



Wholly owned by UTAR Education Foundation  
(Co. No. 578227-M)

KDN: PQ/PP100-0/14/18

## 2017 Issue 6

02 Collaborations  
at Work

10 Special  
Feature

13 In Search  
of Excellence

15 R&D

16 From Talks  
to Forums

17 Community  
at Heart

18 优大视野

20 Sudut  
Utarian

# UNIVERSITI TUNKU ABDUL RAHMAN

# HORIZON

• Broadening Horizons, Transforming Lives •



Students at UTAR Library, Kampar Campus



[www.utar.edu.my](http://www.utar.edu.my)



[www.facebook.com/UTARnet](http://www.facebook.com/UTARnet)



[www.twitter.com/UTARnet](http://www.twitter.com/UTARnet)



[www.youtube.com/UTARnet](http://www.youtube.com/UTARnet)



[plus.google.com/+UtarEduMy](https://plus.google.com/+UtarEduMy)



[www.linkedin.com/company/universiti-tunku-abdul-rahman](http://www.linkedin.com/company/universiti-tunku-abdul-rahman)



UTAR and Huizhou University (HZU) officially inked a memorandum of understanding (MoU) at the Sungai Long Campus on 10 November 2017.

The MoU will see UTAR and HZU exploring a wide range of prospective collaborations such as staff and student exchange, research projects as well as study tour and training programmes.

On behalf of HZU were its President Prof Dr Peng Yonghong, International Affairs Department

Director Lin Hong, School of Electronic Information and Electrical Engineering Dean Wei Xiaohui, School of Chinese Literature and Communication Dean Xiao Xiangming, International Affairs Department Deputy Section Chief Zhang Guochen, and Oversea Students Communication Association of Yangjiang Vice President Su Nianjun.

Welcoming the guests were UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Vice President Prof Ir Dr Ewe Hong Tat, Faculty of Medicine and Health Sciences Dean Emeritus Prof Dr

## MoU with Huizhou University



From left: Dr Shyue Chuan, Dr Siou Wei, Dr Yapp, Prof Goi, Prof Cheong, Prof Ewe, Prof Chuah, Prof Peng, Director Lin, Vice President Su, Dean Wei, Dean Xiao and Section-Chief Zhang

Cheong Soon Keng, Division of Community and International Networking Director Prof Dr Cheng Ming Yu, Lee Kong Chian Faculty of Engineering and Science Dean Prof Ir Dr Goi Bok Min, Institute of Chinese Studies Dean Assoc Prof Dr Chong Siou Wei, Faculty of Creative Industries Deputy Dean for Student Development and Industrial Training Dr Aloysius Yapp, Faculty of Accountancy and Management Deputy Dean for Student Development and Industrial Training Dr Chong Shyue Chuan and Division of Programme Promotion Director Lee Choy

Fong.

Prof Chuah said, "We offer the exchange students to join our short-term English programmes as well as community projects. These activities allow the students to learn more about the local culture and the community."

Prof Peng said, "We are happy to be here to explore the collaborative opportunities with UTAR in various aspects. With the signing of this MoU, we look forward to active collaborations in the future and close partnership between UTAR and HZU."

Guangxi University Council Chairman Liu Zhengdong visited Sungai Long Campus on 8 November 2017 to sign the student exchange agreement with UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik. Chairman Liu is also the Vice Chairperson of Chinese People's Political Consultative Conference Guangxi Committee.

Also present were Guangxi University Department of International Exchange Director Huang Liyun, Law School Dean Jiang Chao, International Education College Dean Qin Chengqiang, China-ASEAN Research Institute Vice Dean Liang Shuhong, and Secretary Office of President's Office Section-Chief Tang Tongsheng.

Welcoming the Guangxi University delegates with Prof Chuah were UTAR Vice President Prof Ir Dr Ewe Hong Tat, Division of Community and International Networking Director Prof Dr Cheng Ming Yu, Faculty of Medicine and Health Sciences Dean Emeritus Prof Dr Cheong Soon Keng, Lee Kong Chian Faculty of Engineering and Science Dean Prof Ir Dr Goi Bok Min, Institute of Chinese Studies Dean Assoc Prof Dr Chong Siou Wei, Faculty of Accountancy and Management (FAM) Dean Dr Sia Bee Chuan, FAM Deputy Dean for Student Development and Industrial Training Dr Chong Shyue Chuan, Faculty of Creative Industries Deputy Dean for Student Development and

## Guangxi University signs student exchange agreement



Front row, far left: Section-Chief Tang, Dean Jiang, Prof Ewe, Prof Chuah, Chairman Liu, Dean Qin, Dr Sia, Prof Goi, Dr Chong and Dr Yapp

Industrial Training Dr Aloysius Yapp, and Centre for Extension Education Director Lim Guat Yen.

Prof Chuah said, "Regarding the student exchange programme with Guangxi University, we hope to provide a comprehensive platform for students of both universities to explore the culture, education and specialities of Malaysia and China." Chairman Liu said, "I urge all our students to explore the Malaysian culture, the success story of UTAR and the knowledge delivered by UTAR lecturers."

Guangxi University student Cai Shangbin remarked, "The study tour enhanced my international exposure. I am glad that I visited Malaysia and took part in this study tour at UTAR."

## MOU exchange ceremony with iRewards

A memorandum of understanding (MoU), which was already signed in advance between UTAR and iRewards Berhad, was exchanged officially between both institutions at Sungai Long Campus on 19 October 2017.

Representing UTAR at the MoU exchange ceremony were its President Ir Prof Academician Dato' Dr Chuah Hean Teik witnessed by Vice President Prof Ir Dr Ewe Hong Tat; while iRewards Berhad was represented by its Founder Aaron Chan Eng Aun witnessed by its Co-founder Manfred Seng Kok Wan.

The ceremony was graced by Secretariat for the Advancement of Malaysian Entrepreneurs (SAME) Chief Executive Officer (CEO) Neil Foo Seck Chyn. Also present at the exchange ceremony were guests from iRewards Berhad, Malaysia External Trade Development Corporation (MATRADE) and Beezmall IP Sdn Bhd as well as UTAR staff and students.

Aimed to enhance the collaborations between both institutions, the MoU will provide great potential and significance for both sides in a win-win situation. Both parties have reached a consensus to have collaborations in the area of e-commerce, research and industrial training that would bring benefits to iRewards as well as the



Front row, from left: Prof Ewe, Co-founder of iRewards Seng, CEO of SAME Foo, Prof Chuah and Founder of iRewards Chan with the participants

University and the community especially in Kampar.

Prof Chuah said, "Things are changing. This kind of collaboration with e-commerce companies must be further strengthened so that we are able to train students of the future to be entrepreneurs as well as professionals."

Foo shared his personal experiences in

China and highlighted the fast development of e-commerce there. He urged the SMEs and big companies in Malaysia to take advantage of the growth opportunities in the e-commerce space.

Seng remarked, "iRewards is committed to providing assistance in educating the SMEs to do profitable businesses via e-commerce."

## Visit by Hunan Mango Entertainment

Hunan Mango Entertainment Co Ltd (HME) delegates visited Sungai Long Campus on 26 October 2017.

UTAR Vice President Prof Ir Dr Ewe Hong Tat said, "UTAR is currently having collaborations with more than 40 China universities. We hope to provide

international exposure as well as internship and student exchange opportunities for our students."

HME Deputy CEO Wang Pingbo also conducted a seminar on "Entertainment media development and future in China" and said, "HME set up

an office in Malaysia to connect our headquarter in China with Malaysia and to improve the collaboration between HME and the Malaysian filming industry. We hope to produce more quality television programmes and movies in Malaysia. HME and UTAR will strategically

collaborate and work closely to form a strategic collaborative alliance. In recent years, the partnership between Malaysia and China has expanded. So, I believe UTAR will nominate good students to HME to carry out training and internship."

HME signed a memorandum

of understanding with UTAR on 27 October 2017 for strategic collaboration in the areas of culture, media and broadcasting as well as education to fully utilise the resources of the two parties for the implementation of the Belt and Road initiatives.



HME visitors with UTAR lecturers and students



## Tin Mining Conference & Festival

UTAR hosted "The 2017 Tin Mining Festival Conference on the Retrospect and Prospect of Tin Mining Industry in Malaysia (2017年锡矿业研讨会: 马来西亚锡矿业之回顾与展望)" at Kampar Campus on 28 October 2017. A joint collaboration between UTAR Institute of Chinese Studies (ICS) and Centre for Chinese Studies (CCS), the conference was also supported by the Kinta Tin Mining (Gravel Pump) Museum and the Perak Chinese Mining Association. The conference's primary aim was to heighten the awareness of the importance of tin mining industry to the country's economic development in the past and provide a strategic platform for the participants to revisit the heyday of the bygone industry.

Invited to officiate the event was Perak State Economic Planning Unit Deputy Director Mohamed Nasser bin Abdul Razak representing Perak State Executive Council Member Dato' Dr Mah Hang Soon. Among the VIPs were UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Perak Chinese Mining Association Advisors Tan Sri Hew See Tong and Choong Tien Chuan, Perak Chinese Mining Association President Dato' Chin Lean Choong, Kinta Tin Mining (Gravel Pump) Museum Director-cum-UTAR Council Member Hew Fen Yee, ICS Dean Assoc Prof Dr Chong Siou Wei, Kinta Tin Mining (Gravel Pump) Museum Deputy Director Jacky Chew and CCS Chairperson-cum-Organising Chairperson Assoc Prof Dr Wong Wun Bin.

