

**AEI**

ASIA-EUROPE INSTITUTE  
VOLUME 3  
JUNE 2010  
ISSN : 1985-2185

# Roast

Tun Dr. Mahathir Mohamad  
"ASIA AND  
THE 21ST CENTURY"  
THE 1ST EMINENT  
PERSONS LECTURE  
SERIES (EPELS)  
OF AEI







# CONTENTS

## 01. HIGHLIGHTS

- Note of appreciation from Professor Datuk Dr. Roziah Omar, Executive Director of Asia-Europe Institute (2006-2010)
- Eminent Persons Lecture Series, By YBhg. Tun Mahathir Mohamad
- AEI Ambassadors Round-Table "Belgian SMEs and Strategy for Industrialization" By H.E. Frank Van de Craen, Ambassador of Belgium
- ASEAN Studies Curriculum Design Workshop
- AEI Jointly Organized and Hosted the ASEAN Studies Curriculum Design Workshop with the ASEAN University Network (AUN) and the East-West Center (EWC) By Azmi Mat Akhli, Senior Research Fellow, AEI-UM
- Ministry of Higher Education Minister's Visit to AEI
- Working Luncheon with the Ambassadors and Representatives from ASEM and Non-ASEM Countries
- International Conference: Tracking Development Diverging Paths to Prosperity and Poverty: Southeast Asia and Sub-Saharan Africa in Comparative Perspective
- Ambassador Lecture Series (ALES) By H.E. Vincent Piket, Ambassador / Head of the Delegation of the European Union to Malaysia "The Lisbon Treaty"
- Eminent Persons Lecture Series 2 (EPELS - 2) By Honourable Ruud F.M. Lubbers, former Prime Minister of The Kingdom of the Netherlands "The Earth Charter and its Meaning for Modernity"

## 10. TEACHING AND LEARNING

- Visiting Professors at AEI
- Visiting Lecturers (Local)
- Students Batch 2009/2010
- Orientation Day

## 13. SEMINAR SERIES

- Do Foreign Donors Try to Steer ASEAN? Professor Dr. Joern Dosch, Director of East Asian Studies Department, University of Leeds, U.K.
- British, Malaysia and Southeast Asia: The Role of India Professor Emeritus Dr. Nicholas Tarling, New Zealand Asia Institute
- New Security Patterns in the International System: "Human Security" and Beyond Dr. Christoph Schuck, University Dortmund, Germany
- Social Networks in Entrepreneurship Professor Dr. T. Vinig, University of Amsterdam, The Netherlands
- The European Union and the Emerging Asian Powers (China and India) Professor Dr. Rajendra K. Jain
- Good Peace-Keeping Professor Dr. Reimund Seidelmann
- The Lisbon Treaty Anne Pollet-Fort from Centre Associate, NUS Lecturer and EC Official dan Associate and Professor Dr. Constance Chevallier-Govers from University of Grenoble, France

## 16. RESEARCH

- MY EULINK - Malaysia / EU Higher Education Project
- European Studies in Asia (ESIA)
- Ethnicity
- Historical National Accounts and Population of Pre-Independence Malaya
- Japanese Economic Activities in British North Borneo before World War II, Japan Foundation
- PECTA 2009

## 21. PUBLICATION

- Meeting between AEI and Professor Dr. Dr. h.c Christian Giordano from University of Fribourg, Switzerland
- Meeting with Professor John F. Doling from University of Birmingham, United Kingdom
- Meeting on publication with Dr. Habil Alina Zvinkiene from Institute for Social Research, Department of Social Research Theories, Lithuania





### "BELGIAN SMEs AND STRATEGY FOR INDUSTRIALIZATION"

By Dr. R. B. Van der Grinten, Ambassador of Belgium

On the 26th of September 2010, AEI in Kuala Lumpur, Malaysia, organized a seminar on the topic of "Belgian SMEs and Strategy for Industrialization". The seminar was held at the AEI Conference Room, 10th Floor, AEI Building, 100, Jalan Sultan Ismail, 50450 Kuala Lumpur, Malaysia. The seminar was attended by approximately 50 participants, including representatives from the Malaysian government, academia, and industry. The seminar was moderated by Dr. R. B. Van der Grinten, Ambassador of Belgium. The seminar was held in a professional and informative atmosphere. The seminar was a success and provided valuable insights into the Belgian SME sector and its strategy for industrialization.



### MOHE MINISTER VISIT TO AEI

On 26 September 2010, the Minister of Higher Education, Mohd. Najib Razak, visited the Asia-Europe Institute (AEI) in Kuala Lumpur. The Minister was accompanied by his wife, Datin Seri Najib, and a delegation of officials. The Minister visited the AEI building and met with the AEI staff. The Minister also attended a seminar on the topic of "Belgian SMEs and Strategy for Industrialization". The Minister's visit to AEI was a significant event and demonstrated the government's commitment to higher education and international cooperation.



### MASTERS AND Ph.D PROGRAMMES AT AEI

The Asia-Europe Institute (AEI) offers a range of Masters and Ph.D programmes in various fields of study. The programmes are designed to provide students with a high-quality education and research experience. The programmes are taught by leading experts in their fields and are recognized internationally. The programmes are available to students from all over the world. The programmes are a great opportunity for students to gain valuable knowledge and skills and to develop their research interests. The programmes are also a great way for students to build their network and to establish their reputation in their field of study.



## 22. PAPER PRESENTATIONS

- Professor Datuk Dr. Roziah Omar, Executive Director, Asia-Europe Institute
- Associate Professor Dr. Jariah Mohd. Jan, Deputy Executive Director (Quality Assurance, Promotion, Marketing and Administration)
- Associate Professor Dr. Hamidin Abd Hamid, Deputy Executive Director (Academic, Research and Development)
- Dr. Azmi Mat Akhir, Senior Research Fellow (ASEAN Network)
- Dato' Mat Amir Jaffar, Senior Research Fellow
- Lt. Gen Dr. Mohd Aminul Karim, Senior Research Fellow

## 27. ENHANCING INTERNATIONAL NETWORKING

- Universitas Indonesia and Sekretariat ASEAN
- Casa Asia, Spain Ministry of Foreign Affairs

- University of Applied Sciences, Konstanz, Germany
- Ambassador of Netherlands to Malaysia
- Academic Visit to UAE and Oman
- Academic Visit to Singapore
- Official Visit to University of California, Berkeley and University of California, San Francisco
- Academic Visit to Thailand and Laos
- Visit to Universiti Brunei Darussalam (UBD)
- Visit by Delegation to AEI

## 30. POSTGRADUATE STUDENTS

- MULTINATIONALS AND LOCAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT  
By Nurul Isnaeni, Indonesia

## 31. INTERSHIP PROGRAMME

- Tamico Systems Sdn Bhd  
By Ravinther Kunju Raman (Malaysia)
- The journey to the SMEs powerhouse -Madurai, South India

- By Thevendran Renganathan (Malaysia)
- My Internship in Brugges, Belgium  
By Sheryl Jo Urdaneta, The Philippines

## 35. MASTERS AND Ph.D PROGRAMMES AT AEI

- International Masters in Information Management (IMIM)
- International Masters in Regional Integration (IMRI)
- International Masters in Small-and-Medium Enterprises (IMSMES)
- International Masters in ASEAN Studies (IMAS)
- Ph.D in Social Sciences and Humanity



# NOTE OF APPRECIATION

from Professor Datuk Dr. Roziah Omar,  
Executive Director of Asia-Europe Institute



Sometime in mid June 2006, I was offered to fill the position as an executive director at Asia Europe Institute (AEI) from the then Vice Chancellor of the University of Malaya, Dato' Rafiah Salim. At that time I was already on my third year of secondment as the director of *Institut Sosial Malaysia* (ISM) which also happen to be one of the agencies under the Ministry of Women, Family and Community Development where Dato' Seri Shahrizat Abdul Jalil was the Minister. Though I was happy to be where I was at that time doing what I love to do, my passion has always been with the world of academia. At the same time I was looking for a new excitement as I felt that after three years at ISM I had already completed my tasks assigned to me by Dato' Seri Shahrizat Abdul Jalil to rebrand ISM as well as to make it more visible internationally.

However, when I left ISM, I left with a heavy heart because I was already very comfortable here. My new position as the head of AEI would post a new challenge to me. I was anxious but not nervous because university life is not foreign to me. I had been with University of Malaya (UM) almost all of my academic life. I have held various positions before, beginning as the coordinator of Social Administration and later as the head of Department of Sociology and Anthropology.

After my stint as the head of Department of Sociology and Anthropology, I was posted as a Deputy Dean to the Institute of Postgraduate Studies (IPS) and promoted to the Dean position two (2) years later. It was after my tenure as Dean of IPS that I was seconded to ISM. All in all, up to this point in time my academic journey has been very gratifying and fulfilling. Certainly there are bound to be times of trial and tribulation but as a positivist, I profess to look at difficulty as an opportunity. It was indeed a

daunting task to restructure AEI as when I took over I could sense that AEI was getting less support and cooperation from the academic community both at regional and international level.

Armed with a good strategy, a good action plan, sheer hard work, commitment and a good team work with clear collaborative and global strategy, our team was able to turn around AEI positioning it to a stature it rightly deserved. After my second year at AEI we could already sense that our strategy and action plan was taking its shape in the right direction. By then we were already able to reactivate four (4) international masters program in collaboration with several university partners in Europe. At the same time our masters student intake had grown to about 40 students from zero when I took over the helm at AEI and more and more students are keen to enroll in our Ph.D program. It was indeed such a fulfilling endeavor. Certainly I would not be able to achieve this feat alone without a good team work.

Hence, I would like to take this opportunity to express my deepest gratitude to several individuals who has greatly contributed to the success of carrying out the mission of AEI. They are my two deputies namely Associate Professor Dr. Jariah Md Jan, Associate Professor Dr. Hamidin, Dato' Amir who is in charge of international relations and some PR stunts, Dr. Azmi who has very helpful and untiringly helping me out with the ASEAN network. I also would like to express my sincerest gratitude to AEI Council members and the academic committees for being so supportive and emphatic. My visiting scholars and also to Professor Dato' Mohd Amin, the former Deputy Vice Chancellor (Academic) of the University of Malaya, the current one, Professor Hamzah, Professor Dr. Omar Farouk, Professor Dato' Dr. Ibrahim Bajunied, Professor Dato' Dr. Ansary as well as the EU Ambassador H.E Vincent Pikel for his continuous encouragement and compassion. There are of course many more names which includes all the research assistants and my office staffs who are too many for me to mention them individually. To all of them I would also like to convey my heartiest appreciation for all their sincere efforts and contribution to realize our vision and mission at AEI. Keep up the good work and the good teamwork.

Last but not the least I would like to congratulate my successor, Associate Professor Dr. Hamidin and wish him all the best in all his future endeavors and undertakings.

Thank you.



# "ASIA AND THE 21ST CENTURY"

## THE 1ST EMINENT PERSONS LECTURE SERIES (EPELS) OF AEI

By Tun Dr. Mahathir Mohamad,  
16 November 2009

Tun Dr. Mahathir Mohamad, former Prime Minister of Malaysia, had provided vision and leadership for the Asia-Europe Centre which later was upgraded to become the Asia-Europe Institute (AEI). He had been instrumental in proposing the establishment of AEI at the 1st Summit of Asia-Europe Meeting (ASEM) in 1996 in Bangkok with the aim of enhancing the cooperation between Asia and Europe in the field of Higher Education.

To pay tribute to Tun Dr. Mahathir Mohamad, AEI invited him to deliver a special lecture and at the same time launch the first "Eminent Persons Lecture Series" of AEI (EPELS for short). The first EPELS was held at Hotel Nikko, Kuala Lumpur on 16th November 2009.

AEI was very privileged and honoured to have had the presence of HRH Raja Dr. Nazrin Shah, Pro-Chancellor of the University of Malaya, Ambassadors and High Commissioners, as well as other dignitaries gracing the occasion.

The lecture was as expected: very substantial, wide-ranging, exciting, educational and had considerable depth. Indeed, Tun Dr. Mahathir mentioned that Asia and the 21st Century was a "big subject" about which he had already been thinking for a considerable length of time. Tun Dr. Mahathir also spiced the lecture up with some cryptic messages and touches of humour and they were all off the cuff.

Tun had thematically argued that Asia would dominate the 21st Century with China, Republic of Korea and India leading Asia's re-emergence. He used the term "re-emergence" because Asian civilization was established long before the West dominated the world through imperialism and colonialism.

Citing the case of how Japan, evolving from its major decision not to be dominated by the West, had successfully industrialized itself, so would the Republic of Korea, China and India, by utilising

their respective population size, resources and talents. Tun had interalia said:

*"We are Euro-centric to this day .... but there is also a slow exertion on the part of Asia and Asia may even be more progressive than Europe".*

*"China is growing fast because of its 1.3 billion people" and "the Chinese are smarter, they adopted Western capitalism but for the political part, they retain the whole authoritarian government".*

This was taking Deng Xiaoping's dictum *"It doesn't matter whether the cat is black or white as long as it catches mice"*.

However, Tun also cautioned that the unique cultural values are also under threat, ironically, by the economic success being experienced. He said western values not only impacted on Asian political systems but more importantly, they also influenced the value systems and daily lives of Asians. He alluded, for example, to the Malaysian 'mat rempit' (those mindless motorbike racing by rowdy youths in the dead of night) and the punk-heads of Shinjuku, Tokyo supposedly expressing freedom and the tendency in some segments of the Asian people to demand for more pay and less work which would interalia adversely affect productivity and competitiveness. Therefore, he strongly urged Asians to protect their values particularly those related to hard-work, social discipline and entrepreneurship.

