

AEI

ASIA-EUROPE INSTITUTE
VOLUME 5
JUNE 2012
ISSN: 1985-2185

Post



H.E. Dr. Surin Pitsuwan
**Eminent Persons
Lecture Series 4
(EPELS 4)**



contents

NOTE FROM THE EXECUTIVE DIRECTOR

ORGANISATION CHART OF AEI

1.0 HIGHLIGHTS

- Eminent Persons Lecture Series 4 (EPELS 4)
- Ambassador Lecture Series 4 (ALES 4)
- Ambassador Lecture Series 5 (ALES 5)

2.0 TEACHING AND LEARNING

- Visiting Professors (Foreign)
- Visiting Professors (Local)

3.0 SEMINARS/ WORKSHOPS/ CONFERENCES

Seminar Series

- “Strategic Visions of China and America in South Asia and their Implications” by Dr. Mohd Aminul Karim.
- “City Marketing & Place Branding, A Critical Review of Academic Research and Global Trends In Practice” by Dr. Norberto Muniz Martinez.
- Seminar on Islam and Multiculturalism: Between Norms and Forms.
- “Seminar on Entrepreneurship in Higher Education: Increasing Competitiveness, Enhancing Resilience”.

Workshops

- Interim Workshop Project “After Lisbon: The EU as an Exporter of Values and Norms through ASEM”.
- 1st Workshop on Promotion of ASEAN and East Asian Studies.

THE AEI POST VOLUME 5

Published by

Asia-Europe Institute
University of Malaya
50603 Kuala Lumpur
Malaysia

Tel : +603-7967 4645 / 4642
Fax : +603-7954 0799
Email : pengarah_aei@um.edu.my
Website : <http://aei.um.edu.my>

© Asia-Europe Institute, University of Malaya, Kuala Lumpur, Malaysia, 2012

Editorial:

The AEI Post Volume 5

Md Nasrudin Md Akhir, Siti Rohaini Kassim, Azmi Mat Akhir, Mat Amir Jaffar, Salbiah Sirajudin, Siti Nurhanim Haji Ayob, Noor Yusrina Hashim, Mona Ahmad and Nurul Huda Abdul Mutalib (eds).

No part of this report may be reproduced or stored in any retrieval or transmitted by electronic or mechanical means, staged, photocopied, recorded or otherwise without the prior permission of the Asia-Europe Institute, University of Malaya.

Copyright: The Asia-Europe Institute 2012. The information in this publication was correct at the time of printing. The Asia-Europe Institute has the right to make changes as appropriate. As details may change, students are encouraged to visit the Asia-Europe Institute website to obtain the latest information.



- Self-Assessment Report Programme (PSAR)
- “Workshop on Target ISI Journals-How to Write/Publish ISI Papers”.
- “Advanced Workshop on ASEAN Studies Teaching for Lecturers”.

Activity

- Forum – “Public Service (Perkhidmatan Awam)” by AEI and University of Indonesia.

Promotional Visits and Discussions by AEI Management Members

- Visit to Waseda University, Japan.
- Visit for Academic and Research Collaboration as well as Promotion and Marketing.

4.0 RESEARCH

- Japanese Halal Foods.
- Joint Research Project on “Islam and Multiculturalism” between AEI and Waseda University, Japan.
- EU Framework 7 Project on Regional Integration, Organisational Structures, Kinship and National-Building (EU-FP7 ROKKAN).

6.0 POSTGRADUATE ACTIVITIES

- Student Batch 2011/ 2012.
- PhD Student: Thoughts Shared.

7.0 INTERNSHIP PROGRAMME

- International Masters in Information Management (IMIM).
- International Masters in Regional Integration (IMRI).
- International Masters in Small-and-Medium Enterprises (IMSME).
- International Masters in ASEAN Studies (IMAS).

5.0 ENHANCING INTERNATIONAL NETWORKING

Visitors to AEI

- Visit from National University of Singapore (NUS).
- Visit by Deputy Head of Mission, Embassy of Italy, Kuala Lumpur.
- Visit from a Consultant Group from Japan.
- Visit by Professor Giorgio Dominese, Tor Vergata World University, Italy.
- Visit by H.E. Ambassador of Ukraine, Ihor V. Humennyi.

8.0 MASTERS AND PhD PROGRAMMES AT AEI



A Note From The Executive Director

The year 2011 had been another exciting and fruitful year for the Asia-Europe Institute (AEI) in its ongoing efforts at enhancing its role as a centre of excellence in higher education. The continued support from various embassies, local and foreign academicians, AEI staff members and students, made possible the successful organisation of various activities throughout the year.



Since its establishment, AEI has remained one of Southeast Asia's leading institutions that have been bridging the gap between Asia and Europe through academic research and postgraduate education. Apart from collaborative research projects in which AEI academic staff and research fellows are involved, some PhD students registered with AEI had also embarked on comparative research linking Asia and Europe. At the same time, AEI also welcomed students from the EU, Asia as well as other parts of the world to our four international masters programmes. These programmes are run with the assistance of highly qualified foreign and local visiting professors.

In ensuring AEI uphold its commitment to 'bring Europe to Asia', provide an enriching environment for academic development, at the same time, make certain that AEI students keep abreast with current affairs and topical issues, AEI continue to hold its regular lecture series which are in essence lectures delivered by experts in the various fields. The lecture series include the Eminent Persons Lecture Series (EPELS), a series of lectures open to the public delivered by distinguished professors, ambassadors and diplomats who share their expertise and experiences for the common benefit and general knowledge of the audience. In 2011, AEI had the pleasure of hosting the EPELS 4 delivered by H.E Dr Surin Pitsuwan, Secretary-General of ASEAN, entitled "ASEAN and the Evolving Regional Architecture". AEI also had the honour of hosting H.E Ihor V. Humennyi, Ambassador of Ukraine to Malaysia, with a talk entitled "Ukrainian-Malaysian Bilateral Relations: Foreign Policy of Ukraine in Southeast Asia".

Apart from the lecture series held locally, AEI was also party to international collaborations in research. Whilst AEI continue to be part of the MYEULINK project and the Jean Monnet Project, in 2011, AEI also collaborated with Waseda University, Japan in a three-year research on "Islam and Multiculturalism". The first phase conference, themed "Islam and Multiculturalism: Between Norms and Forms", was jointly organized by both institutions, held in Waseda University, Tokyo from 25-26 November, 2011, attended by select invited academics and postgraduates not only from Malaysia and Japan, but also from Indonesia and Australia.

