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Collaboration with Jusfoun Big Data Co

UTAR, Jusfoun Big Data Co (Jusfoun) (九次方大数据) and Malaysia Big Data Platform Sdn Bhd signed a tripartite cooperation agreement during an official meeting in Beijing, China on 1 September 2017.

Aimed to build the channel of transnational big data talent cooperation exchange, cultivate international high-tech big data talent, and in response to the "one belt one road" initiative, the three parties have reached the consensus to set up the Southeast Asian Big Data Centre in Malaysia. The Centre will also introduce elective courses for current degree programmes in the country.

UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Founder of Jusfoun Wang Sanshou and Director of Malaysia Big Data Platform Sdn Bhd Sun Wende signed the agreement respectively. UTAR Vice President Prof Ir Dr Lee Sze Wei was also present at the meeting.

Prof Chuah said, "China is now Malaysia's largest trading partner. The development of big data industry in China is conspicuous and I believe that the future potential for the development of big data



Delegates from the three parties

is unlimited under the initiative of "one belt one road". Malaysia looks forward to being parallel with China to apply the value of big data in the development of national economic innovation. As an educational institution, UTAR wishes to cooperate with China to establish a big data exchange and communication avenues to achieve cooperation and mutual benefit in the field of big data."

Wang said, "Talent is the core factors of production in the big data industry development of all countries. We need to achieve talent-driven development of big data industry and break the bottleneck of big data talent in order to achieve the development of national economies by leaps and bounds."

UTAR and Sena Traffic Systems Sdn Bhd (STS) officially signed a memorandum of understanding (MoU) at UTAR Sungai Long Campus on 5 September 2017.

Signing on behalf of UTAR was its President Ir Prof Academician Dato' Dr Chuah Hean Teik, witnessed by Lee Kong Chian Faculty of Engineering and Science (LKC FES) Dean Prof Ir Dr Goi Bok Min while STS was represented by its Director William Tan Wei Lun, witnessed by R&D Engineering Department Acting Director David Lim Chioh Chuan.

Present at the signing ceremony were STS Managing Director Dato' Tan Boon Hock, LKC FES Deputy Deans Assoc Prof Dr Lai Soon Onn and Assoc Prof Dr Yong Thian Khok, Department of Laboratory Management and Safety Administration Head Dr Lim Jee Hock, Department of Civil Engineering Head Assoc Prof Ir Dr Lim Siang Kang, STS staff and LKC FES lecturers.

Prof Chuah said, "I would like to thank STS for choosing UTAR as a strategic partner to work together on improving traffic signal control in the Klang Valley region and across the nation. It would be the initial step taken to develop a local-made advanced traffic control system that will suit into our local traffic condition."

Director Wei Lun remarked, "It is our

MoU with Sena Traffic Systems



From left: Prof Goi, Prof Chuah, Dato' Tan, Director Wei Lun and Acting Director Chioh Chuan

great honour to have a chance to collaborate with UTAR and we will work closely together to develop and enhance the traffic system in the nation. I believe we could provide industrial training opportunities, talks and site visits for students to experience the real job scope in this industry."

STS Business Development Manager

Ir Zainuddin bin Abdul Samad added, "We believe smart technologies can provide solutions for the city's authorities by reducing the expenditures, manage traffic flows efficiently and making the city safe and sustainable, thus cultivating public confidence towards the city's administrations."

MoU with Pestech International Berhad

UTAR and Pestech International Berhad officially signed a memorandum of understanding (MoU) at UTAR Sungai Long Campus on 13 September 2017.

Signing on behalf of UTAR was its President Ir Prof Academician Dato' Dr Chuah Hean Teik, witnessed by Vice President Prof Ir Dr Lee Sze Wei while Pestech was represented by its Executive Director and Group CEO Ir Paul Lim Pay Chuan, witnessed by Pestech General Manager Paismanathan Govindasamy.

Present at the signing ceremony were Lee Kong Chian Faculty of Engineering and Science (LKC FES) Dean Prof Ir Dr Goi Bok Min, LKC FES Deputy Dean Assoc Prof Dr Lai Soon Onn, Electrical and Electronic Engineering Department Head Assoc Prof Dr Chang Yoong Choon, Railway Infrastructure and Engineering Centre Chairperson Prof Dr Andy Chit Tan, LKC FES academics Assoc Prof Dr Stella Morris, Prof Ir Dr Lim Yun Seng, Dr Wong JianHui, Dr Tey Jing Yuen and Dr Chua Kein Huat. Representing Pestech were its Corporate Affairs Charles Tan and Corporate Strategy Office Senior Manager Wong Siaw Yan.

The MoU aimed to promote joint efforts in research, development and commercialisation and to engage UTAR in the joint development of High Fidelity Power Plant Simulation tools. Apart from that, this MoU facilitates the industrial study visits and industrial placements for UTAR students.

Prof Chuah said, "We welcome such opportunity to participate in the Industrial Collaboration Programme implemented by the Technology Depository Agency along with Malaysian Industry-Government Group for High Technology to contribute to further development which would benefit the society."



From left: Prof Chuah and Ir Paul exchanging the MoU

"We are proud to collaborate with UTAR and look forward to expanding knowledge in the region while at the same time to discover new technology and overcome the challenges ahead to deliver the best to the society," said Ir Paul.

UTAR and Fo Guang Shan (FGS)

Education Centre signed a memorandum of understanding (MoU) at Fo Guang Shan Dong Zen Temple, Jenjarom, Selangor on 10 September 2017 in conjunction with the 2017 Fo Guang Shan Malaysia Yogacara Ulka-Mukha Dharma Service-cum-Dana to the Maha Sangha event.

Signing on behalf of the parties were UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik and FGS Education Centre Director Venerable Miao Hao. The signing was witnessed by UTAR Institute of Chinese Studies (ICS) Dean Assoc Prof Dr Chong Siou Wei and Consultant of FGS Education Centre Venerable Jue Cheng.

Also present at the signing ceremony were FGS Education Centre Director Venerable Ru Yin, FGS Education Centre Legal Advisor Tan Ai Li, ICS Deputy Dean-cum-Centre for Chinese Studies Chairperson Assoc Prof Dr Wong Wun Bin, and Division of Community and International Networking Director-cum-Institute of Management and Leadership Development Director Prof Dr Cheng Ming Yu.

The MoU served as a platform to facilitate the collaboration between

MoU with FGS Education Centre



From left: Tan, Venerable Ru Yin, Venerable Jue Cheng, Venerable Miao Hao, Prof Chuah, Dr Chong, Dr Wong and Prof Cheng

the two parties in teaching and joint research as well as the exchange of ideas through joint seminars, conferences and workshops. The focus of the collaboration was in the areas of Buddhist studies in the Malaysian context.

In Prof Chuah's speech, he mentioned, "This shall be a significant collaboration as UTAR

is not only passing on the information of new technologies to the students but we shall also help the students to build their morality."

"Through this collaboration, we hope to train more experts in the teaching and research of Buddhism in Malaysia," said Venerable Jue Cheng.

Fostering stronger bond with Infineon

Ties were once again strengthened at the signing ceremony of the renewal of the memorandum of understanding (MoU) between UTAR and Infineon Technologies (Kulim) Sdn Bhd on 26 July 2017 at the Kampar Campus.

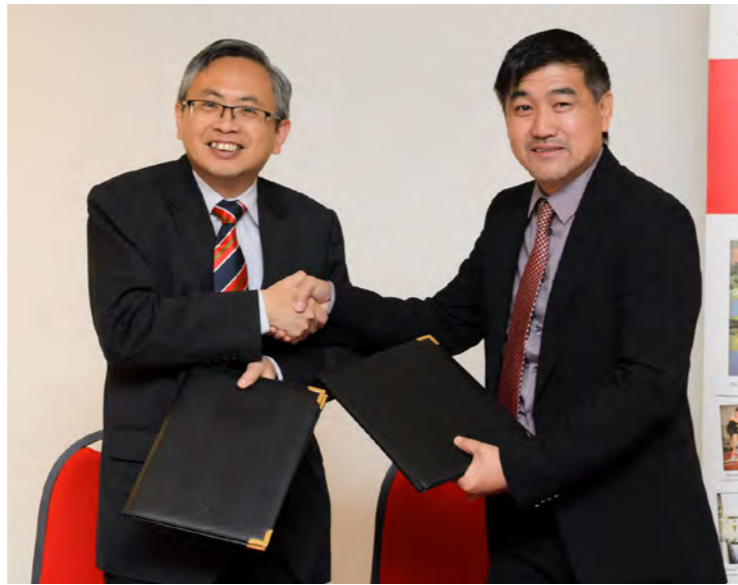
Representing UTAR at the signing ceremony was Vice President Prof Ir Dr Ewe Hong Tat, while Infineon Technologies Kulim was represented by its President and Managing Director Ng Kok Tiong. Also present at the signing ceremony were Faculty of Engineering and Green Technology Dean Assoc Prof Dr Yap Vooi Voon, Infineon Technologies Kulim Director of Technology Tan Soon Keong and Communication Manager Jacynthi Kirupanithia, along with staff and students.

Prof Ewe said, "Today with this MoU, we see the strengthening of our collaboration in the joint research projects and share expertise that will enable the joint development of the research projects. It will also enable UTAR and Infineon to facilitate each other through activities such as research, training, seminars, conferences and workshops."

The MoU provides the University with the latest information and feedback about the industry, which will enable the University to update its curriculum and to construct a curriculum that will meet the current and future needs of the economy.