Tun's lecture was followed by Q and A during which he was asked about terrorism, productivity and Asian values. AEI in particular and the University of Malaya in general were very pleased that the 1st EPELS was a success.





# "BELGIAN SMEs AND STRATEGY FOR INDUSTRIALIZATION"

By H.E Frank Van de Craen, Ambassador of Belgium

On the 5th of November 2009, H.E. Dr. Frank Van de Craen, Ambassador of Belgium to Malaysia presented a paper titled "Belgian SMEs and Strategy for Industrialization" at Asia-Europe Institute, University of Malaya.

Seminars and workshops always value-add to institutions' standing and, consequently, none would miss the opportunity of developing their respective series. As a matter of record, AEI has since its establishment organized a number of seminars and workshops most of which had drawn considerable interest due to AEI's ability to have experts, including Visiting Professors from renowned foreign universities to speak.

In view of AEI being an institution borne out of the Asia-Europe Meeting (ASEM) process, it has most justifiably given the Ambassadors accredited to Malaysia a special role and hence the setting up of the Ambassadors Round-Table (or "ART" for simplicity) since 2008. Truly, AEI has the "ART" and other attributes to help enhance Asia-Europe relations.

In November 2009 AEI was very privileged to have H.E Frank Van de Craen, Ambassador of Belgium who spoke on "Belgian SME's and Strategy for Industrialization". Ambassador Frank V.de Craen who holds a Ph.D Laws from State University Ghent, Belgium joined the Belgian Foreign Service in October 1987. Before appointed as Ambassador to Malaysia, he was the Belgian Ambassador to Bolivia, 2003-2006. The discourse drew considerable interest from the Diplomatic Corps (AEI was happy to receive among others H.E Petru Petra, Ambassador of Romania and H.E Zeljko Bonsjak, Ambassador of Croatia), the academia and private sector representatives as it ran well with one of AEI's Master courses i.e. International Masters in SMEs.

The Ambassador emphasized Belgium's strategic location as among the geo-economic factors that gives Belgium a positive outward-looking position. While the cost-barriers have been no more than those of other European countries, Belgium is also strategically supported by its visionary Monarch and the establishment of its iron and steel industry which in turn significantly encourage and strengthen its large group of skillfull entrepreneurs.

With the Common Market, Belgian SMEs have actively ventured out, seeking overseas market and today, a good 75% of Belgian production is exported.

The Ambassador also covered the main challenges faced by Belgium, to make his presentation complete. Among these are the increasing competition from the emerging markets and the ageing population. By this, it means that the labour force is retiring earlier from the workplace because of the desire to enjoy a longer retirement period. One answer to this issue is increasing research and innovation to maintain Belgium's international business position.





# ASEAN Studies Curriculum Design Workshop

AEI with the cooperation of the ASEAN University Network (AUN) and the East West Centre (EWC), Hawaii organized the "ASEAN Curriculum Design Workshop" from the 3 until 5 September 2009.

The workshop was designed to give an opportunity for the experts in the academia from the Universities, members of AUN, EWC, AUN Secretariat and ASEAN Secretariat to discuss and plan strategies to promote and expand the ASEAN education research in the Universities and other Higher education institutions in the ASEAN region that will help to widen the knowledge about ASEAN.

AEI's participation in the workshop was to represent University of Malaya which is a member of AUN. AEI is also working on implementing the International Masters In ASEAN studies programme with the cooperation of AUN. The experience of AEI and University of Malaya in implementing the IMAS programme will help to contribute to the objective of the workshop.





# AEI JOINTLY ORGANIZED AND HOSTED THE ASEAN STUDIES CURRICULUM DESIGN WORKSHOP WITH THE ASEAN UNIVERSITY NETWORK (AUN) AND THE EAST-WEST CENTER (EWC)

By Azmi Mat Akhir, Senior Research Fellow, AEI-UM

The Asia Europe Institute (AEI), University of Malaya co-hosted the ASEAN Studies Curriculum Design Workshop with the ASEAN University Network (AUN), and the East West Center (EWC), Hawaii in Kuala Lumpur on 3 - 5 September 2009. The basic objective of the Workshop was to design a curriculum on ASEAN Studies for the undergraduate level as a guideline for universities in the region which may be interested in offering such a course.

The Workshop was attended by experts in the area of ASEAN Studies and related fields from eight ASEAN Member States, namely Brunei Darussalam, Indonesia, Lao PDR, Malaysia, the Philippines, Singapore, Thailand, Vietnam and the representatives from the AUN Secretariat in Bangkok and the EWC in Honolulu, Hawaii. The Workshop was officially opened by Associate Professor Dr. Nantana Gajasen, Executive Director of the AUN, followed by remarks from Dr. Terance W. Bigalke, Director of Education Program of the EWC and Professor Datuk Roziah Omar, Executive Director of AEI-UM on behalf of Professor Datuk Dr. Ghauth Jasmon, Vice Chancellor, University of Malaya. Associate Professor Dr. Nantana Gajasen provided the context for the workshop, addressing the mandated role of AUN to promote ASEAN Studies in higher education. The ASEAN Studies programme should serve as a mechanism for fostering the awareness of regional identity and a sense of ASEANness among students in ASEAN countries.

Based on the discussions held over the course of the workshop, consensus was reached that an undergraduate ASEAN studies curriculum should combine the study of ASEAN as a institution and process through which the peoples and cultures of the region are brought into increasing interaction. A distinction was noted between the objective academic study of Southeast Asia and the visionary and critical dimensions implicit in ASEAN studies as a means to realizing regionally shared identities and perspectives. In short, a core objective of ASEAN studies would be to foster movement from a geographic understanding of Southeast Asia toward the development of a regionally focused geo-identity.

It was also agreed that the curriculum would be aligned with the broader needs of promoting public awareness of ASEAN throughout the societies of the region. While it was agreed that curriculum design would be best undertaken at a grassroots level by academics responsible for undergraduate teaching, an important role remains to be played by a top-down approach, with clear directives from the member universities and states, particularly in endorsing the ASEAN studies initiative as a key higher education goal and in realizing the kind of funding and institutional support needed to insure the sustainability of the initiative.

For the administrative and institutional dimensions of the programme, it was considered crucial by the Workshop to clearly identify the commitments and activities to be undertaken in promotion of ASEAN Studies. In particular, the Workshop acknowledged the need to address the common challenges in implementing the ASEAN Studies. These include ensuring appropriate levels of faculty investment and student interest,

clarifying the merits of undergraduate ASEAN Studies for students, faculty members and the communities served by member universities. Attention must be given to addressing how ASEAN Studies will affect future opportunities for students and to providing instructors responsible for delivering the ASEAN Studies curriculum appropriate opportunities for professional development. Other issues include ensuring the availability of useful professional and curricular resources for ASEAN Studies, with particular attention to language differences across the region and the unevenness of current area studies capacities.

The discussions in the Workshop were enhanced by the following presentations by representatives of ASEAN Member States which informed on the current status of ASEAN studies and related Southeast Asia area studies programmes: Teaching of ASEAN Studies at Universiti Brunei Darussalam (UBD); Undergraduate Education and Area Studies in Indonesia; Status of ASEAN Studies and Research in Lao PDR; Developing ASEAN Studies in Malaysia; ASEAN Studies in the Philippines; Undergraduate ASEAN Studies Curriculum at National University of Singapore; Preliminary Overview of the State of ASEAN Studies in Thailand; and the Current Situation of ASEAN Studies Course at Undergraduate Level in Vietnam.

AEI-UM shared its experience in conducting the International Masters in ASEAN Studies (IMAS), with regard to the core courses, project paper as partial fulfilment for the degree, internship opportunities provided for students, as well as entry requirements for applicants. AEI also proposed two modalities and foundation and related courses for undergraduate ASEAN Studies, either ASEAN Studies as a full programme (BA in ASEAN Studies) or as a major in SEA studies program (BA in SEA Studies ASEAN Studies).

From the discussion of the workshop based on presentation by the AUN, it was agreed that the following concrete steps should be taken toward developing an undergraduate ASEAN Studies Development Programme that is both sensitive to differences across the region and committed to the integrative vision mandated by the ASEAN Charter:

- A common course, taken by all first/second year students at AUN Member Universities, should be developed. This course, provisionally titled, "ASEAN in Regional and Global Context," would insure that all undergraduates would be introduced to the historical context for the emergence of ASEAN as an institution and a process, and to the rich socio cultural dynamics of the region (top down process).
- In order to stimulate transfer and exchange of students among AUN Member Universities, the AUN ASEAN Credit Transfer System (AUN ACTS) principles would be applied to the programme.
- Faculty development opportunities will be developed to assist in the development and implementation of the common course in ASEAN Studies.
- Experiential learning opportunities related to ASEAN Studies will be developed for undergraduate students from AUN Member Universities.



## PROPOSED MODALITIES OF ASEAN STUDIES DEVELOPMENT

<b>Modality A</b>	: Common Course
<b>Course Title</b>	: "ASEAN in Regional and Global Context"
<b>Course Description</b>	: This course locates ASEAN in regional and global context, examining the internal dynamics of the region and the emergence of ASEAN as regional reality and response to global challenges. Attention will be given to historical, political, security, economic and socio-cultural issues and the formation of a regional ASEAN identity.
<b>Key words</b>	: ASEAN, regionalism, globalization, integration, culture and identity Course outline and teaching materials will be open for course instructors. The AUN Member Universities were requested to share their recommended English teaching materials.

The example of proposed subject outline for **Modality A:**

ASEAN Economic Community (AEC)	ASEAN Political and Security Community (APSC)	ASEAN Socio Cultural Community (ASCC)
Globalisation	ASEAN Institutional framework	History of regional consciousness
	State and Society in SEA	Issues of cultures and regional identity
	Religion and Political system in SEA	Popular Cultures
	Democracy and Human rights in SEA context	
	ASEAN Regionalism and regional integration	
	Transformation and Regionalism	
	Community building	
	ASEAN Charter	
	External relations	

Modality B Summer Course	Modality C Training Course for Faculty Development	Modality D E Resource Development
<p><b>Programme title:</b> "AUN ASEAN Studies Summer Course"</p> <p><b>Length of the programme :</b> 2-3 weeks (3rd week of May – 1st week of June)</p> <p><b>Host:</b> Rotation of hosting (every year)</p> <p><b>Resource:</b> 2-3 experts from AUN Member Universities participate in the programme as visiting lecturers</p> <p><b>Participants:</b> 30 students – 3rd Year student ( 22 students from AUN Member Universities and local students)</p> <p><b>Credit Earning:</b> 3 Credit earning*(30 lecture hrs+15 field trip hrs = 45 hrs total)</p> <p><b>Course components:</b> Group Project assignment</p> <ul style="list-style-type: none"> <li>• Student Presentation</li> <li>• Guest lectures</li> <li>• Traveling class within ASEAN region</li> </ul> <p><b>Suggested topics:</b></p> <ul style="list-style-type: none"> <li>• Politics,      • Economics,</li> <li>• Environment,      • Social – Culture</li> </ul> <p><b>Funding:</b> Course fee</p> <p><b>Programme Coordinator:</b> AUN Secretariat</p> <p><i>*Course could be later opened for Non Member participation.</i></p>	<p><b>Length of the programme:</b> 2-3 weeks</p> <p><b>Objective:</b> Provide undergraduate faculty members with a multidisciplinary introduction to ASEAN useful in drafting a syllabus for the common course on ASEAN Studies to be taught on their home campuses.</p> <p><b>Host:</b> Rotation of hosting (every 2 years)</p> <p><b>Participants:</b> 22-30 AUN faculty staff</p> <p><b>Course components :</b></p> <ul style="list-style-type: none"> <li>• Seminars,</li> <li>• Training</li> <li>• Special lectures by experts.</li> </ul> <p><b>Funding:</b> Full or partial supports from? *AUN Secretariat was assigned to organise the 1st Training</p> <p><b>Course for Faculty Development</b> Development in 2011.</p>	<p><b>Stage 1:</b> Relevant database on ASEAN Studies will be compiled by AUN Secretariat and upload on <a href="http://www.aunsec.org">www.aunsec.org</a></p> <p><b>Stage 2:</b> The information will be used for training and research materials.</p> <p><b>Stage 3:</b> Future E Resource Development</p> <p><b>Funding:</b> To be advised</p>

In relation to fund raising possibilities, the Workshop suggested that the AUN Secretariat develop 5 year plan focusing on activities that will support achieving the proposed modalities of the Core Common Course, the AUN ASEAN Studies Summer Course, the Training Course for Faculty Development, and E Resource development, and submit the proposal including plan of activities to possible funding agencies.

The Workshop appointed representatives from Brunel Darussalam, AEI-UM, ASEAN Secretariat and the EWC as the working group to explore possible sources of funding, both internal and external to ASEAN, such as the ASEAN US Cooperation Fund, USAID, ASEAN agencies and private sectors. In this regard, the AUN Secretariat would function as a coordinator for this working group.

The AUN Secretariat will report outcomes of the Workshop to AUN Member Universities' executive level in order to promote the common course as one of the general education courses for first and second year students. In order to encourage students' participation, the Workshop also suggested the AUN Member Universities consider providing scholarships to the proposed ASEAN Studies Modalities.

Considering that the Workshop was an ASEAN's activity in cooperation in higher education, the AUN Secretariat has reported the outcome of the workshop to Senior Official Meeting on Education (SOM ED) and ASEAN Education Ministers Meeting (ASEM).



