



THE PARK

MFU International Newsletter

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Since its induction in 1998, Mae Fah Luang University (MFU) has been committed to serving the Greater Mekong Subregion (GMS) both in Northern Thailand and the surrounding ASEAN region, helping develop and advance the entire region in recognition of the compassion and philanthropy of the King's Mother, Her Royal Highness Princess Srinagarindra, commonly referred to as "Mae Fah Luang" by her subjects and the community.

Now in its sixteenth year, MFU is continuing to flourish and is successfully fulfilling all objectives towards advancement as a public autonomous university, becoming increasingly recognized as Thailand's fastest growing higher education institution. Through its modern implementation of Problem-Based Learning, complex ICT systems, and complete set of facilities and resources, MFU students are able to learn and acquire

theoretical and practical knowledge in both academic and non-academic areas through the many experiences made available by the university.

In its inaugural year, MFU received 62 students, which has now grown to almost 13,000 students in the academic year 2014 as the student body grows with the increasing number of schools and available programmes. Yet, even as the numbers increase exponentially, MFU students continue to win international awards in many fields and graduate with complete critical thinking skills and a varied combination of skills and abilities, equipping them for their further careers and further education.

In this academic year, MFU has become even more internationalized through the launching of three new schools, the School of Dentistry, School of Social Innovation and School of Sinology and going even further in its aspirations to reach out to the world, allowing MFU students to connect with the entire globe through international collaborations, student exchanges, various joint programmes, international activities, and academic excellence, while also conserving energy and planting an active passion for environmental awareness in both students and the local community.

For 16 years, MFU has produced outstanding graduates while serving the world community and preserving the environment. MFU is determined to continue in its mission of "Developing people, cultivating knowledge, instilling quality, upholding virtues and conserve environment" and will continue to lead its students to strive for the utmost levels of success and accomplishments through research and teaching.

Assoc. Prof. Dr. Vanchai Sirichana
President

View From The Park



MFU Hospital Officially Opens Chinese Medicine Clinic

On 24 November 2013, MFU Hospital officially opened its latest alternative medicine clinic, the Chinese Medicine Clinic, and has welcomed seven doctors to the newly opened clinic: Dr. Suluckana Noiprasert, Dr. William Shwetzzer, Dr. Lee Thi Bach Hien, Mr. Worakit Dechasitkul, Ms. Peeranan Pattanamongkol, Ms. Hoi Kyun Lee, and Mr. Gregory Klein. The Chinese Medicine Clinic offers a variety of alternative therapies, including acupuncture, traditional Chinese herbal therapy, pulse diagnosis, vacuum cupping, and traditional herbal skin therapy.

Acupuncture has been especially popular, and is often the treatment of choice in cases that do not respond to modern medical treatment. Acupuncture can be used for a variety of medical ailments, including muscle disorders, pain among various parts of the body, allergies, migraines, blood clots, both bodily and facial paralysis, ailments of the digestive system and esophageal reflux, stress, weight gain, and weight loss.

Chinese medicine treatment works in three main ways: increasing natural secretion of chemicals in the body that can reduce pain; increasing natural secretion of chemicals in the body that can reduce infection; and increasing blood flow, leading to vasodilatation, the widening of blood vessels to eliminate pain-causing toxins and increased flow of pain-reducing chemicals.

In this connection, the School of Health Science has also joined hands with Guangzhou University of Chinese Medicine, China and has now established the Bachelor of Traditional Chinese Medicine Programme at MFU. The MFU Hospital Chinese Medicine Clinic is open to the general public on the second floor of the Outpatient Department of MFU Hospital from 08.00 hrs. to 16.00 hrs. from Monday to Saturday.

MFU Wins ASEAN Energy Award

On 25 September 2013, MFU received the ASEAN Energy Award 2013 from the 31st ASEAN Ministers on Energy Meeting (AMEM) in Bali, Indonesia for the university's study on a solar-powered charging station for electrical motorcycles in collaboration with Sammitr Green Power Co., Ltd. Since its establishment, MFU has been very conscious of the environment and energy conservation. The vast green area spanning over 4,997 Rai (7,995,200 m²) was once a degraded forest. Now, the area houses a large complex of state-of-the-art buildings that provide a green and clean environment conducive to learning.

The university has many environmental policies, including reforestation, plant nurseries, botanical gardens, energy and water conservation, reduction of paper use, and distribution of fashionable cloth bags for students to use throughout their

entire period of study at MFU. No-Emission Electronic Vehicular Transportation is provided for transport throughout the campus, traffic lights are solar-powered, and environmental conservation is highly promoted throughout the university and to the external community. The F4 and F6 female dormitories currently serve as pilot sites for a solar-powered water heating system. The systems help greatly reduce the amount of electricity needed for heating 25 cubic metres of water per day.



MFU Aids Philippines in Disaster Relief

On 2 December 2013, MFU President Assoc. Prof. Dr. Vanchai Sirichana presented the collective donation of 90,000 Baht, household supplies, and consumables for a Philippines Disaster Relief Donation Collection to aid typhoon victims to Miss Gina Salonga, Filipino lecturer from the School of Liberal Arts and representative of the Filipinos and Friends in Chiang Rai (FFC), who further presented the donations to the Habitat for Humanity Philippines Organization at the Chiang Mai

Hill Hotel on 14 December 2013 for further proceedings.

Earlier in 2013, the Philippines had been struck by a variety of natural disasters. A month before the typhoon struck, a 7.1-magnitude shook the country, killing and injuring a great number of the Philippine's population.

The typhoon took the same path, adding more damage to the already suffering population. The typhoon reached speeds of 195 mph to 235 mph. Students, staff, and faculty members were all very enthusiastic to donate to the collection and to help in any way possible.