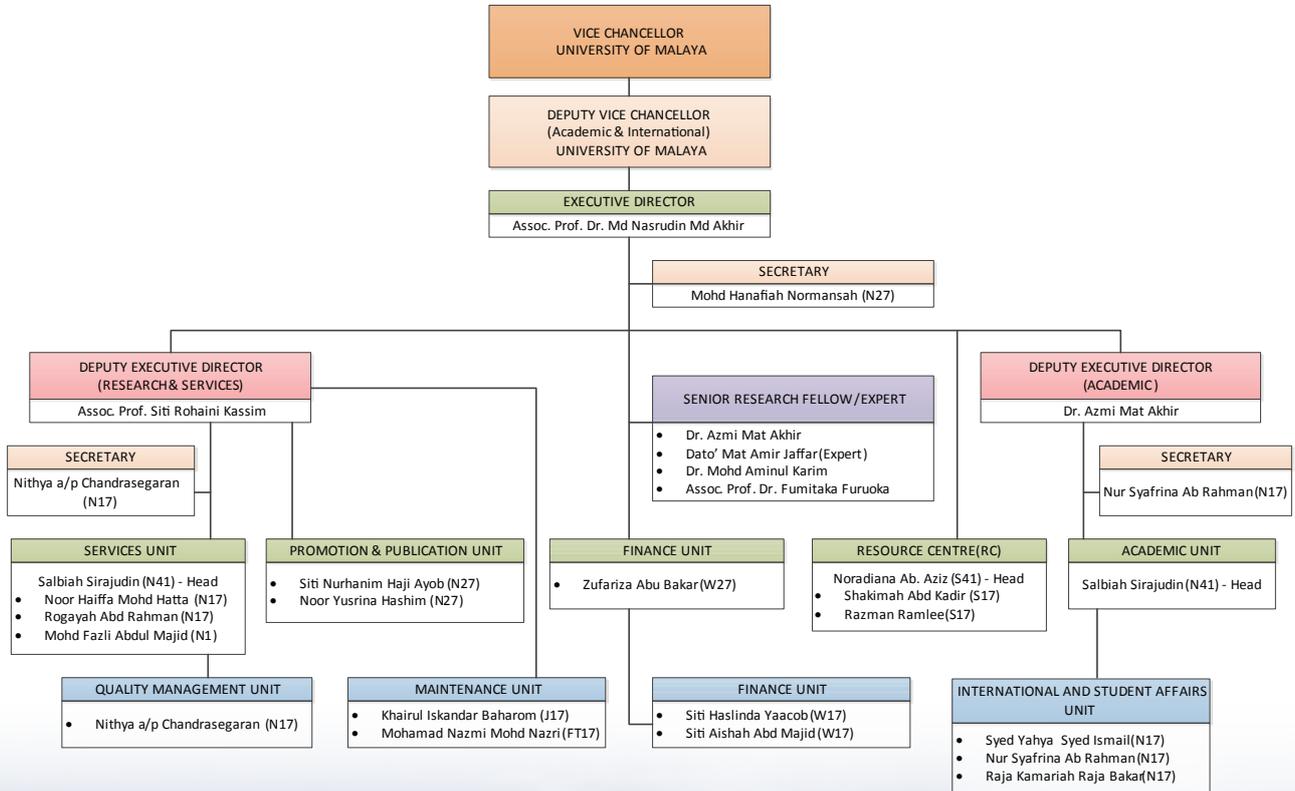
I extend my most sincere appreciation to everyone involved in the 2011 activities not forgetting also the commitment by members of the editorial committee who had worked their hardest to ensure the successful production of the AEI post: Volume 5. The effort and time that have been expended for the sole purpose of getting this document published have definitely not gone to waste.

I hope with this 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

Organisational/ Human Resource Chart, Asia-Europe Institute, University of Malaya



(Update as on 8th May 2012)





Eminent Persons Lecture Series (EPELS 4)

ASEAN and the Evolving Regional Architecture

by H.E. Dr. Surin Pitsuwan
25 November 2011

On 25th November 2011, the AEI was highly privileged to welcome H.E. Dr. Surin Pitsuwan, Secretary-General of ASEAN and Mrs. Pitsuwan. H.E. Dr. Surin had kindly delivered the fourth Eminent Persons Lecture Series (EPELS 4) of AEI entitled “ASEAN and the Evolving Regional Architecture” at one of the major hotels in Kuala Lumpur.

The timing could not have been more fortuitous as he had just come away from a very successful 19th ASEAN Summit, 17th – 19th November 2011 in Bali, which was held back-to-back with the East Asia Summit Bali was the choice as the venue as decided by the current Chairman of ASEAN, Indonesia, for the period January to December 2011. It is important to note that the Heads

of State or Government of USA, China, Japan, Russia, ROK, India, Australia, New Zealand and the UN Secretary-General Ban Ki – Moon had attended the EAS. The AEI therefore considered it gratifying that three former Malaysia Cabinet Ministers, a number of ambassadors and other dignitaries were amongst the large number of guests who attended the keynote lecture.

Tan Sri Dr. Ghauth Jasmon, Vice-Chancellor of the University of Malaya, as Moderator, also delivered the welcoming remarks. The Vice-Chancellor was quite in his elements in stimulating an air of heightened interest amongst the audience when he said that he had not learned the “truth about politicians” as much as the half-hour when he was spending time



with the ex-politicians in the holding room with Dr. Surin. He also referred to ASEAN being in good hands and how it had gained "maturity and strength based on the priority commitment of members to enhance regional peace and security".

Dr. Surin had emphasized the continuing relevance of ASEAN as the most logical forum for Southeast Asia considering that other organizations such as the afro-Asian Conference was "too big a stage" for Southeast Asian leaders to have their voice heard. In view of Asia's dynamic growth and its ability to absorb and overcome the shocks of the global financial crisis of 1997 and 2008 relatively faster than other regions, ASEAN has had its position and stature enhanced. In this context, Dr. Surin referred to one of President Obama's recent remarks viz:

"If America is to recover from the economic troubles, we have to sell more, export more. So, I look around and there will be no place other than in East Asia and in ASEAN".

In tandem with the increasingly positive role played by ASEAN regionally and internationally, Dr. Surin portrayed the success of the 19th Summit by citing the following decisions:-

1. It was right and timely that Myanmar be given the role of ASEAN Chairmanship in 2014 rather than risking a reversal of the developments in Myanmar. The rest of ASEAN leaders had earlier painstakingly and successfully persuaded Myanmar into accepting international aid as a result of the destruction caused by Cyclone Nargis in the Irrawaddy delta in 2008 and thereby creating the opportunity for Myanmar and the West to have a more mutually cooperative outlook towards each others.
2. The five nuclear weapon states ie. US, China, France, UK and Russia agreed to sign the Southeast Asia Nuclear Weapon Free Zone Treaty. The Treaty interalia stated that the territories, Continental Shelf and Exclusive Economic Zone are to be excluded from and free of any of nuclear weapon thereby enhancing ASEAN's role as the anchor for regional peace and security.