Dr Wong said, "Tin mining industry played a pivotal role to the country's modernisation and was a glittering industry in Malaysia especially in Perak before the tin market crashed on 24 October 1985."

Prof Chuah said, "This is a platform where we are able to engage academics, history enthusiasts,



Tin Mining Conference: Prof Chuah (fifth from right) presenting a token of appreciation to Nasser



Tin Mining Festival: Tan Sri Hew (fourth from right) presenting a memento to Dato' Seri Ong

authors and budding researchers to delve deeper into the history and significance of the country's tin mining industry with well-researched facts and figures."

Nasser presented the keynote address titled "The State without Tin Mining Industry: New Prospect of Perak State". He discussed the new prospect of Perak's government for the state's future development of the tin mining industry. He revealed, "The state government is remoulding the tin mining industry and trying to bring Perak back to the map as one of the best in the world through the Perak Mining Blueprint."

The conference also saw a line-up of speakers who shared their rich breadth of expertise to provide the audience with a deeper understanding of the retrospect and prospect of tin mining industry in Perak and Malaysia.

Succeeding the conference was the Tin Mining Festival 2017, which aimed to enhance the younger generation's knowledge of Malaysia's forgotten tin mining history,

commemorate the contributions of the forerunners of the tin mining industry and understand the role of the tin mining industry in the country's modernisation process.

Invited to launch the festival on 11 November was Second Minister of International Trade and Industry Dato' Seri Ong Ka Chuan. Also present at the event were Prof Chuah, Tan Sri Hew, Choong, Dato' Chin, Hew, UTAR Vice President Prof Dr Choong Chee Keong, Dr Wong and Chew.

Dato' Chin said, "We commissioned a team of experts to research and write the history of the association, stories of some prominent miners, and the early lives of the pioneering workers."

Dato' Seri Ong said, "Although the tin mining industry had collapsed, we can still make good use of the technology and be innovative in rediscovering new uses of tin to revitalise the industry. Tin products will create higher value than raw tin. Therefore, with technology, we should focus and develop on tin processing."

## APAEA and Applied Financial Modelling Conference

UTAR Faculty of Business and Finance (FBF) hosted the official launch of the Asia-Pacific Applied Economics Association (APAEA) on 8 November 2017 at Kampar Campus.

The APAEA aimed to provide a forum and resource base for developing research capacity and to collaborate with academic and non-academic institutions in the region to jointly host conferences and workshops associated with special issues of respected field journals.

The official launch of APAEA was officiated by the Special Officer to Deputy Minister of Finance Daniel Wa

Wai How representing Deputy Minister of Finance Malaysia Dato' Lee Chee Leong. He was accompanied by UTAR Vice President Prof Dr Choong Chee Keong representing UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, APAEA President Alfred Deakin Prof Paresch Narayan, Operation of International Centre for Education in Islamic Finance Deputy President Dzalim Ayuband, UTAR FBF Dean Dr Au Yong Hui Nee.

UTAR and APAEA also co-organised the 3rd Applied Financial Modelling Conference from 8 to 9 November 2017. Themed 'The Importance of Commodity Markets in Financial and Macroeconomic Stability', the conference was a great platform for thought sharing on research finding and networking on commodity markets, energy economics, including energy funding and energy econometrics.



A group photograph to mark the opening ceremony

The conference saw the participation of about 30 academics from the United Kingdom, Australia, New Zealand, India, China, Pakistan and Malaysia.

Prof Paresch explained, "The APAEA's key aim is to provide a forum and resource base for developing research capacity of researchers in the Asia-Pacific region."

Prof Choong said, "This will lead to the expansion of opportunities for various universities, organisations and research institutions to collaborate with APAEA and with each other on diversified topics."

Wa said, "I believe it is an eye-opening experience to be present among the esteemed speakers, local and international participants, academicians, practitioners and researchers today."

## MAPSA 2017

UTAR hosted and co-organised the Malaysian Psychology Student Assembly (MAPSA) 2017 with the Malaysian Psychological Association (PSIMA) on 11 November 2017 at Kampar Campus.

Themed 'Future Psychological Trend in Malaysia', the opening ceremony was officiated by UTAR Vice President Prof Dr Choong Chee Keong, representing UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik. Also present were PSIMA President Prof Dr Hairul Nizam Ismail, Faculty of Arts and Social Science Dean Dr Alia Azalea, Centre for Applied Psychology Chairperson Dr Walton Wider, Organising Chairperson Dr M Sultana Alam, staff and over 200 participants.

"MAPSA is a platform that enables the students to present their researches, latest ideas and build networks that could lead to research collaboration across various areas," said Dr Sultana.

"With psychology programmes, we will be able to meet the society's increasing demand for psychological services and psychological researches that are able to fulfil the need of the society," said Prof Hairul.

"Psychological research provides opportunities for researchers to develop effective treatments that will improve the



Front row, from left: Dr Wider, Prof Choong, Prof Hairul and Dr Sultana with the organising committee and participants

quality of life for individuals and the society at large," said Prof Choong.

An award giving session was also held, which saw three students awarded for the best abstracts and they were University Sains Malaysia student Cheeh Hui Lee, and UTAR Bachelor of Social Science (Hons) Psychology students Hira Nasir and Fook Chee Kin.

The topic 'Functional Magnetic

Resonance Imaging shows Brain Activation in Response to Anti-Tobacco Pictorial Health Warning' will be very helpful for my current research on how neuroscience can be used as an approach in cognitive psychology," enthused Cheeh.

"The papers presented were very informative. It provided me with some ideas for a new research," said DISTED College student Naaga Abirami Nachiar.



Visitors learning the history of Kinta Valley's tin mining industry as they tour the museum



Visitors experiencing the dulang washing process



A visitor trying her hand on pottery making



Over 120 undergraduates from seven universities, namely Tunku Abdul Rahman University College, Universiti Tun Hussein Onn Malaysia, International Islamic University Malaysia, International Medical University, Raffles University Iskandar, Universiti Tenaga Nasional (UNITEN) and UTAR converged at UTAR Kampar Campus for the inaugural University Young Leaders Conference (UYLC) 2017 from 27 to 29 October 2017.

Themed '21st Century Skills for Today's Youth' it aimed to enrich the participants' thinking and perspectives towards contemporary world issues and promote student engagement through active learning.

Invited to officiate the UYLC 2017 was Deputy Minister of Finance Dato' Lee Chee Leong who was accompanied by UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik and UTAR Vice President-cum-Organising Chairperson Prof Dr Choong Chee Keong. Also present were Mah Sing Group's Head of People Chen Fong Tuan as the keynote speaker.

Prof Chuah said, "It is essential to learn soft skills that build your capability as future leaders such as decision-making based on facts and proper judgment; negotiation; adaptability and flexibility; also entrepreneurial skills."

Dato' Lee said "To realise Malaysia's aspiration, it is a must to increase Technical Education and Vocational Training enrolment in

## Young leaders inspired at UYLC



UYLC 2017 VIPs, sponsors and participants after the opening ceremony

producing a skilled workforce."

The three-day conference saw the participants gaining insights through keynote address, talks, forum and workshops that provided them with some hands-on practices.

Raffles University Iskandar student Tham Winnie said, "The idea of learning from different speakers with different exposure and ideas encouraged me to attend the conference."

UNITEN student Salendra Satianesan regarded the experience as fulfilling and eye-opening. According to UTAR Psychology student Ann Marie Gomez, the workshops were filled with activities which deepened her understanding.

Prof Choong said, "I'm glad that the conference has fulfilled its objective of giving clear directions, guidelines and array of skills required to excel in the 21st century."

UTAR Faculty of Accountancy and Management (FAM) organised the inaugural Business Connection 2017 from 23 October 2017 to 25 October 2017 at Sungai Long Campus. It was sponsored by the Platinum sponsor of Malaysia's regional financial leader Maybank Berhad and Gold sponsors which consists of industry-related professional associations ACCA, Deloitte and KPMG.

Bearing the theme 'Connect, Explore and Lead', the event aimed to create a platform for the students to engage, interact and explore endless opportunities that are made available in companies and organisations.

Officiating the ceremony were Ministry of International Trade and Industry (MITI) Minister II-cum-UTAR Council Member Dato' Seri Ong Ka Chuan, UTAR Vice President for Internationalisation and Academic Development Prof Ir Dr Ewe Hong Tat, Maybank Group Head for Community Financial Services Datuk Lim Hong Tat, Maybank Group Chief Human Capital Officer Nora Abd Manaf, KPMG Executive Director of People, Performance and Culture Monsy Siew, Deloitte Human Resource (HR) Manager Nurbaiduri binti Mohd Razali, ACCA Malaysia Business Development Manager Raymond Chang, Business

## Business Connection 2017



From left: Dr Sia, ACCA Manager Chang, KPMG Executive Director Siew, Maybank Chief Officer Nora, Dato' Seri Ong, Prof Ewe, Datuk Lim, Deloitte HR Manager Nurbaiduri and Dr Falahat during the launch

Connection 2017 Chair Dr Falahat and UTAR FAM Dean Dr Sia Bee Chuan.

"The curriculum is facing changes in technology. Therefore, it is important for us to keep ourselves updated about the industry and the market," said Prof Ewe.

Nora said, "There will be more pressing issues and challenges faced in the future. It is your responsibility to take charge, contribute and

disrupt positively for a social change."

"The industrial revolution will cause changes to the industries, employment and our daily lives. Thus, universities must be in line with the world that is facing swift, exponential change primarily driven by technological innovation," said Dato' Seri Ong.