## MOHE MINISTER VISIT TO AEI

On 26 November 2009, the management of AEI presented the AEI Progress report in conjunction with the official visit by Y.B. Dato' Seri Mohamed Khaled Nordin, the Higher Education Minister of Malaysia to AEI. The presentation was followed by a discussion session between AEI management and the management of the Higher Education Ministry which consist of Y.Brs. Professor Dr. Raduan Che Rose, Special Advisor to the Higher Education Minister, Y.Bhg. Professor Dato' Ir. Dr. Radin Umar Radin Sohadi, Director of the Higher Education Department and Y.Brs. Professor Dr. Rujhan Mustafa, Deputy Director (IPTA) regarding the strategy of improving and upgrading AEI in the future.

The Minister also held a press conference with the local media regarding the Internalization of Higher Education. The postgraduate candidates for AEI session of 2009/2010 and the staff of AEI had the opportunity to mingle and join the photo session with the minister at the end of the function.





**WORKING LUNCHEON WITH THE AMBASSADORS AND REPRESENTATIVES FROM ASEM AND NON-ASEM COUNTRIES**

AEI Management organized a Working Luncheon with the Ambassadors and Representatives from ASEM and Non-ASEM Countries. Both events were held to strengthen the relationship with the Ambassadors and Representatives from the ASEM and Non-ASEM Countries as well as to brief about the programs and activities organized by AEI throughout the year of 2009 besides to inform about the International Masters programmes offered by AEI.



**INTERNATIONAL CONFERENCE: TRACKING DEVELOPMENT DIVERGING PATHS TO PROSPERITY AND POVERTY: SOUTHEAST ASIA AND SUB-SAHARAN AFRICA IN COMPARATIVE PERSPECTIVE**

The AEI management together with Royal Netherlands Institute of the Southeast Asian and Caribbean Studies (KITLV) organised the International Conference Tracking Development Diverging Paths to Prosperity and Poverty: Southeast Asia and Sub-Saharan Africa in Comparative Perspective held from the 11 to 14 May 2010 at Pullman Lakeside Hotel, Putrajaya.

The purpose of the international research project is to do a detailed comparison of the progress of the countries in the study which includes Nigeria, Kenya, Uganda, Tanzania, Indonesia, Malaysia, Vietnam and Kemboja. The project is funded by the foreign ministry of Netherlands.





### Ambassador Lecture Series (ALES)

On 19 April 2010, H.E. Vincent Pilet, Ambassador / Head of the Delegation of the European Union to Malaysia delivered a lecture titled The Lisbon Treaty held at the AEI Auditorium.



### Eminent Persons Lecture Series 2 (EPELS - 2)

On 18 May 2010, Honourable Ruud F.M. Lubbers, former Prime Minister of The Kingdom of the Netherlands delivered a paper titled The Earth Charter and its Meaning for Modernity at the Auditorium AEI.





# VISITING PROFESSORS AT AEI

The 2009/2010 session succeeded in attracting lecturers and professors well-known in their respective areas of expertise to teach the International Masters Degree programmes offered at AEI. For the 2009/2010 session, 26 academics were offered the position of Visiting Professor at AEI.



**Professor Emeritus Dr. Wilfrido V. Villacorta**  
De La Salle University,  
The Philippines



**Professor Emeritus Nicholas Tarling**  
New Zealand Asia Institute,  
The University of Auckland,  
New Zealand



**Professor Dr. Reimund Seidelmann**  
Institute of Political Science,  
University of Giessen,  
Germany



**Professor Dr. Christoph Schuck**  
Albert-Ludwigs-University  
Freiburg,  
Germany



**Professor Antony Bryant**  
Leeds Metropolitan University,  
United Kingdom



**Associate Professor Dr. Graham Orange**  
Leeds Metropolitan University,  
United Kingdom



**Professor Dr. Dr. h.c Christian Giordano**,  
University of Fribourg,  
Switzerland



**Professor Dr. Samuel van den Berg**  
University of Zuerich  
Winterthur, Zurich,  
Switzerland



**Associate Professor Dr. G.T. Vinig**  
Universiteit van Amsterdam,  
The Netherlands



**Professor Alfredo C. Robles Jr.**  
De La Salle University,  
The Philippines



**Professor Dr. Manfred Pollanz**  
University of Applied Sciences,  
Konstanz, Germany



**Dr. Rene M. Jansen**  
Universiteit van Amsterdam,  
The Netherlands



**Mr. Ilya Devers**  
Universiteit van Amsterdam,  
The Netherlands



**Professor Norberto M. Martinez**  
Universidad de León,  
Spain



**Professor Ian Fenwic**  
Sasin Business School,  
Chulalongkorn University,  
Thailand



**Professor Dr. Giuseppe De Arcangelis**  
University of Rome  
"La Sapienza",  
Italy



**Dr. David Camroux**  
Institut d'Études Politiques  
(IEP), Paris,  
France



**Associate Professor Steven Kim**  
Asia Pacific Centre for  
Security Studies, Honolulu,  
Hawaii, United State of America



**Professor Dr. Francesco Nucci**  
University of Rome  
"La Sapienza",  
Italy



**Dr. Giovanni Capannelli**  
Asian Development Bank,  
Manila  
The Philippines



**Ms. Mega Irena**  
Asean Secretariat,  
Jakarta,  
Indonesia



**Dr. Noel Morada**  
University of the Philippines,  
The Philippines



**Professor Dr. Panayotis Tsakaloyannis**  
Athens University  
Greece



**Professor Rajendra K. Jain**  
Jawaharlal Nehru University  
India



**Dr. Peter Charles Woods**  
Multimedia University,  
Cyberjaya,  
Malaysia



**Dr. Nelson Oly Ndubis**  
The University of Nottingham  
Malaysia Campus,  
Malaysia



## VISITING LECTURER (LOCAL)

AEI also had up to 10 visiting lecturers to run the Masters courses and they are as follows:



Professor Datuk Dr.  
Roziah Omar  
Executive Director,  
Asia-Europe Institute,  
University of Malaya



Associate Professor Dr.  
Jariah Mohd Jan  
Deputy Executive Director,  
(Quality Assurance,  
Promotion dan Marketing &  
Administration)  
Asia-Europe Institute,  
University of Malaya



Associate Professor Dr.  
Hamidin Abd. Hamid  
Deputy Executive Director  
(Academic, Research &  
Development)  
Asia-Europe Institute,  
University of Malaya



Dr. Azmi Mat Akhir  
Senior Research Fellow  
Asia-Europe Institute,  
University of Malaya



Associate Professor Dr.  
Danny Wong Tze Ken  
Deputy Dean,  
Faculty of Arts and Social  
Sciences,  
University of Malaya



Professor Dr. Rahim Md. Sali  
Faculty of Educational  
Studies,  
Universiti Putra Malaysia



Associate Professor Dr.  
Sivamurugan Pandian  
School of Social Sciences,  
Universiti Sains Malaysia



Dr. Zulkarnain Ahmad Hatta  
School of Social Sciences,  
Universiti Sains Malaysia



Dr. Murali Raman  
Multimedia University,  
Cyberjaya



Dr. Saravanan Muthaiyah  
Multimedia University,  
Cyberjaya



# Students Batch 2009/2010



## Orientation Day

On 15-16 September 2009, AEI received 41 postgraduate candidates for the 4 AEI International Masters Programmes for the 2009/2010 academic session. The activities included an academic briefing session by the Deputy Executive Director of AEI, a trip to the Main Library of University of Malaya and a briefing session on facilities available at the AEI Resource Centre and the Computer lab as well as the Breaking of Fast Reception to introduce the AEI management team.





# DO FOREIGN DONORS TRY TO STEER ASEAN?

Professor Dr. Joern Dosch, Director of East Asian Studies Department, University of Leeds, U.K.

Professor Dr. Joern Dosch, Director of East Asian Studies Department from University of Leeds, U.K. was invited to present his paper at the Seminar Series that was held at AEI on 10 November 2009.

Few realize that foreign donors currently disburse funds of at least US\$ 50 million annually on behalf of the integration of the ASEAN region. This amount is more than triple the size of ASEAN's official annual budget of US\$ 14 million. Goals of this foreign support include speeding the establishment of a customs union, strengthening regional intellectual-property regimes, and empowering civil society to further ASEAN's plan to create a fully integrated regional community by 2015. The European Union (both the European Commission and individual member states) are spearheading the support for Southeast Asian integration.

Few also realize the extent to which ASEAN's far-reaching dependence on donor support—financial help and expert advice—potentially reduces the organization's ownership of the regional integration process. In this talk Dosch will argue that foreign donors have begun to steer Southeast Asian regionalism.

What motivations and assumptions inform the support of Southeast Asian integration by foreign donors, especially EU stakeholders? Do they cooperate—or compete—in pursuit of this goal? Do the projects they favor reflect one-size-fits-all formulas that neglect the extreme political and economic diversity of Southeast Asia? The talk will address these and other rarely asked questions that challenge the conventional image of ASEAN as a model of successful external diplomacy for regional development.



# BRITISH, MALAYSIA AND SOUTHEAST ASIA: THE ROLE OF INDIA

Professor Emeritus Dr. Nicholas Tarling, New Zealand Asia-Institute



Professor Emeritus Dr. Nicholas Tarling, New Zealand Asia-Institute was invited to present his paper at the Seminar Series that was held at AEI on 19 November 2009.

Professor Tarling surveys the long connection between Britain and Southeast Asia, and in particular Malaya and Malaysia, since the settlement of Penang in 1786. What were Britain's objectives? How did they change over that long period? He argues that India was an important factor in that policy, as it must be in the policies of contemporary Malaysia. He also suggests that, after the Pacific War, the British took a largely positive view of nationalism and that they welcomed the regional initiatives that Malaya/Malaysia took.



## NEW SECURITY PATTERNS IN THE INTERNATIONAL SYSTEM: “HUMAN SECURITY” AND BEYOND

Dr. Christoph Schuck, University Dortmund, Germany



Professor Dr. Christoph Schuck, University Dortmund, Germany was invited to present his paper at the Seminar Series that was held at AEI on 9 December 2009.

From both the realists' and idealists' predicaments it is evident that security comprises more than the "security of the state" and that peace is more than "the absence of war". The definitions of "security" and "peace" have had to be expanded in recent years in order to make them more applicable to an analysis of the characteristics and challenges of today's world. With that in mind, the term "non-traditional security" was introduced. While "traditional" security focussed on state security based on the (minimalist) definition of "negative peace" between states and concentrating on the absence of military confrontation, "non-traditional" or "human security" takes such elements as poverty, poor education, environmental pollution, gender inequality and asymmetrical conflicts involving non-state actors into consideration.

## SOCIAL NETWORKS IN ENTREPRENEURSHIP

Professor Dr. T. Vinig, University of Amsterdam, The Netherlands

Professor Dr. T. Vinig, Director of SPACE, University of Amsterdam, The Netherlands was invited to present his paper at the Seminar Series that was held at AEI on 20 January 2010.

Entrepreneurs are embedded in social and professional networks from which they seek opportunities and resources to start businesses. The network approach to entrepreneurship (Aldrich and Zimmer, 1986; Brudel et al., 1996; Elfering, 2003; Shane and Stuart, 2002), is a prominent theoretical perspective within the literature on entrepreneurship. According to this literature the network founding hypothesis assumes that network resources, networking activities and network support are important to establishing new venture. Furthermore, the network success hypothesis assumes that entrepreneurs who draw on a broad and diverse social network and who receive much support from their network are more successful. If we conceive of entrepreneurs as organizers and coordinators of scarce resources (Hébert and Link, 1989) social networking is directly connected with the very idea of an entrepreneur. The organization and coordination of scarce resources requires social activity and social interactions. Establishing new ventures means that social and business networks have to be activated and new ones created.

Much of the research on networks in entrepreneurship is static and is concerned with temporal mapping of the network. It does not address the emergence and dynamics of the network over time, or the link to the venture's performance. Empirical study of entrepreneur's network dynamics has been limited by lack of longitudinal data. Most of the research on networks in entrepreneurship remains descriptive and qualitative in nature (Starr & Macmillan, 1990; Hoang & Antoncic, 2003).

Complex networks like social and business networks often do not have an engineered architecture, but instead are self-organized by the actions of a large amount of individuals. From these local interactions, global phenomena, dynamics and structures can emerge. Records of entrepreneur's actions are already digitally stored in email logs, phone records, Internet sites, social and professional interactions and travel records. Studies of networks using email data (Ebel et al., 2005; Iyer et al., 2005) and mobile phone data (Eagle & Pentland, 2005; Gonzalez et al., 2007; Hidalgo et al., 2008; Candia et al., 2008,) demonstrate the possibility to collect and analyze large amount of data over time.



Applying methods, tools and techniques from complex network theory enables analyzing large amounts of data in which relations between many players are stored. This offers an opportunity to understand entrepreneurs' network dynamics.

In this seminar, I will review network research literature and discuss the challenges of studying networks in entrepreneurship. This paper also discusses the current joint research on Social Business Networks in Entrepreneurship between AEI and the University of Amsterdam Business School.



# THE EUROPEAN UNION AND THE EMERGING ASIAN POWERS (CHINA AND INDIA)

By Professor Dr. Rajendra K. Jain

Professor Dr. Rajendra K. Jain, Professor of European Studies, Jawaharlal Nehru University was invited to present his paper at the Seminar Series that was held at AEI on 27 January 2010.

The rise of China and India is unparalleled in human history because never before has the world witnessed the simultaneous and consistent takeoffs of two nations, accounting for more than one third of the planet's population, which have been consistently registering high growth rates for two decades. Their rise has profound implications for the world economy and world politics.

