

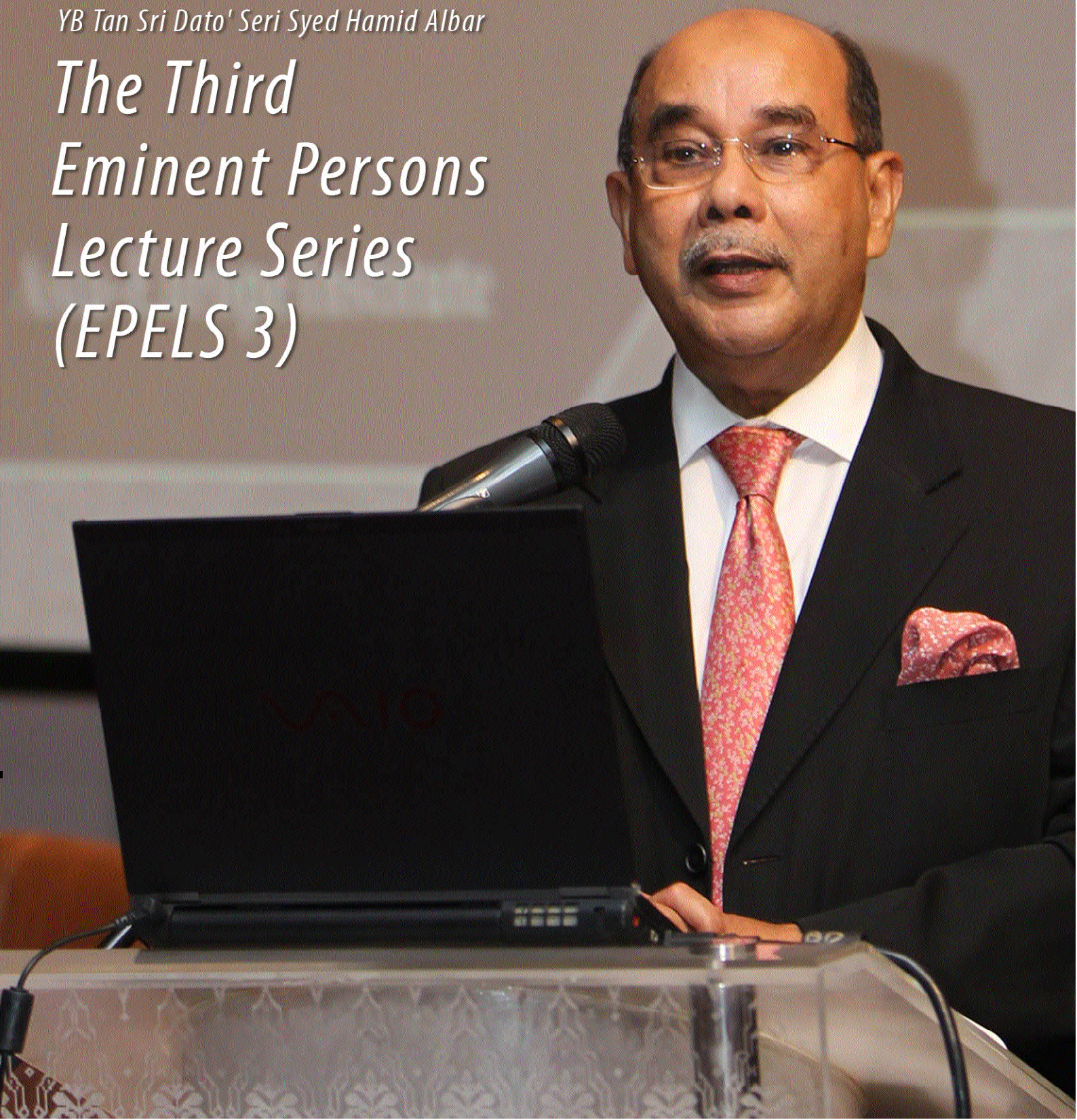
AEI

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Post

YB Tan Sri Dato' Seri Syed Hamid Albar

*The Third
Eminent Persons
Lecture Series
(EPELS 3)*



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Editorial:

The AEI Post Volume 4

Md Nasrudin Md Akhir, Siti Rohaini Kassim, Azmi Mat Akhir, Mat Amir Jaffar, Nur Airien Syailla Abdul Hamid, Nurul Syahida Ahmad Said, Salbiah Strajudin, Nor Faizah Hafit, Intan Diana Fishal, Mona Ahmad and Niithya Chandrasegaran (eds)

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A note from
**Associate Professor
Dr. Md Nasrudin
Md Akhir**
Executive Director
of Asia-Europe Institute

Assalamualaikum wbt and greetings,

The year 2010 had been another year for the Asia-Europe Institute (AEI) to enhance its role through activities centred on the processes of teaching and learning, such as seminars, lectures, conferences and research. The cooperation from various embassies, local and foreign academicians, AEI staff members and students, made it possible for AEI to organise these activities at both the national and global levels.

Since its establishment, AEI has been one of South East Asia's leading institutions that have been bridging the gap between Asia and Europe through academic research and postgraduate studies. Apart from collaborative research projects such as ESiA and MYEULINK, AEI also had students from both the EU and Asia enrolled in its four International Masters as well as its PhD programmes. The running of these programmes is done with the assistance of highly qualified foreign as well as local visiting professors.

AEI is also committed in ensuring the continuation of the AEI Lecture Series, delivered by experts in the fields. This also includes the *Eminent Persons Lecture Series* (EPELS), a series of lectures open to the public delivered by ambassadors, representatives from embassies, and diplomats, who shared their expertise and experiences for the common benefit and general knowledge of the audience. In 2010, AEI had the pleasure of hosting a lecture by H.E. Koji Watanabe, President of the Japan Forum, and another by H.E. Vincent Piket, Ambassador of the European Union to Malaysia.



Other activities held included publication of papers for the knowledge benefit of the campus community and the public, as well as cultural exhibitions, among others. AEI had participated and played an active role in ensuring the success of these activities.

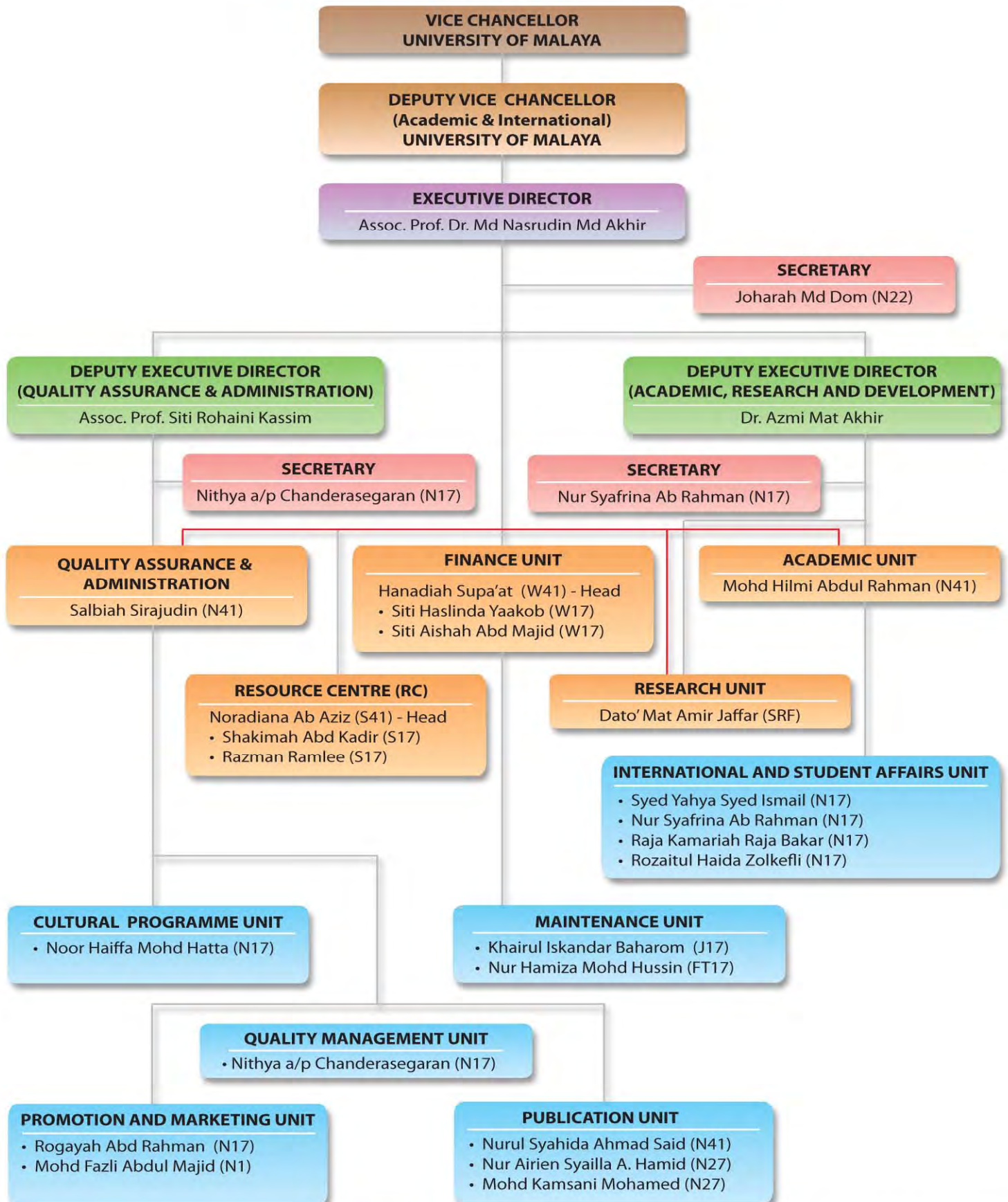
I extend my most sincere appreciation to everyone involved in the 2010 activities – the ambassadors, lecturers and visiting professors, the staff members and students - not forgetting also the committed members of the editorial board who had worked their hardest to ensure the successful production of the AEI Post: Volume 4. The effort and time that they have expended for the sole purpose of getting this book published have definitely not gone to waste.