MFU Commencement Ceremony for Academic Year 2012

On 10 February 2014, MFU had the greatest honour of receiving Her Royal Highness Princess Maha Chakri Sirindhorn on behalf of His Majesty the King Bhumibol Adulyadej to preside over the MFU graduation ceremony for the Academic Year 2012. This year's Commencement Ceremony congratulated a total of 2,144 students, including 1,847 Bachelor's Degree graduates, 283 Master's Degree graduates and 14 Doctoral Degree graduates. Among the graduating students were Honorary Doctoral recipients Mr. Thirayuth Lorlertratna, Vice President of the Supreme Administrative Court receiving an Honorary Doctoral in Law, and Dr. Surakiart Sathirathai, President of the Asian Society of International Law and a former Deputy Prime Minister of Thailand overseeing Foreign Affairs, Education and Culture, receiving an Honorary Doctoral in Social Science. The ceremony was held at the C4 Princess Mother Auditorium and Conference Hall at 10.00 hrs.

Her Royal Highness Princess Maha Chakri Sirindhorn gave the graduates an inspiring and motivating speech, educating the graduates on the five main qualities that will lead to success: faith, dedication, self realization, determination, and intelligence. Her Royal Highness Princess Maha Chakri Sirindhorn especially emphasized the importance of self-realization and consciousness and advised the graduates to always be self-aware of their actions before closing the speech with blessings of happiness, prosperity, hope, and success for all graduates.

After the ceremony, Her Royal Highness Princess Maha Chakri Sirindhorn proceeded to the Office of the President Building (AD1) to preside over an exhibition titled "From Research to Practice" on the following topics: The Light of Intelligence; Thai Rice, the Miracle Plant; Pineapple Tales; From Forest Mushrooms to Home Mushrooms; Thai Herbs: Home Vegetables to Medical Treatment; Technology to Increase the Quality of Living; Integrated Community Development: The Pa Teung Project; Chiang Khong, the Aesthetic City amid Change; Community Law; Producing Doctors: The New Dimension; MFU: the University of Opportunity.



International Events

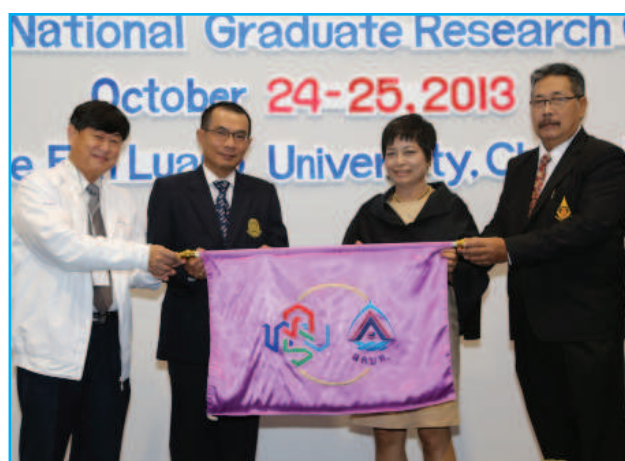


The 29th National Graduate Research Conference

On 24 to 25 October 2013, MFU hosted the 29th National Graduate Research Conference at the Police General Pao Sarasin Building (C5). The conference aimed to be a consortium for graduate students to present and exchange the advancement of their research to the academic society, and covered three main areas: science and technology, health sciences, and humanities, social sciences, and management. A total number of 463 participants registered to present their research during the conference.

Keynote speakers included Dr. Pipat Weerathaworn, Director of the Department of Environmental Production, PTT Global Chemicals Co., Ltd. presenting "From the Shelf, to the Shopping Centre, to the World" and Assoc. Prof. Dr. Ruth Banomyong, Head of the Department of International Business Administration, Logistics, and Transportation, from the Faculty of Commerce and Accounting, Thammasat University, presenting ASEAN Economic Community (AEC) Development through Logistic Research".

Two international MFU students from the Institute for the Study of Natural Resources and Environmental Management (NREM) also provided poster presentations of their research, including



Nguyen Thu Phuong (from Vietnam) presenting research on "Climate Change and Potential Flood Risk in Downstream Sai Gon-Dong Nai River Basin in Vietnam" and Nan Win Zawa (from Myanmar) presenting research on "Assessment of Soil Erosion and Sedimentation: A Case Study of Kalaw Chaung Sub-watershed of Inle Lake in Myanmar". High praise was received from all participants, and MFU Vice Presidents Assoc. Prof. Dr. Chayaporn Wattanasiri, received the honor of presenting the NGRS flag for the 30th National Graduate Research Conference to Assoc. Prof. Dr. Chawit Chitwicharn, Dean of Chiang Mai Rajabhat University Graduate School.



The 11th Celebration of Lao PDR-Thailand Relationship

On 7 to 9 December 2013, MFU hosted “The 11th Celebration of Lao PDR-Thailand Relationship” organized by the Student Development Affairs Division. Participating institutions included National University of Laos (NUOL) and Souphanouvong University (SU) from Laos, and Khon Kaen University (KU), Chiang Mai University (CMU), Maejo University (MJU), Naresuan University (NU), Chiang Mai Rajabhat University (CMRU), Mahasarakham University (MSU), Payap University, Phayao University (PU), and MFU from Thailand. During the 3-day event, three educational activity bases were organized for participants, consisting of Traditional Cultural Dances, Traditional Sports, and Traditional Arts and Crafts. A seminar was also held on “Preparing Students for the ASEAN Community” at the Doi-Ngaem Meeting Room of the Office of the President Building.

On 7 December 2013 at 09.00 hrs, during the opening ceremony at the Indoor Stadium and Sport Complex (Chalermprakit Building),

Asst. Prof. Gp. Capt. Dr. Thongchai Yooyativong, Vice President, led all executives, staff, and students from the 11 institutions in planting floral emblems from each Thai institution (including the Lamduan Tree for MFU) and the Champa Lao Tree from the National University of Laos (NUOL) and Souphanouvong University (SU). Each emblem was planted in the ASEAN Zone of MFU’s Queen Sirikit 80 Years Celebration Botanical Garden to symbolize the continuously growing friendship between the universities.

