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The winners with their prizes posing with Engr. Prof. Dato' Dr. Chuah Hean Teik, UTAR President. From left: Toy, Chun and Toh

PNB INVESTMENT GAME 2008 UTAR STUDENT CHAMPIONS

Three UTAR students clinched the coveted First Prize in the Permodalan Nasional Berhad (PNB) Investment Game 2008 (University Category) held in Putrajaya on 26 August 2008.

UTAR students clinched the coveted First Prize team when they beat over 100 teams from 22 public and private institutions of higher learning. The three Financial Economics students are from the Faculty of Accounting and Management (FAM). They are Toy Jun Zheng, 22, Chun Yong Heng, 22 and Toh Choen Siong, 22.

The competition is open to local institutions of higher learning. This is the eighth consecutive year that the Game has been organized and conducted by Malaysia's biggest investment corporation, Permodalan Nasional Berhad (PNB).

The two-day game first brought contestants through challenging tests to assess their financial and investment knowledge and skills.

In sharing his participation experience, Chun, the group leader of the team commented, "We did a thorough research on investment and financial topics although I still found the questions posed during the game very tricky. Thankfully, with the knowledge gained through my lectures at UTAR, I was able to answer many of the questions raised."

Keen interest in both investment and finance brought the team together. Toy expressed, "Through the knowledge and expertise shared by my experienced lecturers at UTAR, I started to gain more exposure on the investment and financial fields. This really helped spark my interest in these fields."

Teammate, Toh added, "Participating in extra-curricular activities is indeed a great advantage as you will be able to harness valuable skills that may not be obtained by attending lectures alone. Examples of such skills are communication skills, leadership qualities and team spirit."

AN ENRICHING CONVENTION FOR UTAR STUDENT LEADERS

Two Student Representative Committee (SRC) members from UTAR's Bandar Sungai Long Campus and two SRC members from UTAR's Kuala Lumpur Campus attended International Islamic University Malaysia (IIUM)'s Student Leaders Convention 2008, organised by the SRC of IIUM on 23 August 2008 at IIUM Campus in Kuala Lumpur.

The objectives of this convention are to identify social problems and ways to solve them from the perspective of university students, to create an opportunity for student leaders to contribute their opinion to the government through this convention, to propose and adopt a resolution to abolish social problems, and to build and enhance relationships between student leaders of universities in the Klang Valley.

Besides UTAR, six other Malaysian universities took part in the convention. During the convention, participants attended talks to help them understand their roles in the country as well as to understand ways on how to avoid social problems and the need to cultivate good moral values.

There was also a forum during the convention to assist the students in managing their student lives better. Among some of the interesting topics discussed were the



UTAR SRC members at the convention.

comparisons of obstacles faced by students in the past and students of today, the scope of challenges faced by students today, current issues involving university students, and ways to handle the challenges that students may face.

The participants were also asked to suggest workable solutions to help uplift the country's human capital through its education system. The suggestions would be delivered to the government.

Show of Passion for Art at UTAR Exhibition



A group of students with their works of art.

UTAR's Foundation in Arts students displayed their passion for art when they took up the challenge to turn their classroom assignments into an art exhibition at UTAR's Petaling Jaya Campus on 20 August 2008.

The exhibition, entitled the 'Galleria D'Arte'

was held to encourage students to appreciate the complexity involved in creating works of art.

The event showcased an array of artworks created by the students. The pieces of artwork were initially done to fulfill assignments for their *Introduction to Art* class. Initially, the students were only required to produce artworks based on the concepts used by famous artists in small groups and present their artworks during class. However, they decided to work together to organise an art exhibition to showcase all their artworks to the public instead.

During the exhibition, visitors were briefed by the students on the concepts behind their artworks. The students used lively presentations in their briefings. The students also created a special ambience for the exhibition area by using special lighting effects and decorations.

Many visitors were seen enjoying the exhibition. Christina Andrew, a student from the Foundation in Arts programme said, "The exhibition area was simply elegant, which was good. I liked the slides show during the presentations especially the video that the organisers produced."