Moreover, the "Infineon Best Student Award" presentation was held, which saw UTAR Bachelor of Engineering (Hons) Electronics Engineering graduate Ang Lay Ying receiving an award worth RM3,000.

"I am truly thankful to UTAR for its education and to Infineon for giving me such recognition. Receiving this award has become



From left: Prof Ewe and Director Ng exchanging MoUs

my motivation to keep improving myself and to not be afraid of hardships," said Ang.

Towards the end of the ceremony, staff and students had the privilege to learn from Director Ng as he shared about his working experiences and offered valuable pieces of advice on how to advance in a career.

Seven hundred UTARians had the opportunity to share their aspirations and ideas with the Minister of Transport-cum-Malaysian Chinese Association (MCA) President Dato' Sri Liow Tiong Lai, and the Deputy Education Minister-cum-MCA Youth Chief Senator Datuk Chong Sin Woon during a dialogue session called *Transformasi Nasional 2050* (TN50) on 28 August 2017 at Sungai Long Campus. The session was part of a nationwide tour, which provided the young leaders with a platform to voice out their aspirations and thinking about what they would want Malaysia to be in 2050.

The two ministers were warmly welcomed by UTAR President Ir Prof Academician Dato' Dr Chuah Hean Teik, Vice Presidents Prof Ir Dr Lee Sze Wei and Prof Dr Choong Chee Keong, Tun Tan Cheng Lock Centre for Social and Policy Studies Chairperson Assoc Prof Dr Chin Yee Mun, and

TN50x Dialogue with students



Dato' Sri Liow (far left) and Datuk Chong (second from right) signing on the caricature signing board, accompanied by Prof Chuah

Department of Student Affairs (Sungai Long Campus) Head Loh Nyuk Leung.

During the opening remarks, Dato' Sri Liow spoke of how the advancement of technology has improved one's daily life and taken place over the years. He said, "Malaysia is currently experiencing a very fast growth and I believe all Malaysian should embrace the change as it is the only thing constant in this world. Change is something that we have to accept and we should take the challenge bravely while making these changes. At the same time, I believe young generation should always uphold important core values such as mutual respect, consensus, unity, cooperation and harmony."

"Being the Transport Minister, my team and I contributed our effort to transform the transportation sector in the country. We put in a lot of effort to improve the transportation in the urban areas. When we looked into the needs and wants of the people, we understood that the urban transportation was an area that we could make a big change. As we develop the urban transportation, the economy of the country can be enhanced at the same time. Malaysia is one

of the top 10 destinations to retire to in 2017 and the only Asian country on the list. In short, I would say Malaysia is on the right path to undergo the national transformation," he added.

Datuk Chong said, "TN50 is an opportunity for us to listen to the younger generation, get the feedbacks and collect inspirations from the future leaders of our nation. After 30 years, it will be the world of the current teenagers. In order to become the top 20 countries in 2050, we need three elements including economic development, social advancement and innovation. The foundations of the TN50 are learning from the past aspiration and inspiration, and taking action."

He also urged the student to be wary of fake news on the social media and said, "The reality is that most of the news on the social media are fake and I warn all the youngsters to check the source of the news and do not blindly believe all that you read. I also hope TN50 will bring all the young Malaysians together and tell us about their aspirations to form the plan for a better future."



Dato' Sri Liow during the discussion



Datuk Chong urged the students to open up their mind and speak out their ideas

Over 100 local and international participants converged at UTAR Kampar Campus on 4 October 2017 for the 5th International Conference on Business, Accounting, Finance and Economics (BAFE) 2017 organised by UTAR's Faculty of Business and Finance (FBF), the Centre for Accounting, Banking and Finance (CABF), the Centre for Business and Management (CBM), and the Centre for Economic Studies (CES).

The one-day conference themed 'Breakthrough to Excellence' was a great platform for knowledge sharing regarding research findings and networking on aspects of business management, accounting, finance and economics.

The opening ceremony of BAFE 2017 was officiated by the Deputy Minister of Ministry 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, UTAR FBF Dean Dr Au Yong Hui Nee and Organising Chairperson Dr Lau Lin Sea.

Dr Au Yong said, "The conference was aimed to be a valuable platform for researchers and scholars to share thoughts and innovative ideas."

Prof Choong said, "I hope that among the participants, new ideas and proposals



Group photo of VIPs, organising committees, speakers, sponsors and participants

can be discussed and put forth for further research and analysis that will benefit the business community."

Dato' Lee said, "I am confident that the participants will be able to come up with excellent and constructive ideas on ways to manage and handle the respective issues effectively."

The invited keynote speakers for the conference were Department of Accounting

of the La Trobe University of Australia Prof Dr Kamran Ahmed and International Development of the Asia-Europe Institute of the University of Malaya Prof Dr Rajah Rasiah.

The conference saw the submission of 83 papers. The participants of the conference came all the way from Australia and India while the rest included UTAR lecturers, staff and students.



Dato' Sri Liow (middle) and Datuk Chong (right) doing the plank exercise with UTAR student Zheng Jia Jie



Group photo after the dialogue

Humbled Musings by UTAR Council Member

The Institute of Chinese Studies (ICS) hosted UTAR Council Member Senator Dato' Dr Hou Kok Chung's book launch at Sungai Long Campus on 15 September 2017.

Present at the book launch were the Minister in The Prime Minister's Department Datuk Seri Ir Dr Wee Ka Siong, Taiwan Fu Jen Catholic University Prof Lucia Lin, UTAR Vice President Prof Ir Dr Lee Sze Wei, ICS Dean Assoc Prof Dr Chong Siou Wei, R&D and Postgraduate Programmes Deputy Dean Assoc Prof Dr Wong Wun Bin, Dato' Hou's guests, friends and colleagues. The occasion also saw the presence of Dato' Hou's teacher Prof Ang Tian Se, Prof Tan Chong Tin, Prof Lim Chooi Kwa, staff and students from UTAR and schools as well as members of the media.

The book titled "《底蘊》 (Humbled Musings)" was authored by Dato' Hou. "Humbled Musings" is the third book of the series, after his two previous books, namely "Appreciate" and "Conscience". "Humbled Musings" is a combination of 48 calligraphies and 48 essays that reflect on Dato' Hou's sense of accomplishment in meeting new friends and solving life issues.

Prof Lucia said, "This book is related to Dato' Hou's daily life. His unique insight on life and values is written in the essay and is expressed through the calligraphy."

Datuk Seri Wee remarked, "I truly admire Dato' Hou's dedication in writing this new book despite his busy schedule. He published two books 11 months ago and within this short period of time, he managed to write another new book and that is indeed a great achievement."

Dato' Hou said, "I believe that positive energy is an important element in communication and interaction. We are developing new innovation every single day and we need positive energy to keep our mind clear and strong."



From left: Prof Ang, Prof Tan, Datuk Seri Wee, Dato' Hou, Prof Lucia, Prof Lee and Prof Lim

Agricultural Grant and Loans Seminar

To encourage more young agropreneurs to start up or expand their business, an agricultural grant and loans seminar was held at Sungai Long Campus on 19 August 2017.

The seminar was launched in collaboration between Koperasi Petani Muda Malaysia (KPMM), UTAR, Koperasi Jayadiri Malaysia (KOJADI), Agrobank and the Ministry of Agriculture and Agro-based Industry Malaysia (MOA) Unit Agropreneur Muda dan Strategik Lautan Biru Kebangsaan.

Present at the event were Deputy Minister of Education Senator Datuk Chong Sin Woon, UTAR Faculty of Accountancy and Management (FAM) Deputy Dean Dr Chong Shyue Chuan and Department of Consultancy and Commercialisation Head Ching Yen Choon, MOA Unit Agropreneur Muda dan Strategik Lautan Biru Kebangsaan Deputy Director Rizal Hafizi bin Jamaludin, Agrobank (Seksyen Pembangunan Usahawan) Senior Executive Mohd Nazry Abdullah Sani, KOJADI Assistant Manager of Corporate Affairs Lee Sang and Marketing Executive Kelly Wong Swee Kien, KPMM Secretary



Front row, from left: Ching, Swee Kien, Ling, Datuk Chong, Dr Chong, Lee and Siaw Ting with the participants

Nicole Wong Siaw Ting and Treasurer Ling Kah Chok. "Lesser lands are made available for the agricultural purpose, as more and more central areas are being converted for housing and commerce. If we didn't plan a proper strategy to cope with this situation, our food prices and logistics costs will become more expensive," said Datuk Chong at the opening ceremony. He encouraged the participants to learn and

study more in order to become a modern farmer as well as to persevere and not to give up easily with their journey in entrepreneurship. He also urged the aspiring agriculture players especially youths to venture into the agriculture industry by using advanced technology or in creative ways. The seminar included talks and workshops, where the officers provided valuable information to the participants and guided them in proposal writing and filling in the forms.

Emerald Journal Review Competition

A feather was added in Faculty of Business and Finance tutor Hew Jun Jie's cap when he won the Emerald Journal Review Competition 2017 at UCSI University on 26 August 2017.

Jointly organised by Emerald Publishing Limited and UCSI University's Faculty of Business and Information Science, the inaugural competition's objective was to expose the participants to the review process of academic journals which is practised by most publishers. The competition also enabled the participants to have hands-on experience in reviewing a research article specified by a panel of experts who are also the current reviewers for the world-leading journals.

