various higher education institutes (HEIs) during 13-14 January 2017 at Wanasom, MFU.

The main objective of the meeting was to provide a platform for executives from HEIs and administrators from the OHEC to discuss and develop internationalization strategies for Thailand's higher education. The meeting consisted of three discussions on topics: "How to Enhance International Visibility of Thai Higher Education", "The Role of International Affairs in Promoting Thailand to become an International Study Destination" and "The Role of

Thai Higher Education in Contributing to Sustainable Development".

Additionally, there were a series of interesting presentations from distinguished keynote speakers on "Cross-cultural Management and Negotiation" and "The Making of Thailand's 20-Year Foreign Affairs Strategy (2017-2036) and 5-year Regional Strategy (2017-2021)".

In conclusion, the meeting mainly focused on the role of higher education institutes in the internationalization of Thailand. This meeting is also aimed to establish the visibility of Thailand's sustainable development and to emphasise Thailand as an international study destination.



MFU Holds 34th WUNCA

MFU, the Office of the Higher Education Commission (OHEC) and the Office of Information Technology Administration for Educational Development cooperated to conduct the 34th Workshop on UniNet (Inter-University Network) Networks and Computer Applications (WUNCA). Over 1,000 participants attended the event from 18-20 January 2017 at MFU.

In the opening ceremony, MFU Vice President, Dr. Panom Winyayong remarked that it was a great honour

for MFU to be a part of the 34th WUNCA.

Deputy Secretary-General for the Higher Education Commission, Assoc. Prof. Bundit Thipakorn, stated that, after participating in this annual conference for many years, he can see that cooperation between educational institutes is developing. Nowadays, UniNet has become a main network for research in Thailand. With its strong foundation, UniNet is capable of supporting network connections and extensions while following global trends in ICT development as well. For these reasons, the UniNet network is advantageous to effectively drive the country towards the Thailand 4.0 policy.

Assoc. Prof. Bundit said that the "Thailand 4.0 policy covers all dimensions of the country's development strategies. Therefore, educational institutes have to prepare graduates for the industrial sector by employing an IT system for administration and innovation. These comprehensive preparations will help the nation achieve its economic and social development goals."

Events and Activities



Long Term Relations with the Indonesian Government

MFU has long term relations with the Indonesian government especially with the embassy of Republic of Indonesia in Bangkok. On this occasion, Indonesian Students Union in Thailand, MFU branch, in collaboration with School of Social Innovation and School of Management, conducted a seminar on Aceh, Indonesia to create a better understanding and make MFU students understand more about Indonesia as a part of the ASEAN community, especially in terms of its history and cultures. The seminar was divided into two themes.

First theme "The Raised Hopes: A story from Aceh, Indonesia to the world" was conducted on 17 November 2016 at Police General Pow Sarasin Building (C5). Under this theme, the social affairs of Aceh were highlighted. Presentations on "Separatism in Aceh and how the MoU Helsinki contributed to the peace agreement in Aceh" and "Natural disaster tsunami 2004 in Aceh and management disasters in Aceh after tsunami" by the representative of Acehnese students in MFU were shared.

Second theme "The West Coast of Sumatra: Exploring Tourism from Aceh, Indonesia to Chiang Rai" was conducted on 18 November 2016 at C3 Lecture Hall Building. In the second theme, Aceh was introduced as a model of halal tourism, a perfect destination for Muslim travellers with its natural tourist attractions.

Also, the Indonesian Students Union of Chiang Rai presented Indonesian Night 2017 under the theme of "Emerald of the Equator" on 27 January 2017 at Police General Pow Sarasin Building (C5). This event aimed to introduce Indonesia to Thailand and promote an awareness of Indonesia's diversity among the Thai people.

MFU Vice President, Assoc. Prof. Dr. Chayaporn Wattanasiri joined the Acting Attaché of Education and Culture from The Embassy of the Republic of Indonesia, Mr. Subandrio for the cutting of a yellow rice cone, or "Potong Tumpeng" during the opening ceremony. Potong Tumpeng is the traditional Indonesian way to celebrate a ceremony or honour guests.