Outstanding Students Get Financial Assistance



(From left): Dr. Yeoh Suan Pow, Vice President of UTAR; Lion Dato' Neoh Soo Keat, Immediate Past President 07/08 of Lions Club Subang Jaya; Chun; Lion Hor Chee Wah, Past President of Lions Club Subang Jaya; Chuah; Lion Patrick Chew, Present Council Chairman for Lion District 308; school representative from SMK La Salle Petaling Jaya; and Tian Peak Lim, Head of UTAR's Department of Student Affairs during the scholarship presentation ceremony.

Two final year students were awarded the FC Yap Scholarship by the Lions Club of Subang Jaya at a ceremony held in Petaling Jaya on 4 July 2008. They were Financial Economics student, Chun Yong Heng and Psychology student, Fiona Chuah Leh Hoon.

The FC Yap Scholarship Fund was set up in memory of the late Mr. Yap Foo Cheow, a member of Lions Club Subang Jaya. He was known for his deep concern for youth and education. The scholarship recipients were selected based on their academic achievements, leadership qualities, involvement in extra-curricular activities as well as overall family income.

Both recipients are strong advocates of living a balanced life. Chuah, 22, expressed, "To strike an equal emphasis for studies and leisure activities, it is important to practise good time management." Besides concentrating on her studies, Chuah is an active member in the Psychology Club and a music performer at a local church.

Chun, meanwhile, is currently the Treasurer of the Economics Society. Apart from his extra-curricular and academic commitments, Chun enjoys swimming and jogging in his free time. He was also previously a swimming instructor.

When asked to elaborate on his study techniques

to ensure academic success, Chun explained, "I constantly revise my work and approach my lecturers whenever I encounter difficulty in understanding the subject. In addition, I participate in group discussions with my classmates to broaden my perspective and solve problems in any specific area."

According to Chuah, excelling in her studies means studying the smart and creative way. She shared, "I always draw mind-maps and charts to remember key points. I find that paying attention in class also makes revising much easier."

They both reiterated that university life at UTAR is indeed an enriching experience as it gives them the opportunity to gain useful knowledge and skills to assist them in their future endeavour.

Chun said, "Through my assignments at UTAR, I was able to improve my communication and presentation skills. From active participation in extra curricular activities, I learned the importance of team spirit."

Campus experience goes beyond achieving academic satisfaction for Chuah. She explained, "My courses also taught me topics that I could apply in my personal life such as stress management, relaxation and having a positive mindset."

UTAR RENEWED MOU WITH CIMA

To enhance and maintain the quality of the university's programmes through linkages with and recognition by professional bodies, UTAR renewed the Memorandum of Understanding (MoU) with the Chartered Institute of Management Accountants (CIMA) in a simple ceremony held on 16 July 2008 at the UTAR Petaling Jaya Campus.

The MoU was first established to promote management accountancy to UTAR graduates and the public. In addition, it provided the opportunity for UTAR and CIMA to collaborate in various areas to further develop the science of management accountancy in Malaysia.

With the MoU, UTAR's Accounting degree graduates are entitled to an exemption of ten out of 15 certification papers. Therefore, students are only required to complete the remaining five papers to qualify as Chartered Management Accountants.

The renewal of the MoU with CIMA was signed by Engr. Professor Dato' Dr. Chuah Hean Teik, UTAR President and Sopiah Suid, CIMA Malaysia Divisional Director. The ceremony was witnessed by Charles Tilley, CIMA Chief Executive and Lai Fatt Sian, Dean of the Faculty of Accountancy and Management.



From left: Tilley, Sopiah Suid, Engr. Professor Dato' Dr. Chuah and Lai.

Besides widening their career prospects through CIMA, UTAR graduates may choose to sit for other qualifying exams to obtain recognition from professional bodies such as the Malaysian Institute of Accountants (MIA) and The Association of Chartered Certified Accountants (ACCA).

UTAR's Accounting graduates are highly sought after upon graduation. The University's comprehensive degree programme enables students to acquire both theoretical knowledge and practical skills which can help them pursue their career or postgraduate studies locally and internationally.