In addition to the above decisions, it is also important to note that ASEAN had been able to initiate and maintain a number of major trends in Bali which included the Trans-Pacific Partnership, higher education, trade and the exciting Malaysian proposal for ASEAN to host the FIFA World Cup in 2013. Also, in furthering ASEAN's economic development it was recognized at the EAS that more FDI should be channeled to the ASEAN countries towards having the SME's play a bigger role in contributing to the growth of intra-ASEAN trade, services and investments. Such recognition was based on the fact that while intra-NAFTA trade was 48% and intra-EU trade stood at 68% of their total global trade respectively,

intra-ASEAN trade amounted to only 25% as of 2011.

Many of the guests and AEI also appreciated that in term of education, Dr. Surin mentioned that there had been some discussion on credit swap which added to the work of ASEAN University Network (AUN) which had earlier established the International Masters in ASEAN Studies programme at AEI. Additionally, based on the Mutual Recognition Arrangements, eight professions ie. engineers, architects, doctors, dentists, nurses, accountants, surveyors and professionals in the hospitality industry would be encouraged to move across the region.

The 19th Summit and the EAS had, therefore, been of considerable importance for their ability to positively consider a number of current and new issues as well as lay the track for the future growth of ASEAN.

The keynote address by H.E. Dr. Surin Pitsuwan would count as one of the highlights of AEI for 2011. Tan Sri Ghauth Jasmon had in his welcoming remark most appropriately paid tribute to H.E. Dr. Surin Pitsuwan and his predecessors as it was through the good offices of the ASEAN Secretary-General that AEI had been made the host to the International Masters in ASEAN Studies programme and which has proven to be quite popular at AEI.

Ukraine obtained Independence in 1991 following the break-up of the former USSR. As a newly established independent country, Ukraine inter alia immediately faced the question of how its foreign relation orientation should be defined. Although one school had tended to emphasise Ukraine's high middle-income economy and therefore should be connected to the developing countries, the main and prevailing school however had advocated Ukraine's position of being in Europe from which it is clear today that Ukraine wants to join the EU.

Ambassador Lecture Series 4 (ALES 4)

The **Foreign Policy of Ukraine**
in **South-East Asia** and the
Bilateral Relations with
Malaysia: The Perspectives
for the **Future**

by H.E. Ihor V. Humennyi, Ambassador of Ukraine
17 November 2011



Accordingly, Ukraine's relations with ASEAN countries began rather slowly and through the 90's, Ukraine had established its Embassy only in Vietnam and Indonesia.

The increasing economic and political achievements of ASEAN during the decade, however, made Ukraine re-examine its outlook towards ASEAN and ASEAN countries – hence the opening of its Embassy in Malaysia, Thailand and Singapore in 2002. Although Ambassador Humennyi was emphatic about there being considerable potential for further political, economic and trade cooperation between the two sides, he felt that "...the lack of structural mechanism for political interaction" had been the main obstacle to promote further their mutual cooperation. He therefore believed that the exchange of high-level visits would be the only efficient approach to enhance the ties between Ukraine and the ASEAN countries. He cited Ukraine-Vietnam development of relations as a model to be emulated for which the President of Ukraine had visited Vietnam in 1996 and 2011. Additionally, Ukraine experts have been working in Vietnam's reconstruction and thousands of Vietnamese students have studied in Ukraine.

The Ukrainian President had also visited Indonesia, Thailand, Singapore and Brunei.

Turning to Malaysia-Ukraine relations, Ambassador Humennyi appreciated the fact that Malaysia was among the first to recognize Ukraine and Tun Dr. Mahathir Mohamad, then Prime Minister had promoted the development of "political dialogue" with his official visit to Ukraine in 2003. Bilateral trade with Malaysia has also gradually grown and Ukraine's trade with each of the ASEAN countries in 2010 are as follows:

**The volume of trade between Ukraine and the ASEAN countries in 2010 (USD)
(According to Ukrainian statistics)**

1. Indonesia	\$ 761.2 million
2. Thailand	\$ 595.4 million
3. Singapore	\$ 310.0 million
4. Malaysia	\$ 267.9 million
5. Vietnam	\$ 254.3 million
6. The Philippines	\$ 54.6 million
7. Myanmar	\$ 17.5 million
8. Cambodia	\$ 0.9 million
9. Laos	\$ 0.4 million

It is well noted that both Malaysia and Ukraine are keen to promote more economic and genuine ties just as Ukraine has become one of the major importers of Malaysian palm oil in Europe. Furthermore, Malaysia-Ukraine relations has also incorporated other major areas such as outer space research, education and tourism. Since Independence, about 2000 Malaysian professionals had been educated in Ukraine.

Looking towards the future, the Ambassador was optimistic that there would be increasing cooperation between the two countries, a view point which AEI shares. In this regard, an inter-governmental Joint Trade Committee and the Business Council are being worked out. The Ambassador also shares the belief that there is further scope for cooperation in space science as Malaysia had earlier launched its two satellites aboard Ukrainian rockets. Furthermore, the Embassy has been actively promoting university-to-university direct cooperation as exemplified by the visit of an AEI delegation to Ukraine in May 2012. Just as Ukraine is promoting an open and dynamic market system, its education system has also gradually moved to being global and adopting international standards.



Ambassador Lecture Series 5 (ALES 5)

Japan-Malaysia Relations focusing on the 30th Anniversary of the Look East Policy – Reflections of a former Japanese Ambassador –

by Datuk Issei Nomura, P.J.N.
10th February 2012



On the occasion of the 30th Anniversary of the Look East Policy (LEP), AEI was gratified to have Datuk Issei Nomura, former Ambassador of Japan to Malaysia (1995-1999) to share his thoughts on how Malaysia-Japan relations had developed since he left.

He had welcomed the opportunity to give the lecture as he could make good his long-standing commitment to Associate Professor Dr. Md Nasrudin Md Akhir, then Director of Japan Studies Centre, University of Malaya. Datuk Nomura could not have been better placed as he

was the only Japanese Ambassador who had the distinction of also being a Visiting Professor at the University of Malaya from 1996 to 1997.

In 1996, Datuk Nomura had made a speech projecting Japan-Malaysia

partnership in which he had inter alia stated that Japan-Malaysia relations should "...be widened and deepened so that our two countries could cooperate and contribute to the benefits of various countries of the world". Although, in retrospect, he had thought it was rather bold, he now felt justified as reflected by the increasingly positive and close cooperation between the two countries.