Rising powers like China and India are challenging the European Union. They will be in a position to shape and influence global agendas and decisions to a greater extent than at present. The Europeans tend to perceive the Chinese juggernaut as a direct immediate threat to European jobs in some manufacturing sectors whereas India is seen as a latent and potential threat taking away service-sector jobs, though pressures would increase as both moves up the value chain. The rise of China and India represents both challenges and opportunities for the European Union. For both, the Union will remain an indispensable partner since it is a vital source of trade, advanced technology, and foreign direct investment.



## GOOD PEACE-KEEPING

By Professor Dr. Reimund Seidelmann

Professor Dr. Reimund Seidelmann, Visiting Professor, Asia-Europe Institute was invited to present his paper at the Seminar Series that was held at AEI on 17 January 2010.

Regarding the problems of recent peace-keeping in Africa, Afghanistan, Iraq etc. the search for "good peace-keeping" has been revitalised. In conceptual terms this includes combining peace-keeping with good-governance-building, complementing military with larger civilian engagement, and look for regional solutions. In political terms this includes an in depth evaluation of existing management models, division of competences, and funding procedures.

Experiences in Latin America, Europe, and Asia constitute references for redefining peace-keeping and the search for comprehensive grand strategies, which combine military, economic, and political means, and which aims at the best-possible combination of foreign assistance and better own engagement.



## THE LISBON TREATY

By Ms. Anne Pollet-Fort & Associate Professor Dr. Constance Chevallier-Govers

Ms. Anne Pollet-Fort from European Union Centre Associate, National University of Singapore Lecturer and European Commission Official and Associate Professor Dr. Constance Chevallier-Govers, University of Grenoble, France, delivered a paper titled The Lisbon Treaty on 20 April 2010.



## MYEULINK - MALAYSIA / EU HIGHER EDUCATION PROJECT

The European Commission has recently launched a Call for Proposal with a view to furthering EU-Malaysia cooperation. On 30 March 2010, the launching of the MYEULINK project with University of Nottingham Campus, Malaysia was held at Prince Hotel, Kuala Lumpur. Through this, AEI was selected as (Partner 1). AEI is also part of the consortium which includes University of Nottingham, United Kingdom, Maastricht University, The Netherlands, *Universiti Putra Malaysia* and *Universiti Malaysia Sabah* to implement the Services Sector Dialogue Project & Business Cooperation and EU Outresearch & Visibility, Malaysia (MYEULINK). This project aims to enhance EU Outreach & Visibility by increasing awareness and understanding of the EU and its key policies amongst government officials, decision makers, the private sector, media, NGOs, academia and other interests in Malaysia and to increase cooperation and policy dialogue in the area of higher education.





# EUROPEAN STUDIES IN ASIA (ESiA)

## Duration of Research: June 2009 – December 2010

The European Studies in Asia (ESiA) network was initiated to stimulate European studies in the Asian region by providing a reliable platform for exchange and co-operation among European studies academics both in Asia and Europe. As an all-inclusive network, ESiA embraces all academics, institutions and networks in the field of European studies in Asia-Europe Meeting (ASEM) countries.

It endeavors to strengthen existing academic links in Asia as well as to facilitate the creation of new synergies within Asia, and also between Asia and Europe through networking meetings, academic collaborations and the use of online tools.

ESiA is co-organised by Asia-Europe Foundation (ASEF) in partnership with the National Centre for Research on Europe (NCRE) and is guided by an ESiA Advisory Group of 15 prominent academics representing various European studies centres in Asia and Europe.

The "EU through the Eyes of Asia" is the pilot project of the ESiA network. The initial phase was launched in 2005 and undertaken over a period of two years in China, Japan, Korea, Singapore and Thailand (Phases I and II). In 2008, the project was expanded to include Indonesia, the Philippines and Vietnam (Phase III), with the latest expansion to include India, Macao and Malaysia (Phase IV).

This project is a transnational academic collaboration between the Asia Europe Foundation (ASEF) and the National Centre for Research on Europe (NCRE), University of Canterbury, hereafter referred to as co-organising partners, together with Jawaharlal Nehru University (JNU), University of Macao (UM) and the Asia Europe Institute (AEI), hereafter referred to as partner institution. It specifically aims to:

1. identify and investigate a wide range of perceptions and attitudes towards the EU in the three locations at both the

- elite (political, economic and cultural) and public opinion levels using survey methodology;
2. make public policy recommendations for refining and enhancing of the EU perceptions and attitudes within these three Asian locations in the study;
3. disseminate the research findings to European and Asian public and private institutions, through publications, as well as seminar and debates, conferences, workshops held in Europe and in Asia for academics, policy makers, and media gate-keepers. (Synergies could be organised with related ASEF initiatives).

The project which started in June 2009 is expected to be completed by December 2010. The International Research Methodological Workshop programme and International Seminar co-organised by Asia-Europe Foundation, Asia Europe Institute and NCRE in Kuala Lumpur from 16-19 June 2009 with the title "EU through the Eyes of Asia: A Comparative Study of Public Elite and Media Perceptions of the EU in India, Macao, and Malaysia" marked the launch of the project.

### Project Leader (Malaysia)

- Professor Datuk Dr. Roziah Omar, the Executive Director of Asia-Europe Institute, University of Malaya.

### Research Members:

- Associate Professor Dr. Hajjah Jariah Mohd. Jan, Deputy Executive Director of Asia-Europe Institute;
- Associate Professor Dr. Hamidin Abd. Hamid, Deputy Executive Director of Asia-Europe Institute;
- Dr. Azmi Mat Akhir, Senior Research Fellow Asia-Europe Institute and Associate;
- Associate Professor Datin Dr. Hasmah Zanuddin, Deputy Dean, Faculty of Arts and Social Sciences, Faculty Arts and Social Sciences, University Malaya.

(Source: with permission from ASEF)





# ETHNICITY

Duration of Research: 1 December 2007 – 30 November 2009

This research project is under the FRGS grant and funded by the Higher Education Ministry of Malaysia.

The thrust of this research seeks to understand the perception of the neighbouring countries of Malaysia in managing their citizens of various ethnic groups. This is significant to the strengthening of management measures which can be used as a model by other ASEAN, and non ASEAN countries as well.

Students from institutions of higher learning are associated with the modern and cosmopolitan identity of their countries. This research carried out on students of higher education institutions provides pertinent information in measuring the aspirations, problems and the level of integration in a country. Policies and programmes towards the strengthening of ethnic relations among students in every ASEAN country ought to be researched and shared and this is part of the objectives of this research.

The research also aims to evaluate the level of awareness and influence of the Malaysian dynamics on managing multi-diversity, from the perspective of other countries in the ASEAN countries. The level of commitment shown by the respective ASEAN countries in managing the students of various ethnic backgrounds especially at public institutions of higher learning, is an enabling factor towards the formulation of common policies and programmes for the harmony, unity and prosperity of an ASEAN Community.

The research, thus examines the policies, unity and national integration in ASEAN countries and tries to identify existing patterns of relationship between ethnic groups of students and their behaviour in the Institutions of Higher Learning in ASEAN. It sets out to measure the success of the formula used by Malaysia in managing the various cultures and their ethnic backgrounds from the perspective of ASEAN countries, with a view to preparing a common programme and policy that can improve inter-ethnic relationships and harmony in the campuses of ASEAN countries.

The study will conclude with a summary that reports on the status of unity among the countries in the ASEAN community. This study is therefore an invaluable precursor to the sharing of experiences and knowledge in managing the various ethnic groups from the perspective of ASEAN and Malaysia in particular, and may be of global significance for other multi-ethnic regions such as the European Union.

## Project Leader

- **Professor Datuk Dr. Roziah Omar,**  
the Executive Director of Asia-Europe Institute,  
University of Malaya.

## Research Members:

- **Associate Professor Dr. Hajjah Jariah Mohd. Jan,**  
Deputy Executive Director of Asia-Europe Institute;
- **Professor Dr. Mansor bin Mohd Noor,**  
Senior Research Fellow, Institute of Ethnic Studies (KITA)  
Universiti Kebangsaan Malaysia; and
- **Dr. Sivamurugan Pandian,**  
Senior Lecturer, Centre for Social Sciences,  
University Sains Malaysia (USM)





# HISTORICAL NATIONAL ACCOUNTS AND POPULATION OF PRE-INDEPENDENCE MALAYA

In the construction of colonial history, economic history is an area given little attention in Southeast Asia. In comparison with the USA and the industrial societies of Europe, there is a dearth of efforts in the compilation of the GDP estimates for the earlier years of the 20th century. These areas of epistemology are relevant and significant for their importance in gauging economic performance and economic welfare. Nevertheless, there is relatively little effort invested in the construction of such statistics in Southeast Asia.

AEI has embarked on a research programme to promote the advancement of the knowledge about the economic history of Southeast Asia, with a current emphasis on Peninsular Malaysia. This research project involves the creation of a database that is enabled through a laborious search of historical documents. It is envisaged that with the creation of such databases, understanding the longterm development of Southeast Asian economies - in this instance, the Malaysian economy - will be enhanced.

The statistical estimates of Malaya's GDP and its components, in real and current terms has been constructed using the expenditure approach, for the period 1990-1993. These estimates are currently being scrutinized for their reasonableness, reliability and consistency.



Documentation and finalization of these statistical estimates is currently in progress.

## Leading the Hub

**H.R.H. Raja Dr. Nazrin Shah**, the Crown Prince of the State of Perak, Pro-Chancellor of University of Malaya, Malaysia.

## Research Members:

1. Mr. Gnasegarah Kandaiya
2. Professor Dr. Tan Eu

# JAPANESE ECONOMIC ACTIVITIES IN BRITISH NORTH BORNEO BEFORE WORLD WAR II, JAPAN FOUNDATION

**Duration of Research: March 2009 – March 2010**

This study examines Japanese economic activities in British North Borneo Chartered Company (currently known as the state of Sabah, Malaysia) prior to World War II.

Relating to Japanese economic involvement in British North Borneo, many studies have been conducted by Japanese and other foreign researchers. Among these are the studies by Shimomoto, Yutaka (1990) and Hara, Fujio (1990) which examined Japanese immigration into British North Borneo before World War II. Subsequently, studies by Sabihah Osman (1998), Sugimoto, Mieko (2000) provided an overall picture of Japanese economic activities for the period 1890-1941. Another study by Wong, Danny (2001) highlighted anti-Japanese activities by the Chinese community in the state for the period 1937-1941.

In addition to Japanese economic activities, Sabiha (1998), Sugimoto (2000) and Wong (2001) examined the reactions of BNCC against the rapid expansion of Japanese economic involvement in the state by utilizing British colonial documents. The research "Japanese Economic Activities in British North Borneo before World War II" aims to:

1. make a comprehensive study of Japanese economic activities in North Borneo before the outbreak of World War II,
2. utilize both Japanese and British source materials and documents which are located in Malaysia and Japan,
3. contribute to a better international environment, maintain and develop harmonious foreign relationships with Japan, through deepening other nations' understanding of Japan,
4. promote better mutual understanding among nations, encouraging friendship and goodwill among the peoples of the world,
5. contribute to the world in culture and other fields through the efficient and comprehensive implementation of international cultural exchange activities.

## Project Leader

**Associate Professor Dr. Hamidin Abd. Hamid**  
(Asia-Europe Institute, University of Malaya)

## Research Member

**Dr. Ichiro Sugimoto**,  
Soka University, Japan



## PECIPTA 2009

On the 8 until 10 October 2009, AEI took part in the International Exposition of Research and Invention of Institutions of Higher Learning 2009 held at the Kuala Lumpur Convention Centre (KLCC)

- i. Silver Medal Award for The Study of Ethnic Relations in Institutions of Higher Learning: Sharing of Experience in Managing Students of Various Cultures in Asean Countries.
- ii. Silver Medal Award for The National Research Project on Women's Reproductive Rights, and Women's Sexual and Reproductive Health in Malaysia.

cond Language  
Management System

### Projek Kajian Nasional Hak Reproduksi Kesihatan Seksual dan Reproduksi Wanita di Malaysia





### Meeting between AEI and Professor Dr. Dr. h.c Christian Giordano from University of Fribourg, Switzerland

On 16 July 2009, a meeting between AEI and Professor Dr. Dr. Christian h.c Giordano from University of Fribourg, Switzerland was held. The discussion between both AEI and Professor Dr. Dr. h.c. Christian Giordano focuses on the research activity and publication in multiculturalism.



### Meeting with Professor John F. Doling from University of Birmingham, United Kingdom

On 14 December 2009, AEI management conducted a meeting on publication with Professor John F. Doling from University of Birmingham, United Kingdom. The meeting was to discuss on project planning for 2010/2011 including book publication and organizing seminar on Income Security as well as journal article (ISI level) publication on Social Welfare.

### Meeting on publication with Dr. Habil Alina Zvinkliene from Institute for Social Research, Department of Social Research Theories, Lithuania

AEI Management held a meeting for publication with Dr. Habil Alina Zvinkliene from Institute for Social Research, Department of Social Research Theories, Lithuania on 11 February 2010. The meeting was held for further discussion regarding the Women and Islam book project.