UTAR's Community Service Society demonstrated their compassion for the less fortunate when they recently organised a visit to Sunbeams Home, Kuala Lumpur on 24 August 2008.

There were 37 students who took part in the visit. Upon their arrival at the orphanage, the students were warmly greeted by some 60 children who live there.

During the visit, the students helped clean the orphanage. Besides the cleaning session, the students brought cheer by entertaining the children with some performances. It was good to see the children having fun while dancing along with the students during the performances. The children also enjoyed learning the various hand sign languages used in the performances from the students.

During the visit, the students bonded with the children as they sat and talked with each other.

The visit was a huge eye-opener for the students as it helped them learn how to care for the less fortunate and in turn appreciate their more comfortable lifestyles better.

UTAR students show compassion for the less fortunate through visit to Orphanage Home



UTAR students bonding with the children at Sunbeams Home during their visit.

《话头话尾》新书推介礼



(右一) 黄家泉部长为《话头话尾》主持推介礼。左起为林水椽教授与陈福明博士

2008年8月2日(星期六)一早, 拉曼大学中文系主任林水椽教授已出现在拉曼大学八打灵再也校园C座视听室。为了确保林教授的新书《话头话尾》推介礼能够顺利进行, 一群学生忙进忙出, 看来紧张不已。约10时40分, 推介礼正式掀开序幕。

新书推介人是房屋及地方政府部长拿督斯里黄家泉。当天的出席者尚包括拉曼大学副校长陈福明博士、注册主任陈智强博士、创意产业学院院长郑志诚博士, 以及《话头话尾》主编暨拉曼大学中文系助理教授黄文斌博士等。此外, 林教授的朋友也抽空出席该推介礼, 如拉曼大学中文系前系主任洪天赐教授、马大中文系高级讲师潘碧华博士和孙彦庄博士等。

林教授纵横杏坛40余年, 可谓桃李满天下。为了表示对林教授新书的支持, 除了拉大中文系的在籍学生, 一些毕业生亦出席是场盛会。

值得一提的是, 《话头话尾》无论从编、排版至出版者; 从推介礼工委乃至推介人, 全都是林教授的门生, 因此意义非常重大。

黄文斌博士说道, 《话头话尾》集结了林教授过去为朋友和社团作嫁衣裳的“序”、“跋”和演讲稿等文章。通过这些点滴的画面, 不但可以看到林教授在文教界里的人脉关系, 也可以为他这些年来在文教界的活动与经历作个记录。

黄博士也说, 所谓“文如其人”, 从这本书的

文笔就能大概看出林教授的为人。林教授的文章给予他非常规矩的感觉, 就像林教授的为人。

拿督斯里黄家泉在致词时赞赏林教授是不可多得的好老师。林教授对他的教诲非常深刻。他也说, 书不在乎长短, 只在乎内容是否充实。看了这本书, 让他仿佛回到大学年代。

他指出, 调查资料显示, 马来西亚出版的中文读物与人口相近的台湾比较, 差距很大。因此他希望《话头话尾》的出版能够推动本地华人的文化事业。

拉曼大学是我国第一所设有中文系的私立大学, 因此黄部长对于本校的中文系学生期望甚高, “拉曼大学中文系将来是非常重要的教学领域, 在培育和推动中华文化的延续与发展上, 是重要的据点。”

当天, 林教授的夫人也出席是场推介礼。她说, 看到学生们为林教授努力地筹备推介礼, 让她很感动。询及对《话头话尾》的看法, 林夫人坦言仅是略略读过, 或许重看后会有另样的看法。

拉曼大学中文系毕业生协会代表李玮淞认为, 林教授在我国华社的地位举足轻重, 是个值得研究的人物。《话头话尾》对研究者而言是本很重要的书, 因为它记录了林教授在文教界的经历。

礼后, 在学生的要求下, 林教授还即场举行了一场小小的签书会呢!

UTAR GRADS GOLDEN MOMENTS DURING CONVOCATION



UTAR shared the happiness of 3,121 students as they joyfully stepped forth to receive their scrolls during UTAR's Seventh Convocation ceremony held on 23, 24 and 30 August 2008 at Dewan San Choon, Wisma MCA, Kuala Lumpur.