Hew's review outshone reviews from 30 over participants. Hew believes that it could be due to the fact that his review managed to provide a critical, comprehensive and balanced review on the majority parts of the article. "Firstly, I reviewed the research article to see if it's contributing some new knowledge to the current state of literature, as this is the main criterion for an article to be published. After ascertaining its theoretical contribution, I then went on to evaluate the arguments made by the authors, the methods used by them in achieving their objectives, and the validity of their results in order to provide them with possible recommendations to further enhance their current work," explained Hew on his two-hour journal review process which was then written and assessed by the judging panel.

Also accrediting his success to UTAR's commitment in providing a supportive research environment to the academics,



Hew receiving the award from Emerald Publishing Limited Senior Consultant – Publishing Relationship Ben S'ng

Hew said the university's many research funds were instrumental in his research productivity. This also allowed him to get his research papers published in world-renowned journals, further deepening his interests and understanding in good and impactful research.

UTAR exceeds Global ACCA Pass rates

Accounting students from UTAR Sungai Long Campus have succeeded in surpassing the Association of Chartered Certified Accountants (ACCA) Global Pass in the ACCA June 2017 examination.

The exam comprised three modules known as Governance, Risk and Ethics (P1), Corporate Reporting (P2) and Business Analysis (P3). UTAR managed to obtain 67 percent in the Business Analysis Module, surpassing the Global passing rate of 54 percent. UTAR scored 56 percent for both Corporate Reporting and Governance, Risk and Ethics Module, once again soaring above the Global passing rate, which is 47 percent and 51 percent respectively.

The remarkable success was highly contributed by the rigorous methodology adopted by the professional lecturers teaching this programme. These lecturers continuously enhance their knowledge to upkeep the quality in delivery and how to approach the exams successfully as proven in the results.

UTAR Sungai Long is an ACCA Gold Approved Learning Partner. In order to obtain the Gold approval, the providers are required to meet a range of challenging performance targets regarding the



From left: Goh Xian Hui, Chow Li Sze, Ho Mei Way, Tan John Ho, P1 lecturer Tung Soon Theam @ Tee Soon Theam, Lee Lok Tsu, P2 lecturer Dr Lim Wan Leng, Koh XinHui and P3 lecturer Shamini Kandasamy

student experience and expectations as well as institutional policy and continuous improvement. UTAR Sungai Long has been awarded the ACCA Gold Approval under the Approved Learning Partner (ALP) Programme in June 2016 in recognition of the quality of the learning provision and support for ACCA students. UTAR's Centre for Extension Education is conducting ACCA professional qualification programme. The courses offered are ACCA

Preparatory Course and ACCA Intensive Revision Course. These programmes are offered to UTAR students, UTAR alumni and members of the public and the classes are conducted on the weekends. This flexible mode of study provides an easy access to lifelong learning opportunities for working and non-working individuals to update and upgrade themselves to meet the demands of the skills and knowledge-based society.

Team VELO from UTAR was the first runner-up for the Maybank Design Hackathon 2017, which was held on 7 September 2017 at Maybank Innovation Centre Jalan Pinang, Kuala Lumpur. The team comprised of Faculty of Creative Industries (FCI) Game Studies Department lecturer Ang Kok Yew and Digital Animation students Wong Zhida, Ch'ng Po Liang, Lee Xin Thung and Siao Li Woon.

The team, which was selected as the top 10 finalists prior to the event, was given a period of three weeks to prepare a suitable design. "The three weeks were very crucial because we were required to come up with a sophisticated yet sustainable design for the competition. Everyone in the team contributed their efforts and passion in designing the future banking terminal and finally our hard work paid off," said Ang.

"This design Hackathon has given me a good exposure and prepared me for the real pitching in the industry. Most importantly, I was able to learn a lot and managed to work well with the team," said Wong. There were a series of brainstorm session and meetings held constantly to ensure everyone in the group was progressing, as a preparation for the event.

The final project pitching session, on the day of the event, came to an end at 11am and the result was announced by the Maybank Corporate Development and Innovation Head Amran Hassan, where Team VELO was announced as the first runner-up out of 10 teams which competed that day.

Maybank Design Hackathon V 3.0 2017 is a competition that encourages the university students to design the future of self-service terminal banking. Held for the third time, the Maybank Innovation Centre aimed to encourage more student participation this year.

First runner-up in Maybank Design Hackathon



From left: Amran, Ch'ng, Wong, Lee, Siao, Ang and Maybank officer Syazwani

Third in Cisco Netriders Competition

UTAR Computer Science student Lai Wing Khang stamped his mark by securing one of the top three spots in the Cisco Networking Academy NetRiders CCNA Competition 2017, which was held at the Politeknik Mersing in Johor on 23 August 2017.

Organised in partnership with Cisco, Malaysia Digital Economy Corporation, Teralogic Solutions Sdn Bhd and Politeknik Mersing, the annual competition aimed to give an opportunity to university students and alumni to showcase their networking abilities, learn valuable new IT skills and gain visibility among talent recruiters in the growing ICT and networking field.

This year, the competition drew over 924 participants from roughly 20 institutions across Malaysia. Cisco NetRiders competition provides students with a hands-on practice and experience in a competitive environment, a chance to test their skills and recognise their weaknesses, showcase their knowledge, and create interactive networking skills as well as new friendships across the world.

Lai was announced as the second runner-up. He won a championship hoodie, headset and a certificate of achievement.

The competition focused on CCNA Routing and Switching certification knowledge and skills. The contestants were evaluated based on their speed and accuracy to complete 100 theoretical questions in 60 minutes and a 90-minute practical test requiring them to do network set-up.



Lai (third from right) with Dr Gan (fourth from left), Dr Lau and other participants

Lai said, "I have always been a supporter of this competition. The competition allowed me to compete with students from other universities. I was pretty surprised and happy that UTAR did not go home empty-handed after a long journey from Kampar to Mersing. I would like to extend my gratitude to my lecturers Dr Gan Ming Lee and Assoc Prof Dr Lau Phooi Yee for their guidance and support throughout the competition."



From left: Wong, Tee and Chan presenting their research posters to the judges

The Final Year Project (FYP) Poster Competition, jointly organised by UTAR Faculty of Engineering and Green Technology (FEGT) and the Institution of Engineers Malaysia (IEM) Student Section Kampar Campus, crowned three students as the top winners on 24 August 2017 at Kampar Campus. Present at the competition were VIPs and judges, IEM Perak Branch Honorary Secretary Ir Chow Kok Sun, Young Engineers Section (YES) Perak Branch Chairman Darren Chin Woon Kheong, and YES Vice-Chairman Nick Liew Kar Hoe; FEGT Dean Assoc Prof Dr Yap Vooi Voon and faculty staff members.

FEGT FYP Poster Competition

The competition served as a platform for the students to showcase their FYP, to improve their presentation skills and to effectively conduct researches that will hone their research skills, broaden their horizons and provide novel solutions that would benefit the society.

Bachelor of Engineering (Hons) Petrochemical Engineering student Louis Wong Kee Sen emerged as the winner, with his poster titled "Photocatalytic Degradation of Phenol Over Three-Dimensional ZnO/Fe₃O₄ Composites Under A Compact Household Fluorescent Lamp Irradiation", and received cash prize worth RM150, a certificate and a challenge trophy, sponsored by IEM Perak.

The first runner-up with a cash prize of

RM100 and a certificate, was Bachelor of Engineering (Hons) Electronic Engineering student Tee Chuan Soon with his poster titled "Integration and Performance Improvement of the Flexible Manufacturing System".

The poster titled "Integration of Discrete Event Simulation and Artificial Neural Network for Manufacturing System Performance Prediction" won Bachelor of Engineering (Hons) Industrial Engineering student Jasper Chan the second runner-up prize along with cash RM50 and a certificate.

The winners expressed their appreciation to UTAR for its education and to their respective supervisors for their guidance and support throughout their research journey.

LKC FES FYP Poster Competition



Winners and participants grinning for a group photograph

UTAR Lee Kong Chian Faculty of Engineering and Science (LKC FES) organised the Final Year Project (FYP) Poster Competition 2017 with the Institution of Engineers Malaysia Student Chapter on 23 August 2017 at Sungai Long Campus. The event was sponsored by Dexon Electrical Engineering Sdn Bhd and Carpeton Industries Sdn Bhd.

Present at the event were LKC FES Dean Prof Ir Dr Goi Bok Min, LKC FES Deputy Deans Assoc Prof Dr Lai Soon Onn, Assoc Prof Dr Yong Thian Khok and Dr Gulnaziya Issabayeva, FYP Committee Chairman Assoc Prof Dr Stella Morris, external and internal judges, sponsors, IAP members, staff and students.

"The FYP is an important course where students train their communication skills, presentation skills and instil creativity while learning concurrently," said Prof Goi.

Ir Dexter said, "It is important to have a strong mindset where one does not give up but be resourceful and try to overcome the challenges ahead."

Lim said, "I was amazed by the research project and prototype done by the UTAR students and I think it is a good opportunity to be exposed to the existing market."

"This competition creates a learning opportunity where we get an insight into the students' projects which aims to solve real-life problems, whilst preparing our students for the real world," said Prof Stella.

The poster competition was categorised under six tracks such as Sustainable Development and Green Technology, Social Studies and Project Management, Software Design and Prototypes, Theoretical or Experimental Sciences; Applied Mathematics, Process Automation and Simulation and Applied Engineering.

The champions walked away with a cash prize of RM250 and certificate while the first and second runner-up took home cash prizes worth RM150 and RM100 respectively with a certificate each. The most liked poster was awarded a trophy and a certificate.