The event also featured several talks from the industry experts.



SieQA IV 2017 was officiated by MOHE Deputy Director General Dr Mohd Nor Azman (eighth from left) and organised by MyQAN in partnership with MQA and UTAR

The Seminar on Internal-External Quality Assurance (SieQA) IV 2017 was organised by the Malaysian Higher Education Institutions Quality Assurance Network (MyQAN) in partnership with the Malaysian Qualifications Agency (MQA) and UTAR on 26 and 27 September 2017 at Bangunan Mercu MQA, Cyberjaya, Selangor. More than 180 participants attended the event.

Present at the event were Ministry of Higher Education (MOHE) Deputy Director General Dr Mohd Nor Azman bin Hassan, MyQAN President Prof Ir Dr Shahrir Abdullah, MQA representative Norasikin binti Yahya, SieQA IV 2017 Organising Chairman-cum-UTAR Vice President Prof Ir Dr Ewe Hong Tat, ASEAN University Network Executive Director Dr Choltis Dhirathiti and participants from various universities.

Themed 'Quality Assurance for Education 4.0: Paradigm Shift and Challenges', the event was organised to continue SieQA I as an annual seminar series and to promote MyQAN among the Higher Education Institutions in Malaysia. Besides, SieQA aimed to start a collaborative journey with MQA as the leading External Quality Assessment body in Malaysia.

Prof Shahrir said, "In this current economic development,

## SieQA IV 2017

we need new measures to produce holistic, balanced and entrepreneurial graduates who can adapt and fill in jobs available in the market."

Officiating SieQA 2017 was Dr Mohd Nor Azman with his remark, "There are many challenges ahead, thus, we should gather and brainstorm for strategic policies and plans to remove the uncertainties of the future."

"The main point is that paradigm shift also includes shifting the way we think and this is one of the most challenging things for us," said Dr Choltis.

"I'm grateful that we have brilliant staff and academics to bring forth ideas and exchange knowledge in preparation for the Education 4.0," said SieQA IV 2017 Organising Committee Deputy Chairman Prof Dr Faiz bin Abd Rahman.

The event also featured a plenary talk, a workshop and a squared debate.

The 13th Malaysia Festival of the Mind (MFotM), a concerted effort by the Malaysia Mental Literacy Movement (MMLM), UTAR and Tunku Abdul Rahman University College, was held at the MINES International Exhibition and Convention Centre from 3 November to 5 November 2017, in conjunction with the Kuala Lumpur Engineering Science Fair.

The three-day festival aimed to showcase the importance of mental literacy among the public as well as to introduce and promote various techniques and skills pertaining to the improvement of mental literacy such as critical thinking skills, memory skills and creativity.

One of the festival highlights was International Sport Stacking Federation (ISSF) Sport Stacking Competition, a new sport in which stackers were required to stack cups in a specific sequence and take them down within a short period of time. The special guests who were present at the event were MMLM Treasurer Ong Whee Tiong, Secretary Lim Guat Yen, "Human Calculator" West Wong Woon Chieng, and ISSF Taiwan Chief Executive Officer William Wu.

President of ISSF Jacky Chin Keat Wooi said, "Most people don't realise that the sport stacking is a fitness-based sport. It also engages the right and left hemispheres of the brain, and this could help the player to improve their concentration, focus and persistence, which might be a help in their studies."

Other activities, at the festival, were also inclusive of hands-on workshops, virtual and augmented reality experience, memory demonstration, mind games, hourly

## 13th MFotM at MIECC



Visitors at the games booth

activity corner—green glade, cool interactive sessions as well as a showcase of training programmes, consultative services, videos and mental-literacy-related products. Apart from that, there was a lucky draw session which offered visitors a chance to win attractive prizes.

Held annually, the MFotM has successfully attracted favourable responses from all segments of society since its launch in 2007.



## Inbound activities for Tunghai University

The Faculty of Accountancy and Management (FAM) organised six-day inbound activities for ten students from Tunghai University on 22 October 2017. The inbound activities were co-organised with Tunghai University Center for Healing Environment Administration and Research (HEAR) and Office of International Education and Programs (OIEP).

Tunghai University students attended classes with UTAR students and got a chance to experience UTAR students' life. They also attended the "Business Connection 2017" in UTAR. They interviewed with the Malaysian companies and exchanged views with the UTAR students. They also did internship in a few companies for a short-term and used the "Design Thinking" and "Experiential Learning" to work out a practical solution for companies, such as NHF, KHIND, TOMEI, TAN KIM HOCK and ARB Worldwide.

OIEP Program Specialist James Tsai thanked UTAR for the warm reception and said, "I truly enjoyed the activities organised by the FAM and I believe our students enjoyed their precious time in Malaysia too. These activities also enhanced our knowledge on the business development of Malaysia and ASEAN countries. On behalf of Tunghai University, I sincerely invite UTARians to pay a visit to Tunghai University in the near future."

Tunghai University, the first private university in Taiwan, has been a leading university for its excellence and innovation since its founding in 1995. Tunghai University is continuing the founding spirit of Christian



Tunghai University staff and students attending the Design Thinking workshop with UTAR staff and students

higher education and emphasising holistic learning, offering students, faculty, and staff with a strong sense of community. It has become a "home away from home" for overseas students. Tunghai University has established academic exchange programmes with more than 200 outstanding partner universities from 28 countries or regions around the world. UTAR is one of the outstanding partner universities in Malaysia.

The Global E-commerce Talent (GET) programme is powered by Alibaba.com and is aimed at helping teachers, students, entrepreneurs, start-ups and SMEs to learn more about e-commerce, the required competitive skills and available essential resources to build their mettle in the global e-commerce industry. The GET certification will help those who undergo the training programme to get access to Alibaba.com's ecosystem to start their own online business or obtain a better opportunity to get e-commerce related jobs.

UTAR signed a memorandum of understanding (MoU) with Alibaba.com on 6 September 2016 at UTAR Kampar Campus. Thereafter, UTAR sent 30 lecturers to take part in the GET training conducted by Alibaba.com. The 30 lecturers passed the test and became the first batch of Alibaba.com Global E-commerce Talent (GET) certified trainers in Malaysia.

In a 14-week e-commerce project, UTAR students managed to obtain sales worth more than RM18,000. DSSC Sungai Long Campus Head Fook Oi Yee remarked, "The Alibaba.com GET programme managed to provide the relevant knowledge and a new promotional platform for the sales of traditional products in the New Villages."

Lee Kong Chian Faculty of Engineering and Science Head of Master of Information Systems Programme Dr Wong Whee Yen said, "The Alibaba.com GET programme provided our software engineering programme students with an early exposure to commercial e-commerce projects."

Computer Science student Yap Ming Lake said, "This programme provided me with the relevant e-commerce knowledge and gave me the practical real-life training I needed."

## UTAR participates in Alibaba.com GET programme



FAM lecturer Tang Kin Leong supervising a student during the training

"The Alibaba.com GET programme enables the students to be equipped with the skill sets required by today's digital economy," said Faculty of Accountancy and Management (FAM) Deputy Dean for Academic Development and Undergraduate Programmes Dr Hen Kai Wah.

Currently, there are 177 UTAR students who have been awarded the Alibaba.com GET Preliminary Certification.

Collaborations with Shibaura Institute of Technology (SIT), Japan remained strong when the Building Information Modelling (BIM) workshop, co-organised with UTAR, through the Sakura Science Plan (SSP) programme facilitated by the Japanese Science and Technology Agency (JST), was successfully held from 13 to 22 October 2017 at SIT Toyosu Campus.

Aimed at enabling UTAR and SIT students to interact, share and enhance their construction and building knowledge, nine UTAR Faculty of Engineering and Green Technology (FEGT)'s Construction Management students were invited to Japan for the 10-day workshop, and they were accompanied by FEGT's Department of Construction Management (DCM) lecturer Tan Zi Yi.

With hopes to provide the UTAR students with insights to how futuristic and innovative constructions are realised in Japan, the workshop taught the students about the applications of new technologies that were not currently used in Malaysia's construction industry.

Particularly through Autodesk Revit, UTAR students had the opportunity to use the new computer software that was specially catered for architects, structural engineers, designers and contractors, to design buildings, structures and its components in a three-dimensional (3D) form. Students were also able to annotate their building model with two-dimensional (2D) drafting elements and access building information from the model's database.

"The interesting part about the software is that

## Educational workshop at SIT



UTAR staff and students posing with SIT staff and students

it enables the user to see each room, as though a walk-through in the building itself," commented Edric Yeo Tze Meng.

Some outdoor lessons were conducted in the form of visits to places such as the Association for Technological Excellence Promoting Innovative Advances Advanced Technology Gallery, Shibuya, Shimizu Institute of Technology, Sekisui House's Eco First Park and Takenaka Corporation.

UTAR will also be expecting a visit from SIT staff and students in March 2018.

UTAR once again collaborated with ECM Libra Foundation to organise a series of comprehensive English, *Bahasa Malaysia* and IT Tuition Programme for SJK (C) Jeram, SJK (C) Bemban, SJK (C) Lawan Kuda Baru, SJK (C) Thung Hon and SJK (C) Sin Min.

Jointly conducted by UTAR Department of Soft Skills Competency (DSSC), Faculty of Arts and Social Science, Faculty of Information and Communication Technology (FICT) and Faculty of Science, the tuition programmes ended with a closing ceremony at UTAR Kampar Campus on 18 November 2017.