And of course, with the continuous commitment given by staff members and students alike, may the success we have achieved till today continue to be attained in the future.

Thank you.

Associate Professor Dr Md Nasrudin Md Akhir
Executive Director

ORGANIZATIONAL/ HUMAN RESOURCE CHART ASIA-EUROPE INSTITUTE, UNIVERSITY OF MALAYA



NOTE: Red Line indicates unit under simultaneous instruction of the Executive Director.

(Updated as on 02 December 2010)

Third Eminent Persons Lecture Series (EPELS 3)

On 29 March 2011, AEI organised the third Eminent Persons Lecture Series (EPELS 3) entitled 'OIC: Perception & Achievements' by YB Tan Sri Dato' Seri Syed Hamid Albar, Chairman of the Land Public Transport Commission (SPAD) at AEI Auditorium.

The purpose of EPELS 3 was to share with the public the knowledge and experience of the Honourable Tan Sri Syed Hamid Albar on the OIC based on his experiences involving this international organisation.



EPELS 3: A report by Dato' Mat Amir Jaffar

The Asia-Europe Institute (AEI), University of Malaya was honoured to have welcomed Tan Sri Syed Hamid Albar, former Minister of Foreign Affairs as the third political leader who had given a special public lecture under the Eminent Persons Lecture Series (EPELS) of AEI. He had very astutely dealt with the subject of "OIC: Perception and Achievements" on 29 March 2011 at the Auditorium of AEI.

As a background to the subject, he cited the Tri- Perspective; firstly, of the way the Western media had misrepresented Islam; secondly, the speech by Tun Dr. Mahathir Mohamad at the OIC Summit in 2003 where he had criticized both the West and the Muslims for the negative state of the relations between Islam and the West and, thirdly, the Runnymede Report of the effects of Islamophobia.

He then dealt with the "Paradoxes" among the OIC member countries, such as the unsatisfactory pace of higher education, the application of modern technologies and the fact that more than USD 1 trillion of Middle East funds are in the Western financial centres.

In view of the above, he had strongly urged the OIC to be restrictive and be provided with better infrastructure support in order that it can undertake its objectives more effectively within the context of globalisation. He had further proposed that the OIC members should re-strategise in the use of their resources as, for instance, the USD 1 trillion in the Western financial centres could be a considerable boon to the economic development of OIC members. Tan Sri Syed Hamid was, therefore, very emphatic that the OIC members must first revitalise the organisation and make it more cohesive and united in order to enhance global peace.

The AEI very much welcomed the lecture which contained many important points which should be the basis of an action plan by the OIC member countries.

Tan Sri Syed Hamid Albar has since 1990, been the Member of Parliament for Kota Tinggi and effective from June 2010, has also been the first Chairman of the Land Public Transport Commission.



Ambassador Lecture Series 3 (ALES 3)



On 10 June 2010, H.E. Koji Watanabe, President of The Japan Forum gave a lecture on “Japan-US-China Trilateral Relations in Asia-Revisited” at the AEI Auditorium.

Koji Watanabe is a Senior Fellow at the Japan Centre for International Exchange. He previously served as a Japanese Ambassador to Russia (1993-1996) and Ambassador to Italy (1992-1993). He was also Deputy Minister for Foreign Affairs, Sherpa for the G-7 Houston and London summits of 1991 and 1990, and Japanese Co-chairman of the U.S.-Japan Structural Impediments Initiative (SII). Ambassador Watanabe is the President of The Japan Forum and a former member of the Board of Governors of the Asia-Europe Foundation (ASEF). He had also served as a member of the Japan Public Safety Commission (2000-2005) and as a special advisor to the Japan Federation of Economic Organisation (KEINDANREN).

ALES 3: A report by Dato' Mat Amir Jaffar

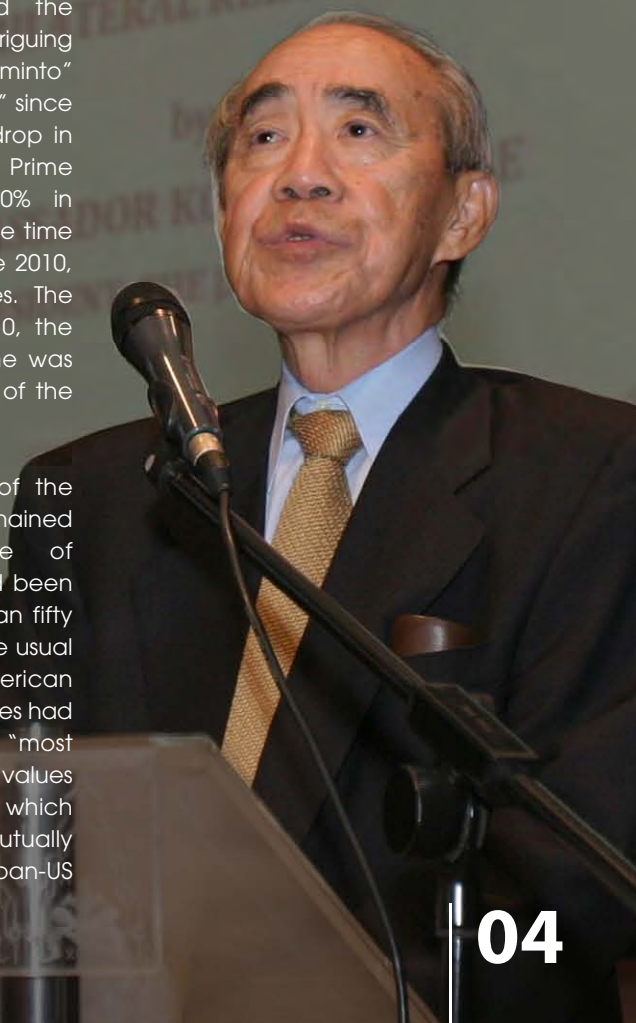
Ambassador Watanabe was a witty scholar. He began by referring to a famous book, “Japan Can Say No” written by a renowned businessman, Mr. Morita, founder of Sony Corporation. But he (Watanabe) jokingly said he could not say no when the Executive Director of AEI invited him to deliver a lecture and that turned out to be his “regret” for the need then to prepare for the lecture. Prepare he did, as evident by the ease with which he talked about the subject which is obviously of wide political and security interest.

He presented as background the prevailing Japanese politics, an intriguing mix of the change from the LDP “Jiminto” government to the DPJ “Minshuto” since September 2009, including the drop in popular rating of the former Prime Minister Y. Hatoyama from 70% in September 2009 to only 20% at the time when Hatoyama resigned in June 2010, amidst considerable controversies. The upshot was that on 8 June 2010, the Deputy Prime Minister at the time was sworn in as the new second PM of the DPJ government.

Ambassador Watanabe spoke of the Japan-US relations which had remained unaffected by the change of government although the US had been familiar with the LDP for more than fifty years. Hence, while there were the usual ‘ups’ and ‘downs’ over the American base in Okinawa, their economic ties had continued to be strong, and “most importantly,” they share common values of democracy and human rights which gave the underpinning for the mutually beneficial continuation of the Japan-US alliance.

Ambassador Watanabe, however, emphasised that US-China relations assumed overriding importance over Japan-China and Japan-US relations. Japan has considerable interest in their relations remaining positive. As such, Japan had to closely follow China’s objection of US arms sale to Taiwan, US increasing trade deficit with China and the blockage against Google on Chinese news/affairs.

The main issue would, of course, still be the US-Japan alliance. It is in this context that Ambassador Watanabe emphasised “the importance of the trilateral consultations on security military affairs in order to enhance transparency and confidence-building”.



2nd Experts Meeting on AUN International PhD Programme in ASEAN Studies (IPPAS) and the Workshop on Curriculum Review for the AUN International Masters in ASEAN Studies (IMAS)



The AEI-UM Hosted

The Second Experts Meeting on the ASEAN University Network (AUN) International PhD Programme in ASEAN Studies (IPPAS) and
The Workshop on Curriculum Review for the AUN International Masters in ASEAN Studies (IMAS) Programme on 5 – 7 July 2010

By Dr. Azmi Mat Akhir
AEI-UM
9 June 2011

1

Introduction

AEI organized the 2nd Experts Meeting on AUN International PhD Program in ASEAN Studies (IPPAS) and the Workshop on Curriculum Review for the AUN International Masters in ASEAN Studies (IMAS) from 5 to 7 July 2010 at the ASEM Meeting Room, AEI.

On 4 July, 2010, AEI's management hosted a dinner event for the IPPAS & IMAS workshop which was held at the Paya Serai Coffee House, PJ Hilton Hotel.

The main purpose of the Meeting/Workshop is to discuss and update the structure of IPPAS Programme.

The Asia-Europe Institute hosted and organised the Second Experts Meeting on the ASEAN University Network (AUN) International PhD Programme in ASEAN Studies (IPPAS) and the Workshop on the Curriculum Review of the AUN International Masters in ASEAN Studies (IMAS) Programme on 5 – 7 July 2010. The Meeting and Workshop were declared open by the Vice-Chancellor of the University of Malaya (UM) in his capacity as Malaysia's member of the Board of Trustees of the AUN, and were chaired by Assoc. Prof. Dr. Md Nasrudin Md Akhir, Executive Director of the AEI-UM. Twenty-four delegates from 13 AUN Member Universities from eight ASEAN Member States, the AUN Secretariat, and the ASEAN Secretariat participated in the two fora. Also present at the Opening Ceremony were the Dean of Institute of Graduate Studies (IGS), Director of International Corporate Relations (ICR), and a representative from the Cultural Centre of UM.

In the Opening Address, which was delivered by Prof. Dr. Hamzah Abdul Raman, Deputy Vice-Chancellor for Academics & International, the Vice-Chancellor, Prof. Dr. Ghauth Jasmon, underscored the importance and

strength of the IPPAS when undertaken as a joint regional approach among AUN Member Universities. Besides contributing towards further enhancing the network and collaboration among the AUN Member Universities, the PhD programme would help increase the human capital in ASEAN studies; while the research to be conducted under the programme would result in greater ASEAN awareness and provides data and information that would be useful for formulating strategies and plans of action on ASEAN regional cooperation in various sectors; especially in the socio-cultural sector. Most importantly, the Vice-Chancellor impressed on the audience that implementing the PhD programme under the ASEAN cooperative umbrella would help realise part of the mandate given by the 4th ASEAN Summit in Singapore in 1992 with regard to promoting ASEAN studies and enhancing ASEAN awareness.