Firstly, he felt deeply about the LEP having been in Malaysia at the time the LEP was announced. As he repeatedly sent off the batches of Malaysian students selected for training

in Japan, he realized he felt "...very patriotic not only to Japan, but also to Malaysia". So much so that when the financial crisis of 1997/98 struck Malaysia and seriously jeopardizing the continued training of Malaysian students, Datuk Nomura took it upon himself to negotiate with the Japanese Government "never more strongly" to provide a bridging funding which, by sheer determination, he succeeded in getting.

Thus, the LEP maintained its positive momentum which subsequently achieved further success with the establishment of two major institutions: in 1998, the Malaysia-Japan Technical Institute (MJTI) was established in Penang and in 2011, the Malaysia-Japan International Institute of Technology was founded and it is based in the University of Technology, Kuala Lumpur.

Secondly, Datuk Nomura had been deeply impressed by the major result of the official visit by YAB Dato Seri Mohd. Najib Tun Abd. Razak to Japan in April 2010 as embodied in the Malaysia-Japan Joint Leaders' Statement issued at the end of the visit.

The Joint-Leaders' Statement had, as expected, not only boosted the economic and business relations between the two countries but also widened the relations by having political and environmental matters added. As such, Japanese peace-keepers under UN auspices have undergone training at Port Dickson, and both countries have established cooperation in the fight against terrorism and piracy.

As for the Environment, both countries are cooperating in respect of

the low-carbon city and smart community projects of Putrajaya and Cyberjaya.

The lecture was very well received by the audience. In response to the many questions which were raised, Datuk Nomura had interalia mentioned that the question of the safety of nuclear power as a source of renewable energy should be addressed by an international body (as distinct from a national initiative). There was also much interest on the implications of the rise of China to which Dr. Nomura said, the rise of China would not adversely affect Malaysia-Japan relations. Indeed, he expressed confidence that Malaysia-Japan relations would grow further for the mutual benefit of both countries as well as "...various countries of the world".



Visiting Professors (Foreign)

The 2011/2012 academic session also managed to attract international renowned professors who were all experts in their own fields, to teach the International Masters programmes offered at the AEI. Below are the Visiting Professors who taught at the AEI in the academic session.

No.	Name	
1.	Emeritus Professor Dr. Nicholas Tarling New Zealand Asia Institute, University of Auckland, New Zealand	
2.	Professor Dr. Reimund Seidelmann Institute of Political Science, University of Giessen, Germany	
3.	Professor Dr. Christoph Schuck University of Dortmund, Germany	
4.	Professor Dr. Martin Jeffrey Holland University of Canterbury, New Zealand	
5.	Professor Dr. Michael Scholz University of Passau, Germany	
6.	Professor Dr. Georg Wiessala Professor of International Relations, University of Central Lancashire, Preston, United Kingdom	

No.	Name	
7.	Professor Samuel van den Bergh Zurich University of Applied Sciences, Switzerland	
8.	Professor Dr. Alfredo C. Robles Jr. De La Salle University, The Philippines	
9.	Professor Dr. Norberto M. Martinez University of Leon, Spain	
10.	Professor Dr. Ian Fenwick Sasin Business School, Chulalongkorn University, Thailand	
11.	Professor Dr. David Camroux Institut d'Études Politiques (IEP), Paris, France	
12.	Professor Dr. Francesco Nucci "La Sapienza" University of Rome, Italy	

No.	Name	
13.	Ms. Mega Irena ASEAN Secretariat, Jakarta, Indonesia	
14.	Professor Dr. Panayotis Tsakaloyannis Athens University, Greece	
15.	Professor Dr. Aileen San Pablo-Baviera University of the Philippines, The Philippines	
16.	Dr. Youngok Kim University of New South Wales, Sydney, Australia	
17.	Dr. Emmanuel C. Lallana Ideacorp, The Philippines	

Visiting Professors (Local)

In terms of academic expertise, the AEI has always managed to attract the cream of the crop and was honoured to have had the ten renowned local lecturers below teaching the various courses in the International Masters programmes in the 2011/2012 academic session.

No.	Name	
1.	Dr. Azmi Mat Akhir Deputy Executive Director (Academic), Asia-Europe Institute, University of Malaya.	
2.	Associate Professor Datin Dr. Hjh Sabitha Marican Faculty of Economics and Administration, University of Malaya.	
3.	Dr. Noor Ismawati Jaafar Faculty of Business and Accountancy, University of Malaya.	
4.	Dato' Dr. Tengku Mohamed Faziharudean Dato Tengku Feissal Faculty of Business and Accountancy, University of Malaya.	
5.	Professor Dr. Ainin Sulaiman Faculty of Business and Accountancy, University of Malaya.	

No.	Name	
6.	Dr. Shamshul Bahri Zakaria Faculty of Business and Accountancy, University of Malaya.	
7.	Professor Dr. Danny Wong Tze Ken Faculty of Arts and Social Sciences University of Malaya	
8.	Professor Dato' Dr. Rahim Md. Sail Faculty of Educational Studies, Universiti Putra Malaysia.	
9.	Associate Professor Dr. Sivamurugan Pandian School of Social Sciences, Universiti Sains Malaysia.	
10.	Dr. Jorah Ramlan Institute of Strategic and International Studies (ISIS)	

SEMINARS

A seminar entitled “City Marketing & Place Branding, A Critical Review of Academic Research and Global Trends in Practice” was given by Professor Dr. Norberto Muniz Martinez, Professor of Marketing at the University of Leon, Spain Europe on 16th of April 2012.

Abstract: This seminar investigates the consolidation of currents of thought

on the marketing and branding of cities and territories. It starts by an analysis of the importance of the identity of cities and briefly also of regions and countries, as a prior factor for strategic management of marketing. It puts forward a model that has an initial phase of physical planning and urban design followed by a process of marketing in interchanges with the various groups involved. Finally, eventually there could be a phase of creation of a

place brand, more or less developed. This approach is analysed at the various different geographical levels of cities, regions and countries, with noteworthy cases from round the world being highlighted on these lines. Keys for institutional collaboration in the shape of networks are looked at, as are their links with the modern paradigm of relationship marketing.

2 City Marketing & Place Branding, A Critical Review of Academic Research and Global Trends in Practice



RSSEMINARSSEMINARSSEMINARSSEMINARSSEMINARSSEMINARSSEMINARS

4 Seminar On Entrepreneurship In Higher Education: Increasing Competitiveness, Enhancing Resilience on 13 - 14th Dec 2011

Before 2011 ended, the AEI had welcomed the opportunity in co-organising with three other agencies the "Seminar on Entrepreneurship in Higher Education: Increasing Competitiveness, Enhancing Resilience". The other three agencies were the Higher Education Leadership Academy (AKEPT) which conceived the Seminar and, hence, also provided the budget, the Planning and Research Division, Ministry of Higher Education and University of Malaysia Kelantan, Kota Bharu, Kelantan (UMK).