During the event, each institution provided a traditional performance. One of the important objectives of the Lao PDR-Thailand relationship is to help promote the importance of preserving cultures and respecting other cultures, religions, and arts. Culture and arts depict inner beauty, mental and spiritual development, emotional appreciation, and can pass on various factors of creativity between generations, and therefore should be highly respected and preserved.

In the evening, Dr. Sirirung Wongsakul, Assistant to the President, reported the objective of the event and Asst. Prof. Gp. Capt. Dr. Thongchai Yooyativong presented the Lao PDR-Thailand Relationship Flags to the next host of the “12th Celebration of Lao PDR-Thailand Relationship” in 2014, NUOL. The ceremony ended with everyone engaging in a traditional Laotian “Budd Salob” dance and releasing paperfloating lanterns.

The activities and environment made a lasting good impression and was delightful for everyone. MFU is highly honoured to be able to play a role in the preservation and distribution of Thailand’s beautiful culture and traditions to neighbouring countries.



MFU Celebrates 38th Year of Laos Independence Day

On 7 and 8 December 2013, MFU organized celebrations for 38th Year Anniversary of Independence for People’s Democratic Republic of Laos. The ceremony included an exhibition displaying information about the Lao PDR; performances from Laotian MFU students; traditional Laotian food; and a special lecture from the Ambassador of the People’s Democratic Republic of Laos to Thailand, H.E. Mr. Ly Bounkham on the prospects of “The 4th Thai-Laos Friendship Bridge” and future developments. The ceremony received great interest from everyone, including MFU executives, staff, and students.

Assoc. Prof. Dr. Vanchai Sirichana, MFU President, stated that “Thailand and Laos have had a great relationship as neighbours for a very long

time, as both are able to communicate with each other in their own language, and share similar traditions, religions, and cultures. The Thai-Laos relationship was established 63 years ago, and has resulted in numerous collaborations, especially academic collaborations: MFU is one of the institutions currently involved in those collaborations, providing many advantages in quality of education, inexpensive tuition fees, and upholding culture, in addition to being located quite close to Northern Roads of the Lao PDR via the Fourth Thai-Laos Friendship Bridge in Chiang Khong, also in Chiang Rai province, providing a very high advantage in proximity.

MFU currently has almost 500 international students, of which 22 are from Laos, consisting of 4 students studying at Bachelor’s Level, 17 students at Master’s Level, and 1 student at Doctoral level.



Myanmar Culture Day and Exhibition 2014

On 9 January 2014, the International Affairs Division, MFU, the Myanmar Student Club, and international students from the Republic of the Union of Myanmar organized the Myanmar Culture Day and Exhibition 2014 at the Indoor Stadium and Sports Complex (Chalermprakit building). On this occasion, MFU had the honour of receiving Mr. Tun Tun Aung, Third Secretary from the Embassy of the Republic of the Union of Myanmar, with MFU Vice Presidents Assoc. Prof. Dr. Chayaporn Wattanasiri, Dr. Romyen Kosaikanont, and Dr. Panom Winyayong and a very large number of faculty members, staff, and students.

The celebrations included an exhibition presenting information about the Republic of the Union of Myanmar, national foods, and



traditional cultural performances, leaving a lasting good impression and increasing participants' knowledge of Myanmar and its culture.

MFU currently has 182 international students from Myanmar: 3 selected course students, 159 students at Bachelor's Level, 17 students at Master's Level, and 3 students at Doctoral Level.

The 4th MFU ASEAN International Fair 2014



Credit: MFU Photo Club



Credit: MFU Photo Club

On 15 January 2014, the School of Liberal Arts, the Student Development Division and the International Affairs Division, MFU and students from the compulsory “ASEAN Studies” class organized “The 4th MFU ASEAN International Fair 2014” at the Indoor Stadium and Sports Complex (Chalermprakiat Building). The event was themed “ASEAN+8”, and included folk songs, cultural performances, an exhibition (composed of both two-dimensional and three-dimensional exhibition boards), and a food fair representing all 18 countries of ASEAN+8: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Australia, China, India, Japan, New Zealand, Russia, South Korea, and USA.

All performances, exhibition boards, and festival food and snacks were organized by the students, who were split into 18 groups representing each

country. Each group prepared all materials for the fair under the highly experienced supervision of Mr. Sorawit Sangsuwan, ASEAN Studies lecturer at MFU.

The fair provided great benefit to both the organizers and the participants, helping educate MFU students, staff, students from local schools and the local community on the ASEAN+8 nations. To prepare for the fair, students were required to study about other countries and cultures, increasing their knowledge of ASEAN countries, languages, cultures and traditions. Fair participants also indirectly gained more knowledge of ASEAN through the performances. Overall, the 4th MFU ASEAN International Fair 2014 propelled everyone a step closer towards internationalization.

MFU School of Management Hosts Seminar on the Impact of the Thai-Laos Friendship Bridge: Chiang Rai - Huayxai

On 27 January 2014, the Logistics and Supply Chain Programme, School of Management, MFU organized a seminar on the opening of the Thai-Laos Friendship Bridge and its impact on Chiang Rai, Thailand. The main objective of the seminar was to convey knowledge and opinions of the



necessary economic adaptation of Chiang Rai, an effect of the opening of the Thai-Laos Friendship Bridge. Assoc. Prof. Dr. Chayaporn Wattanasiri, Vice President of MFU, opened the ceremony with Dr. Chatrudee Jongsureyapart, Dean of the School of Management as the host and speaker.

The seminar included a special lecture on the topic “Logistic and Transport Policies of the Thai-Laos Friendship Bridge” from Assoc. Prof. Dr. Ruth Banomyong, lecturer from the Faculty of Commerce and Accounting, Thammasat University, and Assoc. Prof. Dr. Jakkrit Duangpastra, lecturer from the Faculty of Commerce and Accounting, Chulalongkorn University, with attendance from Mr. Chaloeapol Pongchababnapa from the Chiang Rai Office of Commercial Affairs.