UTAR soars across the globe



Internationalising higher education is a transformative and continual process of sector-wide concern. It is one of the strategies adopted by the higher learning institutions to embrace the changes brought by the fourth industrial revolution. In adapting to the fourth industrial revolution or, more familiarly known as industry 4.0, universities are expected to transform their role in shaping the future technology by being the testbeds for future innovation and equipping the future generations with the right set of skills and knowledge that are required by the industries.

One of the major goals of internationalised higher education is to provide the most relevant education to students, who are going to be the citizens, entrepreneurs and scientists of tomorrow. Internationalisation helps to produce the skills required in the 21st century, spur innovation and create alternatives

while fostering job creation. Today, internationalisation functions as a two-way street. It helps students achieve their goals to procure a quality education and pursue research. It also gives students an opportunity for "real world, real time" experiential learning in areas that cannot simply be taught. Institutions, on the other hand, may gain a worldwide reputation, as well as a foothold in the international higher education community, and rise to meet the challenges associated with globalisation.

However, for internationalisation to be successful, it must be based on a leadership ethos that is centred on active engagement and support for such an institutional thrust. Leaders must connect and open doors; this must be followed by prioritisation and action. UTAR has always sought to provide quality education to its students from multiple aspects through exchange programmes, industrial training and soft skill development

to broaden their global perspectives, learn from international peers and experts and become an all-rounded student.

To date, UTAR's internationalisation efforts have been very fruitful due to the active participation of the leaders and the representatives of the University who have also invested their time an effort to fulfil the students' learning needs and the University's social responsibility. Their action served to prove that internationalisation is not merely an act but a habit. It is looking at everything the university does through an international lens. In an effort to uphold the vision of the University, several collaborations and visits were made to world reputed organisations to make international connections, raise the global profile of UTAR as well as promote knowledge exchange.

Listed below are some of the collaborations and visits made by UTAR:

MoU with Alibaba.com



From left: Faculty of Information and Communication Technology Assoc Prof Dr Liew Soung Yue, UTAR Vice President Prof Ewe, Deputy General Manager of Operations He Dongpei and Malaysia Country Manager of Alibaba.com Wang Hu

An MoU was signed between UTAR and Alibaba.com on 6 September 2016 at Kampar Campus. Both parties announced their joint initiative to better equip UTAR students and staff as well as Malaysian small and medium-sized enterprises (SMEs) with e-commerce knowledge. UTAR and Alibaba.com will engage other education centres, as well as academic and industry experts, for the development and improvement of Global E-commerce Talent course content, training of certified trainers, facilitation of trainee enrolment and certification, offline teaching, practical training, and the connection of certified trainees to potential employers at job fairs in Malaysia.

VP visits Guizhou Universities



GZMU Vice President Prof Wei Wei (third from left) and her team welcoming Prof Ewe (third from right)

UTAR Vice President for Internationalisation and Academic Development Prof Ir Dr Ewe Hong Tat visited the Guizhou Universities in China, namely Guizhou Minzu University (GZMU), Guizhou University, Guizhou Normal University, and Guizhou University of Finance and Economics on 13, 14 and 15 September 2017 respectively, in order to enhance mutual understanding and to promote further cooperation. Held in a harmonious atmosphere, a detailed discussion about the issues of student exchange, experts exchange international collaboration on study tour, cooperation in key research areas and other educational projects were carried out. He also took the opportunity to visit the Guiyang Big Data Exchange which is the pioneer of China's big data industry, since the beginning of its operation in 2005.

Jusfour Big Data Co



From left: Director of Malaysia Big Data Platform Sdn Bhd Sun Wende, UTAR President Prof Chuah and Founder of Jusfour Wang Sanshou

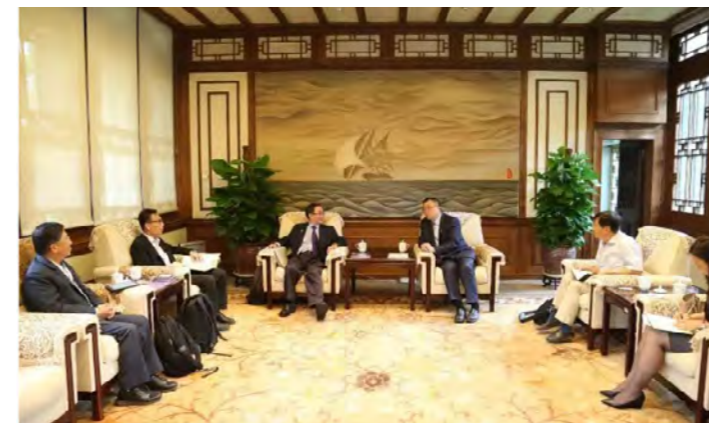
OBOR Internet+ Chinese Education Smart Teaching and Learning Scheme



UTAR representatives with Tang C.E. delegates

Malaysian Chinese Association in collaboration with Huaqiao University, UTAR and Tang Chinese Education & Technology Ltd (Tang C.E.) launched the "Belt and Road Initiative: 'Internet+' Chinese Education Smart Teaching and Learning Scheme" at Sungai Long Campus on 27 July 2017. The objectives of the discussion forum were to understand the needs and wants of the local Chinese institutions, to discuss the foreseen problems and to introduce the schemes launched in China. Also to provide new development and collaboration opportunity in Chinese education.

President visits Tsinghua University



Prof Chuah (third from left) with Tsinghua University Vice President Yang Bin (third from right)

Prof Chuah visited Tsinghua University in Beijing on 1 September 2017 to promote further research cooperation as well as to discuss collaboration opportunities and exchanges under the "Belt and Road" initiative. During the meeting at Tsinghua University, both parties conducted some in-depth analysis and discussion on specific issues under the "Belt and Road" initiative and enhanced the understanding of the set-up of a think tank and the pursuit of academic research. The discussions also included the directions and plans for future collaborations between UTAR and Tsinghua University.

The aforementioned are some of the collaborative efforts taken by UTAR to promote knowledge exchange, enhance students' experience and educate students of the current practices and technologies practised around the world. These are some of the initiatives taken by the University to produce graduates who are skilled and ready to adapt to the changes of the 21st century. Promoting a high quality, equitable and global learning experience

MoU with Fo Guang Shan Education Centre



The MoU exchange between UTAR and FGS Education Centre

Little Spotlight Animation Showcase



The opening ceremony of Little Spotlight Animation

Little Spotlight Animation showcase was organised with the collaboration between Taiwan Information Design, Art, Technology, Education Association (Info DATE), The Ministry of Culture, and Taipei Economic and Cultural Office (TECO) in Malaysia at Sungai Long Campus from 25 August 2017 to 27 August 2017. It aimed to offer students who are passionate about animation a golden opportunity to discover more about this field and career opportunity in this industry, apart from providing them with a hands-on experience in animation.

can help prepare graduates to live in and contribute responsibly to the society. Therefore, to remain relevant and to ease students' transition into the workforce as well as improve students' overall employability, UTAR established significant partnerships with the industries to provide students with a platform to undergo experiential learning through engaging activities such as research, industrial projects, exchange programmes and internship.

Champion in Women's MASISWA Basketball Championship



Proud winners and team coach Yeap grinning for group photograph

The UTAR female basketball team completed the MASISWA Basketball Championship by clinching the championship title. It was a double celebration for Quantity Surveying student Khoo Kar Syuen and Business Administration student Yeo Jia Qing, who bagged two of the most significant individual awards — the Most Valuable Player Award and the Three-Point Queen Award respectively; and won the champion of the Women's Category of MASISWA Basketball Championship 2017. The championship was held at Tunku Abdul Rahman University College (TAR UC) of Kuala Lumpur Main Campus from 11 to 28 August 2017. The national final game was played on 28 August 2017.

Organised by the Ministry of Education and *Majlis Sukan IPTS Malaysia* (MASISWA) in collaboration with TAR UC Kuala Lumpur, the championship attracted a total of six participating teams from six private higher education institutions. These participating institutions included UTAR, TAR UC, HELP University, INTI University, Sunway University and Multimedia University Melaka Campus.

The annual event aimed to encourage student participation in co-curricular activities, raise the standard of basketball games, enhance networking amongst athletes from other private institutions of higher learning and encourage the exchange of knowledge and expertise in sports.

The team walked away with a cash prize worth RM1,000, a challenge trophy and 18 individual gold medals. Moreover, both Khoo and Yeo also took home a cash prize worth RM100 each.

"We displayed a good rhythm during the game. It was also because of our determination to win the tournament and to be recognised at the national level," said Khoo.

UTAR's Sports and Recreation Unit Senior Assistant Manager Adrin Yeap Wai Kuan said, "It was indeed a great victory for the team as they secured the champ title after competing for the first time with all the top players from private institutions of higher learning across Malaysia."

19 medals in Taekwondo Championship

The Taekwondo Club of Kampar Campus under the Department of Student Affairs (DSA) participated in the *Kejohanan Taekwondo (WTF) Antara Sekolah-Sekolah Perak Ke-37 and Kejohanan Taekwondo Tertutup Perak Ke-36* from 18 to 20 August 2017 at AEON Big Falim, Ipoh.

The cohesive team consisting of 28 taekwondo players brought cheers to the university with their sterling effort of nineteen medals — nine gold, three silver and seven bronze.

The tournament aimed to provide a platform for the students to gain more exposure and experience through the competition as well as to improve players' physical and tactical skills for future games. The tournament progressed smoothly as all the players gave their very best.