During the closed session, Dr. Azmi Mat Akhir, Deputy Executive Director for Academic, Research & Development-cum-Senior Research Fellow of the AEI-UM, was tasked to facilitate the deliberations of the Experts Meeting and the Workshop.

2

Second Experts Meeting on the ASEAN University Network (AUN) International PhD Programme in ASEAN Studies (IPPAS)

The main purpose of the Meeting was to discuss and finalise several matters which were still pending from the First Experts Meeting on IPPAS, which was also hosted and organised by the AEI-UM on 10-11 April 2008. These pending matters include priority research areas, supervisory expertise in terms of academic experts and their fields of study available in AUN Member Universities, the modes of supervision to be adopted, and the overall core courses and credits proposed for the PhD programme. In discussing these matters, the delegates referred to the Conceptual Framework, "A PhD Programme on ASEAN Studies at the Asia-Europe Institute, University of Malaya (AEI-UM) under the ASEAN University Network Mechanism", which was prepared by the AEI-UM after the First Experts Meeting, and had been endorsed by the 23rd Meeting of the Board of Trustees of the ASEAN University Network (AUN-BOT) held on 19 to 20 June 2008 in Hanoi, Vietnam.

The Meeting revisited the 24 research areas that were identified by the First Experts Meeting and discussed all the possible research areas that could be prioritised for the IPPAS for the first 3 to 4 years of its implementation. The initial list composed of both disciplines and area studies. After a lengthy deliberation, the Meeting eventually agreed that the initial priority research areas for the short- to medium-term implementation of the IPPAS should essentially focus on ASEAN as an institution and as a



process, as well as on ASEAN as a region. Thus, the ASEAN Studies and the Southeast Asian studies were chosen as the main research areas, and the ASEAN Studies area would include sub-areas such as ASEAN Integration Studies, Southeast Asian History and Culture, Education for Sustainable Development, and ASEAN's New Diplomacy.

The Meeting noted the submissions from some AUN Member Universities on the fields of study and supervisory expertise currently available with them, as well as the lists of academic experts who could serve as supervisors to the IPPAS candidates, which could be harnessed in the implementation of the IPPAS. In this regard, other AUN Member Universities, which had not yet done so, agreed to submit their respective lists to the AEI-UM, in due course, for compilation as a sourcebook.

With regard to the overall and Core Courses and their credits to be adopted for the IPPAS, the Meeting took note of the fact that the First Experts Meeting on IPPAS had identified the types of courses (Foundation Courses, Core Courses, Specialisation Courses, and Cognates or Cross-programme Courses), along with the suggested credit units, which IPPAS candidates pursuing the mix mode of coursework + research might have to take. Some of these courses might include those that were currently being offered under the AUN International Masters in ASEAN Studies (IMAS) Programme at the AEI-UM. However, the Meeting agreed that it would only be appropriate to decide on the types and number of courses which should be taken by an IPPAS candidate on a case-by-case basis,

depending on the background knowledge of the particular candidate. For supervision of PhD research, the Meeting agreed to adhere to the mode of supervision which had been decided upon by the First Experts Meeting on IPPAS as stated in paragraph 32 of the IPPAS Conceptual Framework document, viz :

"There shall be a combined supervision along the following terms and conditions:

- (i) *The First Supervisor shall come from University of Malaya (if UM does not have the required expertise, the First Supervisor shall be sourced from other AUN Member Universities); while the Second Supervisor may come from any AUN Member University who has expressed a willingness to participate;*
- (ii) *UM shall decide on an additional supervisor, if so deemed necessary, in consultation with the student based on the area of research interest; and*
- (iii) *To facilitate identifying supervisors, the candidate shall be required to attach a tentative concept paper on the proposed research to the application letter/form."*

With regard to honorarium for the supervisors, the Meeting agreed that AUN Member Universities which provide supervisors for an IPPAS candidate shall cover the payment of honorarium for their respective supervisors in accordance with their prevailing rules and procedures.

3

Workshop on Curriculum Review for the AUN International Masters in ASEAN Studies (IMAS) Programme

At the outset, the delegates were informed on the regulation of the UM which required that all its faculties, including the AEI-UM, review their undergraduate and postgraduate curriculum every 3 to 5 years to ensure that the curriculum and courses offered would be in keeping with the latest developments in knowledge, pedagogical practices and the needs of undergraduate and postgraduate programmes involved. Accordingly, since the one-year AUN IMAS Programme, which was being hosted by the AEI-UM, was already in its fourth academic session, the AEI initiated the review of the IMAS Programme courses. In this regard, the AEI-UM would like to take advantage of the presence of academic experts from AUN Member Universities at the Second Experts Meeting on the ASEAN University Network (AUN) International PhD Programme in ASEAN Studies (IPPAS) to help review the IMAS curriculum by holding this Workshop back-to-back with the said Meeting.

In conducting the review, the Meeting referred to the Information Paper on the AUN International Masters in ASEAN Studies (IMAS) Programme, and worked on the Course Pro-formas and Course Information forms supplied by the AEI-UM. The Workshop noted that students pursuing the IMAS Programme were taking thirteen (13) courses on modular basis, namely: 6 Programme Core Courses, 4 AEI Core Courses, 2 Cross-programme Courses and 1 AEI Elective Course, each with 42 contact hours with the lecturer or visiting professor and each course carried 3 credit units, giving a total of 39 credit units. In addition, as a partial fulfillment for the IMAS Programme, the students had to



also undergo an Internship Programme of 4 weeks, which carried 3 credit units, and to write a Project Paper of 15,000 to 20,000 words on a topic chosen by the student himself/herself, with six (6) credit units. Altogether, there were a total of 48 credit units.

In considering the number of courses being offered, the Workshop agreed that 13 courses, with each comprising of lectures and written assignments, to be completed within a period of about 6 months (over 2 semesters), was just too many as well as too strenuous for the students. Therefore, it was unanimously agreed that there was a need to reduce the number of courses and the Workshop recommended to the AEI and the UM, as the host of the IMAS Programme, as well as to the AUN-BOT, that the total number of courses be reduced to only eight, comprising of four IMAS Programme Core Courses, 3 AEI Core Courses and one Cross-Programme/Elective Course. Students shall choose the Cross Programme/Elective Course out of three (3) options. The Workshop also discussed and assigned the number of credit unit to each of the courses as well as to the internship and project paper, giving a total of 40 credit units, altogether. The list of the recommended courses, relative to the existing list is contained in Table 1.

The actual curriculum review that was conducted by the AEI-UM following the Workshop during mid-July to September 2010 further streamlined the courses and the total number of credits as well as the overall curriculum structure of the IMAS Programme as appeared in Table 2.

The Workshop further considered the Pro-forma of the eight courses that it had selected and reviewed the Learning Outcomes (LO) and Synopsis of Course Contents (SCC) of each of them. It also reviewed the list of references contained in Course Information forms and incorporated the proposed additions to some of the lists by some AUN Member Universities. In this regard, the Workshop recommended that lecturers or visiting professors should categorize their respective list of references into "Main References", which should be about five in number, and "Supplementary Reading". In addition, the Workshop also agreed that the lecturers should suggest to the AEI the publications that should be made available in the Institute's library, either through direct purchase or contributions from other institutions. AUN Member Universities were also requested to contribute publications which are relevant for the IMAS Programme to the AEI-UM.

**Table 1:
LIST OF OLD AND REVIEWED COURSES FOR THE INTERNATIONAL MASTERS IN ASEAN STUDIES (IMAS)
ASIA-EUROPE INSTITUTE, UNIVERSITY OF MALAYA**

(As proposed by the Workshop)

TYPE	CODE	OLD LIST			RECOMMENDED NEW LIST		
		NO	TOPIC	CREDIT	NO	TOPIC	CREDIT
AEI Core Courses	QXGX6101	1.	Political Economy of Asia-Europe Relations	3			
	QXGX6103	2.	Research Methods and Data Analysis for Social Sciences	3	1.	Research Methods and Data Analysis for Social Sciences	3
	QXGX6105	3.	Advanced Studies in Malaysian Politics, Government Economics	3	2.	Advanced Studies in Malaysian Politics, Government Economics	3
	QXGX6106	4.	Advanced Studies in Europe and European Integration		3.	Advanced Studies in Europe and European Integration	3
IMAS Programme Core Courses	QXGD6101	5.	History, Society and Culture in Southeast Asia	3	4.	History, Society and Culture in Southeast Asia	3
	QXGD6102	6.	Regionalisation and Regionalism: Theory and Practice	3			
	QXGD6104	7.	Legal Institutional and Governance Framework (of ASEAN)	3	5.	Legal Institutional and Governance Framework (of ASEAN)	3
	QXGD6105	8.	Economic and Political Policy Agendas of ASEAN		6.	Economic and Political Policy Agendas of ASEAN	3
	QXGD 6107	9.	Politics and Security in the Asia-Pacific Region	3			
	QXGD6108	10.	Functional Cooperation in ASEAN	3	7.	Functional Cooperation in ASEAN	3
Cross-Programme Courses	QXGB 6101	11.	Globalisation and Economic Development	3	8.	Globalisation and Economic Development*	3
	QXGB 6104	12.	European Model of Regionalisation	3		European Model of Regionalisation*	
UM Elective Course	QXGE 6101	13.	Multiculturalism in Asia and Europe	3		Multiculturalism in Asia and Europe*	
	QXGD 6170	14.	INTERNSHIP (one month)	3	9.	INTERNSHIP (2 months)	4
	QXGD 6180	15.	PROJECT PAPER	6	10.	PROJECT PAPER	12
TOTAL CREDITS				48			40

NOTE: * Student shall choose only one out of the three courses.