Dr. Chaiyawat Thongintr, lecturer from MFU's School of Management, gave a special lecture on the topic “The Direction of Marketing and Trade on the Thai-Laos Friendship Bridge”, with attendance from special experts Assoc. Prof. Dr. Apichat Sopadang from Chiang Mai University's Faculty



of Engineering, Khun Kriengkrai Viratiphan, Chair of the Chiang Rai Industry Council, and Assoc. Prof. Jakkrit Duangpastra from the Faculty of Commerce and Accounting, Chulalongkorn University.

In addition to knowledge distribution, the seminar also allowed the lecturers from multiple institutions to network and create relations, as well as to share their thoughts and exchange their own information about relevant topics and ideas for developments with the opening of the Thai-Laos Friendship Bridge. The seminar received great interest and many participants from various external, public, and private sectors.



The 2nd MFU International Conference: “The Impact of China towards ASEAN Integration”

On 11 and 12 February 2014, MFU hosted the 2nd MFU International Conference on the topic of “The Impact of China towards ASEAN Integration”. Speakers and participants were received by Assoc. Prof. Dr. Vanchai Sirichana, President of MFU and

a group of executives. The integration of the 10 ASEAN member nations, namely Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Vietnam and Thailand to form the ASEAN Economic Community (AEC), which will officially

start in 2015, will have an inevitable impact on every member country. It is necessary, therefore, that Thailand is prepared to cope efficiently with the changes and challenges introduced by this regional integration, in order to improve the country's potential, increase its security and stability, and enhance its competency to compete with other regions economically, politically and socio-culturally.

The conference welcomed seven honorable guest speakers for special lectures and dialogues in relevant topics: H.E. Prof. Dr. Surakiart Sathirathai, Chair of the Asian Peace and Reconciliation Council (APRC) and also former Deputy Prime Minister and Former Minister of Foreign Affairs of Thailand; H.E. Mr. Ning Fukui, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to the Kingdom of Thailand; H.E. Mr. Lutfi Rauf, Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to the Kingdom of Thailand; Mr. Thanakorn Seriburi, Vice Chair of the Charoen Pokphand Group; Prof. Dr. Shi Xueqin, Associate-Dean of the Faculty of International Relations and the Southeast Asia Institute, Xiamen University, an expert in Southeast Asian history and culture and international politics; Prof. Dr. Liao Dongsheng, Associate-Dean of the Faculty of Commercial Science, Guangxi University for Nationalities, an expert in economic research for export, financial management, agriculture and agro-economics, and China-ASEAN joint investment management problems; and Prof. Dr. Bai Chun, Dean of the Faculty of Asian and African Studies, Beijing Foreign Studies University (BFSU), an expert in Thai language and culture, interpretation, Chinese-Thai translation, and Chinese culture promotion.

MFU realises the need to promote educational collaboration and development between Thailand, China, and other ASEAN countries. MFUIC2014 helped feature dialogues between experts concerning the benefits, business opportunities and effects of the AEC on Thailand and China; Thailand's concrete preparation for new challenges induced by the AEC; and China's policies towards the AEC, particularly in



terms of advancing of Chinese culture and Chinese-language learning.

MFUIC2014 served as a stage where Chinese-learning-related ideas, methods and strategies were brainstormed and research studies presented. This event not only broadened the perspective and views of MFU staff and students regarding Chinese learning and teaching, but also helped to promote collaboration and exchange of academic vision between students, lecturers and scholars in the fields of Sinology and ASEAN Studies in Thailand, its Greater Mekong sub-regional neighbours and in the international community.

On an greater scale, the conference bestowed a potential long-term impact on all participants, enabling all participants to prepare for the advances and changes relevant to the roles and effects of China in the upcoming AEC in a concise and focused manner, helping pinpoint strategic targets and hindrances. Through the information and knowledge received from the conference, combined with the networking and experiences from participation in the conference activities, MFUIC2014 has proved to be a vital tool for the upcoming AEC community, society, and economy.

Lecturer Spotlight



Asst. Prof. Dr. Phanintra Teeranon Receives Award of Excellence for Results of Research

From 22 to 24 January 2014, Asst. Prof. Dr. Phanintra Teeranon, lecturer from the School of Liberal Arts, MFU, attended the Second Higher Education Research Promotion Congress (HERP CONGRESS II) and received an award for “Outstanding Researcher” in Humanities and Social Sciences for an oral presentation of her research on “Auditory Evolution in Spoken Khmer: An Observational Study on Acoustic and Articulatory Phonetics”. The research was presented in the HERP CONGRESS II, organized by the Higher Education Research Promotion and Research University Development Office of Thailand. The congress helped allow researchers to receive more financial support for their research projects under the Tertiary Education and University Development Fund 2012 and 2013, and consisted of a total of 20 universities submitting 390 projects.

Asst. Prof. Dr. Phanintra Teeranon’s research concerns the changes of sounds in acoustic phonetics and articulatory phonetics of spoken Khmer and reactions to the change. The research project is an integration of the concepts of engineering combined with

language and education. This project revealed the patterns of language evolution and the reactions of the Khmer people to the changes, as well as revealing that external factors, such as internet and code-mixing, causes the language to change more than internal factors do. However, though the factors are external, the research shows that they are impossible to avoid. The results of this research can be enhanced to help create artificial sound, helping children with hearing difficulties practice listening and speech.



Asst. Prof. Dr. Tawatchai Apidechkul Receives Hubert H. Humphrey Fellowship

On 2 March 2014, Asst. Prof. Dr. Tawatchai Apidechkul, lecturer from the School of Health Science, MFU, was awarded for his selection as a Hubert H. Humphrey Fellow for the year 2013-2014. Selection is highly competitive and based on leadership and commitment to public service.