The convocation ceremony marked the graduation of the pioneer batch for two Master's degrees – the Master of Computer Science and the Master of Information Systems, and two Bachelor's Honours degrees – the Bachelor's in Applied Mathematics with Computing and the Bachelor's in English Language.

Present to grace the six sessions of the convocation ceremony were Dato' Seri Ong Ka Chuan, Minister of Housing and Local Government; Datuk Ong Tee Keat, Minister of Transport; Dato' Kong Cho Ha, Deputy Minister of Finance; Dr. Hou Kok Chung, Deputy Minister of Higher Education; Tan Sri Chan Kong Choy, Deputy President of Malaysian Chinese Association; and Dato' Liow Tiong Lai, Minister of Health, respectively.

UTAR continues to advocate lifelong learning. The attitude towards learning has shifted as more people are willing to continue their education even though they have had years of working experience.

Cheah Eng Joo, 56, was one of the students who decided to pursue his Master's degree at UTAR after working for many years. He graduated with a Master in Information Systems.

In relating his experience at UTAR, Cheah said, "My lecturers were really approachable and I was able to interact well with everyone in class."

"While studying for my Master's, I was taught



many theoretical concepts that actually helped me realise the weaknesses behind some of my previous work decisions,” Cheah added, “So it is important to have theoretical knowledge.”

Lim Hui Leng, 28, a graduate from UTAR’s Business Administration weekend and evening classes degree programme shared why she chose to study part-time. She said, “At the time when I decided to get my degree, I have already been working for more than five years. I was not prepared to give up my job to study full-time, and UTAR offers a workable solution by offering part-time courses.”

On the challenges she faced while pursuing her degree, Lim said, “There were times when I had to skip classes because I had to stay back at work. Fortunately, with the help of my lecturers and classmates I was able to catch up.”

Going back to school after retirement was not a problem for Khor Kin Seok, 60, even when that meant mixing with classmates who are much younger than her. Khor, a mother of two and also a grandmother to a lovely two-year-old toddler, became interested in continuing her studies a few years after her retirement.

She decided to enroll for UTAR’s English Language degree programme after comparing degree programmes available at various local and foreign institutions of higher learning.

In describing the relationship between her and her much younger classmates, she said, “I was respected and was treated like a mentor by my classmates. At times, I would advise them on their personal challenges. Sometimes, I share with them the strategies which I have learnt through my life experience to help them complete their assignments faster without compromising on the quality of their work.”

According to Khor, her enjoyable study experience at UTAR had helped to cultivate her desire to pursue her education even further. She now plans to pursue her Masters in Communication at UTAR.



Korean Students Visit UTAR

On 8 August 2008, UTAR played host to five student visitors from Gyeong-Sang National University, Korea.

They came to Malaysia for two weeks to gain exposure on various Malaysian cultures and to learn to adopt the positive values of a multicultural society.

They said their visit to UTAR came highly recommended as they were told that UTAR is an excellent institution for learning both Mandarin and English, and that UTAR has a vibrant campus life because of its numerous extra-curricular activities.

During their visit, the students were briefed on the Malaysian education system and the different cultures and religions of our country. They were also informed on the teaching methods and principles adopted by UTAR in the preparation and provision of a quality and wholesome education.

When asked to describe her stay in Malaysia, Eun-Hwa Kim said, "I am amazed at how the people here can live in harmony despite being so multi-cultural. I learnt many new and interesting things on the religions and cultures practised in Malaysia during my time here. The people are friendly and I love the food."

Besides their visit to UTAR, the students also went to Suara Rakyat Malaysia (Suaram), the Curriculum Development Centre at Malaysia's Ministry of Education and another private institution of higher learning to obtain more information on Malaysia's multicultural society. Despite their hectic schedule, they managed to pack in some sight-seeing in both Kuala Lumpur and Malacca.

Upon completion of their visit, they said they were required to write a report to share their knowledge and experience with other students back at Gyeong-Sang National University.