Table 2:
LIST OF COURSES AND CURRICULUM STRUCTURE
OF THE INTERNATIONAL MASTERS IN ASEAN STUDIES (IMAS)
PROGRAMME
ACADEMIC SESSION 2011/2012

(As further reviewed by AEI-UM)

Semester 1			Semester 2			Semester 3		
CODE	TOPIC	CREDIT	CODE	TOPIC	CREDIT	CODE	TOPIC	CREDIT
QXGX6103	Research Methods and Data Analysis for Social Scientist	3	QXGD6104	Legal, Institutional and Governance Frameworks	3	QXGD6190	IMAS Internship	4
QXGX6105	Advanced Studies in Malaysian Politics, Government and Economics	3	QXGD6105	Economics and Political Policy Agendas	3	QXGD6181	IMAS Project Paper	10
QXGX6106	Advanced Studies in Europe and European Integration	3	QXGX6108	Functional Cooperation in ASEAN	3			
QXGD6101	History, Society and Culture in Southeast Asia	3	QXGD6181	IMAS Project Paper	6			
QXGD6102	Regionalisation and Regionalism: Theory and Practice	3						
Total		15	Total		15	Total		14

Total (Sem. 1 + Sem. 2 + Sem. 3)

44

Visiting Professors (Foreign)

The 2010/2011 academic session succeeded in attracting well-known teaching staff and professors, all of them experts in their respective fields - to teach in the International Masters programmes offered by AEI. The following list shows the visiting professors who had conducted the courses in the 2010/2011 academic session.



Professor Emeritus Dr. Wilfrido V. Villacorta

De La Salle University,
The Philippines



Professor Dr. Samuel van den Bergh

Zuerich University of
Applied Sciences,
Switzerland



Professor Madya Steven Kim

Asia Pacific Centre for
Security Studies,
Honolulu, Hawaii,
United States



Professor Emeritus Nicholas Tarling

New Zealand Asia
Institute, The University
of Auckland,
New Zealand



Professor Alfredo C. Robles Jr.

De La Salle University,
The Philippines



Professor Dr. Francesco Nucci

University of Rome
"La Sapienza",
Italy



Professor Dr. Reimund Seidelmann

Institute of Political
Science, University
of Giessen,
Germany



Professor Dr. Manfred Pollanz

University of Applied
Sciences, Konstanz,
Germany



Ms. Mega Irena

Asean Secretariat,
Jakarta,
Indonesia



Professor Dr. Christoph Schuck

Dortmund University,
Germany



Professor Norberto M. Martinez

Universidad de León,
Spain



Dr. Noel Morada

University of
Queensland, Brisbane
Australia



Professor Martin Jeffrey Holland

University of Canterbury,
New Zealand



Professor Ian Fenwick

Sasin Business School,
Chulalongkorn
University,
Thailand



Professor Dr. Panayotis Tsakaloyannis

Athens University
Greece



Professor Dr. Michael Scholz

University of Passau,
Germany



Professor Dr. Giuseppe De Arcangelis

University of Rome
"La Sapienza",
Italy



Dr. Nelson Oly Ndubisi

The University of
Nottingham Malaysia
Campus,
Malaysia



Dr. Georg Wiessala

Professor of
International Relations,
University of Central
Lancashire in Preston,
United Kingdom



Dr. David Camroux

Senior Researcher,
Centre for International
Studies on Research,
Paris,
France

Visiting Professors (Local)

AEI also managed to cater six academic members from various Malaysian institutions of higher learning to conduct courses for the International Masters Programme. They are as listed below:



Associate Professor Dr. Jariah Mohd Jan

Faculty of Languages and Linguistics
University of Malaya



Dr. Azmi Mat Akhir

Deputy Executive Director
Asia-Europe Institute
University of Malaya



Professor Dr. Danny Wong Tze Ken

Deputy Dean
Faculty of Arts and Social Sciences
University of Malaya



Professor Dato' Dr. Rahim Md. Sail

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

Seminar Series



Seminar Series entitled "Problems and Perspectives of Modern Democracy" by Professor Dr. Reimund Seidelmann, Giessen University, Germany on 1 December 2010.

Despite their advantages, modern democracies in both Europe and Asia show shortcomings and need further modernisation. The lecture gave an overview about the current debate in Europe about the perspectives and problems of modern democracies. It looked at the structural problems for long-term socio-economic development and of problems resulting from election cycles, media influence, and of alienation of political elites. In addition, problems such as populism, protest movements, and extremism were discussed. Finally, different strategies and options for the modernisation of democracy were also presented and discussed.



Seminar Series entitled "Performance beyond Borders Cultural Diversity: Risk or Reward?" by Professor Samuel Van Den Bergh, Zurich University of Applied Sciences (ZHAW) in Winterthur, Switzerland on 8 December 2010.

The word "globalisation" is currently on everyone's lips. As business truly becomes international in terms of both outlook and location, the focus is shifting increasingly towards cultural diversity. Malaysia and Switzerland are countries that have learned to appreciate this e.g. language diversity. Today an increasing number of foreign workers migrate to these two countries and again add to the countries diverse workforce. Cultural diversity is not just a topic for global players such as Petronas or Nestle but is a crucial criteria for the success of SMEs in a highly connected and globalised world. A company's ability to handle cross-cultural issues has a significant impact on its business success. The presentation "Cultural diversity: risk or reward?" looked at how we can overcome obstacles and utilise the potential of cultural diversity to the fullest. The presentation provided deeper insight into current aspects of this topic. Activities had enabled participants to share each other's knowledge and ideas and enter into dialogue.



Seminar Series entitled “The Taiwan Issue and Its Implication” by Lt General (Retired) Dr. Mohd Aminul Karim, Asia-Europe Institute, University of Malaya on 15 December 2010.

Taiwan is a vexed issue, and having no definite sovereignty status at the interstate level, it carries the potential for conflagration. There is palpably a contradiction between its *de jure* and *de facto* status. Contradiction is also discernible in realizing the right band of nationalism and the question of justice in adopting the appropriate hierarchical mode of governance. As such, there is a need to rethink its status and also the surrounding security architecture. The actors concerned may have to confront high stakes if its status quo is changed. The “one China” policy is accepted by all but its varying interpretations and ambiguities in different official documents and pronouncements, made mostly keeping in view the geopolitical and nationalist compulsions, give rise to concern. It has turned out to be flashpoint whose political status will, be finally decided peacefully in a mutually accepted agreement through dialogue and confidence building measures. This paper examines the present status of Taiwan and the suggested ways forward for its final settlement, keeping in focus the security, political and economic realities both in the People’s Republic of China and Taiwan, as well as the surrounding region. There is suggestion for a people-centric, like people being masters of their own destiny (people-first) solution maybe in order to preclude the geopolitical complexities.



Seminar Series entitled “Constructing New Silk Routes? The Role of Higher Education and Intellectual Exchange in Asia-Europe Relations” by Professor Georg Wiessala, Professor of International Relations in the School of Education and Social Science, University of Central Lancashire (UCLan) in Preston, United Kingdom on 14 April 2011

This interactive lecture sought to encourage participants to explore the role in which education and higher education had been playing in the relations between European and Asian countries. The presentation began with a look at three short case-studies from the wider educational and cultural history of Europe-Asia relations, followed by setting the scene for the investigation. These case-studies revolved around the international outlook of Nalanda University in India (5th-12th Centuries), the curriculum of the Jesuits in China (16th and 17th Centuries) and the significance of the ‘Dutch-Learning’ (Rangaku) movement for Japanese art in the Edo period (17th and 18th Centuries). Taking some personalities and examples of an ‘early cultural and educational globalisation’ as a starting point, the subsequent workshop then explored the possible ways in which today’s intellectual exchange between the European Union (EU) and its Asian partners could be conceptualised. The talk included a short look at those ‘Asia-Strategies’ of the European Union that had a particular focus on the role of Higher Education in the East-West exchange, specifically in countries such as Malaysia, India, Central Asia and Australia. The intervention subsequently examined some examples of contemporary research regarding ‘European’ teaching experience in ‘Asian’ classrooms, and investigated the development of the discipline of ‘European Studies’ in Asian Universities, think-tanks and research institutes. The presentation closed by suggesting a few concrete criteria for the ‘viability’ and ‘success’ of the subject-area of ‘European Studies’ in Asia, and by drawing some preliminary conclusions about the role of ‘European Studies’ and ‘Intellectual Exchange’ as foreign policy instruments in EU-Asia relations, and ended with a question-and-answer session.

Workshops



Workshop on Qualitative Data Analysis and Interpretation

On 19th May 2011, the AEI Management team organized a special workshop for PhD students in AEI Auditorium entitled "A Workshop on Qualitative Data Analysis and Interpretation". The talk was given by Associate Professor Dr. Abdul Lateef Abdullah @ Steven Eric Krauss, a Senior Fellow from the Institute for Social Science Studies, Universiti Putra Malaysia (UPM).



After Lisbon: The EU as an Exporter of Values and Norms through ASEM

Duration of Research: 1 January 2011 - 30 June 2012

Research Funder: Jean Monnet Programme (2010-2012)

Project Leader:

Associate Professor Dr. Md Nasrudin Md Akhir
Executive Director of Asia-Europe Institute (AEI), University of Malaya

Research members:

- i. **Dr. Azmi Mat Akhir**
Deputy Executive Director (Academic, Research & Development),
Senior Research Fellow (ASEAN network)
Asia-Europe Institute (AEI), University of Malaya
- ii. **Associate Professor Siti Rohaini Kassim**
Deputy Executive Director (Administration & Quality Assurance)
Asia-Europe Institute (AEI), University of Malaya
- iii. **Nurul Syahida Ahmad Said**
Project Officer of Asia-Europe Institute (AEI), University of Malaya
- iv. **Nur Airien Syailla Abdul Hamid**
Assistant Project Officer of Asia-Europe Institute (AEI), University of Malaya
- v. **Mohd Kamsani Mohamed**
Assistant Project Officer of Asia-Europe Institute (AEI), University of Malaya



'After Lisbon: The EU as an Exporter of Values and Norms through ASEM' under Jean Monnet (JM) Programme is a revisited research project. The previous project was known as 'EU through the Eyes of Asia' stage IV involving India, Macao and Malaysia which has ended in December 2010. The project is coordinated by the National Centre for Research on Europe (NCRE), University of Canterbury, New Zealand.