In his speech on "Indonesia's Unity in Diversity: How United and How Diverse," Mr. Subandrio focused on the Indonesia's motto of 'Unity in Diversity.' He said that Indonesia is a country full of diversity and home to numerous different ethnic groups, languages and religions. However, its people are united and live in harmony under Pancasila (the Indonesian Five Moral Principles) philosophy. The unity of the nation reflects the strong character of Indonesian people as they are peacefully live side by side with different religions, races, tribes and ethnicities.

On the whole, this event was a good opportunity for fostering Thailand-Indonesia relations and for gaining a better understanding of Thailand's neighbouring country.



MFUIC & KTCM 2016: Hope for Effective Health Systems

MFU International Conference or MFUIC, which started in 2012, was a biennial international conference for distinguished researchers in various fields from around the world. For this 3th Biennial meeting, MFUIC 2016 aimed at being a leading forum for the presentation of new advances and research results in the fields of Medical and Health Sciences under the theme "Advances in Medical and Health Science." This conference was conducted in collaboration with the Kaleidoscope of Traditional and Complementary Medicines International Conference (KTCM2016) under a concept "Fostering Traditional and Complementary Medicine through Research". The event took place during the period of 23 - 25 November 2016, at M-Square, MFU.

One Hundred seventy one academic papers that comprised of 38 domestic paper and 133 international papers plus lectures from 11 distinguished keynote speakers who included Prof. Dr. Samlee Plianbangchang, Dr. Daniel Kertesz, Prof. Dr. Michael Heinrich, Prof. Dr. Umesh Kapil, Prof. Dr. Pulok Kumar Mukherjee, Prof. Dr. Yong Poovorawan, Prof. Dr. Roberto Bruzzzone, Dr. Iris Von Hörsten, Prof. Dr. Byoung Mohk Choi, Prof. Dr. Hiroshi Mizuno, and Prof. Xie Qi were presented at this conference. Additionally, WHO and SEAMEO also supported with some

scholarships to students and young professionals careers. There were a series of interesting presentations from keynote speakers for example "Global Health and Strengthening Health Care System for Infectious Disease Control" which was presented by Prof. Dr. Samlee Plianbangchang, the former WHO Regional Director, Southeast Asian Region. Dr. Samlee stated that global health care systems should be enhanced through active collaboration and synchronized action to provide people with the effective health infrastructures and infectious disease prevention and control.

As part of the conference, there was also an exhibition in Thai Traditional Medical and Health Sciences, oral presentations and poster presentations in various themes such as Health Care System (HCS), Health of the Elderly and the Disabled (HED) and Infectious Diseases (InfD) by researchers which were specially planned for participants. Both MFUIC and KTCM conferences attracted a mass of people that included students from School of Health Science, lecturers, professors and researchers from around the globe. This definitely was one of the great stages for sharing knowledge and discussing health science as well as medicine that would foster developments in future health care systems.



The 10th Anniversary of the Establishment of the Confucius Institute

The Sirindhorn Chinese Language and Culture Centre and the Confucius Institute at MFU celebrated the ten-year anniversary of the Confucius Institute's establishment on 3 December 2016.

The Confucius Institute is a learning centre for Chinese language and culture. This centre has organized a variety of activities with both MFU faculty and staff members and other organizations during its 10 years of existence.

In the opening ceremony of the anniversary, MFU President, Assoc. Prof. Dr. Vanchai Sirichana gave a welcoming speech. There were many distinguished participants which included Chairman of University Council, Xiamen University, the People's Republic of China, Prof. Zhang Yan; MFU Vice President, Assoc. Prof. Dr. Chayaporn Wattanasiri; Director of the Confucius Institute, Assoc. Prof. Huang Jianjun; the Director of the Sirindhorn Chinese Language and Culture Centre, Asst. Prof. Dr. Pranee Chockajitsumpun and Thai-Chinese residents of Chiang Rai.

As part of the celebration, there was also an exhibition about the contributions of these two institutes and a Chinese speech contest that was specially prepared for participants.