The programme was aimed to heighten the school students' English and Malay Language and IT proficiency as well as to strengthen their understanding of the subjects. In addition to that, the programme was also used as a stage to prepare the school students prior to UPSR and their school final term examinations.

Invited to grace the closing ceremony were Trustee of ECM Libra Foundation Lim Beng Choon, UTAR Vice President Prof Dr Choong Chee Keong, FICT Deputy Dean Prof Dr Leung Kar Hang representing FICT Dean Assoc Prof Dr Liew Soung Yue, DSSC Kampar Head Hew Chwen Yee, headmasters and headmistresses of schools, representatives of schools, UTAR student volunteers and

## UTAR-ECM Libra Foundation Tuition Programme



Last row, far left: Prof Choong with the prize recipients

staff, school students and parents.

Prof Choong said, "UTAR-ECM Libra Foundation English, Bahasa Malaysia and IT Tuition Programme is an excellent and creative way to nurture young learners and UTAR students to progress further."

Lim said, "The purpose ECM Libra Foundation constantly provides English tuition programme to schoolchildren from

new villages is to create awareness in the community and the parents that learning English can help the children to learn through more channels and sources."

SJK (C) Jeram students Christopher Liong Zi Xuan and Chai Xian Yao said, "We would like to thank all the UTAR teachers, staff and students for helping to make this event possible."



# KLESF: The Fair 2017

**KLESF**  
Kuala Lumpur Engineering Science Fair

With the goal to encourage school students' interest in Science, Technology, Engineering and Mathematics (STEM) subjects, the Kuala Lumpur Engineering and Science Fair (KLESF) staged another comeback at the Mines International Exhibition and Convention Centre (MIECC) from 3 to 5 November 2017.

The KLESF: The Fair 2017 is a significant initiative which encompasses various programmes and activities with the aim to promote interest in STEM particularly among primary and secondary school students. The fair was open to the public, with free admission.

Align with its objective, the fair was jointly organised by ASEAN Academy of Engineering and Technology (AAET), UTAR, Malaysian Industry-Government Group for High Technology (MIGHT) and the Institution of Engineers Malaysia (IEM).

Officiating the opening ceremony of the KLESF: The Fair 2017 was Minister at the Prime Minister's Department-cum- Minister in charge of MIGHT Dato' Sri Hajah Nancy binti Haji Shukri. Also present at the opening ceremony were MIGHT Chairman Tan Sri Dr Ir Ahmad Tajuddin Ali; KLESF Steering Committee Chairman Ir Academician Datuk Hong Lee Pee; KLESF Steering Committee Co-Chairman and MIGHT Chief Executive Officer Datuk Dr Mohd Yusoff Sulaiman; AAET and UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik; IEM President Ir Dr Tan Yean Chin; National Council of Professors (MPN) President Prof Datuk Dr Raduan Che Rose; KLESF Organising Committee Chairman and UTAR Vice President Prof Ir Dr Lee Sze Wei; invited guests, partners, sponsors, schools, universities, participants and the public.

Datuk Hong emphasised, "We believe the fair is a good learning platform for the students to explore new challenges and discoveries. The activities will provide networking opportunities for the schools, educators, industries as well as the public and private sectors to share information and experience on projects, extra-curriculum and good practices in the STEM field. It is crucial for all of us to realise the potential of STEM in leading our children to their future careers."

Tan Sri Ahmad Tajuddin said, "KLESF is in line with the country's aspiration to become a more competitive nation. It is important for everyone in the country to understand what the future holds for our children upon the arrival of the fourth industrial revolution. With many challenges ahead, we need to equip our children with the necessary skills to cater to the future needs through this kind of educational platform with support from all parties."

Dato' Sri Hajah Nancy Shukri said,



From left: Prof Chuah, Datuk Raduan, Dato' Sri Hajah Nancy, Datuk Hong, Datuk Mohd Yusoff, Tan Sri Ahmad Tajuddin and Dr Tan at the opening ceremony of the KLESF: The Fair 2017

"STEM education creates critical thinkers, increases science literacy and enables the next generation of innovators. It is clear that the majority of the jobs in the future will require a basic understanding of maths and science. Malaysia's aspiration towards TN50 is comprehensive, encompassing economic performance, creativity, innovation and the well-being of the community. Therefore, Malaysia's ability in the science, technology and innovation relies on our shoulders in order to overcome challenges of the future as well as to become a developed country."

KLESF: The Fair 2017 received active participation, with booths from more than 50 STEM-related industry corporations, 40 universities, non-government organisations and government organisations, and about 298 school teams from various parts of the country. There were more than 40 science experiments and demonstrations and 23 STEM workshops conducted by the UTAR faculty academics, staff and students during the fair.

Some of the event highlights at the three-day fair included Second International Junior Chem-E Car Competition by IEM where students designed small-sized car that was fabricated from reusable or recyclable materials; the KLESF Challenge, a STEM international competition where students exhibit their original inventions and creations; *Pertandingan Inovasi Sains, Teknologi dan Kejuruteraan Kebangsaan (PISTEK) 2017*, an annual Science competition organised by the Ministry of Education (MoE) for schools; and RAC'17 ro Annual Championship by Cytron Technologies Sdn Bhd.

More fun hands-on activities were

prepared at the MCMC Pavilion where exhibitions and workshops related to MyMakers, IoT, digital lifestyle, virtual reality (VR), electronic design and drones were made available for the public. Besides that, there were UTAR hands-on experiments and the 13th Malaysia Festival of The Mind by the Malaysia Mental Literacy Movement, and many more offering the practical experience and applications of science and technology. The fair also encompassed STEM exhibitions and workshops by the industry and universities, school STEM projects and Science of Magic performances.

Moreover, there were more than 300 entrees consisting of school teams that were participating in the KLESF Challenge, most of them consisting of students' own STEM inventions and creations. Besides participants from local schools, universities and organisations, the fair also received international participants from ASEAN and other Asian economies including Mainland China, Cambodia, Hong Kong, Indonesia, Myanmar and Thailand.

Indonesian students Nafiladinaulia and Radita Pramestic Utami said, "We are very grateful to visit Malaysia again for the fair. We have met new friends and learnt new things from peers from other countries by sharing our experience in creating STEM inventions." Besides, school teacher Ng Ho Lo from Hong Kong commented, "We are impressed with the Malaysian government, schools as well as the fair organisers as they are taking STEM education very seriously by putting in much emphasis on STEM education through various initiatives."

Managing Director of Bayer Malaysia Jennifer Yong remarked, "We are happy



Hands-on activities for visitors from all walks of life

to participate in a fun platform that allows our employees to volunteer themselves for this kind of activity that encourages the interaction with children." MCMC Director of Digital Lifestyle and Society John Tay said, "STEM is very critical to the younger generation. We offer various hands-on activities at the fair such as soldering and VR games to give children an early exposure to STEM so that they will look further into STEM in the future." Rolls-Royce Production Support Lead Liu Yang said, "Besides sharing our experience in the industry with the students, we also relate the displays and projects at our booth to the concepts they learn in school to help them develop a more comprehensive idea on the knowledge that they have learnt."

UTAR Faculty of Information Communication and Technology's lecturers Ooi Joo On and Saw Seow Hui mentioned, "We teach the visitors basic programming skills through simple games instead of lectures so that people from all walks of life will be able to learn more about programming while having fun. It is also an opportunity for our faculty members and students to impart their knowledge to the public through edutainment."

Wong Hieng Jiing, a teacher from Tunku Putra School, Kuching said, "KLESF is a good move to attract more students to learn about STEM. My students and their parents have been very excited about the fair as they are able to learn science outside of the books particularly through science projects." School teacher Jayanthi Balakrishnan from SJK(T) Jalan Yahya Awal, Johor Bahru commented, "My students enjoyed the fair and the



School students and children enjoying the activities at the workshops



competitions very much. It is certainly a great experience for me and my students."

Cheng Suik Yieng said, "This is our third time joining the fair. My seven-year-old and nine-year-old like the hands-on workshops here very much. The majority of the activities here are conducted by young experts from different fields who also patiently guided my children in the activities and experiments." Besides, father of a primary school child, Abdul Kudus Putra B. Manap shared, "The fair is an eye-opener for me especially to see my child showing interests in learning and taking the initiative to participate in STEM-related competitions."

A total of 34 teams from 14 primary schools competed in the Second International Junior Chem-E Car Competition which was hosted by Sekolah Kebangsaan Putrajaya Presint 18(1). The prize-giving ceremony was held on the second day of the fair with the presence of Deputy Minister of Education Dato' P. Kamalanathan representing the Minister of Education, IEM Vice President Ir Prof Dr Jeffrey Chiang Choong Luin, Datuk Hong and the competition's Organising Chairman Ir Dr Noor Yasmiza Yusoff.

The prize giving ceremony for other competitions were held in conjunction with the closing ceremony of the KLESF: The Fair 2017. Present at the closing ceremony were Dato' Kamalanathan, MIGHT Senior Vice President Dr Raslan Ahmad, Datuk Hong, MoE Curriculum Development Division Deputy Director Datin Dr Ng Soo Boon, Prof Lee and MoE Educational Planning and Research Division Programme Evaluation Unit Head Dr Ihsan Ismail.



In his closing remark, Prof Lee announced, "I am glad to inform that KLESF: the Fair 2017 has received more than 60,000 visitors throughout the three days."

Dr Raslan said, "The fair and the competitions held here have shown us how to deliver STEM to people from all walks of life from the rural and urban areas. This will help to ensure our country is progressively becoming a more STEM-oriented society."