"Overall, the tournament proceeded smoothly, however, there



Students with their medals to mark the end of the championship

is still more room for improvement," said one of the medallist How Wei Kuan. Emilia Teh Yi Wen added that she felt thankful to the instructor for always guiding them along the way to reach this success. "Whether you win or lose, keep moving on and do not stop until you reach your goals," encouraged Jeremy

Ng Jian Hao.

The championship also drew participation from six teams, namely the Royal Malaysian Navy, RSB Taekwondo Club, DS Martial Art Taekwondo Club, JASS Taekwondo Club, Kelab Taekwondo Teluk Intan and Taiping Taekwondo Club.



UTAR Kampar 4.3°N Frisbee squad



STOMP Frisbee team 2017

Champion & fourth runner-up in Frisbee tournament

UTAR Kampar 4.3°N Frisbee squad emerged as champion while STOMP, UTAR Sungai Long's Frisbee team, was listed as the fourth runner-up after participating for the third time in the annual Sunway Ultimate Tournament (SUT) 2017, which was held from 8 to 9 July 2017 at Sunway University.

Organised by the Sunway University Frisbee Club, the Frisbee tournament was open to all universities. The aim for organising this tournament was not only to promote the sport Frisbee as one of Malaysia's most favourable sport, but it also served as a platform that garnered top Frisbee team players that represented universities and colleges across Malaysia. At the same time, the tournament also

encouraged the team players to instil the idea of teamwork among members while they improvise the tactical and physical skills while competing in the tournament.

"This time the game was just as close and no less intense. We are glad to be awarded as the Best Spirit Award team," said one of the 4.3°N Frisbee squad players Loh Phui Nying.

"Overall, our athletes have performed well and given their full commitment for all the matches. In all, it was a good experience

because they can improvise their physical, technical, tactical and psychological skills in this competitive open tournament," said the team captain of STOMP, Ian Lim Wen Wei.

"In general, 4.3°N athletes performed well and had given their full commitment for all the matches despite having less substitution," said S. Theva Das, the team manager from the Department of Student Affairs, Sports and Recreation Unit.

Bronze in Women's MASISWA Volleyball Championship

UTAR Kampar Campus Women's Volleyball athletes earned bronze in the Women's MASISWA Volleyball Championship 2017 held at the Tunku Abdul Rahman University College (TAR UC) of Kuala Lumpur Main Campus on 6 August 2017.

Organised by TAR UC Kuala Lumpur in collaboration with the Ministry of Education (MOE) and *Majlis Sukan IPTS Malaysia* (MASISWA), the championship attracted a total of 13 participating teams from 10 private higher education institutions.

These participating institutions included UTAR, TAR UC, Taylor's University, Sunway University, Multimedia University, Universiti Tenaga Nasional, INTI International College Subang, Kolej Universiti Islam Antarabangsa Selangor, Kolej Universiti Poly-Tech MARA (KUPTM) Kuala Lumpur and Universiti Teknologi Petronas. Each team comprised of 12 players who showcased their strong involvement, skills and teamwork during the game.

The annual championship organised by MASISWA engaged athletes from private higher institutions in Malaysia and aimed to promote a healthy and active lifestyle among youngsters.

The team walked away with a cash prize worth RM500, 12 individual bronze medals and certificates of achievement.

The team was led by UTAR Sports and Recreation Unit Assistant Manager S. Theva Das. He said, "It was indeed a good achievement for the squad for being able to secure third prize in the championship. Having emerged as one of the top spots in the championship, the UTAR Kampar Campus female volleyball team is qualified to play in the Varsity Volleyball League 2017. Therefore, I would like to wish the team all the very best and strive harder in order to be crowned as champion."



Volleyball players with team leader Theva Das (in yellow)

Cost-efficient multipurpose 3D printer

For engineers, designing a product and subsequently trying to produce its prototype have always been challenging due to the high cost of building and machining the parts.

However, a pioneering 3D printer with additive manufacturing technology might just transform the way prototyping is done by saving us from the conventional time-consuming process of producing a prototype which includes milling, lathing and Computer Numerical Control (CNC) machining.

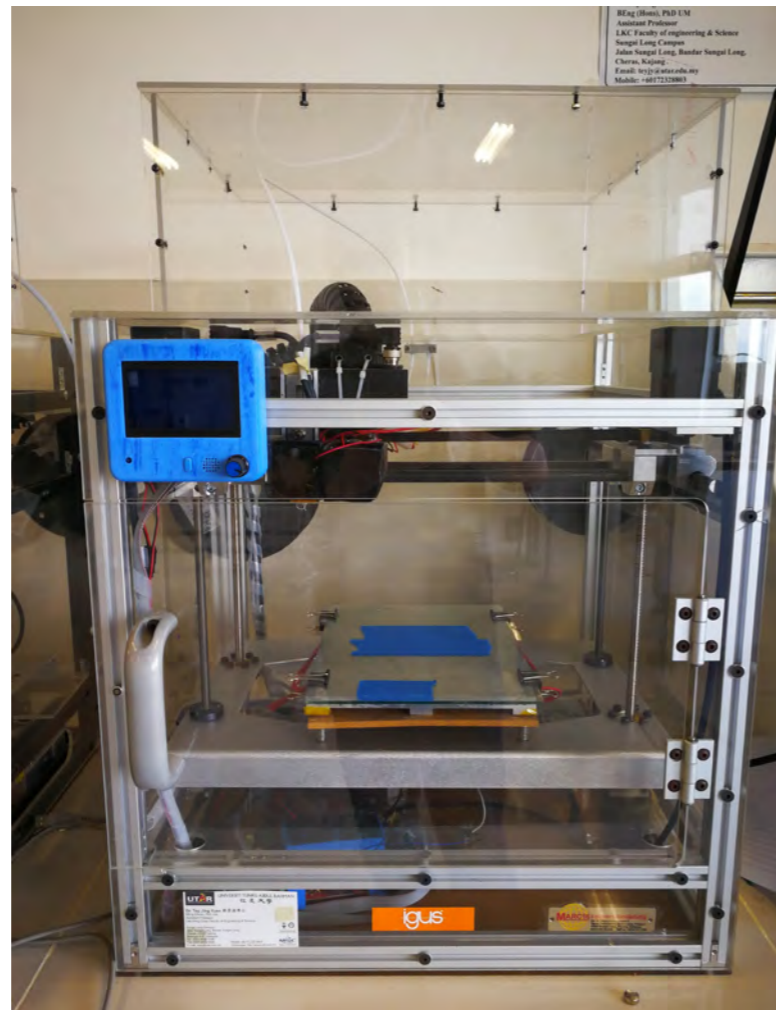
The development of the low cost multipurpose 3D printer using Fused Deposition Modeling (FDM) method is the brainchild of UTAR Lee Kong Chian Faculty of Engineering and Science (LKC FES) Dr Tey Jing Yuen along with his fellow LKC FES colleagues, namely Assoc Prof Ir Dr Lee Tin Sin and Ir Dr Bee Soo Tuen.

Funded by the UTAR Research Fund, the project underlines the 3D printer's feasibility and its departure from the conventional process of prototyping. "The conventional process usually takes a longer processing time to machine a complex geometry-shaped object. However, with additive manufacturing technology such as the FDM, those complex geometries can be built without much complication by adding materials layer by layer based on a computerised 3D solid model. The use of fixtures, coolants, cutting tools as well as other auxiliary resources will no longer be required," explained Dr Tey. He added that the conventional lengthy process of designing, operating of machine and manufacturing is also reduced to a two-step process of designing and printing.

Apart from being convenient, the mechanical and material engineering academic also highlighted the fact that this 3D printer is greener and more cost-efficient. "Compared to the conventional subtractive manufacturing, where a block of raw material is carved or shaped into desired product by removing certain parts, the 3D printer builds the prototype from bottom-up," he said. The convenience of having thinly sliced layers of materials laid from bottom-up on top of each other and fused together in the process until the shape of the prototype is completed also allows other complex shapes to be produced using lesser materials and thus, creating no wastage.

It took Dr Tey and his team approximately a year to develop the 3D printer from its conceptualisation to its materialisation. When asked about the challenges faced throughout this period, Dr Tey said that controlling the material properties to obtain the desired strength and shape can be tricky.

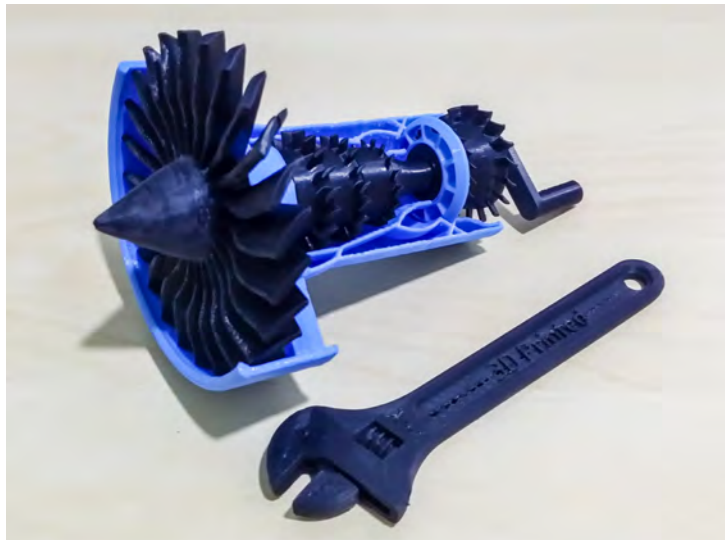
The researchers also believe that the 3D printer will be a gateway to limitless creativity, innovation and invention following its convenience in constructing 3D prototypes, even if these prototypes come in irregular shapes. The icing on the cake is that, depending on certain conditions and case, the 3D printer



The multipurpose 3D printer

is also able to produce and build a product instantly without the need of another manufacturing process such as the moulding process, hence effectively saving time and cost.