The main objective of the current study is to identify and investigate a wide range of perceptions and attitudes towards EU. The methodology for this study has been rigorously tested and involved exploring images of the EU in the media as well as public opinion survey and elite interviews about attitudes towards EU in each country under observation.

This project runs simultaneously in 10 countries namely Australia, China, India, Japan, Malaysia, New Zealand, Singapore, South Korea, Thailand and Russia. The first phase of the research (1st Jan to 30th June 2011) was to compile all media data which comprises of popular newspaper,

English newspaper, Business newspaper and TV primetime news. Second phase (1st July to 31st December 2011) of this project will involve interviews of elite groups who are involved with the EU, namely the civil society, business elite, media elite and NGOs. The last phase of this research project will be a survey of public opinion.

There had been series of 5 workshops. The common purpose of these workshops was to present research finding besides sharing experiences among researchers of the 10 countries. So far the workshop has been conducted in Macao, China (7-11 December 2010), Bangkok, Thailand (10-13 April 2011) and Singapore (5-8 July 2011).

Miss Nurul Syahida Ahmad Said, the AEI Project Officer, attended the Interim Workshop #2 that was held in Bangkok, Thailand and Workshop #4 in Singapore to update the workshop on the progress of Malaysia's component. This research workshop also included preparation for the next phase of the research project; 'The Elite View' which would run from July to 31 December 2011.

MYEULINK Project

MYEULINK is a project supported by The European Union (EU) and is based in Malaysia. This project was launched on 30 March 2010 by YB Dato' Seri Mohamed Khaled Nordin, Minister of Higher Education, and H. E Mr. Vincent Piket, Ambassador and Head of Delegations from the European Union.

Over 36 months after its launching, MYEULINK is hoped to increase awareness and understanding of the EU and its key policies amongst universities, government officials, decision-makers, the private sector, media, NGOs, and other interest groups in Malaysia. The project will encourage cooperation and policy dialogue in higher education and inform decision makers in Malaysia on the range of EU macro policy initiatives.

Objectives of MYEULINK:

- 1) To provide a Higher Education (HE) supporting infrastructure (MYEUHE) through an on-line repository of materials, briefing documents and expertise (MYEUHENET).
- 2) To develop an alliance of Malaysian public and private sector organisations, agencies and individuals (MYEUHLS), through an on-line repository of materials, briefing documents and expertise (MYEUHLSNET), to link directly with relevant centers of knowledge in the EU.
- 3) To establish a Sustainable Community of Practice for Malaysian/EU institutions (MYEUCOP) as a repository of expertise and best practices in key EU/Malaysia education and policy issues.
- 4) To use MYEUCOP and wider EU expertise to raise awareness and understanding of EU issues through dissemination and training courses across Malaysian public and private sectors.
- 5) To utilise MYEUCOP as a blueprint for an EU Centre in Malaysia (MYEUCentre) through a focussed and results-oriented dialogue between EU high-level experts, academics and policy makers in Malaysia to define the European/Malaysian response at the policy and Higher Education levels.

MYEULINK Project Team

MYEULINK includes two EU and four Malaysian HE partner institutions and three Malaysian Associate organisations supported by a range of EU expertise drawn from the HE, public and private sectors.

Coordinator. The University of Nottingham Malaysia Campus (UNMC) is responsible for Project Co-ordination, administration, reporting and financial control. UNMC also contributes to High Level Seminars and MYEUCOP and will coordinate MYEUHE, MYEUHLS, and the blueprints for MYEUCentre.

Partner 1. University of Malaya (UM) will host and co-ordinate EU-related teaching in Law and Politics, will contribute to High Level Seminars and the development of a blueprint for MYEUCentre. UM also will co-ordinate the development of MYEUCOP.

Partner 2. University of Maastricht, The Netherlands (MAA) will deliver EU-related HE teaching in Economics, Business, Media and History, and will contribute to High Level Seminars, the development of a blueprint for the MYEUCentre and MYEUCOP.

Partner 3. *Universiti Putra Malaysia* (UPM) will host and co-ordinate EU-related HE teaching in Business and Economics, and will contribute to MYEUCOP.

Partner 4. *University Malaysia Sabah* (UMS) will host and co-ordinate EU-related HE teaching in History and Media and contribute to MYEUCOP.

Partner 5. University of Nottingham, UK (NOTT) will deliver EU-related HE teaching in Politics and Law, and contribute to High Level Seminars and MYEUCOP.

Associate 1. Institute for Strategic and International Studies (ISIS) will host High Level Seminars in EU Foreign and Security policy, and contribute to the development of MYEUHLS and MYEUCOP.

Associate 2. *Institut Penyelidikan Pendidikan Tinggi Negara* (IPPTN) or National Higher Education Research Institute will host High Level Seminars in EU Science, Technology and Environment policy, and contribute to MYEUHLS and MYEUCOP.

Associate 3. *Petroleum Nasional Berhad* (Petronas) will host and co-ordinate High Level Seminars on EU Energy policy, and contribute to MYEUHLS and MYEUCOP.

EESN. An European Excellence Support Network that is developed and maintained by MAA and NOTT will provide a flexible and dynamic resource of specialist expertise across all thematic areas, drawn from the HE, private and public sectors, including the EU Commission.

Key Activities of MYEULINK Project

Higher Education: Embedding EU-related material in Malaysian University curricula.

A series of bilateral peer-to-peer links has been established between specific EU HE institutional departments and their relevant subject disciplines in Malaysia's HE institutions. Over two academic cycles, (2010/11 and 2011/12), leading academic staff from the two European partners will deliver lectures and associated coursework on EU in three Malaysian Partner institutions.

Teaching will be in six key subject areas which include EU Law, Politics, Economics, Business, Media Studies and History.

Over the first 24 months of the project, experts from a number of institutions, including the EU partners, will deliver high level seminars and associated briefing papers to the Malaysian public and private sectors. Seminars will cover a range of issues including five key policy areas such as EU Foreign Exchange and Security policy, Energy, Environment, Migration, and Science and Technology.

A network of Malaysian public and private sector organisations, agencies and individuals (MYEUHLSNET) will be established to link subject-specific materials in MYEUHLS with the relevant centres of knowledge in the EU.

Activities conducted for the past one year since the launch on 30 March 2010:

High Level Seminar, "Counter-Terrorism and Democracy", held on the 8th of October 2010 at 4 p.m., at the University of Nottingham Teaching Facility, Chulan Tower, *Jalan Conlay*, Kuala Lumpur. The lecture was presented by Prof. Wyn Rees from the University of Nottingham, United Kingdom.

Lectures for the EU Active Weeks on Politics was conducted at the Department of International Relations, Faculty of Arts and Social Sciences, University of Malaya, from 4 to 8 October 2010 by Mr. Liam McCarthy and Miss Simona Guerra from the University of Nottingham, United Kingdom. Mr. Liam presented a paper entitled "Theoretical Perspectives on EU Security", whilst Miss Simona Guerra presented a paper entitled "European Regionalism".

Immediate Plans:

EU Active Weeks for Law subjects will commence in early 2011 at the Law Faculty, University of Malaya. Possible lecture by Prof. Kenner on the subject of EU Jurisprudence or Theories of EU Governance. Trips to the University of Nottingham, United Kingdom by representatives from the Faculty of Law, and International Relations Department, Faculty of Arts and Social Sciences, University of Malaya has also been proposed.

Future Plans

Organising a Europe/Malaysia Higher Education Fair (EMHEF)

In early 2011, MYEULINK will co-ordinate a Europe/ Malaysia Higher Education Fair that will link HE institutions in Malaysia and counterparts in Europe. EMHEF will be more than a recruitment exhibition and will include:

- a) A two-day exhibition of academic programmes and opportunities for academic links and exchanges relating to the Malaysian and European HE sector including undergraduate and postgraduate taught courses, research programmes, exchange and twinning opportunities, and knowledge transfer partnerships.
- b) A one-day high level conference on the theme: Establishing a Tertiary Education Hub for the Region: Opportunities and Challenges



EU through the Eyes of Asia



Duration of Research: June 2009 – December 2010

Project Leader (Malaysia):

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

Research Members:

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

The European Studies in Asia (ESIA) network was initiated to encourage European studies in the Asian region through a platform of exchange and cooperation between Asia and Europe in academic studies, mainly within the members of the Asia-Europe Meeting (ASEM).

It endeavoured to strengthen existing academic links in Asia, as well as to facilitate the creation of new synergies within Asia, and between Asia and Europe through online system researches, network meetings, academic collaborations and creation of academic facilities.

ESIA was coordinated by Asia-Europe Foundation (ASEF) in partnership with the National Centre for Research on Europe (NCRE) and was guided by an ESIA Advisory Group consisting of fifteen prominent academic members representing various European institutions of learning in Asia and Europe.

“EU through the Eyes of Asia” was the pilot project of the ESIA network. The initial phase (Phase I) was launched in 2005 and was later successfully conducted in China, Japan, Korea, Singapore and Thailand over a period of only two years (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).

Phase IV of the project was a collaborative academic programme between the Asia Europe Foundation (ASEF) and the National Centre for Research on Europe (NCRE), University of Canterbury, referred to as co-organising partners, with Jawaharlal Nehru University (JNU), University of Macao (UM) and the Asia-Europe Institute (AEI), University of Malaya, as partners at the institutional level. Its main objectives were:

1. To identify and investigate a wide range of perceptions, attitudes and public opinion towards the EU in terms of its politics, economy and culture, through a survey of three elite locations;
2. To set up policy recommendations to improve public perceptions and attitudes towards Europe in the three locations in the Asian countries; and
3. To disseminate research findings to European and Asian public and private institutions through publications, seminars, debates, conferences, and workshops held in Europe and Asia for academics, policy makers, and the mass media (developing synergies relevant to the ASEF initiatives).

The project which started in June 2009, and completed in December 2010, was launched through the International Research Methodological Workshop and International Seminar collaborative programme (organised by AEI, ASEF, and NCRE) entitled “EU through the Eyes of Asia: A Comparative Study of Public Elite and Media Perceptions of the EU in India, Macao, and Malaysia”, held from 16 - 19 June 2009.