Dato' Kamalanathan applauded KLESF for organising the fair annually which complements the government's effort in promoting STEM among school students. He said, "STEM is an important key to creating a much more intelligent society, not only academically but also a skill-based community in Malaysia. The competitions are also great platform for the students to apply their STEM knowledge in addressing challenges and use the existing resources in creating new inventions."

KLESF is an initiative in support of Science To Action (S2A) initiative announced by the Prime Minister in 2013 to mainstream the usage and understanding of science to the society and promote innovation and technology as one of the strategic reform initiatives for national development.

The sponsors of KLESF: The Fair 2017 included Silverlake, HEAD Foundation Ltd, Kuala Lumpur Kepong Bhd, Kuok Foundation, Intel, Bayer, Little Rain Children Trust, Rolls-Royce, Institute Fizik Malaysia (IFM), Grand Kampar Hotel, RedONE, LEGOLAND® Malaysia Resort, Combiz (M) Sdn Bhd, Corpacer Malaysia Sdn Bhd, DOS Fortified Sdn Bhd, TM, and Edasu Hiromori Sdn Bhd.







Prof Lee (left) and Dr Raslan Ahmad thanking all the guests, organisers, sponsors, industrial partners, supporters, schools, higher learning institutions and visitors for making the fair a success

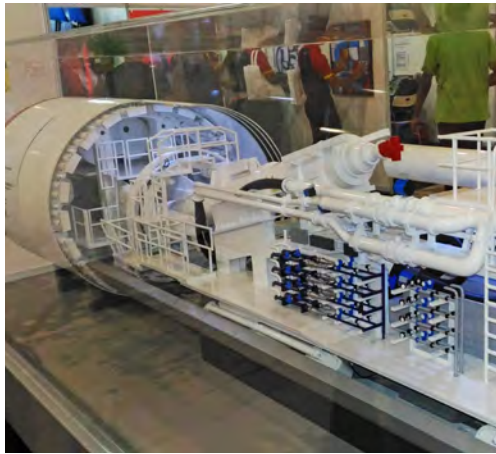
Dato' Kamalanathan calling upon more industry players and prospective collaborators to join the initiative in promoting STEM education



Students constructing small-sized car using recyclable materials

MyMaker Soccerbotz Competition

Robot-making workshop by UTAR Lee Kong Chian Faculty of Engineering and Science



Creative noodles artwork made from corn starch and food colouring at the STEM Movement booth

Academy of Science Malaysia booth displaying programmed robots

Tunnel Boring Machine at the MMC Gamuda booth



Bayer's multi-activity booth

Mathematics game station by UTAR Centre for Foundation Studies

Students from Sekolah Menengah Sains Hulu Selangor displaying their project

# SCBEA 2017 CSR Excellence Award

Kudos to UTAR for winning the Sin Chew Business Excellence Award (SCBEA) 2017 in the CSR Excellence Award category. The award was presented recently at the SCBEA 2017 Award Presentation Ceremony held at the Grand Ballroom of Setia City Convention Centre in Shah Alam, Selangor on 10 November 2017.

The SCBEA 2017 was jointly organised by Sin Chew Daily and Sinchew.com.my. This SCBEA is positioned as one of the most trusted and prestigious business awards programme in Malaysia with emphasis on strategic management approaches. The SCBEA offered a unique platform to encourage companies and institutions to continue innovating and producing high quality products and services to ensure their sustained operation, to benchmark themselves against the best in the pursuit of further excellence and to motivate the winning enterprise to showcase and spearhead Malaysian brands to the global market.

Participating companies and institutions were required to go through a very stringent and highly transparent

selection procedures in order to win the award. Each award accorded was an authentic testimony and recognition of business excellence in all the key areas and business management disciplines which form the strategic part of organisational growth and sustainability.

UTAR was chosen for this award due to its social responsibility projects and initiatives that cover a diverse spectrum of activities ranging from research, R&D projects, consultation, training, conferences, talks and seminars, to voluntary community services in New Villages and rural areas, health campaigns, gotong-royong, free health services, financial aid and scholarships, leadership and youth camps, and teaching and learning support.

UTAR has always adopted good governance to ensure sustainability, practised responsible management and engaged in corporate social responsibility since its inception and has always believed that this approach is essential for long-term sustainability, lifelong learning and value creation for its staff, students and the community.



UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik displaying the award

# Gold in Malaysia PR Awards 2016/2017

A total of 202 UTAR Public Relations (PR) students marked yet another milestone when their PR campaign, "WOW Kampar" clinched the Gold Award in the Malaysia PR Awards (MPRA) 2016/2017 at a ceremony held in PRISM, Continuum & Reflexion, Connexion @ Nexus Bangsar South City on 10 November 2017.

Representing the group to receive the prestigious award was Senior Vice President of WOW Kampar Public Relations Division Desmond Tan Chong Kee together with WOW Kampar Advisors Wahi Irwan bin Abd Kahar and Muhamad Qamar Rahman bin Md Isa. They received the award from the MPRA Organising Chairperson-cum-Managing Director of Centriq PR Jacqueline Arnold.

"I could not believe that WOW Kampar won this year's Malaysia PR Awards. This is an award for my team and it proves us right once again. Many thanks to the committees and our advisors," said WOW Kampar President Chan Shu Ting.

"Our hard work is finally paid off and it is a recognition to UTAR, being the sole gold recipient in the "Institutions of Higher Learning – Students" category," said Tan.

"This award once again proved that the UTAR Public Relations course is one of the best in Malaysia and I am proud of all the 202 event planning and management students," said WOW Kampar Advisor Wahi Irwan.

"I joined WOW Kampar during the event management semester but I could feel the exhilaration of WOW Kampar in winning this award," said Qamar Rahman.

The Malaysian PR Awards is an annual programme by the Public Relations Consultants' Association of Malaysia (PRCA Malaysia) which gives recognition to excellence in public relations and rewards PR consultants and PR consultancies for innovative communications solutions for clients.



From left: Jacqueline, Tan, Wahi Irwan and Qamar Rahman





Dr Sia, Lim Tze Shuang, Soon Yan Wen, Tay Khai Zhang, Ong Yue Hian, Kong Ying Jo, Shubatra and Shamini

## Second and third in DTC

A team of UTAR students from the Faculty of Accountancy and Management (FAM) impressed the juries with their tax knowledge and emerged as the first runner-up in the team category and second runner-up in the individual category at the finals of Deloitte Tax Challenge (DTC) 2017 held on 1 November 2017 at the Deloitte office in Kuala Lumpur.

Representing UTAR at the DTC Gala Dinner were FAM Dean Dr Sia Bee Chuan, Department of Accountancy Head Shamini Kandasamy and FAM lecturer Shubatra Shanmugaretnam.

The Deloitte Tax Challenge 2017 was aimed at cultivating and enriching the next generation of tax professionals in the region. The competition provided the contestants with a higher international benchmark with more regional exposure and enabled them to better embrace the challenges and opportunities brought by the ASEAN Economic Community when they join the workforce of a knowledge-based economy.



UTAR students and academic staff at the award ceremony

## Google Ignite Awards

UTAR emerged as a big winner in the Google Ignite Career Fair 2017, winning both the Excellence Award and the Star Award in the Universities category, held on 28 October 2017 at the Double Tree Hilton Hotel, Kuala Lumpur.

Present at the career fair were Faculty of Creative Industries' (FCI) Department of Mass Communication Head Dr Lim Chai Lee, Dr R. Thanaseelen, and FCI lecturers Chew Wee Lee and Long Yew Foo.

With the aim to create an engaging platform by allowing employers and students to network and subsequently provide employers with digital talents for their companies, the Google Ignite Career Fair 2017 focused on Google-certified students and top employers from the programme to facilitate applications and conversations regarding internship opportunities within the Google Ignite programme.

The Excellence Award recognises the institution with the highest number of Google-certified students from the programme.

## DASD Souvenir Design Competition



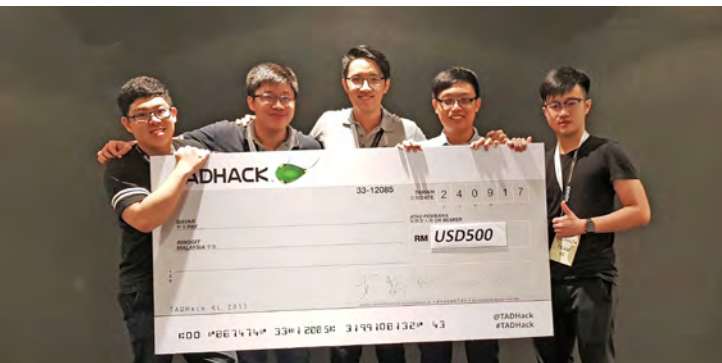
Organising committee, staff and students

The Architecture Society organised a Souvenir Design Competition on 27 October 2017 at Sungai Long Campus.

Present at the event were Registrar Yim Lin Heng, Lee Kong Chian Faculty of Engineering and Science Deputy Dean for R&D and Postgraduate Programmes Assoc Prof Dr Yong Thian Khok, Department of Architecture & Sustainable Design Head Tan Kok Hong, LKC FES lecturer Tew Bun Teck, Corporate Communication and Public Relations Director Ong Soo Weon and students.

The competition aimed to seek a general-use souvenir which can be displayed for visiting academics and speakers. The objective of the competition was to unleash the potential of the students in generating ideas for souvenirs.