In line with UTAR's commitment in generating transformative societal impact via research and development excellence, Dr Tey's team also expressed hope for this research project to scale new height with time. "We hope that we'll be able to print larger objects with materials of variable properties, changing the way we design or even allow us to fabricate something new which conventional method could not," the principal researcher concluded.



Examples of the prototypes produced by the 3D printer



Launch of J-On news portal

A group of enthusiastic Journalism students from the Faculty of Arts and Social Science (FAS) launched the official news portal "J-On" on 3 August 2017 at the Kampar Campus.

Present at the J-On news portal launch ceremony were FAS Dean Dr Alia Azalea, Heads of Department M. Edwin Michael, Pong Kok Shiong and Siti Ummaizah binti Meor Musa, Head of Programme for Bachelor of Arts (Hons) English Language Raphael Thoo Yi Xian, Journalism lecturers, J-On Editor in Chief Carmen Lee Kar Man, and the Organising Committee members.

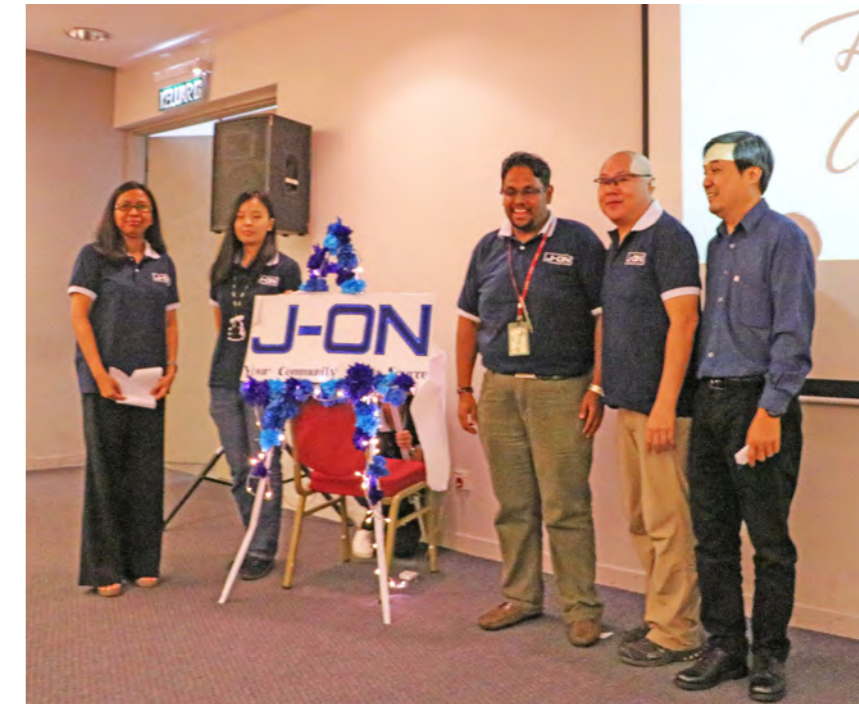
Lee said, "The J-On news portal is exclusively managed by the Journalism students from FAS and it is an important learning platform for them to gain a real taste of life as a working journalist."

Edwin enthused, "J-On experience is not only aimed to nurture our student's technical skills but also to strengthen their soft emotional intelligence that contributes to the industry."

In conjunction with the launch, a total of two workshops was also featured, titled "Journalism and Future Trend of Media" by the Chief Reporter of Perak Sin Chew Daily Wong Chuan Yih and "Online Journalism and the Social Media" by the Editor of The Star Online Philip Golangai.

Wong said, "The core of journalism will remain as it is even though press agency has to reform its management in line with the changes in social media trend."

Philip explained, "As a journalist, I believe experiential learning plays an important role for students to obtain the journalistic skills. In regard to that, I would like to congratulate UTAR FAS and its Journalism students to



From left: Dr Alia, Lee, Edwin, Philip and Wong

launch a news portal as a platform for the students to learn and experience the real taste of journalism and media reportage."

UTAR and Huawei hosted the Huawei Connected Campus on 15 August 2017 at the Kampar Campus. Aimed to learn how to build a connected world together with Huawei and explore the digital world of this new millennium, the event saw a participation of more than 300 staff and students.

The first session of the day was a forum and saw the presence of several panellists, namely Huawei Technologies (M) Sdn Bhd Regional Senior Recruitment Specialist Joanne Chan, Malaysia Device Retail Manager Carlson Leong Soon Meng and Malaysia Finance Department Malaysia Consumer Business Group CFO Ken Kee Ee Neng and GenYouth Founder and CEO



The guests and speakers with the audience

Huawei Connected Campus

Eldrick Koh Chun Thiam, and hosted by Huawei Technologies (M) Sdn Bhd SP IMC Creative Marketing Director Sean Kok Choon Ming.

UTAR Faculty of Information and Communication Technology Dean Assoc Prof Dr Liew Soung Yue said, "UTAR and Huawei signed an MoU in the year 2012 and worked together to set up a Huawei University Teaching Laboratory at UTAR Campus to deliver industry-relevant curriculum for UTAR students and to enhance their employability after graduating. And now, it seems

that it has contributed to the high employability of our communication technology graduates."

The second session was followed by a series of talk conducted by Huawei Malaysia Human Resource Director Peter Fangpan on "The Introduction of Huawei", Kok on "Build a worldwide connection together", Regional Human Resource Manager Sarah Sunhongbo on "Employment Career in Huawei" and Leong on "Connecting in a Brave New World".

A sharing session was conducted by the Malaysia Network and Bidding Department Manager Damien Poo Lup Wai, a former UTAR Electronic Engineering student and Kee, a former UTAR Accounting student regarding their educational background in UTAR and working experience in Huawei.

There were also various fun activities such as mini game, product booths and lucky draws.

SoSE 2017

Themed "Embedding Innovation in the Teaching and Learning of Science and Mathematics", the Symposium on Science Education (SoSE) 2017 gathered Science teachers and stakeholders from all over Malaysia at the Sungai Long Campus on 26 August 2017. This annual gathering created a platform for exchange of ideas, brainstorming for improvements, networking and learning from each other.

Present at SoSE 2017 were Ministry of Education Director General of Education Tan Sri Dr Khair bin Mohamad Yusof, UTAR Vice President Prof Ir Dr Lee Sze Wei and UTAR Institute of Postgraduate Studies and Research Director Prof Dr Faiz bin Abd Rahman.

At the symposium, Prof Lee welcomed the guests and audience on behalf of UTAR and highlighted on the importance of Science, Technology, Engineering and Mathematics (STEM) education. "The KLESF does not only hold the annual science fair to promote STEM education, but also engage all stakeholders from education, government and non-government organisations, industry, schools and the public through many activities to raise awareness on the importance and prospects of STEM. There is an urgent need to nurture STEM talents because the majority of the



SoSE 2017 saw the presence of over 200 participants

jobs and challenges in the future generations are STEM-related," said Prof Lee.

Tan Sri Dr Khair applauded UTAR for its efforts in promoting STEM education to all Malaysians and said, "The demand for STEM skilled workers in the future industry is highly STEM-oriented. On the declining number of students studying STEM subjects, the Malaysian Education Blueprint has also focused on boosting STEM Education in the country in order to encourage students' interest in STEM subjects and enrol in Science stream in Upper Secondary. Much effort and resources have been invested in supporting schools for STEM education. Everyone must realise the importance of STEM education and how it influences the country's development."

Talk on Google Crowdsourc

In collaboration with Google Crowdsourc, the Centre of Modern Languages and Literature (CML) parked under the Faculty of Creative Industries and Department of Soft Skills Competency organised a talk on "Machine Learning and the Google Crowdsourc app" at Sungai Long Campus on 22 August 2017.

Invited to speak was the Community Manager of Google India Reshma Sanghvi Dilip Kumar. According to Reshma, language barrier has become a major problem, especially to those who love to travel. "If you have ever read a translation in your native language that has been translated from another language, you will understand that some of the translations are made word by word, and there are a lot of idiomatic phrases that cannot be translated because they only make sense in that language. Things like humour and play on words are often translated incorrectly."

"This is where Google Crowdsourc comes by to open a new frontier in which crowd sourced information assist in the improvement of the machine learning that makes Google Apps like Translate, Maps, Photos and



Front row, from left: Reshma with the participants

Keyboard better," she explained.

The Google Crowdsourc is an app that requires the user to validate and verify a set of data, which in return would 'teach' or 'educate' the machine to provide a better translation in the future. It is a way of providing the machine with resources that are not only reliable but used widely, in all the languages possible.

CML Acting Chairperson Maxwell Sim Yik Seng commented, "This has rather positive implications of how crowdsourcing can be a model of knowledge leveraging and building in the future workplaces where our students are going as well as allowing the faculty to leverage on crowdsourcing as a resource for teaching and learning."

The Frontiers of Fundamental Physics

Nobel Laureate in Physics Prof Dr David Jonathan Gross gave a talk on the fundamental of physics at Sungai Long Campus on 24 August 2017.