The Seminar was a success for the illuminating and professional presentations made by the Moderators and Panelists who were either renowned educationists or industry leaders. Hence, as envisaged, the Seminar was well attended by about three hundred participants throughout and whose many questions addressed to the Panelists reflected the considerable interest that the subject of Entrepreneurship had generated.

To emphasise the importance of the Seminar and generate maximum impact, YB Dato' Seri Mohammed Khaled Nordin, Minister of Higher Education had officially launched the Seminar as well as launched the National Entrepreneurship Council of Higher Education and the AKEPT Young Entrepreneurs Network at a dinner function on 13th December 2011.

The Seminar showed the commitment of the Ministry of Higher Education to enhance and widen the entrepreneurial skills and competencies towards achieving the Government's Economic Transformation. In this context, the exposure to the various

models that a number of institutions had developed and the valuable suggestions given by the Panelists could not have been better provided for.

The Seminar was an invaluable exercise in appreciating the major input necessary to be followed-up by various stakeholders.

The AEI would welcome opportunity in co-partnering other agencies towards further embedding Entrepreneurship in the programme of Higher Education.



1 Interim Workshop on the Project “After Lisbon: The EU as an Exporter of Values and Norms through ASEM”

From 5 to 8 July 2011, Ms Nurul Syahida Ahmad Said, AEI Project Officer attended the Interim Workshop on the project entitled “After Lisbon: The EU as an Exporter of Values and Norms through ASEM” at Singapura.

The purpose of her participation is to present and discuss research data for the period from January to June 2011.



2 1st Workshop on Promotion of ASEAN and East Asian Studies

From 30 to 31 July 2011, Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director of AEI and his Deputy in-charge of academic matters, Dr. Azmi, attended the “1st Workshop on Promotion of ASEAN and East Asian Studies” held at Thammasat University, Bangkok, Thailand.

This workshop is a follow-up to the preparatory workshop held on 11 to 12 December 2010. The purpose of this workshop was to set the agenda and calendar for the textbook writing project, plan the structure of further academic collaboration that includes credit transfer system, the exchange of lecturers, staff, students and others to build and strengthen the network of scholars and universities of the ASEAN Plus Three member countries.

3 Self-Assessment Report Programme (PSAR)

Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director of AEI with Dr. Azmi Mat Akhir, Deputy Executive Director of AEI (Academic) and Associate Professor Siti Rohaini Kassim, Deputy Executive Director of AEI (Research and Services) participated in the **Preparation Workshop for Self-Assessment Report Programme (Penyediaan Laporan Penilaian Kendiri Program (LPKP))** organized by Quality Management and Enhancement Committee (QMEC), University of Malaya on 17 - 18 February 2012 at Eastin Hotel, Petaling Jaya, Selangor.

The purpose of this participation was to assist the Management of AEI in the preparation of Self Assessment Programme Report (LPKP) documents for the accreditation of new International Masters programmes to be offered by AEI.

4 Workshop on Target ISI Journals - How to Write/ Publish ISI Papers

This workshop was held to familiarise AEI PhD candidates with ways on how to prepare papers for publication in ISI and others refereed journals. It was conducted on 24 March 2012 by Professor Dr. Azirah Hashim, Dean of Humanities & Ethics Research Cluster, Institute for Postgraduate Studies, University of Malaya.



5 Advanced Workshop on ASEAN Studies Teaching for Lecturers

AEI played host to the “Advanced Workshop on ASEAN Studies Teaching for Lecturers” from 24 to 27 April 2012 organized by the ASEAN University Network (AUN) and funded by the ASEAN-US Technical Assistance and Training Facility (the Facility). The workshop was officially opened by the Executive Director of AEI-UM, Associate Professor Dr. Md Nasrudin Md Akhir, on behalf of the Deputy Vice-Chancellor (Academic & International) of University of Malaya.

The purpose of this workshop was to deliver the teaching materials on ASEAN studies at first degree level to the young lecturers of ASEAN studies from AUN member universities which offer or are interested in offering programs or courses in ASEAN studies at undergraduate level in the future. The training was carried out by a number of ASEAN experts from universities and institutions in the ASEAN region itself, including Dr. Azmi Mat Akhir of the AEI-



WORKSHOPS

UM. There were 22 participants from AUN member universities from Indonesia (University of Indonesia and University of Gadjah Mada), Malaysia (University of Malaya and *Universiti Sains Malaysia*), the Philippines (University of the Philippines and De La Salle University), Thailand (Chulalongkorn University, Mahidol University and Burapha University), and Vietnam (Vietnam National University-Hanoi).



ACTIVITIES

1 Forum – "Public Service (Perkhidmatan Awam)" by AEI and University of Indonesia

On 14 July 2011, Professor Dr. Zainuddin Djafar and Professor Dr. Lisman Manurung from the Faculty of Social and Political Sciences (FISIP), University of Indonesia (UI) paid a visit to the AEI for a discussion about the efficiency of government services, including on the impact of corruption, and the comparative ability of Indonesia to compete in the manufacturing sector in comparison with three other ASEAN member states (Malaysia, Singapore and Thailand).

In this conjunction, the Deputy Director of Malaysian Anti-Corruption Commission (MACC) was invited to the forum and gave a very interesting and comprehensive briefing regarding the methods of the MACC in carrying out its important role which involves matters of education and prevention.

The Look East Policy was introduced by Dr. Mahathir Mohammad in 1982 by which Japan was made the model for economic development which had led to the increase in Japanese investments into Malaysia, subsequently increasing the number of Japanese citizens residing in Malaysia.

JAPANESE Halal Foods

With economic and political stability in Malaysia, the injection of Foreign Direct Investment (FDI) plus the availability of a large domestic capital for the socio-economic development sector especially for infrastructure and education, as well as the liberalization policy and export incentives of the 1980s, Malaysia in the early 1990s had been at the 'take-off' stage when the manufacturing and industrial sector began playing an important role in the industrialization process. During whole period of the administration of Dr. Mahathir until October 2003, Japanese investments in Malaysia recorded a high increase in the manufacturing sector. The food sector showed encouraging development, despite it being relatively small. For example, from the 1980s until September 1995, 37 projects in the Japanese food and beverage industry that were approved by the Malaysian government had contributed to capital investments amounting to almost RM238 million, by providing employment opportunities for 3,665 Malaysians.