Asst. Prof. Dr. Tawatchai Apidechkul is highly interested in HIV/AIDS policy and prevention, and was assigned to attend the Rollins School of Public Health, Emory University, a top five globally-ranked university in the field of public health and of HIV/AIDS research. During the fellowship, Asst. Prof. Dr. Tawatchai Apidechkul had the opportunity to network and meet with many professionals, including the President of the United States, Mr. Barrack Obama and former President Mr. Jimmy Carter (founder of the programme).

During the fellowship, Asst. Prof. Dr. Tawatchai Apidechkul also developed the Hill Tribe Audio Computer Assisted Self Interview (HACASI) programme, which can

be used to study HIV/AIDS situations among harder-to-reach populations of Thailand, and worked with regional HIV/STI advisors at the World Health Organization (WHO) Office to develop guidelines for better services among LGBT persons in the Americas. Currently, Asst. Prof. Dr. Tawatchai Apidechkul is conducting research with the Center for Disease Control and Prevention (CDC) and WHO, and is developing a HIV/AIDS Hill Tribe Center at MFU under collaboration with multiple research institutions from the USA.

Student Spotlight

Science Graduate Students Participate in the Second Malaysia-Thailand Graduate Forum in Life Science, Food Science and Agriculture at MTGF, Malaysia

From 3 to 7 December 2013, Mr. Komsit Wisitrassameewong and Mr. Suwit Boondok, Biotechnology graduate students from the School of Science, MFU, were selected to participate in the Second Malaysia-Thailand Graduate Forum in Life Science, Food Science and Agriculture (MTGF) at Putrajaya, Malaysia. The forum acts as a stage for exchanging knowledge and experiences between academics and graduate students of both Malaysia and Thailand, as well

as acting as a medium for forming relations and collaborations between Malaysia and Thailand.

Mr. Komsit Wisitrassameewong, a Doctoral Level Biotechnology student, gave a presentation on "Lactarius Russularia and its new species in Southeast Asia" advised by Prof. Dr. Kevin Hyde and Mr. Suwit Boondok gave a presentation on "The Use of Plant Glycosyltransferase to Alter Structural and Biological Properties of Dysobinin and Derivative" advised by Dr. Amorn Owatwarakit, lecturer and researcher from the School of Science, MFU.



Mr. Komsit Wisitrassameewong



Mr. Suwit Boondok

Students from the School of Science Win Awards at PACCON 2014



Miss Cholpisut Tantapakul



Miss Kedmanee Som-Ord



On 8 to 10 January 2014, two students from the School of Science, MFU attended the Pure and Applied Chemistry International Conference 2014 (PACCON 2014) at the Centara Convention Center, Khon Kaen, receiving awards for their research.

Miss Cholpisut Tantapakul, a scholarship student under the Royal Golden Jubilee Ph.D. Programme in the Doctor of Philosophy in Applied Chemistry programme received a prize for “Outstanding Oral Presentation” from the presentation of results from her research titled “Benzophenones and Xanthonones from *Cratoxylum sumatranum* Root” under supervision from dissertation supervisor Asst. Prof. Dr. Surat Laphookhieo.

Miss Kedmanee Som-Ord, also from the Applied Chemistry programme, School of Science, received a prize for “Outstanding Poster Presentation” for her presentation of results from her research entitled “Structure and Properties of Starch-Based Bionanocomposite Foams Reinforced by Bacterial Cellulose” under supervision of Dr. Nattakan Soykeabkaew and Dr. Nattaya Tawichai.



Students from School of IT Win Outstanding Prize for Red Bull U-Project

On 25 January 2014, four students from the Multimedia and Technology Animation programme, School of Information Technology (IT), MFU won the “Outstanding” Prize for the Red Bull U-Bull Project. Miss Kwanmanat Kuson, Miss Pongwalai Ruttananukul, Mr. Kittichai Boetbo, and Mr. Chitsanupong Saenwichai were advised by Mrs. Chaidanai Robinson, a former lecturer, and Mr. Nontawat Thongsibsong, a lecturer from the School of IT. The Red Bull U-Bull Project organised by the Red Bull Beverage Co., Ltd aims to find opportunities for students at Bachelor’s Degree and Advanced Certificate level to display their talents to help develop and improve the quality of life for local communities in the areas of agriculture, education, medicine, public health, and community enterprise innovation.

The MFU team received the prize for their animation on “Parasite Control in the Karen Hill Tribe Communities”, which can help in the development of a public health or medicine programme by easy-to-understand animation design displaying information about parasites and methods of parasite control. The students were awarded 50,000 Thai Baht with an additional supplementary minor 10,000 Baht Prize.



International Student Receives Award at Singha Biz Course

From 24 March to 30 May 2014, Mr. Sai Seng Sai, a fourth year international student from the Republic of the Union of Myanmar studying Computer Engineering in the School of Information Technology, MFU participated in the SinghaBiz Course and won an award for “Best Participation” from Mr. Piti Bhirombhakdi, the Regional Marketing Director of Boon Rawd Brewery Co., Ltd. for excellent performance during the Singha Biz Course 6 at Boon Rawd Brewery Co., Ltd. in Bangkok, Thailand. The Singha Biz Course is a highly prestigious course that carefully selects only 50 students to participate in each course. 40 students selected are of Thai nationality, and the remaining 10 students are students from GMS regions. The selection process is highly selective: Candidates must prove themselves through a series of written tests and interviews. The programme was Mr. Sai Seng Sai’s first experience working in an actual company, and evaluation for the award was decided upon by all company executives, staff, spokesmen, trainers, and speakers.

During the course, students are taught fundamental skills for marketing, including 5 main principle “knows”: “Know How, Know What, Know Who, and Know the World. “Know How” allows students to listen to the experiences of Singha Executives; “Know What” allows students to learn from practice under the supervision of international expert gurus,

and challenges students with various problems to be tackled in a real working environment; “Know Who” is an opportunity to be introduced to the executives of the Singha Corporation, including international executive business members, allowing students to network and prepare for future arrangements, both within the country and internationally; and finally, “Know the World” opens students up to the world of international experts from both the Western and Eastern parts of the globe, allowing participants to experiment and research by practical methods in the real ASEAN market.