Present at the talk were the Malaysian Institute of Physics President Prof Dr Kurunathan Ratnavelu, UTAR International Advisory Council Academician Tan Sri Datuk Prof Emeritus Dr Augustine Ong Soon Hock, Academy of Sciences Malaysia Senior Fellow Academician Dr Chia Swee Ping, UTAR Institute of Postgraduate Studies and Research Director Prof Dr Faiz bin Abd Rahman, staff and students.

"We hope that this talk will not only enrich your mind but also provide a spark of interest for students



Photography session with Prof David Gross (front row, right)

to pursue further research and collaborations into this unique field of physics," said Prof Faiz.

Prof David Gross began his talk titled "The Frontiers of Fundamental Physics" by explaining the theory that unifies all the forces of nature which in turn benefits scientists in the understanding of the origin and history of the universe. The talk covered topics such as the structure of matter, the nature of forces

that act on the particles, the mass and energy of the universe, the nature of Dark Matter, asymptotic freedom, dimensions in string theory, quantum gravity, black hole paradoxes, Moore's Law and ways to discover new matter.

"It is astounding to look back 50 years ago, which was when I began to do my research and to realise how much we have changed with the new discovery

and understanding of the basic building blocks of all matter and forces that act on them. The most important product of knowledge is ignorance whereby ignorance is the new questions that can be approached by the scientific method of observation, experiment and theory," said Prof David Gross.

An interactive Q&A session and photography session was held before the talk ended.

Translating biodiversity into wealth

Furley Sdn Bhd Managing Director Stuart Soo Tuck Pooi shared his 60-year experience in the biotechnology manufacturing sector, at the "Translating Biodiversity into Wealth" talk, organised by the Department of Consultancy and Commercialisation (DCC) on 15 August 2017 at Kampar Campus.

Present at the talk were Faculty of Science Dean Assoc Prof Dr Lim Tuck Meng, Deputy Dean Dr Phoon Lee Quen, Department of Biological Science Head Dr Nor Ismaliza binti Mohd Ismail, staff and students.

"Malaysia has a rich biodiversity and through research and development, it is sufficient to produce various nutritional and pharmaceutical products," said Soo, who hoped that the 140 participants will learn the benefits of combining science and entrepreneurship.

He added, "Malaysians are now into natural food and products, where people are demanding for food that does not only taste good but is also able to make them think better and clearer. There are potential in the market for nutraceutical (nutritional and pharmaceutical products combined) products."

The talk also enlightened the participants about the processes involved in getting a product commercialised, which aimed to expose the participants to the how-



Managing Director Soo (front row, third from left) with the participants

to of utilising their research skills to create a successful business venture.

With UTAR constantly encouraging participants' intellectual and personal development in their studies, the speaker hoped that the participants will understand the growing potential of biotechnology and the opportunities of the knowledge they have gained in their studies.

"To get your ideas commercialised, you must first identify what your research can do; understand its potential and its functions, and from there, expand the project," advised Soo.

The talk then ended with a souvenir presentation by Dr Lim to Soo and a group photograph with the participants.

李玲瑶谈成功企业与智慧人生

著名投融资专家、国际金融专业经济学博士、清华大学特聘教授、北京大学经济学院兼职教授李玲瑶教授于2017年8月5日与6日受邀前来双溪龙校区主讲“成功企业&智慧人生”专题讲座，并吸引了逾200人的踊跃参与。

这场为期两天的讲座由亚太清华总裁工商联合会所主办，拉曼大学中华研究院、星洲日报及星洲电子报联办，唐风汉语、马中文化艺术协会、马中友好协会及马中一带一路中心协办。

出席专题讲座开幕仪式的嘉宾有亚太清华总裁工商联合会会长拿督陈志勇、拉曼大学副校长尤芳达教授、拉曼大学中华研究院院长张晓威副教授、亚太清华总裁工商联合会秘书长杨仁杰、理事马瑞成等。

李玲瑶教授是中国知名教授，也是中国少数具有实务经验的企业家兼学者，在企业经营、资本运作、家庭婚姻关系、子女教育及个人修养提升等多个领域造诣颇深，并担任中国多家教育培训机构教授，并编著了多本畅销的企业经营著作。她的著作有《当代经济金融研究新视野》、《女人的成熟比成功更重要》与《走向成功》等。

第一天的讲座主题是“与金融对话，让企业前行——一带一路与企业定位融资”，主讲人深入剖析了美国经济政策、美国二战的经济政策、美国经济发展模式，让与会者对美国历史及现有的经济政策有了比较深入的了解。此外，她也以中国经济发展为例，对中美经济政策进行了深入比较，并做了精辟论断。在中国一带一路的倡议之下，她认为这将为马来西亚企业提供更多市场机会，并分享了一带一路给沿



李玲瑶（左三）和嘉宾于开幕仪式上合影；左起：杨仁杰、尤芳达、陈志勇、张晓威及马瑞成。

线国家所带来的实际利益。

隔天的讲座以“智慧人生——婚姻与家庭、个人修养、亲子教育”为题。首先，她讲述了与婚姻及家庭相关的问题，并通过多维度解析了男性与女性在社会发展中所扮演的不同角色，并通过实际案例来分析了男性与女性的相互关系，为建立幸福美满的家庭提供了宝贵的意见。另外，在亲子教育专题中，她以自己的家庭和社会典型亲子教育的案例现身说法，提醒在座的父母尊重孩子的选择、培养他们正确的三观，并让孩子在父母正确观念的指导下健康成长。

劳悦强谈中文系需要转型吗？

拉曼大学中华研究院和中华研究中心主办于2017年7月7日在金宝校区举办了以“中文系需要转型吗？”为题的座谈会，并由新加坡国立大学中文系劳悦强副教授负责主讲。他也是中华研究院硕士课程校外考委。

这场座谈会旨在让与会者随着时代的变化，了解中文的发展，以及探讨中文系是否应该转型的课题。座谈会正式开始之前，主持人暨中华研究院副院长黄文斌副教授表示，随着时代的变迁，中文系在近十年来面对着各种严峻的挑战，其中包括中文系毕业生在职场上无法和社会接轨、报读中文系的学生人数持续下降等问题。近年来，香港和台湾的中文系已经积极地调整教学制度，以便让传统的教学系统转型至更多元化的课程。

主讲人分享了他以往在新加坡南洋理工大学的教学经验，以及目前在新加坡国立大学中文系所开办的课程，让与会者对新加坡大学所开办的中文系以及课程转型有更具体的了解。他表示，中文系要转型主要应加入多元化的课程。他以自己目前所任职的新加坡国立大学中文系为例，“中文系不只让学生学习传统的中文知识，近年来也开办了不少多样化的课程，如：Discovering For Chinese Business Environment、Chinese for Business and Industry、Chinese Pop Music In East Asia等等以英文来教学的科目，主要是为了吸引外系的学生。这些以英文来教学的科目多数都是选修课，并不一定长期开办，同时也会依照本次选修的人数，决定下一次开办课程的时间。如果本学期报读的人数理想，下学期就会继续开课；反之，就会暂时停办。”

对于如何吸引学生报读中文系，他提出了一些建议，如可以设计海报把大学中文系历年来的毕业生及他们所涉及的领域列出，并在大学开放日或活动日展示出来，让学生与家长对中文系毕业生出路有更具体的了解。此外，讲师们可在招生活动中亲自为到访的学生与家长讲解中文系的课程大纲等有关中文系的重要



黄文斌（右）赠送纪念品给劳悦强。

资讯。另一方面，系上也应该具备辅导制度，让讲师帮助学生了解为什么要报读中文系，让他们对自己毕业后的出路更为清晰。

最后，主讲人补充，拉曼大学中文系应突显出其科系的宗旨、开办的目的，以及规划要培养出怎样的学生，好让学生更明确了解这门科系将来的出路，以及可以收获什么知识等等。这也将有助于家长能够清楚理解中文系的用意，继而支持孩子报读。

嘉应学院交流团访金宝校区

来自中国梅州嘉应学院的交流团于2017年8月27日到访拉曼大学金宝校区进行交流与参观。梅州市嘉应学院马来西亚文化交流团由25名学生和嘉应学院委员会副书记兼交流团团长高华珊、外国语学院副院长何家驹、国际交流合作处科长温刚明、体育学院副教授许晓容及音乐与舞蹈学院讲师肖金勇5位老师所组成。

这项为期一星期的交流活动旨在让学生们对马来西亚三大民族的文化风俗、梅州祖辈到大马的历史及后代的生活有更进一步的了解，同时也让他们有机会进行了锡矿与乡村小型行业考察，以及拜访了梅州祖籍会馆与乡会。

与此同时，拉曼大学中华研究院副院长黄文斌副教授、林良斌博士、研究生课程主任陈明彪博士、中文系系主任杜忠全以及中华研究中心艺术组组长林志敏博士、金宝梅江公会会长潘有英与中文系学生一同在金宝大酒店接待远道而来的访客。两校师生在午宴中交流甚欢，一同探讨了与教育、文化、祖籍、学习、课程等相关的课题。

黄文斌副院长代表致词时表



梅州嘉应学院交流团于敦林良实礼堂前合影。

示，“拉曼大学与中国梅州市关系密切，更于去年和中国梅州市政府签署了合作备忘录，每年提供5个奖学金名额给梅州市推荐的学生，并寄望未来在客家研究上有更密切的合作。”