On 26 November 2010, AEI Management received a visit from Mr. Ronan Lenihan from Asia-Europe Foundation (ASEF), Singapore. The objective of the visit was to discuss the progress made on the EU through the Eyes of Asia project which ended in December 2010. The project, AFTER LISBON: EU as the Exporter of Values and Norms through ASEM forms the continuation of the EU through the Eyes of Asia project under the Jean Monnet and ASEF financial support. In addition, AEI and Mr. Ronan Lenihan also discussed other forms of collaboration between AEI and ASEF such as organising seminars, joint publications, as well as internship with ASEF for the International Masters students of AEI.

(Source: with permission from ASEF)

Visitors to AEI

Visit from Rome Tor Vergata University (TVWU), Italy

The AEI Management and staff welcomed the visit from Professor Giorgio Dominese from Rome Tor Vergata University (TVWU, Italy) on 6th December 2010. The purpose

of his visit to AEI was among others, to discuss strengthening of the relationship between AEI and TVWU.

Visit from Embassy of the Republic of Poland

The AEI Management team received H.E. Professor Dr. Adam W. Jelonek, the Ambassador of the Embassy of the Republic of Poland and his First Secretary, Mr. Robert Andrzejczyk on 1st December 2010.

Poland). He was accompanied by Mr. Robert Andrzejczyk, the First Secretary of the Embassy of the Republic of Poland in Kuala Lumpur. The second visit was on 15th March 2011, by Professor Zdzislaw Mach, the Director of the Institute of European Studies at the University of Jagiellonian.

In 2011, the AEI Management once again received two separate visits from the Polish Embassy. The first, on 16th February 2011, was by Professor Wladyslaw Miodunka, the Director of the Center for Polish Language and Culture in the World at the University of Jagiellonian (Cracow,

The purpose of these visits was to discuss academic collaboration with AEI and the International Masters programs offered by AEI, more importantly to get more interested students from Poland to pursue the programmes.

Visit from Universitas Padjadjaran, Bandung, Indonesia

The Management of AEI received a visit from the University of Padjadjaran, Bandung, Indonesia, on 15th March 2011.

AEI took this opportunity to promote its academic programmes to the visitors.

Visit from the University of Passau, Germany

On 6th April 2011, Associate Professor Siti Rohaini Kassim, the Deputy Executive Director of AEI, together with Miss Salbiah Sirajudin, the Assistant Registrar and two of AEI's Research Assistants, Ms. Lee Ee Wern and Ms. Intan Diana Fishal, received visitors from the University of Passau, Germany. The delegation consisted of:

1. Professor Heinz-Rüdiger Korff, Department of Southeast Asian Studies (Mainland);
2. Professor Dr. Robert Esser, Department of German, European and International Criminal Law and Criminal Law and White Collar Crime;
3. Ms. Irina Vogelsang, Department of Southeast Asian Studies I (Insular); and
4. Mr. Mario Wilhelm, Department of Southeast Asian Studies I (Insular).



The Management of AEI had also invited Dr. Evelyn Khor Sook Hiang, the Deputy Director of the International and Corporate Relations Office (ICR) and Dr. Thirunaukarasu Subramaniam, a lecturer from the Department of Southeast Asian Studies, Faculty of Arts and Social Sciences, University of Malaya, to join in the discussion. The purpose of this visit was to discuss matters related to joint researches including a research proposed by Professor Dr. Burkhard Freitag, President of University of Passau.



Visit from the Embassy of the Islamic Republic of Afghanistan, Kuala Lumpur

On 25th April 2011, Associate Professor Dr. Md. Nasrudin Md Akhir, the Executive Director, together with the Deputy Executive Directors, Dr. Azmi Mat Akhir and Associate Profesor Siti Rohaini Kassim received a visit from His Excellency Abdul Samad, the Ambassador of Afghanistan. The purpose of the visit was to study the possibility of an academic cooperation. At the same time, AEI had also explained and promoted the International Masters programmes offered in AEI for the students from Afghanistan.

Visit from Waseda University, Japan

On 6th May 2011, the AEI Management team received a delegation from Waseda University, Japan, comprising of Dr. Omar Farouk, Professor Dr. Naoko Fukami, Mr. Shohei Sato, and Professor Dr. Takeshi Yukawa. Also participating in the discussions held were Associate Professor Hanizah Idris, Deputy Dean of the Faculty of Arts & Social Sciences (representing the Department of Southeast Asian Studies), Associate Professor Dr. Yahaya Ahmad, Deputy Dean (Postgraduate Research), the Faculty of Built Environment and Dr. Roslan Mohd Nor, Head of the Department of History and Civilisation from the Academy of Islamic Studies, University of Malaya.

The meeting discussed joint researches and the upcoming conference "Islam and Multiculturalism", which would be held on 26th and 27th November 2011 in Japan.



Visit from Dr. Wolfgang Schulz, Director of Media Research, University of Hamburg, Germany

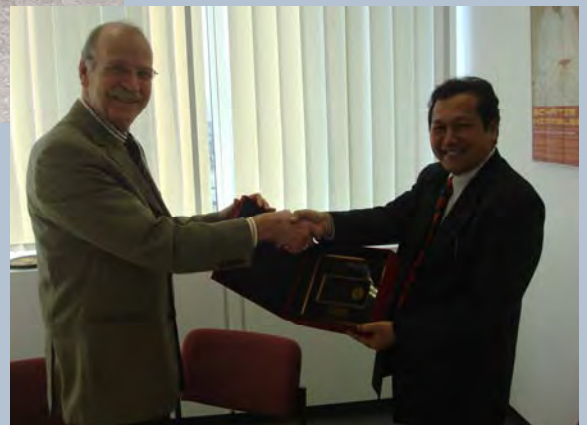
On 18th May 2011, the AEI Management welcomed a visit by Dr. Wolfgang Schulz, Director of Media Research in the University of Hamburg, Germany. The purpose of his visit was to discuss the possibility of a collaborative research on internet development and its controlling regime.

Promotional Visits and Discussions by AEI Management Members



Visit to University of Passau and University of Frankfurt, Germany

AEI Deputy Executive Directors; Associate Professor Siti Rohaini Kassim and Dr. Azmi Mat Akhir went on promotional visits to the University of Passau and the University of Frankfurt in Germany from 6th to 10th February 2011.



5.0 ENHANCING INTERNATIONAL NETWORKING



Visit to universities in Sweden, Finland and Poland

Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director and Associate Professor Siti Rohaini Kassim, Deputy Executive Director of AEI, made promotional visits to several universities in Sweden, Finland and Poland from 5th to 12th March 2011. The places of visit were as listed below.

1. Faculty of Administration, University of Uppsala (Stockholm, Sweden);
2. Faculty of Social Sciences, University of Helsinki (Helsinki, Finland);
3. Swedish School of Social Sciences, University of Helsinki (Helsinki, Finland) ;
4. The Centre for Europe, University of Warsaw (Warsaw, Poland); and
5. Institute of Middle East & Far East Studies, University of Jagiellonian (Cracow, Poland).



Visit to Italy, Switzerland and Germany

From 2nd to 13th April 2011, Associate Professor Dr. Md Nasrudin Md Akhir and Dr. Azmi Mat Akhir, went on promotional visits to Italy, Switzerland and Germany. The universities visited were:

1. School of Economics, University La Sapienza, Rome (Italy);
2. University of Rome Tor Vergata (TVWU), Rome (Italy); and
3. Zurich University of Applied Sciences (ZHAW), Winterthur (Germany).

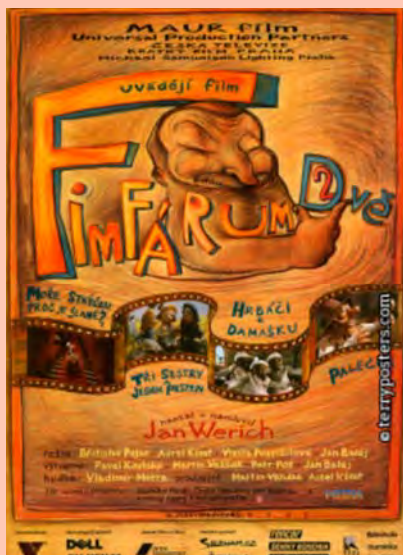
A discussion session was also held with representatives from the Dortmund University, the Bielefeld University, the University of Giessen and the University of Marburg in Marburg, Germany.



Film Week

Asia-Europe Institute collaborated with the Embassy of the Czech Republic based in Kuala Lumpur to organise the "Dimensions of Dialogue Czech Animated Film Festival" on 15th, 16th and 18th March 2011. The event was held in the AEI Auditorium and was officially launched by the Executive Director of AEI, Associate Professor Dr. Md Nasarudin Md Akhir.

The festival showcased a number of films. Among them were *Fimfárum Dve*, *Goat Story*, *The Old Prague Legends* and *In the Attic*. Short films were also screened, namely *The Last Theft*, *The Club of the Laid Off*, *A Ballad about Green Wood*, *The Design*, *The Vanished World of Gloves*, *Disc Jockey* and *Riddles For a Candy*.



**15 March 2011
TUESDAY (8.00 pm)**

Fimfárum Dve

Directed by Vlasta Pospíšilová,
Bretislav Pojar, Aurel Klimt, Jan Balej
97 Minutes

A sequel to the original *Fimfárum*, this feature provides four additional animated episodes adapted from the short stories of Czech fantasist writer Jan Werich, in the same vein as the earlier film.

Short Animated Movies

The Last Theft

Directed by Jirí Barta
21 Minutes



**18 March 2011
FRIDAY (8.00 pm)**

In The Attic

Directed by Jirí Barta

76 Minutes

In an attic full of discarded junk, a pretty doll called Buttercup lives in an old trunk together with her friends, the marionette Prince Charming, lazy Teddy Bear and the plasticine creature Schubert. When she is kidnapped, her friends set out to rescue her.