At the end of the internship, Mr. Sai Seng Sai gave some advice to the next generation of upcoming graduates: “Prepare for planning your career and building the future. Patience, time, a good attitude, loyalty, optimism, and constant self-development are all requirements in the work place.”

In addition to Mr. Sai Seng Sai, three other students from MFU were also selected to participate in the course: Mr. Cholakorn Udomkrit, a third year student studying Hotel Industry Management from the School of Management; Mr. Lun Hei, a fourth year student from People’s Republic of China studying Thai Culture and Language from the School of Liberal Arts; and Mr. Sai Aung Htoo, a senior student studying Business Administration in the School of Management.

University Visitors



MFU Receives Visit from East China Normal University

On 8 November 2013, Assoc. Prof. Dr. Chayaporn Wattanasiri, Vice President of MFU, warmly welcomed Prof. Zhang Jianmin, Executive Director of the Institute of Global Chinese Language Teacher Education and delegates from East China Normal University (ECNU), Shanghai, the People's Republic of China for discussions on collaborative joint Master's Degree programmes in Teaching Chinese as a Foreign Language.

East China Normal University (ECNU) is one of the most prestigious universities in China, and is celebrated for achievements in scientific research, community service, and international exchanges. ECNU currently has 21 schools and colleges, with 5 advanced research institutes. It is especially well-known for teacher-training, and like MFU, holds internationalization in high regard. ECNU has an excellent reputation in development and internationalization, and the similarities between ECNU and MFU will undoubtedly lead to great achievements for both universities.



Special Talk and Research Meeting with Prof. Dr. John Thogersen from Aarhus University, Denmark

On 24 and 25 February 2014, MFU's School of Management held a special talk and research meeting with Prof. Dr. John Thogersen, professor of Economic Psychology from the Department of Business Administration, Aarhus University (AU), Denmark. Prof. Dr. John Thogersen is highly experienced and holds many valued management positions, including: Coordinator of the Marketing and Sustainability Research Group at AU; Chair of the Steering Committee of the Global Virtual Community on Sustainability and Consumption; and has connections with the MAPP Centre for Research on customer relations.

Prof. Dr. John Thogersen gave a presentation on his research on the development of the organic food market and consumer motivation in different countries while also sharing his experience as an editor of an international journal on consumer policy. The meeting helped many participants receive new perspectives in both research and management, and opened up additional opportunities for exchanges in teaching and research in organic product logistics and supply chain management, marketing strategies, and consumer behavior and policy.



Northumbria University Visits MFU

On 28 February 2014, Assoc. Prof. Dr. Chayaporn Wattanasiri and Dr. Romyen Kosaikanont, Vice Presidents of MFU; Dr. Matchima Naradisorn, Assistant to the President and Acting Dean of the School of Agro-Industry; and lecturers and researchers from the School of Science received Dr. Ruth M. Crabtree, Director of International Development, and Dr. Saint John Usher, International Development Manager of the School of Life Sciences, Northumbria University (NU).

Collaborative studies and research projects were discussed, in the areas of Physical Therapy, Public Health, Sport Science, Nursing Science, Food Technology, Chemistry, Biomedical Science and Biotechnology. Collaborations with the School of Agro-Industry and School of Science were especially emphasized. Potential areas of cooperation included research on natural remedies, student exchange and exchange of modules, consisting of articulation agreements, franchise agreements, and

dual degrees. Dr. Saint John Usher presented a lecture on “Biotech: Healing, Fueling, and Feeding the World” and “The Science of Brewing”, which was both informative and easy to understand for both students and lecturers.

NU is situated in Newcastle, England, UK. Newcastle has received prizes for being the “Top Study City”. The university itself has won Time’s “Best New University” three times consecutively and is the top university for Information Technology in the UK. Clearly, collaborations between NU and MFU will be broadly beneficial to students from both universities, providing both parties with extensive programme choices and the ability to select their culture, environment, and atmosphere.



The Ambassador of the Federal Republic of Germany to Thailand Visits MFU

On 22 March 2014, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU had the great honour

of receiving a visit from H.E Mr. Rolf Peter Gottfried Schulze, Ambassador Extraordinary and Plenipotentiary of the Embassy of the Federal Republic of Germany to Thailand. H.E. Mr. Rolf Peter Gottfried Schulze discussed the various collaborations between MFU and multiple universities and institutions in Germany, and discussed the exploration of further expansions for existing collaborations and additional collaborations between MFU and institutes in Germany.

MFU currently has direct active MoU agreements with five German institutes: The Institute of Agricultural Engineering, Universitat Hohenheim; Fraunhofer Institute for Factory Operation and Automation; Ingolstadt University of Applied Sciences; and Otto von Guericke University Magdeburg. The future holds high potential for many more agreements and activities.

University Collaborations



MFU Extends MoU with Xiamen University and Receives Award for "Outstanding Confucius Institute"

On 4 to 6 December 2013, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU and MFU Executives, including Assoc. Prof. Dr. Chayaporn Wattanasiri, MFU Vice President; Asst. Prof. Dr. Akara Akaranithi, Dean of the School of Liberal Arts and acting on behalf of the Director of the MFU Confucius Institute (Thai party); and Mr. Kampol Piyasirikul, lecturer from the School of Liberal Arts, attended the 5th Xiamen University Confucius Institute Partnership Workshop and Roundtable of the Council of Confucius Institutes at Xiamen University (XMU) in Xiamen, the People's Republic of China which MFU attends each year. The conference is a discussion and

report on the main operations, workings, and difficulties occurring in the past year in addition to planning for the upcoming five years of the Confucius Institute to help develop and increase the successful workings of each institute. This year MFU received the award for "Outstanding Confucius Institute", selected from a total of 15 Confucius partner universities.