随后，交流团到访了拉曼大学金宝校区并参观了校内多个著名景点，如敦林良实礼堂、文史馆、孔子与爱因斯坦铜像、观鸟台、图书馆等，并对校园内的自然景观留下了深刻印象。通过文史馆导览环节，交流团对马来西亚

建国历史、民族的文化背景、拉曼大学的成立背景与发展概况有更具体的了解。

嘉应学院位于中国广东省梅州市，是一所省属公办普通本科院校，前身为创办于1913年的梅县县立女子师范学校，有104年的办学历史。梅州在清朝时称嘉应州，嘉应学院由此得名。嘉应学院具有“植根侨乡、服务地方、弘扬客家文化”的鲜明办学特色，更成立了客家研究院和中国首个客家学院。

陈慧思刘嘉美分享纪实书写经验

由拉曼大学中华研究中心现代华文文学研究组主办，中文研究会协办的“纪实书写：从‘我’到‘他者’的书写经验”讲座会于2017年8月2日在金宝校区举行，并邀请了资深纪实报道写作者陈慧思和刘嘉美前来主讲，一同探讨与纪实书写相关的课题。

陈慧思曾任《独立新闻在线》总编辑，现为自由撰稿人，擅长于深度报道及书写人文课题。她曾先后在传统报社和网络新闻媒体任职。她以在网络媒体任职的经历为例并认为网络媒体享有比较多的自主权，同时也担任起监督政权、促进民主自由、为弱势群体发声的责任。她曾撰写的专题包括：零木屋区课题、巴贡水坝、双溪毛糯麻疯病院拆迁事件、反稀土厂等。

她表示，纪实书写和创作的分别是“真实性”，而且最重要的元素是“客观”，不只是接受单方面所提出的个人主观认定，而是能够实事求是，确保公平处理，尽可能接近真相，同时也不涉及个人利益。她指纪实书写的步骤包括发问、寻求回应、采访调查、研究、资料处理、构思呈现方式、后续报道等。通过这些报道，写作者最想的就是希望借自己的报道，能够改变特定个体或群体的命运、改变人心及改善政策，因此报道的“时效性”尤为重要。在撰写的过程中，往往得在时间与资源限制中衡量轻重，衡量议题的各个面向，并从中处理议题的矛盾点，让读者能够看见全貌。

她也会在会上谈到了公平报道的障碍、追求真相的条件、媒体的定位等，并总结表示“承认自己很多时候无法论定黑白，只能多听多看去接近真相，承认自己无法提供简单的答案，而只能交由读者自行判断。”

另一位主讲人刘嘉美是一位独立撰稿人及专栏作家，出生于香港，后移民马来西亚，善于观察本土基层运动，透过书写开始逐渐融入马来西亚社群，近作有《有些人行动：十一个马来西亚抗争故事》。她表示，作为一位独立撰稿人，她可以选择自己想要问什么，以及通过书写来决定自己的定位，并且通过书写来为事件做出改变。

专题报道需要一些时间处理和更近，但真实性是一切报道最重要的原



陈慧思（左）和刘嘉美。

则。对于在这个资讯非常爆炸的时代，新闻随手可得，所以专题书写的意义何在？新闻带给读者的是即时性的报道，但一般所呈现的只是片段，专题报道能够带给读者较为完整的全貌。她以峇南原住民反水坝抗争事件为例，探讨了撰写这些专题文章的目的、背后的意义和这些事件和我们的关联。随后，她也以多个社运事件为例和与会者探讨了专题报道的意义所在。

她总结表示，“新闻是一时的，但文学经得起时代的变迁，很多事件无法通过新闻来表述，但却能通过报道文学来表达，而其意义就是进入他者的生命去感受不一样的世界。”

Persatuan Kebudayaan dan Bahasa India (ICLS), Kampus Kampar UTAR telah berjaya menganjurkan sebuah malam kebudayaan merangkap malam kutipan dana bertajuk *Dhiiraati Nakshatra Night* (DNN) 2017, sebuah aktiviti amal yang memberi seribu makna bertempat di Dewan Sekolah Menengah Pei Yuan, Kampar pada 05 Ogos 2017.

Dengan kehadiran seramai 900 orang, malam amal kebudayaan tersebut dipenuhi dengan pelbagai persembahan kebudayaan yang menarik dan menghiburkan. Bertemakan "Kebajikan", salah satu objektif utama malam tersebut ialah untuk menanam sifat berbuat baik terhadap masyarakat setempat dalam kalangan pelajar UTAR. Di samping itu, aktiviti tersebut turut bertujuan untuk mengumpul dana bagi menyediakan barangan keperluan harian serta kemudahan asas kepada tiga buah keluarga yang kurang bernasib baik serta dua buah organisasi bukan kerajaan iaitu Rumah Kebajikan Kanak-kanak Cacat Negeri Perak dan Persatuan DayBreak untuk Orang-orang Cacat Kinta yang terletak berhampiran dengan bandar Kampar.

Majlis malam amal kebudayaan tersebut telah dirasmikan oleh Speaker Dewan Undangan Negeri Perak Thangasvari Suppiah. Majlis perasmian tersebut turut dihadiri oleh Penasihat ICLS Meera Devarajoo, Penasihat DNN 2017 Aruna Devarajoo dan Pengerusi Penganjur S. Sanjeev Naidu. Turut hadir bagi memeriahkan lagi malam tersebut ialah tetamu khas Datin Sri Shaila V, seorang artis tempatan India yang popular.

DNN 2017 telah direalisasikan secara rasminya buat kali ke-lima di Kampar. Selain daripada objektif utama, majlis ini juga merupakan sebuah platform bagi pelajar-pelajar UTAR mengasah dan berkongsi bakat-bakat mereka, serta untuk memberi kesempatan kepada pelajar-pelajar baru untuk berinteraksi antara satu sama lain.

Selari dengan tema malam kebudayaan, aktiviti tersebut dimulakan dengan sebuah persembahan tarian klasik India yang memberangsangkan. Persembahan itu diikuti dengan sebuah lagi persembahan vokal yang menghiburkan oleh artis-artis India tempatan yang berbakat seperti Magen Aka Vikadakavi, Punitha Raja, Kabil Raj dan Vicanes Jay. Persembahan mereka mendapat sambutan yang baik daripada para penonton. Malam tersebut juga dipenuhi dengan persembahan-persembahan yang lain seperti persembahan nyanyian, tarian, persembahan instrumental, dan sebagainya. Antara salah satu persembahan kemuncak pada malam tersebut ialah persembahan vokal oleh seorang penyanyi latar belakang dari India, Haricharan yang memberi persembahan nyanyian beberapa lagu *Kollywood* yang sungguh mengasyikkan.

Tetamu kehormat, Thangasvari berkata, "Saya berasa amat bangga dengan semangat yang ditunjukkan oleh pelajar-pelajar UTAR dalam membantu golongan masyarakat yang kurang bernasib

Malam amal kebudayaan ICLS



Dari kiri: Meera, Aruna, Sanjeev dan Thangasvari merasmikan malam amal kebudayaan ICLS

baik. Semangat kesukarelawan dan khidmat masyarakat merupakan antara ciri-ciri yang harus dipupuk dalam kalangan generasi muda untuk mencapai impak positif dalam jangka masa yang panjang. Untuk tahun-tahun akan datang, usaha sedemikian pasti akan membantu dalam meminimumkan kumpulan sosioekonomi yang kurang bernasib baik dalam komuniti."

Pengerusi Penganjur dalam ucapannya berkata, "Salah satu objektif utama malam ini ialah untuk melaksanakan aktiviti kebajikan kepada masyarakat setempat melalui kutipan dana. Aktiviti kutipan dana ini telah dilaksanakan melalui dua cara iaitu melalui hasil penjualan barangan dan makanan tradisi India dan juga melalui hasil penjualan tiket kemasukan untuk malam amal kebudayaan ini. Di samping itu, sejajar dengan misi UTAR yang bermatlamat untuk membentuk para pelajar untuk tidak sahaja berkemampuan dari segi akademik tetapi juga berakhlak tinggi, ahli-ahli persatuan tersebut juga telah memutuskan untuk menggunakan dana yang dikutip untuk membantu dan memberi sokongan kepada tiga buah keluarga serta dua buah rumah kebajikan yang kurang bernasib baik. Dana ini juga akan digunakan sepenuhnya untuk membantu keluarga-keluarga yang terpilih dengan barangan keperluan harian."

Beliau juga menyampaikan ucapan penghargaannya kepada ahli-ahli jawatankuasa penganjur di atas segala usaha, pengorbanan dan kesabaran yang disemai oleh mereka untuk menjayakan aktiviti ini.

Selain daripada persembahan kebudayaan, malam tersebut turut menyaksikan sebuah sesi penganugerahan kepada beberapa pelajar India UTAR yang cemerlang dalam bidang akademik serta aktif dalam aktiviti kesukanan. Antara penerima anugerah yang telah menerima anugerah khas tersebut ialah Harshini Puvanasvaran bagi kategori Anugerah Pelajar Terbaik, Joshua Peter bagi kategori Anugerah Terbaik Sukan dan Mitthun Raj Subramaniam bagi kategori Anugerah Pencapaian Terbaik dalam acara bina badan.

Malam kebudayaan tersebut berakhir dengan satu persembahan yang memberangsangkan oleh sebuah kumpulan pemain gendang India yang dikenali sebagai *Urumi*. Malam kebudayaan tersebut juga mendapat sokongan yang menggalakkan daripada peniaga-peniaga setempat dan para dermawan.



Persembahan gendang tradisional India *Urumi*

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Sungai Long Campus
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