## PROFESSOR DATUK DR. ROZIAH OMAR, Executive Director, Asia-Europe Institute

BIL.	ACTIVITIES
1	<b>Event Organiser</b> – New Security Patterns in the International System: Human Security and Beyond, by Professor Dr. Christoph Schuck, Professor of International and Foreign Policy, Department of Political Science, Friedrich-Schiller- University Jena, Germany, Seminar Series, organized by Asia-Europe Institute, 9 December 2009.
2	<b>Event Organiser</b> - Britain, Malaysia and Southeast Asia: The Role of India by Professor Emeritus Dr. Nicholas Tarling, New Zealand Asia Institute, University of Auckland, New Zealand, Seminar Series, organized by Asia-Europe Institute, 19 November 2009.
3	<b>Others - Opening Address- The Legacy in Asia and the 21st Century</b> , The Legacy in Asia and the 21st Century by Tun Dr. Mahathir Mohamad, AEI Eminent Persons Lecture Series, 16 November 2009.
4	<b>Event Organiser</b> - Do Foreign Donors Try to Steer ASEAN? by Professor Joern Dosch, Department of East Asian Studies, University of Leeds, UK, Seminar Series, organized by Asia-Europe Institute, 10 November 2009.
5	<b>Participant - Food Security and Sustainable Development: Challenges for the Governance of International Relations</b> , Governance of Food Security and Sustainable Development, 4th Conference of the Garnet Network Food Security and Sustainable Development: Challenges for the Governance of International Relations, organized Garnet Network, 9 November 2009.
6	<b>Event Organiser - Belgian SMEs and Strategy for Industrialization</b> , Belgian SMEs and Strategy for Industrialization oleh H. E. Dr. Frank Van De Craen, Ambassador of Belgium, Seminar Series, organized by Asia-Europe Institute, 5 November 2009.
7	<b>Participant - Europe, Asia and Reform of Global Governance: Concept, Mechanism and Institutions</b> , Research Project Europe, Asia and Reform of Global Governance: Concept, Mechanism and Institutions, 10 September 2009.
8	<b>Member</b> - Research Project on "Europe, Asia and Reform of Global Governance: Concepts, Mechanism and Institutions", Neuwied Schlob Engler, Koblenz, Germany, 10 - 12 September 2009.
9	<b>Participant</b> - First Preparatory Meeting EU-NESCA Project, 10 September 2009.
10	<b>Member</b> - ASEAN Studies Curriculum Design Workshop with the ASEAN University Network (AUN) and the East West Center (EWC), 3 - 5 September 2009.
11	<b>Participant</b> - Peranan Wanita Dalam Pembangunan Insan dan Kerja Sosial di Peringkat Globalisasi, Seminar Kebangsaan Kemahiran Insaniah dan Kerja Sosial 2009, organized by Pusat Bahasa dan Pembangunan Insan UTeM in collaboration with Institut Sosial Malaysia, 25 July 2009.
12	<b>Event Organiser</b> - Seminar Memaparkan Perpaduan Negara, organized by Persatuan Alumni Universiti Malaya in collaboration with Pusat Dialog Peradaban Universiti Malaya dan Jabatan Perpaduan Negara dan Integrasi Nasional, 18 July 2009.
13	<b>Moderator</b> - Seminar European Studies in Asia (ESIA) Network Public Panel on EU Asian Relations: Policies and Perceptions of the EU in Malaysia, organized by Asia-Europe Foundation and Asia Europe Institute, 19 June 2009.
14	<b>Event Organiser</b> - The EU Through the Eyes of Asia-International Research Methodological Training Workshop, organized by Asia-Europe Institute, 16 June 2009.
15	<b>Member</b> - Europe through the Eyes of Malaysia: Malaysia Chapter, ASEP & NCRE, 4 - 8 June 2009.
16	<b>Participant</b> - 23rd Asia Pacific Roundtable, 1 June 2009.
17	<b>Participant</b> - Program Lead Without Title Get to World Class, 13 May 2009.
18	<b>Event Organiser</b> - EWC-AUN-AEI ASEAN Studies Curriculum Design Workshop, 3 May 2009.
19	<b>Moderator</b> - Roundtable Discussion: Pola dan Isu Politik Malaysia dalam Era Kepimpinan Perdana Menteri Malaysia Ke-6, 6 April 2009.
20	<b>Participant</b> - ESIA Interim Advisory Group Meeting, University of Macao, China SAR, 12 - 13 March 2009.
21	<b>Participant</b> - ESIA Interim Advisory Meeting at University of Macau, 11 March 2009.
22	<b>Participant</b> - Innovative Branding & Marketing for Higher Education Conference: Effective Strategies to Distinguish Your Institute in the Global Education Arena, 23 February 2009.
23	<b>Co-Presenter</b> - Regional Conference on the Humanities (RCH 2009): Managing ASEAN's Future, The Humanities in ASEAN Studies and Higher Education: Teaching ASEAN History in Higher Education, "Contribution of Higher Education for Asian Regional Integration", University Teknologi Petronas (UTP), Perak, 18 - 19 February 2009.



BIL.	ACTIVITIES
23	<b>Co-Presenter</b> - Regional Conference on the Humanities (RCH 2009): Managing ASEAN's Future, The Humanities in ASEAN Studies and Higher Education: Teaching ASEAN History in Higher Education, "Contribution of Higher Education for Asian Regional Integration", University Teknologi Petronas (UTP), Perak, 18 - 19 February 2009.
24	<b>Presenter</b> - 2nd AUN Rector-Conference and 24th Meeting of AUN Board of Trustees, Brunel Darussalam, 28 January 2009.
25	<b>Participant</b> - Plural Switzerland: Switching Identities in Multicultural Nation by Professor Christian Giordano, Universiti Fribourg Switzerland, Seminar Series organized by Asia-Europe Institute, 23 January 2009.

**ASSOCIATE PROFESSOR DR. JARIAH MOHD. JAN**, Deputy Executive Director  
(Quality Assurance, Promotion, Marketing and Administration)

BIL.	ACTIVITIES
1	<b>Participant</b> - 1st International COLT 2009, Conference on Language Learning and Teaching: Confronting Realities in Diverging Horizons, Diversity in a Language Classroom: Challenges and Lessons from Abroad, Sunway Hotel, Seberang Jaya, Pulau Pinang, 5 - 6 March 2009.
2	<b>Co-Presenter</b> - FBL 1st Postgraduate Research Conference, "Persian Males Request Realization Attributes: An Analysis of Internal Request Modifications", Crown Princess Hotel, Kuala Lumpur, 7 - 8 December 2009.
3	<b>Co-Presenter</b> - The 6th International Literacy Conference (LITCON 2009), "A Study of Direct Request Realization in Male Discourse, Berjaya Georgetown Hotel, One Stop Midlands Park, Penang, 7 - 9 October 2009.
4	<b>Co-Presenter</b> - International Conference on Cross Cultural Communication (ICoCCC), "Understanding Cross-Cultural Communication through Literary Text, Rumah Universiti, University of Malaya, 9 - 20 August 2009.
5	<b>Co-Presenter</b> - International Conference on Cross Cultural Communication (ICoCCC), "A Cross-Cultural Study of External Request Modifications in Persian, Rumah Universiti, University of Malaya, 9 - 20 August 2009.
6	<b>Co-Presenter</b> - The 6th Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC 2009), "Apologies among Persian Males: An Analysis of Politeness in Male Discourse, Holiday Villa Hotel and Resort, Subang Jaya, Selangor, 28 - 30 April 2009.
7	<b>Co-Presenter</b> - The 6th Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC 2009), "Adapting and Designing ESP Materials for a Law Course, Holiday Villa Hotel and Resort, Subang Jaya, Selangor, 28 - 30 April 2009.
8	<b>Co-Presenter</b> - The 6th Malaysia International Conference on Languages, Literatures, and Cultures (MICOLLAC 2009), "Self-Censorship in Teenage Talk, Holiday Villa Hotel and Resort, Subang Jaya, Selangor, 28 - 30 April 2009.
9	<b>Co-Author</b> - Regional Conference on the Humanities (RCH 2009): Managing ASEAN's Future, The Humanities in ASEAN Studies and Higher Education: Teaching ASEAN History in Higher Education, "Contribution of Higher Education for Asian Regional Integration, University Teknologi Petronas (UTP), Perak, 18 - 19 February 2009.
10	<b>Member</b> - ASEAN Studies Curriculum Design Workshop with the ASEAN University Network (AUN) and the East West Center (EWC), 3 - 5 September 2009.
11	<b>Participant</b> - New Security Patterns in the International System: Human Security and Beyond by Professor Dr. Christoph Schuck, Friedrich-Schiller, University Jena, Germany, Seminar Series organized by Asia-Europe Institute, 9 December 2009.
12	<b>Participant</b> - Britain, Malaysia and Southeast Asia: The Role of India oleh Prof. Nicholas Tarling, New Zealand Asia Institute, University of Auckland, New Zealand, Seminar Series organized by Asia-Europe Institute, 19 November 2009.
13	<b>Participant</b> - Asia and the 21st Century oleh Tun Dr. Mahathir Mohamad, AEI Eminent Persons Lecture Series (ELES) organized by Asia-Europe Institute, Hotel Nikko, Kuala Lumpur, 16 November 2009.
14	<b>Participant</b> - Do Foreign Donors Try to Steer ASEAN? oleh Prof. Joern Dosch, Department of East Asian Studies, University of Leeds, UK, Seminar Series organized by Asia-Europe Institute, 10 November 2009.
15	<b>Participant</b> - Belgian SMEs and Strategy for Industrialization by H. E. Dr. Frank Van De Craen, Ambassador of Belgium, Seminar Series organized by Asia-Europe Institute, 5 November 2009.
16	<b>Participant</b> - The 10th Perdana Discourse Series: The Role of Women and Youth in National Development, Perdana Leadership Foundation, Putrajaya, 4 November 2009.



BIL.	ACTIVITIES
17	<b>Participant</b> - Europe, Asia and Reform of Global Governance: Concept, Mechanism and Institutions, Research Project Workshop, organized by Asia-Europe Institute, 10 September 2009.
18	<b>Participant</b> - Seminar European Studies in Asia (ESIA) Network Public Panel on EU Asian Relations: Policies and Perceptions of the EU in Malaysia, organized by Asia-Europe Foundation and Asia-Europe Institute, 19 June 2009.
19	<b>Participant</b> - The EU Through the Eyes of Asia - International Research Methodological Training Workshop, organized by Asia-Europe Institute, 16 June 2009.
20	<b>Member</b> - Europe through the Eyes of Malaysia: Malaysia Chapter, ASEF & NCRE, 4 - 8 June 2009.
21	<b>Participant</b> - A Public Lecture on New Zealand, Muslims & Islam by Dr. Paul Morris, Professor of Religious Studies, Victoria University of Wellington, New Zealand, organized by International Advanced Islamic Studies (IAIS) Malaysia, Kuala Lumpur, 6 May 2009.
22	<b>Member</b> - EWC-AUN-AEI ASEAN Studies Curriculum Design Workshop, 3 May 2009.
23	<b>Participant</b> - Writing for the Social Sciences: Rhetoric & Politics of Academic Publishing by Professor Richard Buttny, University of Malaya, 17 April 2009.
24	<b>Participant</b> - Discourse & Identity: Gendered Discourse, Context and Transcribing by Professor Richard Buttny, Fakulti Bahasa dan Linguistik, Universiti of Malaya, 16 April 2009.
25	<b>Participant</b> - Issues in Discourse Analysis: Interactional Sociolinguistics, Stance Indicators, Vocalic, and Contextualization Cues by Professor Richard Buttny, Fakulti Bahasa dan Linguistik, University of Malaya, 15 April 2009.
26	<b>Participant</b> - Topics in Discourse Analysis: Narratives and Directness, Indirectness by Professor Richard Buttny, Fakulti Bahasa dan Linguistik, University of Malaya, 14 April 2009.
27	<b>Participant</b> - Discourse Analysis: Introduction and Sequencing by Professor Richard Buttny, Fakulti Bahasa dan Linguistik, University of Malaya, 13 April 2009.
28	<b>Participant</b> - Taklimat Persediaan ke arah Audit Prestasi Akademik/Audit Institusi, Auditorium Tun Mohd Suffian, Fakulti Undang-Undang, University of Malaya, 25 March 2009.
29	<b>Participant</b> - Terms of Reference (TOR) on Human Rights of the ASEAN Charter, TYT Rosario G. Manolo, Philippine Foreign Service, Seminar Series organized by Asia-Europe Institute, 18 March 2009.
30	<b>Participant</b> - A Round Table Discussion on the Priority Agenda for the Future with Dato' Mustapa Mohamed, Seri Pacific Hotel, Kuala Lumpur, 7 February 2009.
31	<b>Participant</b> - 2nd AUN Rectors' Conference and the 24th Meeting of the AUN Board of Trustees, Brunei Darussalam, 28 January - 1 February 2009.
32	<b>Participant</b> - Plural Switzerland: Switching Identities In Multicultural Nation by Professor Dr. Dr. h.c Christian Giordano, Fribourg University, Switzerland, Seminar Series organized by Asia-Europe Institute, 23 January 2009.
33	<b>Participant</b> - A Public Lecture on Ethnic and Religious Pluralism: An Islamic Perspectives by Emeritus Professor Datuk Dr. Osman Bakar organized by International Advanced Islamic Studies (IAIS) Malaysia, 21 January 2009.
34	<b>Participant</b> - Business Proposals and Rejection Letters by Dr. Teun De Rycker, Fakulti Bahasa dan Linguistik, University of Malaya, 15 January 2009.
35	<b>Participant</b> - Cognitive Linguistik & Foreign Language Teaching: The Lexis Grammar Continuum by Dr. Teun De Rycker, Fakulti Bahasa dan Linguistik, University of Malaya, 12 January 2009.
36	<b>Participant</b> - Writing for Academic Purpose by Dr. Teun De Rycker, Fakulti Bahasa dan Linguistik, University of Malaya, 9 Januari 2009.
37	<b>Participant</b> - Teaching Small Talk Skills in English by Dr. Teun De Rycker, Fakulti Bahasa dan Linguistik, University of Malaya, 7 January 2009.
38	<b>Participant</b> - Deep Definitions and Their Role in Second Language Vocabulary Acquisition by Dr. Teun De Rycker, Fakulti Bahasa dan Linguistik, Universiti Malaya, 6 January 2009.