The increase in total Japanese investment into Malaysia which started in the second quarter of the 1980s as a result of the policy by the Malaysian government of encouraging FDI as well as the signing of the 1985 Plaza Accord saw an increase in the number of Japanese citizens residing in Malaysia. A direct effect of this is the increase in various facilities and business concerns catering to the needs of the Japanese

community in Malaysia. Among the early phenomenon that could be traced then was the emergence of restaurants and various outlets supplying Japanese foods. Malaysians in general have become more discerning in their food choices and are also open to experimentation in taste particularly in international cuisine. Apart from the fine dining fare served in hotels and restaurants around Malaysia, popular franchises such as Kentucky Fried Chicken (KFC), McDonald's, and food products by Nestle to name but a few, are a common sight in almost every corner of Malaysia. Japanese foods are no exception. It is quite easy to find restaurants such as Sushi King and Sakae Sushi, as well as little stalls in large supermarkets that serve Teppanyaki meals. The general opinion about Japanese cuisine that could help explain its popularity is that it is clean and fresh and is therefore healthy, a quality that consumers favor. However, at a glance Japanese food fare still trails behind KFC, McDonald's and some other 'Eurocentric' restaurants in terms of popularity. And the main reason for this could be related to the 'halal' factor. Of late, the issue of 'halal' food has shown signs of receiving increasing international recognition among players in the food industry. The Japanese food industry therefore needs to give serious consideration to this issue, if it were to remain a significant player in the international food market.

The general picture that can be formed from this research is that

there has been a gradual change in the food preferences of the Malaysian population that portrays diversity in the food consumption, and the present researchers believe this would encourage the further development of Japanese *halal* food production in Malaysia. Since early 2000, Malaysia has been developing itself as a hub for *halal* food, which, if Japan were to play her cards right, should enable Japanese *halal* food products to go through to regional and international markets, specifically Southeast Asia and the Middle East.

The results show that there is a ready demand for Japanese food in Malaysia, and there is also adequate supply to meet this demand. This supply however is targeted at the Malaysian consumers in general without any consideration given towards meeting the requirements of the specific group that are concerned about the *halal* status of food, which now is becoming the larger consumer group for Japanese cuisine. The present researchers agree with this approach by Japanese players in the food industry at the early stage in the 1980s during which the target was Japanese expatriates as well as the international community in Malaysia. However, in general, Malaysians also have now become more discerning in their food choices and are open to experimentation in taste particularly in international cuisine, Japanese cuisine included.

Players in the Japanese food industry have thus far ignored the existence

of the large portion of consumers who are very concerned about the *halal* status of their food. As such these Japanese players miss out on opportunities to expand further and flourish, unlike other multinational corporations such as Nestle and McDonald's. Japan should avoid history being repeated, as in the case of Islamic banking in which when other international banks have already harvested the fruits of their labour in

turning to Islamic banking, Japan was just starting out on this venture. This wait-and-see attitude would be detrimental to Japan's global competitiveness because other actors in the region such as China, Thailand and Korea are ready and waiting in the wings.

Researcher:

Associate Professor Dr. Md Nasrudin Md Akhir.

Co-Researcher:

Associate Professor Siti Rohaini Kassim, Dr. Azmi Mat Akhir, Professor Dr. Yuka Ishii, Mrs. Rohayati Paidi, Mr. Asmadi Hassan.

Joint Research Project on ‘Islam and Multiculturalism’ between the AEI and Waseda University, Japan

Time frame of Research:

2011-2013 (3 years)

Researchers from the AEI:

1. Associate Professor Dr. Md Nasrudin Md Akhir
2. Associate Professor Siti Rohaini Kassim
3. Dr. Azmi Mat Akhir

Researchers from Waseda University:

1. Professor Dr. Takeshi Yukawa
2. Professor Dr. Omar Farouk
3. Professor Dr. Naoko Fukami
4. Dr. Shohei Sato

Primary Project Objectives:

1. Understanding the background and current status of Islam and multiculturalism
2. Bridging modern science and Islam
3. Forming a foundational model for a mutual existence with Islam

The Islam and Multiculturalism study is a collaboration between the AEI, University of Malaya and the Organisation for Islamic Area Studies (OIAS) of Waseda University. The first seed was sown when AEI received a visit from the Waseda University delegation on the 6th of May, 2011. The objective of this visit was to discuss possible collaborations with regard to research and hosting a seminar. The delegation consisted of researchers from Waseda University. Also present at the discussion were Associate Professor Dr. Hanizah Idris, Deputy Dean of the Faculty of Arts and Social Sciences, who was representing the Southeast Asian Studies Department, Associate Professor Dr. Yahaya Ahmad from the Faculty of the Built Environment, and Dr. Roslan Mohd Nor, Head of the Department of Islamic History and Civilization, Academy of Islamic Studies, University of Malaya. As a result of this visit, both parties agreed to host the seminar that would be held in Tokyo, Japan, which would be the starting point for the project.

Following this discussion, the AEI Executive Director Associate Professor Dr. Md Nasrudin Md Akhir and the AEI Deputy Executive Director Associate Professor Siti Rohaini Kassim (Research and Service) were invited for an official visit to Waseda University from June 21 – 25, 2011. In the discussions that followed, both parties agreed to host a seminar titled “*Islam and Multiculturalism: Between Norms and Forms*” on the 26th and 27th of November, 2011 at Waseda University, Tokyo.

Upcoming Events

Both the AEI and Waseda University agreed to host a second seminar, with an umbrella theme of *Islam & Multiculturalism: Islam, Modern Science and Technology*. The AEI also agreed to be the host for this seminar, which will be held in Kuala Lumpur, 5-6 January 2013.

EU Framework 7 Project on Regional Integration, Organisational Structures, Kinship and Nation-Building (EU-FP7 ROKKAN)

The AEI also agreed to partner with several universities from the EU and ASEAN to form a consortium on a collaborative research project. The ROKKAN Project is to be funded by the European Commission. The three-year project is coordinated by Handelshøyskolen BI, and aims to enable research on common challenges relevant to all Southeast Asian countries, which could be met more effectively through collective action instead of individually. It also aims to create knowledge platforms to facilitate an exchange and transfer of knowledge within Southeast Asia and with Europe. With regard to project output, AEI is expected to produce four articles (which will later be compiled in a book) and organise a workshop with its regional partners.

As the representative of the AEI and the Leader of Work Package 3, Associate Professor Siti Rohaini Kassim attended the preliminary ROKKAN consortium meeting which was held in Brussels on the 21st and 22nd of October, 2011. Earlier this year, the European Commission received the AEI's proposal under the EU FP7 Call for Papers and the Consortium having submitted its bid for funding, the AEI is now waiting for the next stage to commence.

Objectives:

1. To focus on the development and workings of the regional organisation of Southeast Asia, especially ASEAN, but also other organisations such as SEATO;
2. To research ASEAN's ability to pursue regional solutions to current political and economic challenges; and
3. To analyse the competencies and capacities of ASEAN in comparison to the EU.

The ROKKAN Project Team

The ROKKAN Project consists of five European organisations and four ASEAN organisations.