On 5 December 2013, Assoc. Prof. Dr. Vanchai Sirichana signed a Memorandum of Understanding (MoU) extending the implementation agreement between MFU and XMU in the management

of the Confucius Institute at MFU. The long-term ten year relationship between MFU and XMU has been greatly productive, leading to several activities between the two institutions.

In the year 2013, the Confucius Institute at MFU organized over 30 cultural activities with more than 32,000 attendees. Since 2011, MFU has sent a total

of 102 exchange students from the Business Chinese programme, School of Sinology, to study at XMU for the duration of 1 academic term and has received many volunteer lecturers from XMU to teach Chinese language related classes at MFU.



MFU Receives Visit from University of Wisconsin Whitewater

On 7 to 13 January 2014, MFU received a delegation of faculty members and students from the University of Wisconsin Whitewater (UWW) on a study trip. The delegation was led by Asst. Prof. Dr. Andrew P. Ciganek from the Department of Information Technology and Business Education, and was comprised of 15 members, consisting of two teachers and 13 students.

The main objectives of the visit included: observation of Thai freshwater resources, economic and environmental sustainability; promotion of active academic collaboration between MFU and UWW; exchange and discussion of ideas, knowledge, and information; and increasing academic relations in the area of natural resource and environmental management.

During the visit, Dr. Apisom Intralawan from MFU's Institute for Natural Resources and Environmental Management provided a lecture on Natural Resources and Environmental Management of the Kok River. Afterwards, the delegation had the opportunity to visit and observe various locations in conditions of both flood and drought in multiple districts of Chiang Rai, including Chiang Khong, and Chiang Saen. The observations allowed the visiting group and MFU Natural Resources and Environmental Management students to discuss economic, social, and environmental effects of natural disasters, while also sharing methods of potential recovery. The trip also included a visit to the Doi Tung Development Project and the Prince Chakraband Pensiri Centre for Plant Development.

The study visit helped strengthen the relationship between MFU and UWW, promoting joint and collaborative activities. Faculty members and researchers from both universities had opportunities to discuss research information and share views and ideas, broadening the scope for ongoing research and potential for future joint research. The observation of natural disaster effects and resulting research can help both universities apply academic study to helping communities both locally and around the world.

Dr. Amorn Owatworakit Participates in Collaborative Project with Mendel University in Brno

From 16 March to 17 April 2014, Dr. Amorn Owatworakit received a scholarship invitation at Mendel University at Brno, Czech Republic under an MoU agreement between MFU and Mendel University in Brno to participate in laboratory activities in the Department of Genetics and Genetic Development of Plants, Faculty of Horticulture at Lednice campus, Czech Republic, under the supervision of Dr. Miroslav Baranek.

On this occasion, Dr. Amorn Owatworakit participated in teaching Plant Biotechnology and attended in seminars, including as a guest speaker on "Plant Glycosyltransferases as Tools in Biotechnology" in the 2014 "Biotechnology and Bioinformatics" Seminar held by Mendel University. Dr. Amorn Owatworakit specializes in Glycobiology, and secondary metabolism and plant defense, and is currently working on a study on "Screening and Isolation of Thermostable Amylase Producing Bacteria".

In addition to teaching activities, Dr. Amorn



Owatworakit paid a courtesy call on the Head of the Faculty of Horticulture, who teaches subjects such as Fruit Growing, Viticulture and Enology, Garden and Landscape Architecture, and Vegetable Growing and Floriculture. Dr. Amorn Owatworakit also paid a visit to the Department of Plant Biology of the Faculty of Agronomy at Brno campus and Dr. György Schneider from the University of Pecs, Hungary, for discussions on academic, internship, and research collaborations. Overall, this visit was considered a good opportunity for MFU's School of Science to further advance at international levels.



MFU Signs MoU with Nagaoka University of Technology, Japan

On 18 March 2014, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU, signed an MoU with Nagaoka University of Technology, Japan, for academic collaboration and exchange between the two institutions. The collaboration promotes the fruitful exchange of students, staff, faculty, publications, information, research opportunities, and joint lectures and symposia between the universities.

Nagaoka University of Technology is highly notorious for its expertise in science and technology, and is one of the only two technological universities in Japan with one of the highest employment rates for national universities in Japan. Approximately 80 percent of Nagaoka University's graduates from the undergraduate level enter graduate studies and become involved in highly advanced research and attain world-class competency. The university places special emphasis on the development of a high level of knowledge, extensive practical experience and expertise, and originality, matching MFU's objectives and aims.

Prior to achieving university-level collaboration, Mae Fah Luang University had entered a laboratory level MoU with Sato Laboratory at Nagaoka University of Technology for student and researcher exchanges. From 16 to 20 July 2013, Asst. Prof. Dr. Darunee Wattanasiriwech and Dr. Suthee Wattanasiriwech

from the Materials Science Programme, School of Science, Mae Fah Luang University, visited the Sato Laboratory and were graciously received by Prof. Kazunori Sato from the Materials Science Program, Sato Laboratory

at Nagaoka University of Technology. It is certain that both MFU and Nagaoka University of Technology will both prosper greatly from the upgrade to university-level collaboration.



MFU Extends Collaboration with Shinshu University, Matsumoto, Japan

On 25 March 2014, the School of Agro-Industry, MFU, and the Faculty of Agriculture, Shinshu University, Japan, mutually agreed to a further extension of their Memorandum of Understanding (MoU). The extension of the MoU between MFU's School of Agro-Industry and Shinshu University's Faculty of Agriculture includes student and scholar exchanges and joint research programmes, among a large variety of other academic activities.

Prior to extending the MoU, Prof. Dr. Tamao Ono and Asst. Prof. Dr. Shinichi Yonekura from the Faculty of Agriculture, Shinshu University visited MFU on 19 December 2013, receiving a warm welcome by Dr. Matchima Naradisorn, Assistant to President and Acting Dean of the School of Agro-Industry, and staff members from the School of Agro-Industry. The visit greatly strengthened the academic networking and collaboration in teaching and research among the two universities, eventually leading to the extension of the MoU to be upgraded to university level.