International Seminar on Thailand & China's Economic Cooperation

On the occasion of the ten-year anniversary of the establishment of the Confucius Institute, the School of Sinology and the Embassy of the People's Republic of China in the Kingdom of Thailand jointly conducted an international seminar with the theme "Thailand and China's Economic Cooperation" on 3 December 2016 at Police General Pow Sarasin Building (C5), MFU. This seminar for government executives, entrepreneurs, scholars, students and the general public aimed to create a better understanding of Thailand's and China's economic and tourism situations in order to strengthen the economic cooperation network between the two countries.

In the opening ceremony the MFU President, Assoc. Prof. Dr. Vanchai Sirichana remarked that the Chinese language could facilitate the better understanding and good relations between Thailand and China. He noted that MFU established the Sirindhorn Chinese Language and Culture Centre and the Confucius Institute for promoting collaboration and improving knowledge of Chinese language and culture.

Furthermore, the president expressed his gratitude to China's government and Embassy of The People's Republic of China for their kind support. He also expected that this seminar would be very beneficial and valuable for everyone in attendance.

There were a series of interesting presentations from distinguished keynote speakers who included the Ambassador of the People's Republic of China to Thailand, H.E. Mr. Ning Fukui; former Ambassador of Thailand to the People's Republic of China, H.E. Mr. Theerakun Niyom; Prof. Liao Shaolian from Xiamen University; Founder and Chief Executive Officer of Strategy 613 Co., Ltd, Mr. Joe Horn-Phathanothai; Chairman of the Board of Tourism Authority of Thailand (TAT), Mr. Kalin Sarasin and Director of the China National Tourist Office, Bangkok, Ms. Zhang, Xinhong.

Altogether this seminar provided a great opportunity for participants to listen to the perspectives of both Chinese and Thai diplomats, experts and influential entrepreneurs and helped promote better mutual understanding in terms of economy and tourism. Furthermore, this seminar raised the Thai people's awareness of the importance of increasing the number of Chinese speakers in Thailand for further cooperation in the future.





Centre of Excellence in Fungal Research International Conference (COEIC) 2017

During 11-13 January 2017, the Centre of Excellence in Fungal Research conducted an international conference entitled "Towards a Natural Classification & Industrial Utilization of the Fungi" at MFU.

According to Head of Centre of Excellence in Fungal Research, Assoc. Prof. Dr. Kevin David Hyde, this conference served as a platform for research collaboration development between mycologists from many countries such as China, Taiwan, UK, Germany and Thailand. The aim of this conference was to provide a venue for young researchers and postgraduates who are interested in mycology to present their latest research advances and share their knowledge and research experience. In addition, this forum sought to strengthen existing collaborations and establish future networks for all participants.

The forum also brought in five well-known mycologists as keynote speakers including former President of the British Mycological Society, Prof. E. B. Gareth Jones; Head of the Research Department Mikrobielle Wirkstoffe (MWIS) at the Technical University of Braunschweig, Prof. Dr. Marc Stadler; former Senior Research Scientist of Landcare Research, Dr. Eric McKenzie; BBSRC funded researcher for the PROTREE project, Dr. Joanne Elizabeth Taylor; Senior Lecturer at the University of Mauritius, Dr. Rajesh Jeewon, and Professor of Botany at Goa University, Prof. Dr. Jayarama Bhat Darbhe. In addition, there were

about 105 participants and 86 presentations which consisted of 40 oral presentations and 46 posters.

MFU President, Assoc. Prof. Dr. Vanchai Sirichana, remarked that the Centre for Fungal Research commenced as an institute in 2009 and then became a Centre of Excellence in 2014. The development of the centre shows MFU's full intention to support the study of fungi and determination to become a leading research centre in Thailand, Asia and the world. The achievements of the centre are also demonstrated by the increasing number of Ph.D. students and a growing amount of publications in international academic journals.



Cosmetic Science Students Win Two First Place Awards in the Thailand Cosmetic Contest



On 10 November 2016 students from the School of Cosmetic Science won two awards during the Thailand Cosmetic Contest 2016 in the final round. The Thailand Cosmetic Contest 2016 could be considered an historical event of the Thai cosmetic industry, as it was the first cosmetic contest for Thai brands.