## Alumni BEAMS proudly at TADHack



From left: Chong, Lee, Tan, Low and Cheong posing with their mock cheque

The day certainly beamed brightly for team BEAMS when the members, namely Faculty of Information Communication and Technology alumni Tan De Zhern, Chong Zan-Wei, Gerald Lee Sze Inn, Low Wei Leong and Cheong Pei Bin, were crowned champion in the TADHack Local category of the Telecom Application Development Hackathon Kuala Lumpur (TADHack KL) 2017, held from 23 to 24 September 2017, at Digi Malaysia Headquarters, Subang Jaya.

TADHack KL was organised by Clear Skies Solutions, Digi. Com Berhad, Malaysia Digital Economy Corporation (MDEC), Communications Convergence Professional Society (CCPS) and Orbitage, and it was part of the TADHack Global.

The team's solution for the hackathon's challenges, also named BEAMS, is the acronym for "Better Engagement and Marketing System", which aimed to make the purchasing process easier and more convenient, while improving customer service and lowering company's cost of advertising.

## Bismuth oxybromide (BiOBr)-based nanocomposites as photocatalysts

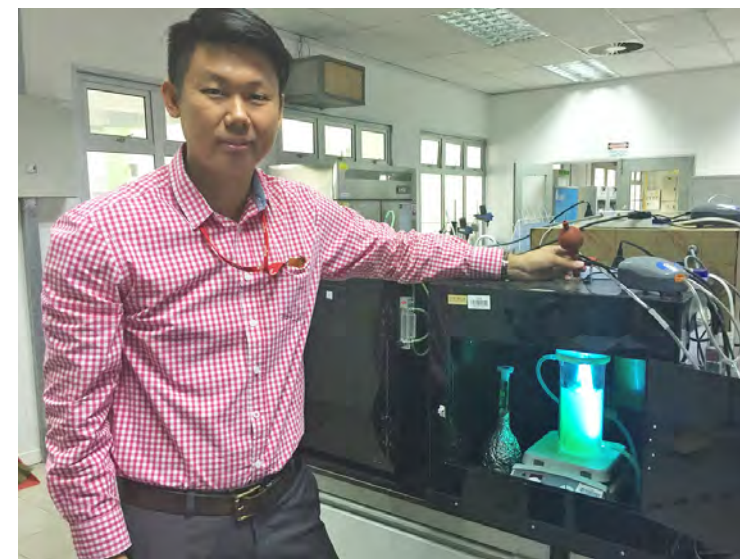
Malaysia has always been known for its verdant rainforest with rich diversity of flora and fauna owing to the year-round friendly tropical climate.

Understanding Malaysia's natural advantage of having an equatorial climate that provides an inexhaustible supply of solar energy, Dr Sin Jin Chung from UTAR Faculty of Engineering and Green Technology (FEGT) spearheaded a research project to design and synthesise bismuth oxybromide (BiOBr)-based nanocomposites as high-activity visible light-driven photocatalysts. The research was a joint effort with fellow FEGT colleagues Assoc Prof Dr Yamuna Munusamy and Dr Lam Sze Mun as well as Master of Engineering Science students Lim Chin Aik and Chin Ying Hui. Also collaborating with the UTAR academics was Prof Ir Dr Abdul Rahman bin Mohamed from Universiti Sains Malaysia.

For the uninitiated, photocatalysis comes in a form of a reaction using light to activate a catalyst which modifies or accelerates the rate of a chemical reaction that in turn lowers the activation energy for the reaction to occur. Upon the completion of the reaction, the catalyst is not used up but may be physically changed in some ways. In short, photocatalysis involves the presence of light in making a catalyst work by providing the energy needed by the catalyst. Today, photocatalysis is an up-and-coming technology that paves the way for a wide variety of applications to environmental purification and solar energy conversion such as degradation of organics and dyes, antibacterial action, and fuel generation through water splitting and carbon dioxide photoreduction.

Intrigued by the process of photocatalysis and its potential, Dr Sin revealed that he has always been working on the synthesis of visible light response photocatalysts to remove pollution or contaminants from environmental media. "Harvesting Malaysia's abundant sunlight in solving environmental problems is certainly a promising approach and one of the ultimate goals for sustainable development. Photocatalysis can make use of sunlight to degrade various recalcitrant organic and inorganic pollutants. To cope with the development of the photocatalytic application, the design and fabrication of efficient visible light-response photocatalysts have become highly demanded," introduced the Chemical Engineering researcher.

In Dr Sin and his co-researchers' quest to explore and design new photocatalysts which can perform efficiently under solar light, they managed to discover the bismuth oxybromide (BiOBr)-based nanocomposite which is not only new but also a promising photocatalytic candidate material due to its potential photocatalytic abilities under visible light irradiation. The Principal Researcher further explained, "BiOBr presented itself as one of the new promising photocatalysts due to its versatile properties such as good chemical stability, low cost and relatively superior photocatalytic abilities compared to commercially available titanium dioxide (TiO<sub>2</sub>) under visible light irradiation. Therefore, the purpose of our project is



Dr Sin showing the immersion well photoreactor used for photocatalytic degradation of organic pollutants

to focus on the fundamental study of BiOBr photocatalysis and tailoring new BiOBr-based nanocomposite photocatalysts to find the potential application for solar energy conversion and environmental remediation."

In tandem with the Malaysian Government's initiative in promoting the use of green technology and renewable energy, Dr Sin's project assures a cleaner, cheaper and environmental-friendlier approach in improving the treatment level of wastewater effluent.

"Besides using the newly-discovered BiOBr-based nanocomposite photocatalysts to degrade organic pollutants, they can also be developed further along the lines of self-cleaning and antibacterial systems," said Dr Sin when asked about the project's prospects. "The project also has potential in photovoltaic applications, clean energy production, sensor and solar cells," he continued.

Driven by the passion to engage in research at the highest international standards to contribute to the development of the community and nation, Dr Sin's team is currently working on antibacterial, photocatalytic fuel cell and methane production as an extension of the research.

Thankful that the research project was able to materialise after two years, Dr Sin also extended his deepest appreciation to both the Fundamental Research Grant Scheme (FRGS) by the Ministry of Higher Education for funding the project and also to the UTAR Research Fund for supporting the other research projects in the areas of photocatalysis.



Photocatalytic system under fluorescent light irradiation



Dr Sin explaining the function of Teflon-lined stainless steel autoclave



(Inset photos) Three-dimensional hierarchical structure photocatalysts with flower-like and spherical-like morphologies. The different tubes also show the colour changes of palm oil mill effluent for different exposure times under photocatalytic reaction.



## Talk on edible bird's nest industry

"In this industry, one has to constantly pioneer new initiatives and break new grounds to overcome any crisis that comes along. The only way is to think forward and constantly innovate," inspired Group Managing Director of Swiftlet Eco Park and Royal Bird's Nest Group of Companies Dato' Loke Yeu Loong at the recently held entrepreneurial talk that was jointly organised by UTAR Entrepreneurship Society, Faculty of Business and Finance (FBF) and Department of Consultancy and Commercialisation (DCC) at Kampar Campus on 25 October 2017.

Attended by more than 150 students, the talk titled "The Agro-Entrepreneurship of Edible Bird's Nest Industry" focused on Dato' Loke's valuable experiences and extensive knowledge of the edible bird's nest industry, particularly in Malaysia. His two-hour talk was part of DCC's entrepreneurial talk series and was aimed to enlighten students on business and the

qualities of a successful entrepreneur.

Also attending the talk were UTAR FBF Dean Dr Au Yong Hui Nee, Head of Postgraduate Programmes of the Faculty of Medicine and Health Sciences-cum-Chairperson of Centre for Cancer Research Prof Dr Lim Yang Mooi, UTAR staff and students.

Dato' Loke enthused, "In the next five years, the company envisions stepping up on its R&D efforts to transform the Edible Bird's Nest from its traditional use as a food or supplement to be a powerhouse in medicinal drugs, especially in the area of diabetes, cancer, anti-aging, and a host of inflammatory and neurological diseases."

UTAR and Royal Bird's Nest Sdn Bhd signed a memorandum of understanding on 3 December 2012 to collaborate on research and development in the fields of medical, health and agricultural science and engineering, especially areas that are related to health supplement products such as edible bird's nest.



Dato' Loke inspiring the students by sharing about his journey of success

The Faculty of Accountancy and Management and Department of Consultancy and Commercialisation organised an entrepreneurial talk titled "Catwalk Guru Malaysia - The journey" on 2 November 2017 at Sungai Long Campus. The talk featured Malaysia Supermodel Search Founder Benjamin Toong. Present at the talk were lecturers, students and staff.

Throughout the talk, Toong spoke about his experience on starting up a new venture and the possible challenges for a start-up. He also shared life experiences and how he overcame the life obstacles in the hope to inspire the young generation to follow their dreams and to prepare them to face the reality. Some of the topics which complemented the entrepreneurial talk were shared such as body language, communication skills, facial expression and proper body posture.

"You can't stop the challenges and obstacles which are ahead of you but you can choose not to give up. Get back up and help yourself. Nothing can stop you from being successful when you are

## Catwalk Guru Talk

passionate about the things you do." He added, "Keep on dreaming, never stop at one dream and chase your dreams!"

Benjamin Toong is the foremost catwalk guru of Malaysia. He made his first wave nationwide when he was the head model trainer for the Ford Models Supermodels of the World Malaysia competition in 2009, and notably for his subsequent training stints for the Miss Malaysia Universe and Miss Astro Chinese International pageants. He is also known for being able to command a runway in his signature 11 inch heelless high heels and widely recognised for his roles in founding a renowned fashion and beauty academy and creating the online reality programme Runway Supermodel search. He is the founder for Runway Productions by CG. For his achievement, he was crowned as Malaysia's catwalk guru in 2010.