EU/EEA:

1. Handelshøyskolen BI (*the Norwegian Business School*), Norway;
2. The Department of Public Policy, Central European University, Budapest, Hungary;
3. The Department of Political Science, Luiss Guido Carli University, Rome, Italy;
4. Université libre de Bruxelles, Belgium; dan
5. The Centre for International Development and Environmental Research (ZEU) University of Giessen, Germany.

ASEAN:

1. The Centre for European Studies, Chulalongkorn University, Bangkok, Thailand;
2. The Department of Political Science, Universitas Katolik Parahyangan (UNPAR), Bandung, Indonesia;
3. The Faculty of International Studies, Vietnam National University, Hanoi, Vietnam; dan
4. The Asia-Europe Institute, University of Malaya.

Visitors to AEI

Visit from National University of Singapore (NUS)

On December 6, 2011, the Management of AEI received a visit by a representative from the *National University of Singapore (NUS)*. The aim of the visit was to obtain more information on academic programs offered in AEI.



Visit by the Deputy Head of Mission, Embassy of Italy in Kuala Lumpur

Two representatives from the Embassy of Italy, Mrs. Anna Bertoglio, Deputy Head of Mission and by Professor Milena Cirolli, Cultural Officer, made a visit to the AEI on January 10, 2012.

The purpose of this visit was to discuss with the Management of AEI on the possibilities of cooperation in organizing seminars whenever there is a reputable of academician or any of the Italian dignitaries visiting Malaysia.

Visitors to AEI

Visit from a Consultant Group from Japan

On February 9, 2012, the Management of AEI received a visit by a delegation from Japan comprising of:

1. Associate Professor Dr. Taiji Hotta, International Center, International Education Division, Hiroshima University, Japan;
2. Dr. Umemiya Naoki, Deputy Director, Japan International Cooperation Agency (JICA), Japan; and

3. Dr. Takatoshi Takemoto, Consultant, Department of Project Development & Implementation, Asia SEED, Japan.

The main purpose of the visit was to enquire about the International Masters programmes of AEI-UM, which involve the participation of foreign students (international), and the mode used in teaching and learning.



Visit by Professor Giorgio Dominese

On 22 March 2012, Professor Giorgio Dominese, Coordinator, Rome Tor Vergata World University (TWU), Italy visited AEI to explain and discuss on the system of publishing articles in leading journals, as well as to explore on how AEI could cooperate in the matter.



Visitors to AEI

Visit by His Excellency Ihor V. Humennyi

On 20 April 2012, the Management of AEI received a second (2) visit by His Excellency Ihor V. Humennyi, Ambassador Extraordinary and Plenipotentiary, Embassy of Ukraine, Kuala Lumpur.

To propose a visit by AEI Management team to some prime universities and research institution in Ukraine, especially in the capital, Kyiv.

Promotional Visits and Discussions by AEI Management Members

Visit to Waseda University, Japan

Associate Professor Dr. Md Nasrudin Md Akhir, the Executive Director of AEI, together with Associate Professor Siti Rohaini Kassim, Deputy Executive Director of AEI, made an official visit to Waseda University, Japan on 21 to June 25, 2011.

They were there to discuss extended research collaboration on “Islam and Multiculturalism” and the organization of conferences that would be held at the AEI. In addition, they also discussed the follow-up visit by Dr. Naoko Fukami to Malaysia on August 5, 2011.



Promotional Visits and Discussions by AEI Management Members

Discussion Visits on Academic and Research Collaboration as well as Promotion and Marketing

The AEI-UM held the following visits to several universities in the ASEAN CLMV (Cambodia, Lao PDR, Myanmar and Vietnam) countries to explore the possibility of academic and research collaboration with the universities visited, and to promote and market AEI's International Masters programme:

No.	Visited Universities	Location/ Country	Date of Visit	No. of Potential Students Interviewed	Visitors
1.	International University (IU)	Phnom Penh, Cambodia	31 Jan. 2012	1	Assoc. Prof. Dr. Md Nasrudin Md Akhir and Dr. Azmi Mat Akhir
2.	Panasastra University (PU)	Phnom Penh, Cambodia	31 Jan. 2012	5	
3.	University of Southeast Asia (USEA)	Siem Reap, Cambodia	1 Feb. 2012	2	
4.	Vietnam National University – Hanoi (VNU-Hanoi)	Hanoi, Vietnam	1 March 2012	2	Assoc. Prof. Dr. Md Nasrudin Md Akhir and
5.	VNU-Hanoi University of Economics and Business (VNU-Hanoi UEB)	Hanoi, Vietnam	1 March 2012	8	Assoc. Prof. Siti Rohaini Kassim
6.	Department of Higher Education of Lower Myanmar (DHELM) (Joint discussion with representatives from DHELM, University of Yangon & Yangon Institute of Economics)	Yangon, Myanmar	15 March 2012	International Masters - 8 PhD - 2	Dr. Azmi Mat Akhir and Assoc. Prof. Siti Rohaini Kassim
7.	National University of Laos (NUOL)	Vientiane, Lao PDR	5 April 2012	19	Assoc. Prof. Dr. Md Nasrudin Md Akhir and Dr. Azmi Mat Akhir

In principle, all the universities visited agreed to have academic and research collaborations with AEI when circumstances permit. The AEI-UM delegation also had the opportunity to interview a number of candidates consisting of young university students and staff (in NUOL) as well as individual candidates who were interested in the International Masters and PhD programme at the AEI-UM (see table above).



An orientation programme was organized by the AEI from 5 – 7 September 2011 for all International Masters degree students of the 2011/ 2012 academic session. The briefing sessions were held in the AEI auditorium and Resource Centre.

The orientation was officially opened by Associate Professor Dr. Md Nasrudin Md Akhir, the Executive Director, followed by a briefing on administrative and management matters by Associate Professor Siti Rohaini Kassim, the Deputy Executive Director (Research and Services), and an explanation on

the International Masters programmes offered at the AEI by Dr. Azmi Mat Akhir, the Deputy Executive Director (Academic). In addition briefings were also given by the Institute of Postgraduate Studies (IPS) on certain aspects of postgraduate programme at the University of Malaya, by CIMB Bank Berhad on the banking facilities available at its branch in UM and by the International Student Centre on visa registration.

The one-week orientation ended with a photo session of the new students with the AEI Management and administrative staff.

Student Batch 2011/2012

Student Orientation Week, 2011/2012 Academic Session





With others friends at AEI
From left: Teh Pek Yen (PhD Student),
me Nur Fatimah, Azrul Shahreen (PhD
Student), Nurul Isnaeni (PhD Student)
and Raja Kamariah (AEI Staff).