**ASSOCIATE PROFESSOR DR. HAMIDIN ABD HAMID**, Deputy Exective Director  
(Academic, Research and Development)

BIL.	ACTIVITIES
1	<b>Moderator</b> - Britain, Malaysia and Southeast Asia: The Role of India by Professor Nicholas Tarling, New Zealand Asia Institute, University of Auckland, New Zealand, Seminar Series organized by Asia-Europe Institute, 19 November 2009.
2	<b>Participant</b> - Asia and the 21st Century by Tun Dr. Mahathir Mohamad, AEI Eminent Persons Lecture Series (ELES) organized by Asia-Europe Institute, Hotel Nikko, Kuala Lumpur, 16 November 2009.
3	<b>Participant</b> - Do Foreign Donors Try to Steer ASEAN? by Professor Joern Dosch, Department of East Asian Studies, University of Leeds, UK, Seminar Series organized by Asia-Europe Institute, 10 November 2009.
4	<b>Co-Author</b> - Food Security and Sustainable Development: Challenges for the Governance of International Relations, 4th Conference of the Garnet Network Food Security and Sustainable Development: Challenges for the Governance of International Relations, organized by Garnet Network, 9 November 2009.
5	<b>Participant</b> - Belgian SMEs and Strategy for Industrialization by H. E. Dr. Frank Van De Craen, Ambassador of Belgium, Seminar Series organized by Asia-Europe Institute, 5 November 2009.
6	<b>Member</b> - Research Project on Europe, Asia and Reform of Global Governance: Concepts, Mechanism and Institutions, Neuwied Schlob Engler, Koblenz, Germany, 10 - 12 September 2009.
7	<b>Member</b> - ASEAN Studies Curriculum Design Workshop with the ASEAN University Network (AUN) and the East West Center (EWC), 3 - 5 September 2009.
8	<b>Presenter</b> - Workshop on Good Governance and Good Regional Cooperation, "Regional Cooperation in Asia Pacific: A Malaysia's View, Universitas Katolik Parahyangan Bandung, Indonesia, 27 - 29 July 2009.
9	<b>Participant</b> - When 'Best Practice' Isn't Good Enough by Samuel M. Lam, President, Linkage Asia, The Ritz Carlton, Kuala Lumpur, 25 June 2009.
10	<b>Participant</b> - EU and Asian Relations: Policies and Perceptions of the EU in Malaysia, Seminar European Studies in Asia (ESIA) Network Public Panel on EU and Asian Relations: Policies and Perceptions of the EU in Malaysia, organized by Asia-Europe Foundation and Asia-Europe Institute, 19 June 2009.
11	<b>Moderator</b> - Europe through the Eyes of Malaysia: Malaysia Chapter, ASEP & NCRE, 4 - 8 June 2009.
12	<b>Member</b> - EWC-AUN-AEI ASEAN Studies Curriculum Design Workshop, 3 May 2009.
13	<b>Participant</b> - ESIA Interim Advisory Group Meeting, University of Macao, China SAR, 12 - 13 March 2009.
14	<b>Co-Presenter</b> - Regional Conference on the Humanities (RCH 2009): Managing ASEAN's Future, The Humanities in ASEAN Studies and Higher Education: Teaching ASEAN History in Higher Education, "Contribution of Higher Education for Asian Regional Integration", University Teknologi Petronas (UTP), Perak, 18 - 19 February 2009.
15	<b>Participant</b> - Plural Switzerland: Switching Identities In Multicultural Nation by Professor Dr. Dr. h.c Christian Giordano, University of Fribourg, Switzerland, Seminar Series organized by Asia-Europe Institute, 23 January 2009.
16	<b>Moderator</b> - Seminar Kebangsaan Sejarah Keusahawanan, Fakulti Sastera dan Sains Sosial, University of Malaya, 9 January 2009.

**DR. AZMI MAT AKHIR**, Senior Research Fellow (ASEAN Network)

BIL.	ACTIVITIES
1	<b>ASEAN Secretariat Executive Mirror Series (EMS) Brainstorming Session and Exlibris Meeting</b> , Functional Scientific Networking for ASEAN Regional Policy Implementation, 3 - 4 December 2009.
2	<b>Moderator</b> - Japan-ASEAN Students Conference: Regional Identity, 13 - 18 November 2009.
3	<b>Co-Author</b> - Food Security and Sustainable Development: Challenges for the Governance of International Relations, 4th Conference of the Garnet Network Food Security and Sustainable Development: Challenges for the Governance of International Relations, organized by Garnet Network, 9 November 2009.
4	<b>Participant</b> - ASEAN Secretariat Executive Mirror Series (EMS) Meeting, 8 October 2009.
5	<b>Moderator</b> - EWC-AUN-AEI ASEAN Studies Curriculum Design Workshop, 3 May 2009.



BIL.	ACTIVITIES
6	<b>Participant</b> - ASEAN High-Level Seminar on Climate Change Adaptation and Mitigation, Peer Review in ASEAN: Tools for Intergovernmental Learning and Coordination - ASEAN Peer Consultation Framework (PCF) in Forestry Policy: A Significant Breakthrough in ASEAN Regional Cooperation in Forestry, 23 - 25 March 2009.
7	<b>Co-Author</b> - Regional Conference on the Humanities (RCH 2009): Managing ASEAN's Future. The Humanities in ASEAN Studies and Higher Education: Teaching ASEAN History in Higher Education. "Contribution of Higher Education for Asian Regional Integration, University Teknologi Petronas (UTP), Perak, 18 - 19 February 2009.
8	<b>Participant</b> - 5th Meeting of the Promotion of East Asian Studies, Network for East Asian Studies (NEAS), 16 - 17 February 2009.
9	<b>Participant</b> - 2nd AUN ASEAN Rectors' Conference and 24th Meeting of AUN-BOT, 29 - 31 January 2009.

### DATO' MAT AMIR JAFFAR, Senior Research Fellow

BIL.	ACTIVITIES
1	<b>Participant</b> - AEI seminar by EU Delegates on R&D in KLCC organized by MOSTI, July 2009.
2	<b>Moderator</b> - Seminar "Perhubungan Ekonomik dan Perdagangan Malaysia- PRC" organized by IDFR in IDFR, August 2009.
3	<b>Participant</b> - Seminar The Future of ASEAN organized by Institute of ASEAN and Global Studies, UiTM, October 2009.
4	<b>Moderator</b> - Belgian SMEs and Strategy for Industrialization by H. E. Dr. Frank Van De Craen, Ambassador of Belgium, Seminar Series organized by Asia-Europe Institute, 5 November 2009.

### LT. GEN DR. MOHD AMINUL KARIM, Senior Research Fellow

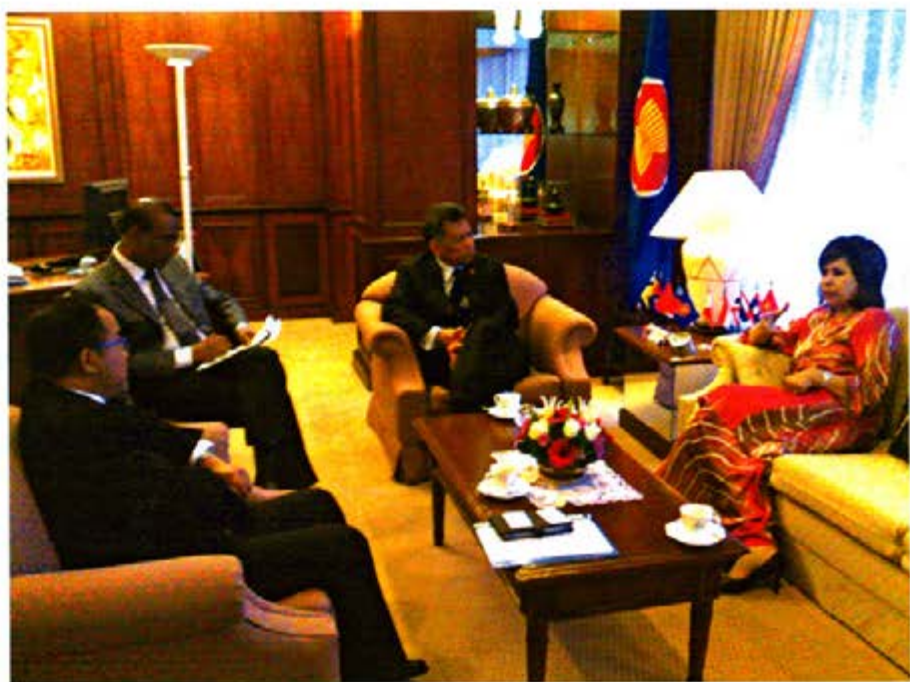
BIL.	ACTIVITIES
1	<b>Participant</b> - New Security Patterns in the International System: Human Security and Beyond, by Professor Dr. Christoph Schuck, Professor of International and Foreign Policy, Department of Political Science, Friedrich-Schiller- University Jena, Germany, Seminar Series organized by Asia-Europe Institute, 9 December 2009.
2	<b>Participant</b> - Improving US-Islamic World Relations: Some Practical Suggestions organized by International Advanced Islamic Studies (IAIS) Malaysia dan IDFR, 7 December, 2009.
3	<b>Participant</b> - Religion and Global Politics organized by International Advanced Islamic Studies (IAIS) Malaysia, Kuala Lumpur, 21 November, 2009.
4	<b>Participant</b> - Britain, Malaysia and Southeast Asia: The Role of India by Professor Nicholas Tarling, New Zealand Asia Institute, University of Auckland, New Zealand, Seminar Series organized by Asia-Europe Institute, 19 November 2009.
5	<b>Participant</b> - The Legacy in Asia and the 21st Century by Tun Dr. Mahathir Mohamad, AEI Eminent Persons Lecture Series (EPELS) organized by Asia-Europe Institute, 16 November 2009.
6	<b>Participant</b> - Do Foreign Donors Try to Steer ASEAN? by Professor Joern Dosch, Department of East Asian Studies, University of Leeds, UK, Seminar Series organized by Asia-Europe Institute, 10 November 2009.
7	<b>Participant</b> - Belgian SMEs and Strategy for Industrialization by H. E. Dr. Frank Van De Craen, Ambassador of Belgium, Seminar Series organized by Asia-Europe Institute, 5 November 2009.
8	<b>Participant</b> - First Anniversary and Launch of Commemorative Volume organized by International Advanced Islamic Studies (IAIS) Malaysia, Kuala Lumpur, 29 October, 2009.
9	<b>Participant</b> - Canadian Civil-Military Engagement in Afghanistan organized by International Advanced Islamic Studies (IAIS) Malaysia, Kuala Lumpur, 15 October, 2009.
10	<b>Participant</b> - Malaysia-China Relations organized by IDFR, 19 August, 2009.
11	<b>Publication</b> - Bangladesh-China Relations: China's Military Cooperation with Bangladesh and Presence in South-Asia: Implications for the South Asian Region, Survival, IISS, London, (Review).
12	<b>Publication</b> - Bangladesh-India Relations: Some Recent Trends, Journal of Bangladesh Studies, Pen State Erie, USA, (submitted).
13	<b>Publication</b> - Status of Taiwan: Ways Forward, Journal of Democracy, USA, (submitted).



# ENHANCING INTERNATIONAL NETWORKING

## **Universitas Indonesia and ASEAN Secretariat**

AEI Delegation made a visit to Jakarta, Indonesia on 19 and 20 August 2009. Two separate meeting was held with representative from Universitas Indonesia and ASEAN Secretariat to discuss potential collaborative activities such as in academics and research.

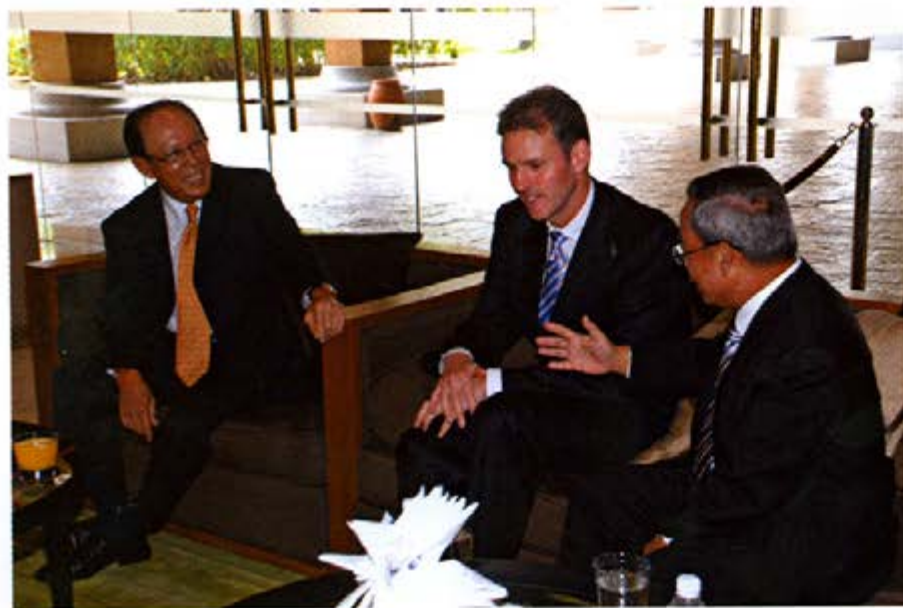


## **Casa Asia, Spain Ministry of Foreign Affairs**

A meeting was held on 18 August 2009 between the Director General of Casa Asia, Mr. Jesús Sanz and Deputy Head of Mission, Mr. Agustín Anguera from Embassy of Spain and top officials of AEI. The meeting was held to identify research collaboration and also to get potential students to apply for International Masters Programmes that are being offered by AEI.