Front row, fifth from left: Toong and the audience

## Helping lives bloom

UTAR Corporate Communication final year students from the Faculty of Creative Industries organised an outreach programme named POSITHIV on 11 November 2017 at Rumah Solehah, a shelter home looking after the welfare of women, children and orphans. The main objective of the programme was to have the residents of Rumah Solehah to equip themselves with income-generating skills that will help them to be financially independent.

The outreach programme was graced by EXCO member of Rumah Solehah Matron Fadzilah Abd Hamid and UTAR's Faculty of Creative Industries (FCI) Deputy Dean Raduan bin Sharif. Also present at the event were FCI Department of Mass Communication Head Dr Lim Chai Lee, Master of Communication Programme Head Dr Tham Jen Sern, POSITHIV Project Advisor Jullian Khor Gee Khing, Project Manager Fum Qi Teng, Rumah Solehah Project Coordinator Fathiah Hamzah, and project committee members.

Fadzilah said, "We do not want fish, we want to learn how to fish. In my discussion with the POSITHIV, I told them that I hope to provide a way for the residents of Rumah Solehah to sustain themselves financially."

"UTAR is glad to have students who are socially responsible and concerned for the welfare of others," said Raduan.

Fum said, "We are honoured to be given such an opportunity to plan an event for the community whilst practising the theoretical and practical knowledge we have learned throughout the years of our studies."

A mock cheque worth RM5,000, collected by POSITHIV through a string of fundraising activities and donation drives, was also



Fum (second from left) and committee members showing the residents how to make soap bars

presented to Rumah Solehah. Moreover, a soap-making workshop was organised to teach and encourage the residents of Rumah Solehah to produce their own handmade soap and sell it for an extra income.



Committee members of the project with the participants

## UTAR Faculty of Science (FSc) Promoting safe food for society

held its inaugural launching of the Community Project for Food Industries on 4 October 2017 at the Kampar Campus.

Present at the launch were UTAR Vice President Prof Ir Dr Ewe Hong Tat who represented UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Deputy Director of Perak State Health Department Leong Siew Hong, Operation Director of Bidor Kwong Heng Sdn Bhd Teh Hing Yong, FSc Dean Assoc Prof Dr Lim Tuck Meng, FSc Department of Agricultural and Food Science Head Dr Tan Yen Nee, consultants for food companies Lam Ah Chye and Lai Mun Lee, sponsors, UTAR industry partners, and staff.

"With this project, we aim to upgrade the food safety and hygiene standards of operation as well as to establish useful networks between the academics and food industries for the application of food safety and hygiene," said Dr Tan.

Prof Ewe said, "We must understand and learn about the causes of these food contaminations, find solutions, educate the public

and maintain a healthy environment to live in. Ensuring food safety and hygiene is a multisectoral and multidisciplinary effort by the government departments, agencies, public, agriculture, education and trade, working together to form a network of communication and collaboration."

"We certainly hope to see as many food industries from the agricultural sectors, food manufacturing & food processors from the small and cottage industries, to food service operators and retailers joining this programme to make the food safer for our consumers throughout Malaysia and export markets. We also welcome collaborations and we look forward to hearing ideas, suggestions and feedback from you," said Dr Lim.

The project was sponsored by Perkin-Elmer Sdn. Bhd., Nestle Products Sdn. Bhd., Flowcreate Asia Sdn. Bhd., Empire Bioscience Sdn. Bhd., and Chemopharm Sdn. Bhd.



## 优大获赠动态版红楼梦长卷

来自中国的上海水晶石视觉展示有限公司于2017年12月4日特别赠送了拉曼大学（优大）《动态版红楼梦长卷》动画文件以促进拉曼大学在中国四大名著之一的《红楼梦》作品方面的相关研究。

拉曼大学校长拿督蔡贤德和水晶石集团副总裁兼上海水晶石视觉展示有限公司总经理丁英代表双方机构签署捐赠协议。陪同嘉宾有《星报》媒体集团主席拿督胡亚桥、董事经理兼总执行长拿督斯里黄振威、上海水晶石视觉展示有限公司副总经理林京彤、拉曼大学中华研究院院长张晓威副教授、马来亚大学中文系主任潘碧华副教授等。马来亚大学和《星报》集团也是其中的获赠单位。

《动态版红楼梦长卷》是上海水晶石视觉展示有限公司的原创新数字作品。这部为时约13分钟的动态版的长卷重现了出自曹雪芹之手的《红楼梦》中的许多经典情节，其中包括《大观园》、《黛玉进宁国府》、《太虚幻境》、《元妃省亲》、《螃蟹宴菊花诗》、《中秋新词论诗赏月》、《宝琴立雪》、《宝玉与黛玉》、《醉卧芍药茵》、《秦可卿葬礼》、《元宵夜宴》等。原作中的词句穿插在栩栩如生的画风里，起再现旧日莺燕，引世人梦回红楼之效。

蔡贤德表示，“古人会把所收藏的名画、字帖相赠给朋友，以示友好。而今天我们也获赠了一份非常珍贵的礼物——《动态版红楼梦长卷》，一部结合了新技术与中国古典名著的数码作品。相较于典型的文物作品，数码作品将更有利于经典名著的传播与传承。为此，非



蔡贤德（左二）和丁英（右二）交换捐赠协议；左起：黄振威、胡亚桥、林京彤。

常感谢上海水晶石视觉展示有限公司的慷慨相赠，我校研究团队定会把这份礼物好好运用在《红楼梦》、古典文学、动画艺术等相关研究上。”他也展望未来能够有机会和这家全球领先的数字视觉技术及服务的企业展开交流与合作。

丁英表示，“通过使用数字创意与科技的手段，可以让这个文化艺术作品

更好地走进群众，让他们喜闻乐见，更容易接受，特别是青少年。此外，通过运用科技手段，在不同文化的人群当中做传播，那么大家更容易彼此融合和理解。因为艺术、科技是无国界的，是大家共同喜欢和爱好的。”她寄望本次的文化交流是开启未来更多的合作之门。

## 王平波谈中国娱乐媒体的发展及未来

中国湖南卫视芒果娱乐有限公司副总裁王平波于2017年10月26日在拉曼大学双溪龙校区为师生们主讲了以“中国娱乐媒体的发展历程及未来”为题的讲座，旨在让与会者对日益蓬勃发展的中国娱乐媒体与其未来的发展趋势有更具体的了解。这场讲座获得了逾150人的踊跃参与。

王平波指出该台目前在马来西亚已设有办事处，也是他们驻马的联络机构，负责维护该台节目在马来西亚的输出，加强两国在文化方面的业务合作，同时让该台旗下更多节目及电视剧来马取景及录制。该台马来西亚办事处目前与一些单位已有合作，未来计划与马来西亚加强在传媒、电视、影视剧等文化方面的交流与合作。

他也提及该台来马设立办事处的原因是因为中国与东盟国家，特别是马来西亚的关系良好，两国目前拥有密切的交流与合作。他表示在和马来西亚华人交流的过程中，虽然语言和文化有所不同，但仍倍感亲切。

他透露目前该台来马主要为业务层面的合作，如曾安排剧组到浮罗交怡进行综艺节目的拍摄，但目前仍未有在马来西亚拍摄本土节目的打算，因为一切有待深入了解马来西亚的经济与政策、传媒运作等后再做决定。

值得一提的是，拉曼大学和湖南卫视芒果台也签署了合作备忘录，并将在未来每年或每学期保送本校的媒体系学生到位于中国的湖南卫视进行为期13周的实习计划，而学生实习期间的开销将全由湖南卫视负责。该台所录用的编导人员一般都拥有硕士或以上资格，对本科生而言将面对较大的挑



林彩丽（中）在马骏驹（右）的陪同下赠送纪念品给王平波。

战，但他寄望马来西亚的实习生能在培训结束后在该台有一定的留存率。

席间嘉宾有拉曼大学创意产业学院大众传播系主任林彩丽博士、媒体创意系讲师马骏驹等。

## 优大志愿服务团6.0强势回归 公关系万圣节庆典

拉曼大学（优大）金宝校区公关系志愿服务团6.0于2017年11月19日在拉曼大学金宝校区举办了“幽灵万圣节大会”，获得了约600人的踊跃出席，一同共襄盛举。

这项志愿服务活动始于2011年，目前已迈入第6届，并分为5个小组进行活动，各小组的主题分别是企业社会责任、数字经济、医药保健服务、文化遗产旅游及社会福利。

这个晚会的主要筹办目的是筹募志愿服务团明年各发展计划的经费，同时推广志愿团内5大小组的活动。5大小组当晚以各自的主题举办相关活动，间接提升群众对社会发展趋势的认知及作出贡献。

亲自到场给学生们支持及主持开幕仪式的拉曼大学文学与社会科学学院公关系主任冯国雄表示，“我对志愿服务团6.0的成员非常有信心，也相信这项活动对于新一届的志愿服务团而言是个很好的开始。”

志愿服务团6.0总团长林晓倩表示，“我感到非常欣慰及感恩能够有机会带领团队筹划这项活动。我们接下来将会为大家呈现更多精彩的活动，希望大家继续支持。”