UTAR hosts and the Korean visitors. Sixth from left: Ji-Seon Jeong, Sang-Beom Park, Eun-Hwa Kim, Dong-Kyu Kim and Seong-Hui Lee.

Health Fair Promotes Healthy Lifestyle to Students



Visitors receiving their health screening assessment.

Some 205 students and staff from UTAR benefited from the 'Health Screening and Healthy Food Fair' conducted from 29 to 30 July 2008 at UTAR's Kuala Lumpur Campus.

The fair was jointly organised by UTAR's Community Service Society and the First Aid Society, in collaboration with the National Kidney Foundation of Malaysia.

The purpose of the fair was to create awareness of living a healthy lifestyle and to promote the need for regular health checks to UTAR community.

During the fair, visitors only needed to pay a minimal fee of RM2 per person for a thorough health assessment which was worth RM25. The assessment included checking their blood pressure, blood glucose level, cholesterol level, body mass index, and so forth. Besides that, visitors also received free health counseling during the fair.

Part of staying healthy also means eating healthy. To promote and create awareness of having a healthy and balanced diet, the fair also featured some health products.

There were a total of 205 staffs and students who participated in the health screening. At the end of the fair, some of the fees collected was donated to the National Kidney Foundation.

A Competition for Math Enthusiasts



The winners with UTAR officials and organisers

The 9 August 2008 was an exciting day for mathematics enthusiasts as they gathered to compete in UTAR's 3rd National Mathematics Competition 2008 held at the University's Petaling Jaya Campus.

Organised by UTAR's Mathematics Society, the competition served as a platform for students to share their passion for mathematics. In addition, it provided an avenue to promote interest in mathematics among students and to further enhance their mathematical skills.

The competition was open to undergraduate students from UTAR as well as other local institutions of higher learning. Participants were tested on their ability to answer questions on general mathematics, calculus, algebra and statistics.

The event saw participants not only from the Klang Valley, but also from the northern region. A group of Universiti Sains Malaysia (USM) students came all the way from Penang. In sharing his reasons for competing, Ooi Yuan Shyong, 21, from USM said, "I decided to take part in this competition because I like mathematics very much, and there are hardly any mathematics competitions organised. I started my journey from Penang at 12.30 a.m and reached Kuala Lumpur at 5.00 a.m." The tiring journey proved to be worthwhile as he later emerged as the champion of the competition and took home RM1,000 in cash and a certificate.

Chew Chun Yong, 21, a Year One student from UTAR's Actuarial Science programme was the first runner-up. In sharing his experience, Chew said, "Before the competition, I took the initiative of studying calculus that was not yet covered in my lectures." Chew was awarded RM700 in cash and a certificate for his excellent achievement.

Learning First Aid Essentials to Save Lives

On 10 August 2008, UTAR's First Aid Society organised a course entitled 'First Aider in Every Home' at UTAR's Perak Campus.

The course enriched 68 participants with first aid skills that could come in handy for them in emergencies and unforeseeable situations.

During the course, participants were taught on the correct way of applying cardiopulmonary resuscitation (CPR) technique. CPR is an emergency medical procedure to revive victims who lost consciousness due to cardiac or respiratory arrest. Participants even had the opportunity to practise their newly-learnt CPR skills on a human model.

Apart from the CPR technique, participants were also taught other important first aid methods to deal with common situations such as an asthma attack or an external bleeding.

Many were amazed to find out that there are 36 different bandaging techniques that they can use to bandage different parts of the body.

Overall, the course was a fruitful attempt by the Society to equip participants with the basic and essential first aid skills.



Participants perform their CPR skills on a human model

UTAR STUDENTS TRIUMPH AT THE JAPANESE SKETCH CONTEST



Both photos: The winning teams with the delegates from JFKL and Dr. Teh (*fourth from left*) and Naha Rajan (*extreme right*).

Students from UTAR's Faculty of Creative Industries won three out of seven prizes during the 1st Japanese Sketch Contest. The contest was jointly organised by the Japan Foundation Kuala Lumpur (JFKL), Japan Club Kuala Lumpur (JCKL), Chamber of Trade and Industry Malaysia (JACTIM), and the Embassy of Japan.