## **University of Applied Sciences, Konstanz, Germany**

On 29 September 2009, AEI management received an academic visit from Dr. Kai Handel, President of University of Applied Sciences, Konstanz, Germany and Professor Helmut Weber from the same university. The visit was to discuss potential collaborative activities such as in academics and research.



## **Ambassador of Netherlands to Malaysia**

On 14 December 2009, AEI management received a visit from H.E. Paul Bekkers, Ambassador of Netherlands to Malaysia. The visit included a discussion on AEI academic programme promotion as well as establishing joint research projects with universities in Netherlands and also cultural programs.



#### Academic Visit to UAE and Oman

AEI Delegation made a visit to UAE and Oman on 2 to 8 March 2010. The visit was to enhance networking between AEI and a few other universities in the country. The discussion was held in UAE with Professor Donald Bowen, Interim Vice-Provost for Research and Graduate Studies and Professor Donald Baker, Dean, College of Humanities and Social Sciences, UAE University. While in Oman, the discussion was held with Dr. Mahmud Al Bandar, Advisor of the Ministry of Higher Education, Dr. Abdul Hakim Al-Ismailli, Director General of Technological Education, The Ministry of Malaysian Manpower and also Higher Ranking Officer from Sultan Qaboos University, Oman.



#### Academic Visit to Singapore

AEI Delegation made a visit to Singapore on 3 February 2010 to expand the existing network with the well known institutions in Singapore. Some of the institutions visited are such as Institute of Southeast Asian Studies (ISEAS), Asia-Europe Foundation (ASEF), Lee Kuan Yew School of Public Policy and also courtesy visit to the office of YBhg. TYT Dato' Hussein Nayan, High Commissioner of Malaysia to Singapore.

#### Official Visit to University of California (UC), Berkeley and University of California, San Francisco

Professor Datuk Dr. Roziah Omar made an official visit to University of California (UC), Berkeley and University of California, San Francisco on 24 to 29 January 2010. The visit entails series of meeting with the Professor Philip Darney, Head of Founder and Researcher, Centre for Global Reproductive Health, UC, San Francisco. The visit was also to enhance academic networking with UC, Berkeley in terms of students and academic staff exchange, research and publication as well as to strengthen the academic networking between AEI and the Editorial Board-ASIAN SURVEY-In UC Berkeley (ISI cited Journal), UC Press (International publisher) as well as promoting the International Masters programmes offered by AEI to the students in UC Berkeley.

#### Academic Visit to Thailand and Laos

AEI Delegation made an official visit to Thailand and Laos on 24 to 29 January 2010. Some of the institutions visited are such as ASEAN Secretariat University Network (AUN), Bangkok, Chiang Mai University, Mae Fah Luang University, ASEAN National Secretariat, Vientiane, Laos, National University of Laos, and Khon Kaen University. The visit was to promote the International Masters programmes offered by AEI as well as to discuss on research collaboration.

#### Visit to Universiti Brunei Darussalam (UBD)

From the 23 to 25 March 2010, AEI Delegation which include Associate Professor Dr. Jariah Mohd. Jan, Deputy Executive Director, (Quality Assurance, Promotion & Marketing and Administration) and Miss Nurul Syahida Ahmad Said visited Universiti Brunei Darussalam (UBD). The purpose of the visit is to expand the link of AEI and to explore academic and research cooperation between AEI and UBD. It is also to promote and introduce International Masters programme and Ph.D in AEI.





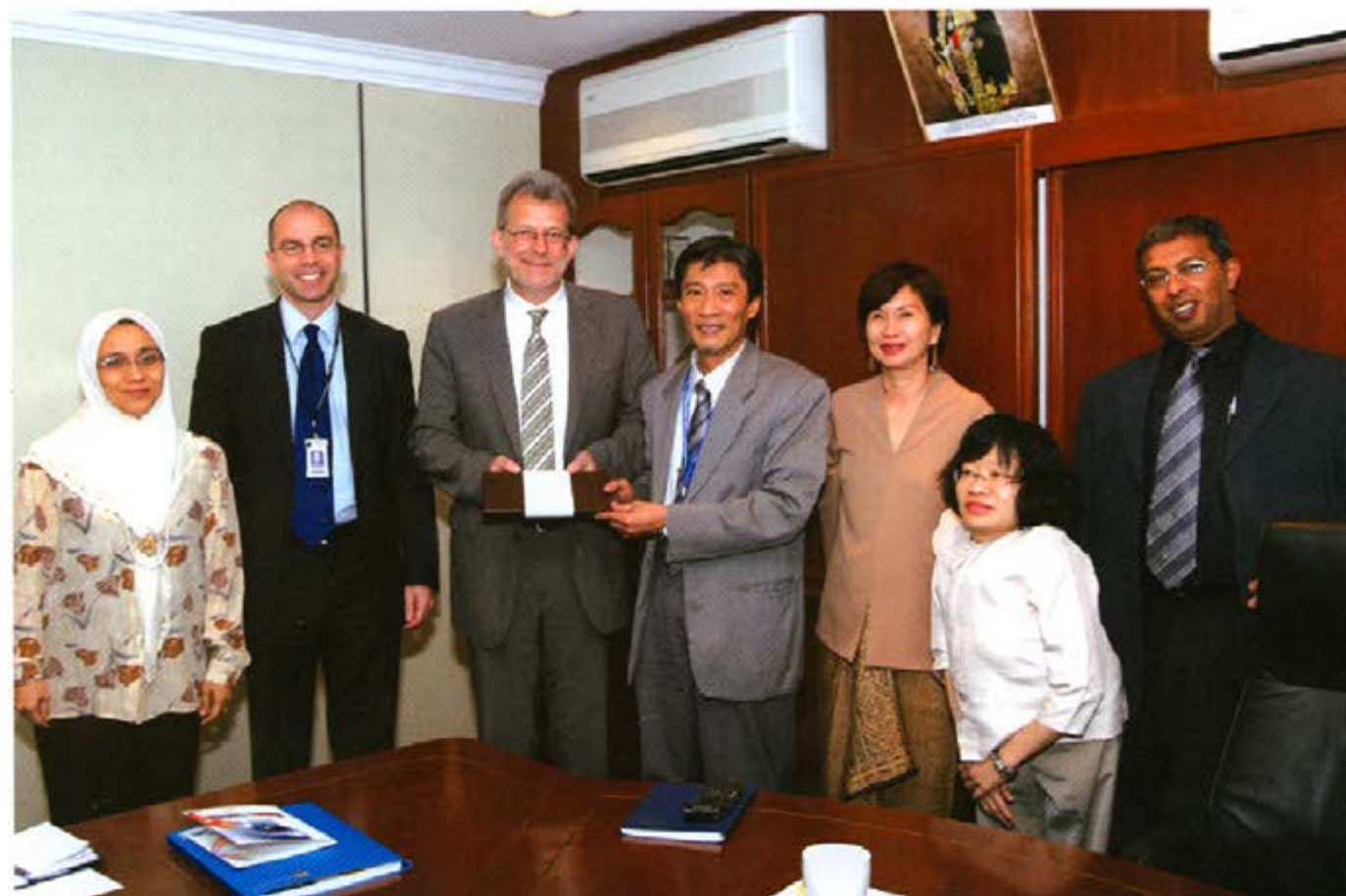
#### Visit by Delegation to AEI

On the 24th March 2010, AEI management received a delegation by Dr. Magli A. Hafez, President & CEO of UAE Academy of Abu Dhabi. The purpose of the visit is to discuss the cooperation between AEI and UAE Academy of Abu Dhabi regarding the sponsorship for students from UAE.

On the 15 April 2010, AEI management received a delegation from *Universitas Muslim Nusantara Al-Washliyah* (UMN - Al-Awshliyah). The purpose of the visit is to know more about the programmes offered by AEI. At the same, AEI also took the opportunity to promote the programmes offered through a slideshow presentation.



On the 28th of April 2010, AEI management received a visit from Professor Dr. Burkhard Freitag, Vice President, University of Passau, Germany. The purpose of the visit is to forge a cooperation in the field of academic, student exchange programme, visiting professors, joint research between AEI and University of Passau, Germany.





# MULTINATIONALS AND LOCAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

By Nurul Isnaeni, (Indonesia)

I was registered as AEI Ph.D student in July 2008. My research interests are in global contemporary issues, such as globalization, sustainable development, poverty, environmental protection and regional cooperation. Such areas of study offer a unique intellectual challenges due to the critical linkages of international agreements, national politics and local actions. As well it may also cut across disciplines, including sociology, politics, public policy and international development. For my doctoral research I put the title "Multinationals and Local Partnership for Sustainable Development". I feel honored to get supervision under Professor Datuk Dr. Roziah Omar who is well-known as an experienced supervisor and excellent motivator.

The central topic to be discussed in my study is about the constructive role of multinational corporations (MNCs) to address the challenges of environmental problems at practical levels through multi-stakeholders partnership with local governments and communities in developing countries; and how the engaged participants in this partnership could work together effectively to achieve the common objectives which are consistent with the agenda of sustainable development, particularly to improving the quality of living environment, the public participation as well as the sustainability of social and economic progress. MNCs are the key actors in the globalization era playing strategic role to promote economic growth in developing countries in particular. It is acknowledged that their roles and interests have directly influenced national and international policies towards environmental protection. In fact, the 2002 World Summit on

Sustainable Development in Johannesburg has endorsed the idea of multistakeholders partnership, bringing together government, business community and civil society to make sustainable visions with the "Agenda 21" being implemented into practices at all levels (Elliott, 2004).

The questions are whether it is possible for MNCs that have proven themselves as part of the global environmental problems to shift their business behaviour to be part of the real solutions: How could MNCs show their environmental responsibility while at the same maintain their business functions to promote economic growth; How have the MNCs-led multistakeholders partnership evolved overtime and contributed to a better environmental performance and other agendas of sustainable development. Such questions are some of points of discussion in my study.

The selected case study that is "Unilever Corporate Environmental Responsibility in Indonesian Municipalities" offers some uniqueness, particularly in terms of the prominent role of MNCs in the process and dynamics of the multistakeholders partnership, high degree of public participation and program's sustainability. Both Indonesian national and local dynamics would strengthen the analysis to what extent the changing nature of business-government-society relations have taken place, among others.

It is very much hope that the study would bring some important findings that could be the foundations for further comparative studies at the regional levels, either in Asia or Europe.





# INTERNSHIP PROGRAMME

By Ravinther Kunju Raman (Malaysia)

## Introduction

One of the most memorable experiences I had during my time at Asia-Europe Institute is the internship experience. After the grueling eight months of study, I was given the opportunity to reflect on my learning by working in an organization. Initially I applied to do my internship either in New Zealand, India or Indonesia. However, my wife was due to deliver our baby anytime soon during the internship period. So, I had to shelf the ambition of going overseas and decided to complete my internship in Malaysia with the blessings of AEI Management.

## Internship at Tamico Systems

The company which accepted me for my internship was Tamico Systems Sdn Bhd, a private limited company located at IOI Business Park in Puchong, Selangor. The company has staff strength of 70 people. It provides a full range of office solutions products such as Key Telephone Systems, Facsimile, Electronic Whiteboards, and Close Circuit Television as well as a dedicated service team to support their extended network of clients.

## REFLECTIONS ON LEARNING GOALS

LEARNING GOALS	REVIEW
Understanding and applying strategic information, concepts and strategies from the host company	In the first week of my internship, the Human Resource department briefed me on the company's vision, mission and corporate goals. I was asked to browse through the company's website to understand the background and the business activities of the organization. I also listened to the Top Managements briefing in an active and attentive manner. By the end of the week, I tried to connect my learning's in the <b>Strategic Management for SMEs and Human Resources Development, Marketing Strategies for SMEs and Financial and Accounting Tools for SMEs</b> class to what is happening in the company. I concluded that there is a significant gap between what I learned in the class and an actual SME practice. For example: the best practice is to get staff involvement in decision making. However, in practice even though staff participation is encouraged, most decisions are still top-down.
Self-development orientation – taking continuous action to improve personal capability	The owners were very generous in allowing me to have excess to their company records, staff information and office files. However, I had to sign a non-disclosure agreement to protect their company's interest. The accessibility allowed me to improve on my knowledge of SME business in terms of operations, marketing, logistics and human resources. I was involved in their brainstorming activities, department meetings and directors meetings. These sessions helped me to demonstrate my analytical capacity and I contributed significantly through ideas which I learned at AEI. I encouraged the company to use social media tools such as 'Facebook' ( <b>electronic marketing &amp; the global distribution network</b> ) to advance their marketing reach to the end-users.
Adaptability, maintaining effectiveness in different situations, environment and cultures	A student's life and a working adults life is a different ball game. Normally my classes at AEI start at 10am. However, at Tamico Systems work starts at 8.15am. Waking up early requires discipline and I had to adapt to the new culture. The company organizes morning assembly on the 1st, 3rd and 5th day of the week. This is where the staff will do exercise, sing the company anthem and read out loud the Matsushita basic business philosophy (Tamico Systems follows its principal suppliers practices). Although this feels like returning to the school days but I thoroughly enjoyed the morning assembly sessions. These sessions are a place for open communication and information sharing for all staff. The lessons learned through <b>business networks and clusters</b> and <b>multiculturalism</b> class helped me in my adaption process. I learned to be mindful in my interaction with people and respect people and their culture.