活动场地由筹委们精心设计。所有入场的观众们必须经过一条恐怖隧道，从而让所有人从入场开始就有惊悚的体验。此外，场内的四围墙上也挂着一具一具的



志愿服务团6.0成员的大合照。

“尸体”，打造了恐怖的气氛；主台中央则悬挂着一个3米宽大的“满月”，营造让人惊叹的氛围。

其中一位出席的讲师莫哈末卡马受访时表示这项活动超乎了他的期待，因为从场内至外，可看出筹委们在预备这项活动的过程中付出了很大的心思。

为了让万圣节气氛更加浓郁，在晚会正式开始之前，大会为参与者们提供免费的化妆服务，并由20位专业的化妆师亲自操刀。参与者皆盛装出席，扮演各种“妖魔鬼怪”，让整个活动现场充满了诡异的氛围。当晚的表演者卖力演出，让观众们沉迷其中。

## 李树枝喜获广西总会丛书出版基金

拉曼大学中华研究中心现代华文文学研究组组长李树枝博士所撰写的《花开成塔——马来西亚华语语系文学论述》（下称《花》）一书喜获马来西亚广西总会颁发的2017年度丛书出版基金。

《花》一书经评委的最终推荐，获得该会赞助出版基金。为此，他获得了该会所颁发的四千令吉的出版基金。

《花》的内容为对马华文学的诗、散文、小说、微型小说、文学观点与评论、文学刊物五项范围的研究。主要的论述对象作家有吕育陶、温任平、杜运燮、黎紫书、傅承得、叶贝思、陈翠梅、吴鑫霖、刘育龙、张依革、王润华、鍾怡雯、龚万辉、冰谷、陈川兴15人，及一份马华文学最重要的文学刊物《蕉风》。

关于当初申请出版基金的机缘，他表示，“吉打州马华著名作家林成兴乡长（笔名：冰谷）鼓励我集结近年来自己关于马华文学研究的成果，向总会申请年度的《马来西亚广西会馆文学出版基金》。”

他不忘向总会表达谢意，祖籍广西容县的他，说：“个人感到非常欣喜与激动，因为能够获得出版基金评委委员的审核批准与推荐。这部作品是我从2010年至2017年对马华文学的批评与研究的初步思考，展望未来，自己仍须不断反思，一步一脚印，努力奋进。在整个成书过程中，我用了约7、8年的时间来构思、收集与阅读资料及撰写内容，同时非常感谢每一位作家与单位负责人热情与亲切地提供资料并接受我的访谈。更重要的是让我深深感悟马华文学的文献档案、资料须及时妥善，专业的保存以备现在与未来研究之用。”

“我认为拉曼大学关于中文及马华文学研究的研究氛围很浓厚，因为研究师生团队皆体现了研究的使命、责任、兴趣与热情。因此教师本身与在籍的本科与研究生和毕业的校友能够形成研究团队，相互鼓励，对中文与马华文学研究倾注了研究的使命与热情。”

最后他呼吁有志从事马华文学研究者，首先必须培养与建构马华文



李树枝多年来深耕于马华文学的批评与研究，图为他以发表人身份出席了第二届世界华文文学国际学术研讨会。

学历史意识与识见，尔后努力加强文学批评理论，并认真阅读马华文学的书写文本，“勤奋躬耕后，方能立足本土，放眼世界。”

马来西亚广西总会为了鼓励同乡创作与研究文学，发扬关怀广西之理念，并鼓励桂籍子弟提出申请总会所设置的《马来西亚广西会馆文学出版基金》。该会每年将审核与批准一部作品的申请，可申请的作品以小说、散文、新诗、戏剧为主，儿童文学、文学批评及学术研究、文学论述作品亦可提出申请。



"Pilih hidup!" kata pengajar memandu Adian Yein kepada 140 peserta yang menghadiri kempen pandu selamat *Volkswagen Polo P Project*, sebuah aktiviti anjuran bersama Persatuan Pencegahan Jenayah UTAR dan *Driven Communications Sdn Bhd* yang berlangsung pada 28 dan 29 Oktober 2017 bertempat di Kampus Kampar.

Acara ini merupakan sebuah usaha bersama oleh Persatuan Pencegahan Jenayah UTAR, yang bertujuan untuk memupuk kesedaran dalam kalangan pelajar UTAR untuk memandu secara berhemah dan selamat selain menyemai sikap serta tingkah laku yang cermat dalam kalangan belia setempat. Para peserta mendapat pelbagai manfaat dari sesi kelas teori, cara demonstrasi kedudukan tempat duduk memandu yang betul, aktiviti slalom, ujian sistem brek anti-kunci (ABS), dan aktiviti – aktiviti sampingan yang lain.

"Kempen ini penting untuk memupuk anak-anak muda untuk memandu dengan berhemah dan selamat. Fakta juga membuktikan bahawa golongan-golongan muda di bawah umur 25 tahun mempunyai kadar risiko paling tinggi untuk mengalami kemalangan, dengan beberapa kes melibatkan kecederaan serius atau kematian," kata Yein.

Aktiviti dua hari itu dibahagikan kepada dua sesi sehari, dimana setiap sesi menampung kapasiti maksimum seramai 25 peserta, dan dimulakan dengan sesi kelas teori.

"Sebelum memulakan perjalanan, sila pastikan kenderaan anda berada dalam keadaan yang baik dan selamat untuk dipandu. Anda boleh semak sekeliling kenderaan serta di bawah kereta anda untuk memastikan tiada kebocoran, memeriksa tekanan tayar, dan pastikan tidak ada apa-apa objek yang longgar. Semasa berada di dalam kereta, sila periksa kelarasan tempat duduk anda, kesesuaian cermin-cermin dan pastikan terdapat petrol yang mencukupi di dalam kereta anda untuk meneruskan perjalanan," Yein menasihati.

Di bawah tajuk "Kedudukan Tempat Duduk yang Tepat untuk Memandu", Yein mengajar para peserta cara-cara untuk memastikan kedudukan tempat duduk yang betul dan tepat, dimana ketinggian pemandu dari bumbung kereta hendaklah jarak antara empat hingga lima jari; duduk pada sudut tegak; dan mempunyai jarak yang selesa dari stereng kereta bagi membolehkan pergelangan tangan pemandu berasa selesa apabila diregangkan.

Yein juga menasihati para peserta untuk memandu pada kelajuan yang lebih perlahan kerana laporan menunjukkan bahawa kereta yang dipandu pada kelajuan yang tinggi mempunyai kesan

## Kempen pandu selamat Polo



Para peserta di tapak praktikal pemanduan

kelajuan yang lebih tinggi, yang boleh dijuruskan kepada kecederaan yang teruk. Tambahan pula, beliau berkata bahawa pemandu yang memandu kereta dalam kelajuan 80km/j mempunyai 20 kali ganda kemungkinan yang lebih tinggi terlibat dalam kemalangan maut.

Salah satu acara kemuncak dalam sesi kelas teori adalah pengajaran mengenai jenis-jenis gangguan yang boleh menyebabkan kemalangan yang serius, seperti membuat panggilan telefon, menghantar atau membaca teks, menukar saluran radio, melaraskan navigasi satelit, makan atau minum, kanak-kanak atau haiwan peliharaan yang tidak diikat dengan betul di dalam kereta, berbual, berdebat, dan bergurau.

"Antara nasihat yang paling penting, jangan minum dan memandu, kerana alkohol melambatkan masa tindak balas dalam badan, menjejaskan penglihatan, mewujudkan perasaan terlebih keyakinan serta tidak dapat membuat keputusan secara waras dan baik. Oleh itu, sentiasa beringat bahawa pengambilan alkohol semasa memandu hanya akan mengandakan risiko kemalangan jalan raya," nasihat pengajar memandu Yein.

Sebelum tiba penghujung sesi kelas tersebut, Yein juga berkongsi mengenai perkara-perkara yang patut dilakukan serta perkara-perkara yang tidak patut dilakukan semasa memandu dan menasihati pemandu untuk sentiasa mematuhi peraturan jalan raya. Antaranya ialah peraturan tiga saat untuk memastikan jarak yang selamat dari kenderaan yang berada di hadapan, mengurangkan pecutan, mengendali pedal brek kenderaan dengan cermat dan tidak panik semasa dalam situasi kecemasan.

Di samping itu, peserta juga berpeluang untuk menyaksikan cara-cara menghindari slalom dan gangguan dengan aktiviti pedal brek yang ditunjukkan melalui penggunaan dua buah kereta Polo Volkswagen. Aktiviti tersebut membolehkan para peserta belajar cara penggunaan sistem ABS kenderaan secara sepenuhnya dan mengalami kestabilan ABS semasa perubahan lorong laju.

"Aktiviti ini merupakan satu aktiviti yang amat memberi manfaat. Kelas pengajaran tersebut memberi pemahaman yang mendalam dan berfaedah kepada para pelajar dan pemandu-pemandu baru. Selepas mengalami kemalangan yang disebabkan oleh kegagalan fungsi brek, saya berasa amat takut untuk menekan brek, saya bimbang sekiranya ia tidak akan berfungsi lagi, tetapi kelas pengajaran ABS telah membantu saya mengatasi ketakutan ini dan sekarang saya sedar bahawa penggunaan brek kecemasan adalah sangat penting," kata pelajar Psikologi M. Lushalinee.



Para peserta mempelajari teknik-teknik menukar tayar

**Kampar Campus**

DU012(A)

Jalan Universiti  
Bandar Barat  
31900 Kampar



Wholly owned by UTAR Education Foundation  
(Co. No. 578227-M)

**Sungai Long Campus**

DU012(A)

Jalan Sungai Long  
Bandar Sg. Long  
Cheras, 43000 Kajang