Students who received the award were the TRETÉ - the Yunnan Collection team that was headed by Mr. Sahapab Kuntonbut. This team won an award in the Cosmetic Science category which required the contestants to present their project or product along with the statistical findings of their research.

Secondly, the Pannara Perilla Set team headed by Ms. Nanchita Wonglakorn won first prize in the Thai Spa category which required the project or product to apply Thai herbs as the main ingredients and demonstrate those herbs' identity within Thai culture. These two teams received 100,000 THB including 20,000 THB in cash as well as 80,000 THB for financial support for the project.

Business Administration Students Win First Prize in the 10th AIS - BrandAge Award



Students from Business Administration programme, School of Management, MFU participated in the 10th AIS - BrandAge Award, Marketing Plan contest under the concept "Zeed Space Invites Teens to Build Community" which was held by Advanced Info Service PCL. (AIS) in collaboration with BrandAge Magazines during 11-13 November 2016, at Aek-Pailin River Kwai Hotel, Kanchanaburi.

MFU students won two awards from this regional round. Firstly, Nobita team won first prize with their "AIS GAME COMPETITION" plan. Their team members were Ms. Methawi Bunyapibanwong, Ms. Pummarast Amornmaneeikul, Ms. Kornkanok Photungthum and Ms. Kanchisa Tungpiriyasin with their adviser, Ms. Pittana Noichangkid.

The five students of those who won first prize in regional round would be chosen to be a part of AIS Brand Management team for one year and have a study trip in Singtel, Singapore. To be eligible for these prizes, students needed to be outstanding in many aspects including creativity, leadership, and assertiveness. They were also required to be good planners and beloved by friends in the contest as well.

Visiting Scholars Programme

The programme is designed for international scholars who wish to be at MFU for 3 - 4 months or one semester, during this time they will interact with MFU faculty members, students and staff. 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 November 2016 - January 2017, MFU consist of 5 visiting scholars are as follow;

Name	Institution	Duration
School of Agro-Industry		
Prof. Dr. Salvatore Massa <i>Italy</i>	 Università di Foggia	1 December 2016 - 31 May 2017
School of Cosmetic Science		
Dr. Richard Randall Wickett <i>USA</i>	 University of Cincinnati	12 - 25 November 2016
School of Health Science		
Dr. Iris Von Horsten <i>Chili</i>	 University of Santiago	20 November 2016 - 9 December 2016
School of Management		
Dr. Fouad Ben Abdelaziz <i>France</i>	 NEOMA BUSINESS SCHOOL	30 January 2017 - 12 February 2017
Institute of Excellence in Fungal Research		
Dr. Olivier Jean-Marie Raspe <i>Belgium</i>	 Botanic Garden Meise	16 January 2017 - 26 February 2017

The Université de Pau et des Pays de l'Adour (UPPA), France



Assoc. Prof. Dr. Vanchai Sirichana, the MFU President welcomed Dr. Camille Chamard, Dean of School of Management, and Ms. Laetitia Mathieu, Head of International Affairs, The Université de Pau et des Pays de l'Adour (UPPA), France on their visit at MFU on 4 November 2016.

A discussion to explore areas for further collaboration was also held. Key areas of collaboration as highlighted in the agreements included faculty members and students exchange, visiting scholar programme, DUO-Thailand Fellowship programme, and Franco-Thai Funding programme.

ASEAN International Mobility for Students (AIMS) Programme



Asst. Prof. Dr. Romyen Kosaikanont, the MFU Vice President participated in the 10th Review Meeting of the ASEAN International Mobility for Students (AIMS) Programme that was jointly organised by SEAMEO RIHED and the Ministry of Higher Education, Malaysia. The event took place during 14-16 November 2016 in Kuala Lumpur, Malaysia. The meeting provided a stage for all stakeholders to promote opportunities for students and to encourage academic mobility in the region of Southeast Asia and beyond.