# REFLECTIONS ON LEARNING GOALS

LEARNING GOALS	REVIEW
Improved flexibility, ability to alter behavior and opinions in light of new information or changing situations	Being taught to think critically at AEI, I participated actively in meetings and group settings. I asked appropriate questions to clarify my understanding and communicated ideas and concepts clearly in writing. This was made possible by the MD who requested me to take down minutes of the meetings. I noticed that even staff at lower ranks spoke up in meetings and aired their views and objections. I noticed the company really valued the staff opinion and respects the diversity of co-workers. This is similar to the lessons I learned from my <b>entrepreneurial development</b> class.
Self-control, continuing to perform effectively in stressful and difficult circumstances	As I came from a consulting background, I was asked to carry out three projects for the company; Customer Service Campaign launching (8 May 2009); Annual Business Meeting (26 May 2009) and Customer Appreciation Nite (18 June 2009). I organized all three projects concurrently with the support of Tamico Systems staff. As the deadline was very tight I had sleepless nights trying to coordinate between various parties such as suppliers, partners, internal staff, top management and customers. Despite stressful moments, I was able to complete the projects with maximum success. I learned that human beings have the capability and capacity to produce high performance if we put our heart and soul in what we do. Many times I had to seek out and utilize limited resources to produce maximum results. Here I must credit AEI for preparing me through the grueling eight months of study. Now I believe anything is possible if I set my mind right. In addition, I also developed analytical, interpretative, organizational, written and oral presentation skills through these activities.
Tenacity - repeated and enduring efforts to overcome obstacles and to complete tasks	The research skills learned in <b>Research methods and Data Analysis for Social Scientists</b> class developed my tenacity to go after unanswered questions with iron will. In order to achieve my goals during the internship, I was encouraged to ask pertinent and purposeful questions even to the lower level staff. I had to speak in local dialects in order to get their willing cooperation. I spend many hours talking to people in the organization irrespective whether they are the internal staff, customers or suppliers to get my findings.

## Summary

My internship at Tamico Systems provided me with the exposure and experience of working while studying in the related area of study. I am grateful for the opportunity to see a Small-medium enterprise in action. It was a thrilling experience accepting responsibility for mistakes and learning from experiences. Tamico Systems provided me the motivating environment that assisted me to improve my academic record by exposing me to the daily rigors of competition in the real work setting. Other than

that my internship exposed me to real life work culture. Ultimately, the internship experience helps me to develop the requisite interpersonal skills and knowledge that will prepare me for the business world. I thank God for the opportunity and AEI Management and staff for their undivided attention to me throughout my tenure as a graduate student at the institute. God bless.



Together with suppliers of Tamico Systems at their customer appreciation night on 18 June 2009



Organizing a staff get together to launch the Customer Service campaign on 8 May 2009



A group photo Tamico Systems in front of their office at IOI Business park, Puchong



# THE JOURNEY TO THE SMEs POWERHOUSE – MADURAI, SOUTH INDIA

By Thevendran Renganathan (Malaysia)

The capital city of Madurai is a powerhouse, one of the world largest SMEs and it was a great honor for me to be there, explore and indulge in the business environment with little guidance, 50 degree hot temperature, high crime rate and busiest town with population over 15 million. Live isn't easy like in wonderful Malaysia where everything is proper and provided, in that region basic need like water and daily task is a great challenge and unique journey. Almost everyone have to struggle in the street to just make a living for their self and family.

However, the SMEs business turnaround is great and it is amazing to look at how these companies sustains with almost no help from their government and don't have a basic infrastructures. It was an unexplainable great journey for me to learn, understand, and indulge the ways and means of SMEs business in Madurai.

When I reach back to Malaysia, I actually say this to the custom passport officer. I love Malaysia and this is heaven.





# MY INTERNSHIP IN BRUGGES, BELGIUM

By Sheryl Jo Urdaneta, Philippines

I have had the fortune of doing my internship at the United Nations University - Center for Comparative Regional Integration Studies (UNU-CRIS) in the picturesque, little city of Bruges, Belgium. For someone from a 'third world' country like me, with no experience with traveling and staying abroad whatsoever, that brief internship stint was such a unique and wonderful opportunity, both in personal and professional terms.

As one can expect, everything about Bruges is historic, neatly preserved, and quintessentially European. After all, it's a UNESCO world heritage city. The location of UNU-CRIS itself is pretty old. UNU-CRIS occupies the second floor of an 11th century monastery, which is still functional. The monastery's area is huge. The monks in the monastery serve a full course lunch (which is at a reasonable price) and one can also opt for their huge sandwiches. Bruges perhaps, is best well known for its wide variety of beer products, lanes lined with awesome chocolate stores, and exquisite laces. How I loved

walking around the city, smelling the chocolatey air!

While with UNU-CRIS, I have had the chance to work with probably the best scholars in the field of regional integration. I was also given the chance to attend in house seminars by the likes of John Ravenhill. I also was given access to the College of Europe library, which boasts of impressive volumes of books and documents relative to regional integration. These proved to be very helpful in the research that I did for my course.

Moreover, UNU-CRIS also took me to Paris (France) during their social event. It was an experience I will never forget. We had a tour at the UNESCO museum, which gave me my first taste of real works of art by art geniuses. We had lunch at the UNESCO Restaurant (overlooking the Eiffel Tower) where important decisions in the past have been made (I was told). The Belgian embassy hosted dinner for us, as well as other guests, and we had the

chance to walk and party along Champs de Elysees.

Looking back, I can honestly say that I was quite fortunate. During the internship, I was surrounded with very intellectual people who were humanely kind as well. They did not hesitate to answer even the silliest of my questions. They were not scared to give me honest feedback on the work that I was doing. Most importantly, they were generous with their resources, time and effort just to ensure I had everything I needed with my research. Of course, the fun part was a welcome bonus. While there, I had the chance to experience new things, meet people from across cultures, and see sights I have dreamed of seeing. I had my share of difficulties of course, but I believe that when such an opportunity presents itself to someone, one should mentally, physically, even spiritually welcome the experience. Most importantly, one should not lose sight of the real objective of the internship - to learn.





# MASTERS AND Ph.D PROGRAMMES AT AEI

## International Masters in Information Management (IMIM)

Given the gaps in information and knowledge both within and between countries especially between Asia and Europe, this programme will promote local and global sharing of new information and communication technologies much needed in the 21st century. The impact of the New Economy on organizational structures, management, and development processes requires a strong grounding in economics of information and organizational systems that promote information sharing. This Postgraduate programme is designed to offer breadth of content, intellectual depth, and rigour complemented with attention to a wide range of applications and case studies. It will be of relevance to business managers as well as those concerned with organizational development, internet, and new media training, eCommerce, as well as research analysts and others. This full-time International Masters programme runs for 10 months, commencing in September.

## International Masters in Regional Integration (IMRI)

The International Masters programme in Regional Integration examines the origins and consequences (for nation states as well as firms and citizens) of efforts and strategies to redraw boundaries of authority at the regional level in the context of intensified globalisation. Using an interdisciplinary and comparative approach, the programme focuses on explanations of the intensity and type of authority shift to regional institutions across issues and regions. It places particular emphasis on understanding the relationship between regional integration and processes of economic globalisation, the development of new forms of governance, and the reconfiguration of the state.

## International Masters in Small-and-Medium Enterprises (IMSMEs)

The International Masters programme in Small-and-Medium Enterprises is designed for students who wish to enhance their knowledge on the development of entrepreneurial skills and managerial capacity in order to ensure the viability and continuity of SMEs over time. The focus of the programme is to provide an understanding of the strength of both Asian and European social and economic contexts in which SMEs operate, as well as the methodologies, technicalities and tools that allow a better structured decisional process and a more conscious management of the business. The intercultural setting of the programme will also enhance the ability of prospective managers and government executives to strengthen economic cooperation between Europe and Asia.

## International Masters in ASEAN Studies (IMAS)

The International Masters programme in ASEAN Studies provides an advanced level of understanding of the political, economic, social, and cultural forces which shape ASEAN as well as the attendant policy process in a range of issue areas. It does so through consideration of aspects of ASEAN. (1) To offer an analysis of the historical, social and cultural forces that have shaped Southeast Asia as a macro-region in the world order. (2) To consider the contested nature of theoretical concepts – how the same basic categories are understood in partially different ways in competing theoretical approaches to regionalism and regionalisation, and how some concepts belong more to some theories than the other. (3) To assess the institutional arrangements, changing policy agenda and governance issue of ASEAN in the contemporary period. (4) To compare the key characteristics of ASEAN with analogous developments in regional associations elsewhere in the world.

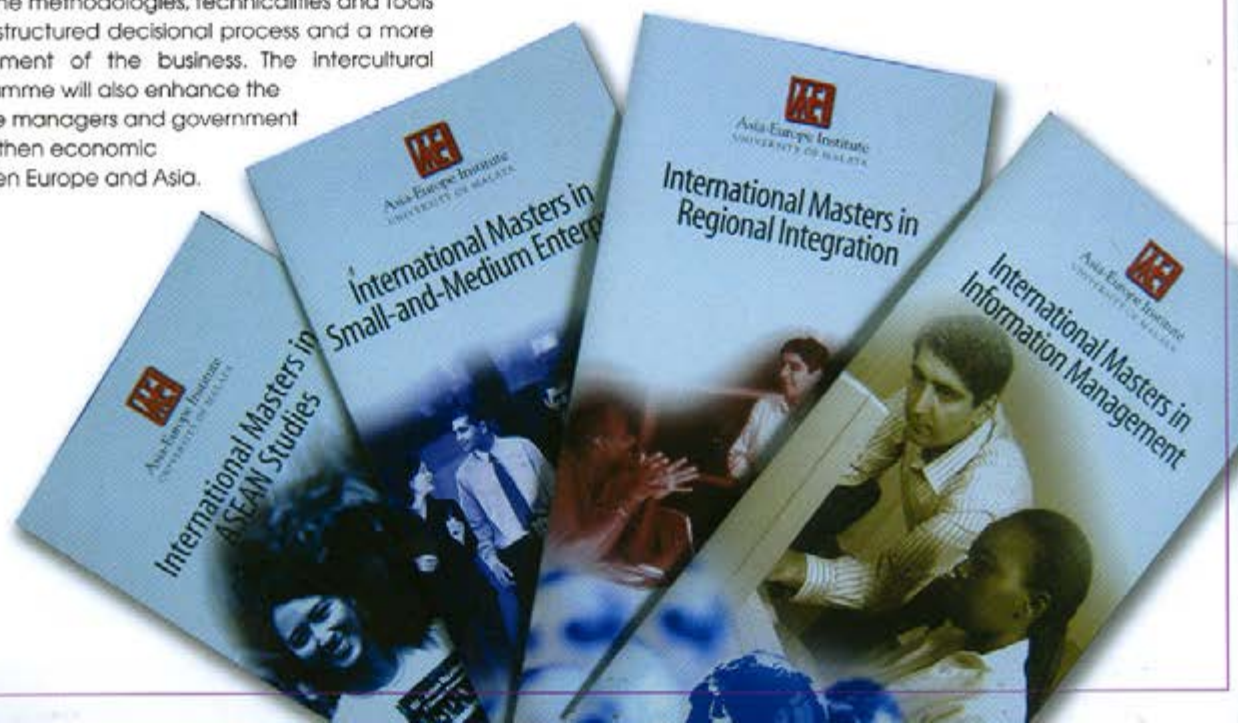
## Ph.D in Social Sciences and Humanities

AEI has a highly developed research culture that promotes interdisciplinary research. The area of study for the Ph.D programme is in the field of Social Sciences and Humanities.

Research proposals for the Ph.D programme must be multidisciplinary and comparative in nature encompassing any nation or region within Asia and Europe.

Research areas in the field of study include the following:

- Globalisation, Regional Integration and Development
- Sustainability, Governance and Social Change
- Multiculturalism and Community Development
- Social Development and Ethnicity
- ASEAN-EU Research Areas
- Business Network, Knowledge Management and Competence Gender and Development
- Islam and Society
- European Studies and European Union







**UNIVERSITY  
OF MALAYA**

*The Leader in Research & Innovation*



**ASIA - EUROPE INSTITUTE  
UNIVERSITY OF MALAYA**

## BUILDING TIES BEYOND BOUNDARIES

Asia-Europe Institute (AEI) is one of the leading institutions for postgraduate teaching and research. We offer students the opportunities to learn from the best professors from Asia and Europe.

The Institute offers International Masters and Ph.D programmes in various fields of social sciences and humanities such as the following:

### **INTERNATIONAL MASTERS in**

- **REGIONAL INTEGRATION**
- **ASEAN STUDIES**
- **SMALL-AND-MEDIUM ENTERPRISES**
- **INFORMATION MANAGEMENT**

### **Ph.D**

For the International Masters Programmes, AEI offers financial support for deserving students, and the opportunity to do internship abroad for a real life working experience.

We also welcome applications from qualified candidates to apply for the annual September intake. Deadline for applications is before 31 May each year. Application for our Ph.D is throughout the year.



<http://aei.um.edu.my>

*For further information, please contact:*

Asia-Europe Institute, University of Malaya,  
50603 Kuala Lumpur, Malaysia.

Tel : +603-7967 4645 / 7967 6920

Fax : +603-7954 0599 / 7967 6908

Email : [asia\\_euro@um.edu.my](mailto:asia_euro@um.edu.my)





ASIA - EUROPE INSTITUTE  
UNIVERSITY OF MALAYA

ASIA-EUROPE INSTITUTE, University of Malaya,  
50603 Kuala Lumpur, Malaysia.  
Tel : +603 7967 4645 / 6920 • Fax : +603 7954 0799  
E-mail : [asia\\_euro@um.edu.my](mailto:asia_euro@um.edu.my)  
Website : <http://ael.um.edu.my>