Previous activities under the MoU agreement include Prof. Dr. Soichiro Nakamura, previous Dean of the Faculty of Agriculture, Shinshu University, and delegates participating in the International Symposium on Nutraceuticals and Functional Foods. MFU has welcomed the arrangement of Asst. Prof. Dr. Shigeru Katayama to visit MFU as a Visiting Scholar in the School of Agro-Industry.



MFU Signs MoU with Universiti Sains Malaysia, Malaysia

On 3 April 2014, Assoc. Prof. Dr. Vanchai Sirichana, President of MFU, signed a university-level Memorandum of Understanding (MoU) between MFU and Universiti Sains Malaysia (USM) for academic exchange of students and staff which has blossomed into a prosperous relationship with several activities between the two institutions.

Activities have included a total of 25 student exchanges under the MoU and ASEAN International Mobility for Students (AIMS) programme (16 inbound

and 9 outbound), multiple visitations between the two institutions, and participation in the MFU-ASEAN Youth Ambassador Camp.

USM is a public intensive research university focusing on the fields of Pure Sciences, Applied Sciences, Pharmaceutical Sciences, Building Science and Technology, Social Sciences, Humanities and Education, with 24 academic schools. USM aims to empower future talents and help brighten the well-being and opportunities of students. Like MFU, USM has a high lecturer to student ratio, allowing lecturers and faculty members to pay special attention to each individual student for maximum attention and care. USM is the only university in Malaysia to win the Asian Innovation Award, and is ranked the top university in Malaysia.

University Travels



His Majesty King Jigme Khesar Namgyel Wangchuck, King of Bhutan Grants an Honour of a Royal Audience to MFU President and Executives

On 10 March 2014, His Majesty King Jigme Khesar Namgyel Wangchuck, King of Bhutan granted the honour of a Royal Audience to Assoc. Prof. Dr. Vanchai Sirichana, President of MFU and a delegation of MFU executives, at Tashichho Dzong, Thimpu, the Kingdom of Bhutan. The royal audience included a presentation of the “His Majesty King Jigme Khesar Namgyel Wangchuck Scholarships” for selected students from Bhutan to study in the programme of their choice at MFU.

Whilst in Bhutan, the delegation also paid a courtesy call on Mr. Chen Chen Dorji, the Vice President of the Bhutan Chamber of Commerce and Industry; H.E. Mr. Tshering Tobgay, Prime Minister of the National Assembly of Bhutan; Dasho Dr. Pema Thinley, Vice Chancellor of the Royal University of Bhutan, H.E. Lyonpo Norbu Wangchuk, the Minister of Economic Affairs and H.E. Lyonpo Mingbo Drukpa, the Minister of Education.

The Kingdom of Bhutan is a relatively small country, with a population of 650,000. Citizens of Bhutan

are able to communicate using English very well, and share many similarities with Thailand: both countries are Buddhist and respect the King as Ruler of the Kingdom; both countries have similar ways of life and are loyal to their Kings, who devote their bodies, wealth, and power to aid national development. MFU therefore presented the aforementioned scholarships to help promote Royal Initiative and promote academic relations between the two countries.

Previously, MFU has provided scholarships to students from Bhutan consistently since 2006. As of the academic year 2014, MFU currently has 13 Bhutanese students. Students have shown interest in continuing studies in many programmes, such as Tourism Management, Hospitality Industry Management, Information Technology, Software Engineering, Strategic Management Information Systems, Aviation Business Management, Business Administration, and International Development.



Asst. Prof. Dr. Surat Laphookhieo Visits Kunming Institute of Botany, China

On 28 to 30 March 2014, Asst. Prof. Dr. Surat Laphookhieo, lecturer and researcher specializing in organic chemistry and natural products from the School of Science, MFU, was invited by Prof. Dr. Ji-kai Liu, Deputy Director of the Kunming Institute of Botany, Chinese Academy of Sciences (KIB/CAS), to visit their Natural Products Laboratory and for a special seminar with a research group supervised by Prof. Dr. Ji-kai Liu.



The research group members were all very happy to collaborate and helped promote the various research projects, from those concerning data recording by Spectroscopy, X-Ray, and Biological Activity, to exchanges of Natural Products students and Natural Products instructors. The invitation helped to further develop collaborations between the Natural Products departments of both universities.

Asst. Prof. Dr. Surat Laphookhieo has released several well-known international publications concerning his research in the field of organic chemistry, especially on bioactive compounds from natural products (isolation, characterization, and bioactivity testing) which has led to the discovery of several new compounds, natural products, and anti-malarial compounds. He is currently involved in a project entitled "The Study of Chemical Constituents and Biological Activity of Rutaceae Plants".



MFU Executives Visit Korean Institutions

From 31 March to 4 April 2014, MFU Vice Presidents Assoc. Prof. Dr. Chayaporn Wattanasiri and Dr. Romyen Kosaikanont, lecturers Dr. Sunita Chamyuang (School of Science) and Dr. Visan Sukvisit (School of Liberal Arts), and International Affairs Administrative Officer Ms. Wirinphat Pongsuwan travelled to Korea to attend the “Korea Study Abroad Fair 2014” and to visit Korean higher education institutions to discuss collaborations and exchanges, in addition to inviting the institutions to participate in the MFU Visiting Scholars Programme.

The MFU delegation visited seven academic institutions: the Rural Development Administration, Ajou University, Duksung University, Kangwon National University, Duksung Women’s University, Sung Kyung Kwan University, Kyungnam University, and Korea University.

Each university visit resulted in successful agreements on collaboration and potential exchange of students, academics, or researchers. The possibility of joint programmes was also established, which will allow students to study at MFU and partner universities.

WHEREVER YOUR LIFE MAY LEAD YOU'LL ALWAYS REMEMBER BEING HERE

The University in the Park
situated in the heart of ASEAN