Beijing Academy of Agricultural and Forestry Sciences



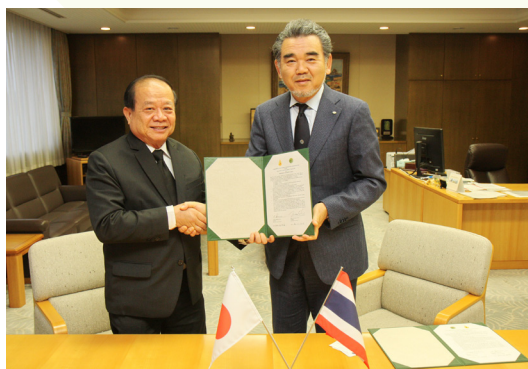
Assoc. Prof. Dr. Vanchai Sirichana, the MFU President warmly welcomed Prof. Dr. Chenggui Li, President of Beijing Academy of Agriculture and Forestry Sciences, the People's Republic of China on 18 November 2016. They had a discussion on collaboration between the two universities especially in Agriculture and Bioscience. In the same, MFU expressed its plan to setup an Agricultural Science programme with the guidance of Beijing Academy of Agricultural and Forestry Sciences.

Ambassador Extraordinary and Plenipotentiary of the Federal Republic of Germany to Thailand



Assoc. Prof. Dr. Vanchai Sirichana, the MFU President warmly welcomed H.E. Mr. Peter Prügel, Ambassador Extraordinary and Plenipotentiary of the Federal Republic of Germany to Thailand, and Mrs. Lucia Costantini Prügel, spouse on 29 November 2016 to discuss possible academic collaborations between universities in Germany and MFU.

Hiroshima University, Japan



Assoc. Prof. Dr. Vanchai Sirichana, the MFU President received a warm welcome from Hiroshima University President, Dr. Mitsuo Ochi, M.D., for signing a collaborative agreement on 13 December 2016.

With the additional agreement, both institutions aim to extend and strengthen their relations as well as further fruitful collaborations in student and staff exchanges, exchange of publications and relevant academic information. They also intend to continue organising conferences and promoting joint research collaborations.

Deputy Director Mr. Chen Yong



Mr. Chen Yong, Deputy Director of the International Cooperation Division for the Department of Science and Technology of Zhejiang Province, and delegation visited MFU on 12 January 2017 to discuss possible academic collaborations between Zhejiang Province and MFU in the fields of environment, agriculture and technological innovations. It is hoped that collaborations will create opportunities for student and lecturer exchanges, support funds, and the establishment of a research centre based on a win-win strategy.

MFU Executives Visit the Philippines



San Pedro College (SPC) President, Dr. Desiderio N. Noveno Jr.; Dean of the School of Nursing at SPC, Asst. Prof. Jeannie H. Bibera; MFU Vice President, Asst. Prof. Dr. Romyen Kosaikanont and Vice Dean of the School of Nursing at MFU, Assoc. Prof. Dr. Chomnard Potjanamart; and Lecturer of the School of Nursing at MFU, Dr. Pimrat Boonyapuk signed an agreement for academic cooperation and exchange between the School of Nursing at MFU and the Department of Nursing at SPC in the Philippines from 24-28 January 2017.

Initially, the cooperation will highlight a short-term student exchange for Community Health Nursing. The agreement also intends to support staff exchanges and joint research collaborations.

MFU presently has a student exchange programme with the Philippines under the ASEAN International Mobility for students (AIMS) programme, a collaborative effort between the Southeast Asian Ministry of Education and the Commissions of Higher Education in Malaysia, Indonesia and Thailand. Therefore, with this agreement, MFU and SPC aim to extend further academic collaborations in Nursing.

Aside from signing an agreement, the representatives from MFU received a warm welcome and a campus tour from Dr. Lourdes Marie S. Tejero, Dean of the College of Nursing at the University of

the Philippines. The representatives of the two universities then discussed possible cooperation. Finally, the MFU executives paid a courtesy call on Mr. Munin Paniswasdi, the Minister from the Embassy of Thailand to the Republic of the Philippines, at the Royal Thai Embassy in Manila.