Short Animated Movies

The Vanished World of Gloves

Directed by Jirí Barta
16 Minutes

Disc Jockey

Directed by Jirí Barta
10 Minutes

Riddles For a Candy

Directed by Jirí Barta
8 Minutes

**16 March 2011
WEDNESDAY (8.00 pm)**

Goat Story, the Old Prague Legends

Directed by Jan Tománek
78 Minutes

This story tells of the friendship between a young villager, Jemmy, who arrives in medieval Prague with his Goat. The important conflict comes up when Jemmy falls in love with Katy who is a street-wise girl from Prague. Goat is jealous, and starts to hate Katy.

Short Animated Movies

The Club of the Laid Off

Directed by Jirí Barta
25 Minutes

A Ballad about Green Wood

Directed by Jirí Barta
11 Minutes

The Design

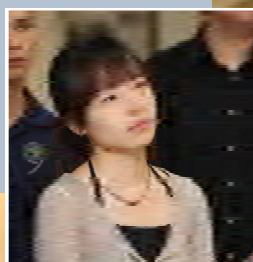
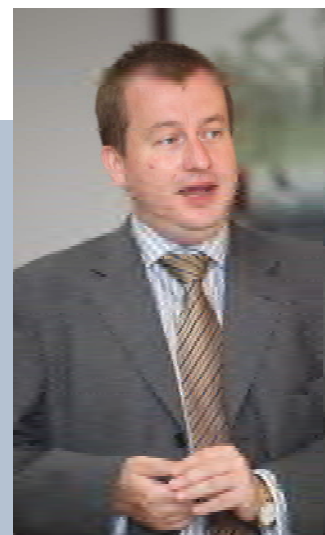
Directed by Jirí Barta
6 Minutes



Poland Poster Exhibition

The Decade of Solidarity of Poland's Journey into Liberated Europe 1978-1989

AEI had collaborated with the Embassy of the Republic of Poland in the poster exhibition, entitled 'The Decade of Solidarity of Poland's Journey' into Liberated Europe 1978 - 1989', which was held from 16th to 31st May 2011 at the Museum of Asian Art, University of Malaya.



Convocation Dinner



In conjunction with the University of Malaya Convocation-2010, AEI hosted a dinner on 3rd August 2010 to celebrate the 35 graduates from its four International Masters programmes and PhD graduates.

The dinner was joined by a group of students from Soka University, Japan who had kindly performed a Japanese dance during the event.



Students Batch 2010/2011

Student Orientation Week, 2010/2011 Academic Session



AEI organised an Orientation Week held on 6th, 7th and 20th September 2010, for new students registering in the International Masters programme for the 2010/2011 academic session.

Dr. Azmi Mat Akhir, Deputy Executive Director (Academic, Research and Development), delivered the briefing to the new students. Information on courses and visa registration were also given to the students by the staff of the Institute of Graduate Studies and the International Student Centre, University of Malaya.

Miss Noradiana Abd. Aziz, AEI's Librarian briefed the new students about the facilities available in the AEI Resource Centre and the Computer Lab.

On the final day of the Orientation Week, the students were taken to visit the Main Library of University of Malaya.



PhD STUDENTS:

Thoughts Shared

Field of Research: City Marketing and Tourism Development

by Teh Pek Yen (Malaysia)

As I clicked on the “Register” button, I had made preparations that my study life as a PhD student would be harsh and challenging! However, I felt relieved to have supportive teams from Asia-Europe Institute (AEI) who facilitate me as much as they could. I have been a student in AEI for years since my International Masters in 2007/08 academic session and as a PhD student since October 2009. I am glad to have many opportunities to meet excellent academicians and join in international events presented by AEI. A special thanks to AEI Executive Director, Associate Professor Dr. Nasruddin and Deputy Director of Academic, Dr. Azmi for their full support in my PhD research study; as well as AEI former Director, Professor Datuk Dr. Roziah who gave me a chance in my Master’s degree as a stepping stone in my career path.

Thanks to this outstanding study environment, I have ensured myself to continue on this learning track. This is very important for me as a student who is doing a research on city marketing because I need supervision from different disciplines around the world, especially from one of the visiting professors in AEI, Professor Dr. Norberto Muniz Martinez from University of Leon, Spain. He had enlightened my learning path in this area by giving a lot of support and guidance. The information technology era and globalization trend have changed the world via different communication means. Many cities are trying to put themselves in the top list in the world. Marketing a city itself is very important and complicated because it involves the development of economy, social cultural exchange, the private and public stakeholders, and the image and identity of the city. However, research studies in city marketing are popular and advanced in the Western countries but not so much in Asia. Therefore, in my research, I have focused on the comparative study of the development of city marketing in Asia and Europe, especially in the case of Seoul, Tokyo and Taipei.

Consequently, city marketing brings in a lot of positive impacts to a city, such as in foreign investment, citizens’ quality of life and tourism development. If a city wishes to put its name on the top of the list in the world, tourism would be one of the best choice. Tourism in city marketing is the one of the important parts of the research study. This industry is not new to everyone; hence, it is playing an important role in a country’s annual GDP. I believe this industry promises a lot of new development perspectives! Last but not least, I hope through the research, I can yield a fruitful result for the society and for the future.



“If a city wishes to put its name on the top of the list in the world, tourism would be one of the best choice.”

My Abu Dhabi Internship:

BALANCE OF WORK AND PLAY



**By Abdulrahman Mohamed
Abdi Hassan (From UAE)**

IMSME 2009/2010

I underwent my internship at Khalifa Fund for Enterprise Development @ Abu Dhabi, UAE. It was from June to July 2010. The reason I chose Khalifa Fund is because its main objective is to fund and develop startups and existing SMEs companies.

I worked as a Business Counselor at the Entrepreneurship Development Department. My main duties were to meet with the applicants interested in getting funding or those asking for help in developing their business through other means such as Training and Education.

The best experience would be, it is directly relates to my major, you get to experience how SMEs, whether a startup or a medium sized firm, are they functioning and how can I, as a Counselor help him or her.

The biggest challenge would be spotting a potentially viable business. Usually most of the startups we assess come with ideas that bring nothing new or even suggest a business entity that is quite hard for a startup to begin with, as it might involve a huge amount of capital with unsatisfactory cash flow projections.

My advice to the AEI junior/colleague, try your best to secure a placement that is related to your field, which would eventually help you with your thesis too. Getting a placement can be hard at times, but be persistent and always start very, very early!!

The two months I spent there, although tiring, it was fun and interesting, and all of you should try to have fun with what you're working on!

MATRADE, Chengdu, China

By Ahmad Reduan Bin Mohd Yusof
IMSME 2009/2010

I had gained so many precious experiences by doing my internship in Chengdu. Apart from mingling with pandas, the working experiences I had gained from MATRADE Chengdu, along with the adaptation with local culture benefited me a lot for the whole 2 months I spent at Chengdu.

As a brief introduction, MATRADE or Malaysia External Trade Development Corporation (MATRADE) was established in March 1993 as a statutory agency under the Ministry of International Trade Industry (MITI). Its biggest role is to promote Malaysia's external trade with particular emphasis on the export of manufactured and semi-manufactured products and services. With the vision, "Positioning Malaysia as a globally competitive nation", and the mission, "Promoting Malaysia's Enterprises To The World", its worldwide offices, which are established in Africa, Australia, East Asia, Europe, Latin America, North America, South Asia, South East Asia, and West Asia, benefited Malaysia.

In MATRADE Chengdu, I gained opportunities to work with staff members consisting of The Directors, Marketing Officer, Trade Executive and the driver. They are small in numbers but bigger in tasks. They performed their routine and I've been attached together with some of the duties. These opportunities were so precious and important for me to understand how international institutional work, with the local people and local culture.

Here are the tasks I've been assigned during my internship for two months at MATRADE Chengdu;

- **Enquiry by Malaysians and Chengdu Trader / Businesses / Supplier.**

I had been involved in contacting Malaysia's Government Institution to get official information related with all enquiries. Some of the institutions are Royal Malaysians Customs Department, and Immigration Department of Malaysia. Apart from that, any enquiry regarding the list of Malaysian Association related to manufacturing and industries was also prepared upon request.

- **Meeting with CCPIT / COFTEC / Sichuan Marketing Association / Chengdu Representative for MIHAS.**

I had been given the opportunity to sit down together during the meeting with international institutions, such as, the China Council for the Promotion of International Trade (CCPIT), Chongqing Foreign Trade and Economic Relations Commission (COFTEC), Sichuan Marketing Association, and the representative of Chengdu for MIHAS. All of these



meetings were differently scheduled with some of them not held in MATRADE Chengdu's office.

These opportunities gave me such exposures of having to meet with foreigners using a translator for both parties. Even though the communicating language is different; the objective of the meeting was succeeded. The meeting was also held in simple manners. Some of the meetings were on the follow-ups, and some were cooperated in starting up discussions for upcoming events. In some meetings in which the representative hardly used English, a written document in local medium was used as reference for the representative.

Other than that, I had learned that the local Chinese were so friendly with their guests. All initiatives that came from MATRADE Chengdu were discussed positively on both sides. The Director of MATRADE Chengdu is also well equipped with all the information regarding Malaysia-China (Chengdu) Trading and Statistical Data, and eventually made the meeting a smooth sailing and informative for both parties. This type of effort shown by the directors gave the positive impact to the results.

- **Preparing a Fact Sheet on Malaysia**

A fact sheet on Malaysia was prepared as a reference to the guest, representative or individual that came to MATRADE Chengdu. It showed updated information about Malaysia's import and export data, geography, sociology and other related facts for them in order to visit Malaysia.

- **Update Trade Statistical Data between Malaysia and the province under the coverage of MATRADE Chengdu.**



At MATRADE Chengdu, I had written the quarterly report regarding some of the provinces under the MATRADE Chengdu with Malaysia. I only covered the statistical part in which the data was gathered from the World Trade Atlas subscribed by MATRADE. The data was tabled by the World Trade Atlas on a monthly basis and MATRADE Marketing Officer will analyse it for reporting purposes. The provinces that are under MATRADE Chengdu supervision are Sichuan, Yunnan, Chongqing, Qinghai, Xinjiang, Gansu and Ningxia.