The contest provided an opportunity to Japanese language basic learners at institutions of higher learning to improve their command in the language. There were 28 teams from private and public institutions of higher learning who participated in this contest.

A total of two gold prizes, two silver prizes and three bronze prizes were up for grabs. Two UTAR teams emerged as silver prize winners while another team won a bronze prize.

The students received their prizes during a simple prize giving ceremony held for the UTAR recipients at its Petaling Jaya Campus on 26 August 2008. The prizes were presented by the delegates from JFKL. Also present were Dr. Teh Chee Seng, Dean of UTAR's Faculty of Creative Industries and Mr. Naha Rajan, UTAR's Japanese language lecturer.

To enter the contest, participants consisting of four members in a team had to submit a Japanese sketch. The seven-minute sketch may be on any topic, and must be submitted in a VCD, DVD or video tape format before its closing date on 4 August 2008.

Participants were judged based on their Japanese pronunciation, sketch performance and content.

The winning teams were all students from the Chinese Studies programme. The first silver prize-winning team was Lee Zhen Hui, Lee Sien Mei, Tan Men Zuang and Goh Wan Mok, and their sketch was entitled 'Go to Market'.

The other silver prize-winning team comprised Tan Shean Long, Yee Jin Xia, Lim Phei Shan and Yeap Siaw Phing, and their sketch was entitled 'Friend Visiting'. Members of the bronze winning team were Thien Pui Yee, Hee Saw Wan, Ching Yen Bing and Yong Ling Yi whose entry was entitled 'Asia's Taste'.

Shean Long said, "We decided to participate in the contest thanks to the encouragement of Mr. Naha Rajan, our Japanese language lecturer. It was a great challenge for us to speak Japanese as we have only learnt the language for two semesters but Mr. Naha really guided us," he shared.

Zhen Hui expressed, "We did not expect to win the competition as we had only four days to complete our sketch. Besides that, we were also not familiar with the film editing software."

All the winners were awarded a book voucher and a certificate.

Good news for those who always think that they are fated to have a bad memory. The fact is that developing a good memory is a skill that everyone can learn and acquire.

This wonderful fact was disclosed by educator and trainer, Jeyaraman Seenivasagam in his talk entitled 'The Magic of Memory' held at UTAR's Petaling Jaya Campus on 5 July 2008.

He expressed, "To improve your memory, all you need is having a desire to enhance your capabilities, believing in yourself and practising the right system to remember."

The speaker advised that in order to improve your memory, you must free your imagination and dramatise a situation. Besides that, you should learn to associate new information with familiar ones and create meaning out of the subjects that you wish to recall.

During the presentation, the audience actively participated in several memory demonstrations. Some of the useful tips imparted by the speaker were the methods for remembering new vocabulary, learning foreign languages and recalling speech points.

A strong believer in brain skills, Minisha Gunaselvam, 13, from Sekolah Menengah Kebangsaan Seri Garing, Rawang, Selangor said, "I found the talk really good as I could easily understand the techniques. I have been practising memory skills at a very young age and it has helped me to improve my school grades especially in science, mathematics and languages."

Fun Techniques for Better Memory



Jeyaraman Seenivasagam delivering his talk.

When enquired about Jeyaraman's presentation, Lim Sui Jin, 28, who works as an IT support professional commented, "The speaker was really humourous and he even managed to turn learning and memorising into a fun activity. It would be a great advantage for me to improve my memory skills, to remember names and to explain the meaning of different jargons in my career," he added.

This free talk was organized, in conjunction with the Malaysia Festival of the Mind III which was held on 1 - 3 August 2008, by UTAR and Malaysia Mental Literacy Movement (MMLM).

EFFECTIVE STEPS TOWARDS BETTER ACADEMIC GRADES



Tanalacksemy presenting her talk.

Over 500 people gained fresh insights on smart study techniques through a memory enhancement talk entitled 'Forget About Forgetting' held at UTAR's Petaling Jaya Campus on 9 July 2008.