- **Market Alert: articles related to Malaysia-China Trade**

This task was done by reading and selecting the articles from newspapers or magazines that covered important issues related to the import and export of Malaysia - China, with more attention on the seven provincial covered by MATRADE Chengdu. The news articles were taken from online news providers and the China Daily Newspaper. Articles chosen must be relevant and have effects on the office's core activities.

- **MIHAS (Malaysia International Halal Showcase 2010)**

As the world's largest platform for *Halal* products and services showcase, MIHAS is one of the important events organized by MATRADE. For this event, I was acquainted with the staff members in preparing the updated data for the organizer in Malaysia and through this task, I gained the experience on how the event was conducted if it involved with people around the world by gaining participants, arranging schedules on transportation and accommodation, as well as organizing the workflow.

- **Events**

There were a lot of events that I was brought to during my internship at MATRADE Chengdu. The events were;

- Chengdu Houseware, Leisure Goods and Gifts Fair 2010
- Microelectronics West China 2010 (NEPCON)
- The Fifth China Retailers Convention & Exhibition
- Chengdu Healthcare Exhibition 2010
- Chengdu International Furniture Exhibition



- Launching of Business space by Frasers Property
- Miscellaneous activities / task

Apart from that, I had been granted the opportunity to follow the director and the officer to other provinces for meetings. I had an opportunity to visit new places in China instead of only in Chengdu, like Chongqing. The two-hour trip was amazing as I can see the differences between Chengdu and Chongqing in terms of the geography, sociology, and economy.

I also joined the Sri Lanka Film Festival that was held at WangFuJing Mall in Chengdu, which was officiated by the Sri Lankan Ambassador to China. This event showed that China is also keen on the cultural exchange with other countries. It also benefited MATRADE in terms of networking with its other counterparts.

Based on my explanations above, I do suggest that MATRADE is one of institution that is suitable for IMSME student to do their internships because the location of the study is worldwide, and the experience gained after the internship plays the biggest role in MATRADE and for Malaysia. As an IMSME student, I believed that I had achieved the goals, and obtained with experiences.



Bonjour Paris!

By Ng Say Fen & Grace Teh (Malaysia)

IMRI 2009/2010

When we initially undertook the International Master's Programme (In Regional Integration) at the Asia Europe Institute (AEI), we would never have been able to foresee that it would land us in the very capital city of France - Paris for an internship. That said, being in Paris was literally an eye-opener as we got to see, hear, taste, smell and feel the city and its charms. We underwent and completed our internship at L'Ambassade de Malaisie, Paris (Embassy of Malaysia in Paris, France). The duration of internship was one month and it took place in May 2010.

The internship at the Embassy of Malaysia in Paris was a truly unforgettable experience for us as we were able to correlate the lessons we had learnt with real-life practice and implementation. We gained deeper understanding of Franco-Malaysian relations as well as the issues that pertain to the dynamics of this relationship. Not only is this relationship affected by domestic factors, it is also influenced by factors in each respective region.

To put it simply, work at the Embassy of Malaysia included providing chancellery assistance at the administrative backend of operations. We were also tasked to compile reports on the PIIGS countries covering aspects of politics and economics in particular. Other tasks included spring-cleaning the website of the Embassy and assisting in organising the Malaysian Games, which is a bi-annual sporting activity aimed at encouraging better interaction between the home-based staff (HBS i.e. Malaysians assigned to the Embassy) and the locally-recruited staff (LRS). We were fortunate enough to participate on a diplomatic visit to the Peruvian Embassy in Paris and had a short experience of what a diplomat does on such visits. Besides that, the Embassy arranged for us to visit various government agencies located in Paris such as the Malaysian delegation at UNESCO, MATRADE, MIDA and the Tourism Ministry of Malaysia. On these visits, the heads of the agencies gave us briefings on the responsibilities, activities and tasks that are involved in each agency and how they factor in on enhancing the bilateral Franco-Malaysian ties.

Before we went to Paris, we were told by our friends some negative experiences they had in France. However, it did not stop us from making the decision to have our internship there. Throughout our stay, we had a marvelous time in Paris - our colleagues who are mixed of Malaysian and French are friendly and helpful. People on the streets are helpful as well. In Paris, even if you do not know each other, we still greet each other by saying - Bonjour!

But as they say, all work and no play makes Jack a dull boy, so we had our fair share of visiting, exploring and simply breathing in the scenes and sights that Paris had to offer. The Eiffel Tower was a sight to behold as it charms visitors with scintillating lights every hour each evening. The Louvre Museum - one of the largest museums in the world - housed an impressive collection of art pieces, paintings artefacts and not forgetting, the famed Mona Lisa painting by Leonardo da Vinci. Other notable places of interest include: the Notre Dame, Little India, Montparnasse, Sacre Coeur, and le Château de Fontainebleu.

As for the challenge, we would say the language is a barrier, as French is widely spoken in the country, not English and even the signboards and announcements were in French too in most of the places. Learn some basic French if you plan to go to France!

There are a few things to consider in planning your internship abroad

- Think of what you wish to achieve through the internship
- Conduct a thorough research on the type of organizations you are interested to work in and the country you wish to go
- Start applying your internship as early as you can, so that you will have sufficient time for preparation. Do not wait until the last minute.

In summary, the internship left us with indelible impressions of Paris and the people at the Embassy who greeted us with nothing short of Malaysian hospitality. Most importantly, we managed to understand the various roles played by a foreign mission of Malaysia and how important it is for our nation to establish diplomatic ties with a country such as France.

Furthermore, we learnt to appreciate the efforts that are made by our country in order to achieve that goal of building up Malaysia's image in the international fora through missions like the ones we have seen in our internship in Paris.



Images of Poznan



By KC Low
IMRI 2009/2010



To certain extend, the decision to go to Poznan, now Poland's fifth largest city, was made on its own.

By the time I enrolled into the Masters programme in Asia-Europe Institute (AEI), I had lived and traveled in major Western European cities – but seldom Eastern European cities and never that close to 'Motherland' Russia anyway. The desire to know more about South-East Asia – Malaysia's own backyard – is answered by my classmates who made the AEI 2009/2010 batch itself a small ASEAN. Finally, as part of my project paper research, I would like to assess the impact of European Union's youth policy on Polish International Voluntary Service (IVS) organisation.

The internship arrangement with One World Association (OWA) is made easy by the fact that they are colleagues of mine from Service Civil International (SCI), a worldwide peace voluntary movement I was active with since 2004. As a non-governmental and non-profit organisation, OWA has its pulse on local community – non-Polish citizens included. Hence, I am not surprise to be hosted by first a Polish family and then two Ukrainian flatmates over the period of my internship.

Back in the office, my working hours were divided into 3 main areas: 1.) Assisting OWA in their current local projects, including workshops with local school children; 2.) Assisting OWA in preparing Service Civil International (SCI) related activities, including preparation of annual International Committee Meeting (ICM) and finally; 3.) Research and data gathering activities for my project paper, including interviewing Aneta, OWA's Project Coordinator. As a result and combination of all 3 main activities enables me to gain in-depth understanding on the operation of an NGO/NPO at both domestic and international level, with the strong presence of the European Union (usually in form of funding and policies).

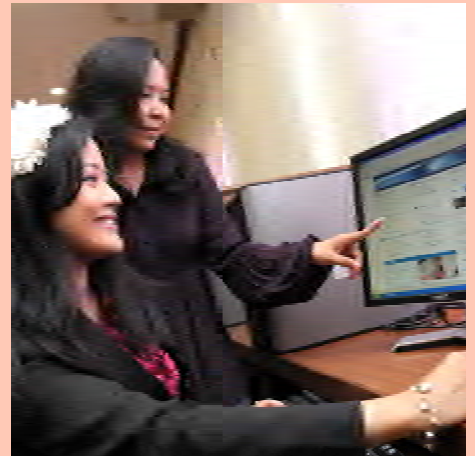
In short, Poznan surprised me in many ways. The trams and busses are absolutely punctual; something which I ignorantly thought only their neighbor in the West can do better. The foods are delicious and certainly affordable. In fact, as the Polish Zloty (PLN) have almost similar value with our currency (1 RM = 0.9 PLN), I have the feeling of living in Malaysia with Polish landscape and climate! And I do prefer Zapikanki, the Polish baked baguette or open sandwich/pizza, compare to the more commonly found kebab in most Western European cities.

Dziękuję bardzo! (Thank you very much!)

MASTERS AND PhD 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 promotes local and global sharing of new information and communication technologies much needed in the 21st century. The impact of the New Economy on organisational structures, management, and development processes requires a strong grounding in economics of information and organisational 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, including those concerned with organisational development, internet, and new media training, eCommerce, as well as research analysts and others.



International Masters in Regional Integration (IMRI)

The International Masters in Regional Integration programme examines the origins and consequences 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.



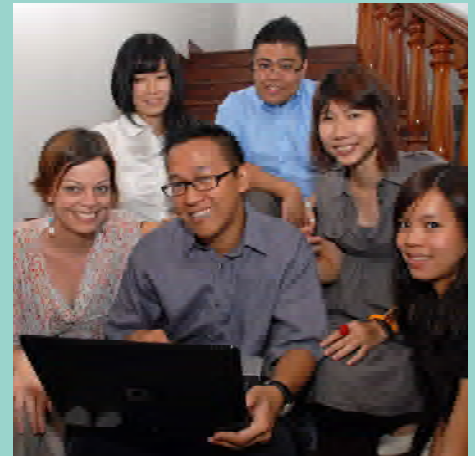
International Masters in Small-and-Medium Enterprises (IMSME)

The International Masters in Small-and-Medium Enterprises programme 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 in ASEAN Studies programme 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.



PhD in Social Sciences and Humanities

AEI not only promotes collaborative research among academic members, but also with the government sector and private institutions. Our research pillars and range of international postgraduate students are centered to the understanding of a collaborative and innovative education hub for the future.

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

Research proposals for the PhD 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:

- 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; and
- European Studies and European Union.

The mode of study is by Dissertation/Thesis only. Although research is the principal requirement for attaining a higher degree, students are also required to pass a Research Methodology Course, give seminar presentations, present papers at conferences and publish research articles in ISI-indexed journals as part of the programme requirements.



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