The talk was presented by Tanalacksemy, a professional speaker and trainer who is known as a 'Memory Master'. Tana said, "To instill a better memory, it is important for you to create an interest in the subject that you wish to learn, obtain effective recalling methods and practise what you have learnt".

She advised the audience to follow a study timetable and teach others on the topic in order to

convert new knowledge into long term memory. She also addressed the significance of having a relaxed mind in assisting one to think and recall properly.

During the talk, members of the audience were taught memory improvement methods for both their studies and everyday life. Among some of the useful methods shared were creating acronyms, finding resemblance and categorising information by using chunking techniques. Tana explained that the methods are based on several case studies on remembering numbers, and lists of words and images.

When asked to comment on the presentation, Mohd. Haikal bin Mohd. Zaini, 17, a student in Sekolah Menengah Sains Selangor commented, "I liked the way the speaker used magic tricks to get her points across. I was taught to use a number of set acronyms at school but the speaker made me realise that I could create my own acronyms to remember just about anything."

Pua Kai Ning, a student from UTAR's Foundation in Arts programme said, "The talk helped to increase my awareness on the different study methods available. By practising these techniques, I believe that I would be able to advance in my academics further."

This talk was organized by UTAR and Malaysia Mental Literacy Movement (MMLM) in conjunction with the Malaysia Festival of the Mind III which was held on 1 - 3 August 2008.

Malaysia Festival of the Mind III Yields Greater Impact

Cheerful and enthusiastic people thronged UTAR's Petaling Jaya Campus from 1 - 3 August 2008 to attend the country's biggest brain enhancement event, the Malaysia Festival of the Mind III.

Present to officiate the event was Dato' Dr. Ng Yen Yen, Minister of Women, Family and Community Development. The festival which hosted a wide range of brain activities was jointly organised by UTAR and Malaysia Mental Literacy Movement (MMLM) to educate Malaysians on the human mind and its unlimited potential. The festival also helped to emphasise the importance of brain power in boosting the country's development.

While brain empowerment is commonly associated with having good memory, Dato' Dr. Ng touched on a different perspective. She shared, "Brain skills would also help enable the public to think clearly and manage themselves better in order to reduce social challenges."

The Festival is an event held twice a year for the public to gain free exposure on brain enrichment techniques. In his welcoming speech, Tun Dr. Ling Liong Sik, Chairman of UTAR Council and MMLM elaborated on his aspiration for the mind festival. He informed that there were guests who flew in from UK and South Africa for the festival. He added, "It is hoped that in future, we can gather even more mind experts to share their knowledge and experience to all Malaysians."

The event was an ideal occasion for mind enthusiasts as they were provided with a one-stop hub for obtaining useful information on brain methods and training. Visitors had choices of interesting talks, workshops, demonstrations and exhibitions to attend.

The key mind speakers of the talks were some of the world's experts including Tony Buzan, Terry Winchester, Professor Dr. Leonard Yong and Joey Yap.

In his talk, Tony Buzan, stated that he regarded Malaysia as the number one in terms of having mind festivals. Thus, it is not surprising that brain improvement techniques are a current hot topic especially among the nation's new generation.

For Mahsa Abolmaesoomi, 15, a student from SMK Convent Bukit Nanas, learning to optimize the use of her brain was crucial because it helps build her self confidence. She explained, "When your mind is able to accommodate more information, you will be

able to communicate better with other people because you would have more topics to talk about. Besides that, everything you say would be meaningful."

When asked to comment on the festival, Roslan Jamil, 45, expressed, "It was very good effort for UTAR and MMLM to organise this event as it provides the opportunity for people from all ages to learn how to maximise their brain capacity."

Harshavardhan a/l Maniam, 8, one of the youngest visitor said that he was very fascinated by the memory enhancement method that required him to create a story to remember items. This is what he had to say about the technique, "Very very interesting."



From left: Engr. Prof. Dato' Dr. Chuah Hean Teik, UTAR President, Dato' Dr. Ng and Tun Dr. Ling during the launching ceremony.



Visitors gaining practical exposure to useful skills.