PhD Student: **Thoughts Shared**

Area of Research: Youth and Development

Title of Research: Social Functioning and Quality of Life of Students with Disabilities in Malaysian Higher Education Institution (HEIs)

by Nur Fatimah binti Abdullah Bandar

My exciting PhD journey in AEI, University of Malaya

How many times have I asked myself: Why? Why am I doing a PhD? Why have I embarked on this journey of constant challenges? Why?

I am sure I am not the only PhD candidate who asked this question at some stage during the PhD and this is normal...in fact this is great! We should ask this question more often to try to gain a better understanding of what we do, and of the world we live in...

I was thinking a lot about the answer to these questions. And my answer to them is simpler than I thought. I do it....to be happy!!! Do you remember

that feeling of happiness when you learnt that you were accepted for a PhD programme? How happy did you feel when you shared your experiences with other PhD students? Or when your first conference paper was accepted? I felt happy when I was presenting some of the results of my research at an International Conference. Yes, I felt happy and grateful that I could just share my experience, my vision, and the results of my work with others. So why are we avoiding happiness? It's time to take all opportunities and make decisions, to do our best and give the best to the world, time to be happy...We are lucky doing our PhD in Asia-Europe Institute, a great Institute with good facilities and services for Ph. D candidates. I am enjoying my study period here and have good support

from other Ph.D candidates from various countries. I've recently been through a PhD/existential crisis myself. And this was the time when one wise person told me: *You are where you are for a reason! You are given an opportunity! Benefit from it!*

If you feel depressed, trapped and there seems to be no light at the end of the tunnel, remember, we are where we are for a reason! We are here to challenge ourselves, to change ourselves and the world, to learn, to share and care through our research...

Let's be grateful for this, for this life changing opportunity!

Internship at Embassy of Malaysia in South Korea

By Noryassierra Mohd Yassin

International Masters in Information Management (IMIM) - 2011/ 2012

In order to fulfill the partial requirement for my Masters programme, I applied to undergo my Internship at the Malaysia Embassy in South Korea. My internship started on 7th May and ended on 6th July 2012. The reason I chose to undergo my practical training in Korea is because I wanted to get working and living experience abroad. At the same time, I also could gather any information relevant to my project paper.

The first week at the embassy, I had a chance to participate in a meeting with the North Korea Human rights organization where they wanted to do an international campaign for Human rights. I also had an opportunity to visit Asean Korea centre where they promote South Korea relations with ASEAN countries.

During the second and third week I was at the embassy, I had the opportunity to work with Tourism Malaysia. For one whole week I was in Yeosu for the international exposition and in the second week I stayed at the Tourism Malaysia office to do office work, attend meetings with the customers and participate in travel fairs as exhibitors.

After gaining experience in Tourism Malaysia, I continued my internship at Matrade and Mida for 4 weeks. At Matrade, they trained me on how to do market research. I was asked to do research on 7 topics on the Korean market as practice. While in Mida, I was also asked to do research on Korean



companies that are eligible for bringing or have the potential to bring investment into Malaysia.

The best experience while doing internship in Korea was when I had a chance to travel to Yeosu Expo 2012 together with the Minister. Since Yeosu is the second largest expo in the world, I met many different people from around the world in just the one place. Yeosu expo accommodates 101 countries where they exhibit their country's heritage and culture to visitors.

Another experience that I gain from this internship was when I was working as part of the secretariat of the Embassy of Malaysia, our Deputy prime minister Tan Sri Muhyiddin Yassin made official visits to Korea. Even though our

work started at 8.00 a.m in the morning and ended at midnight, it was worth it since we could learn diplomatic protocols and see how events are actually managed by the secretariat.

There is a language barrier when you try to speak with Korean people. Many of them cannot speak English very well. Nevertheless, all staff in the Malaysian Embassy and the agencies speak English really well. They were so kind enough to teach some Korean language to me. I learnt how to read 'hangul' characters in just two weeks.

To students who will undergo internship later, I suggest you intern at the Embassy of Malaysia in Seoul because you can learn many things here. In two months you can experience working in different

agencies and different environment. You can gain more information on how these agencies operate to give the best services for the country.

As a conclusion, it was really fun doing my internship at Embassy of Malaysia in Seoul and other agencies. I met new friends and learnt new a culture and gained experience working outside of Malaysia. Eventhough there were some difficulty in language communication and getting 'halal' food for me, nevertheless I truly loved staying in Korea and I hope I have a chance to visit Korea again.



Internship at the Yuchengco Center, De La Salle University, Manila (Mabuhay Pilipinas)



By Navinderpal Singh a/l Gurdip Singh
International Masters in Regional Integration (IMRI)
2011/ 2012



Over the past two months (May 7th 2012 – July 6th 2012), I had the privilege of working with Yuchengco Center, De La Salle University, an esteemed research centre based in Taft Avenue, Manila. De La Salle University is a very prominent higher education institution among many Filipino, especially the elites. De La Salle University was established by the Brothers of the Christian Schools in 1911 in Calle Nozaleda (presently General Luna St.) in Paco, Manila. It eventually moved to its present location in Taft Avenue in the 1920s and was known then as De La Salle College. Today, the University believes the Christian man and woman will provide needed leadership in the development of the Philippines. The school seeks to develop this leadership quality in its students through a liberal Christian education. Its commitment to this kind of education is based on a belief in the importance of Christian values and in the development in its students a concern for the country's social and economic problems.

As for Yuchengco Center, it was inaugurated on August 29, 1994 as the Yuchengco Institute of Philippines-Japan Relations before it was shortened to Yuchengco Center in 2002 in order to signify a shift towards a broader perspective that is more policy-focused and issue-oriented.

The reason why I chose Yuchengco Center is because of its well known reputation as a research institute not only among ASEAN countries but also among countries like Korea and Japan. Furthermore, the vast interest of research in different areas attracted me to choose this center as a place for me to conduct my research. The most important reason for me is its La Sallian rich history and heritage.

My experience at the Yuchengco Center was very unique, worthwhile and it taught me many important lessons that I will cherish for the future. The first day of meeting with the Yuchengco director, Dr. Trinidad, I was specifically given the task

of writing a paper on the topic that I am interested in exploring. I thoroughly went through my ideas and concepts with the director in order to make sure that I am on the right track towards achieving my research objectives. Eventually, I spent my entire time in the library especially in the European documents section in the process of gathering vast materials, browsing journals and reading contents related to the paper I was supposed to develop. While working on my research paper, I had the honour of meeting with some distinguished lecturers not only from De La Salle University, but also as far as from Japan who were gracious enough to pour their thoughts and opinions relating to my research topic. Besides working on my research paper here, I was also required by the director to give a scholarly presentation in front a panel of six in order to defend my thoughts, arguments and justifications related to the topic I chose to research on. This was the right platform for me to get positive feedback, opinions and suggestions which would hence further strengthen my research findings.

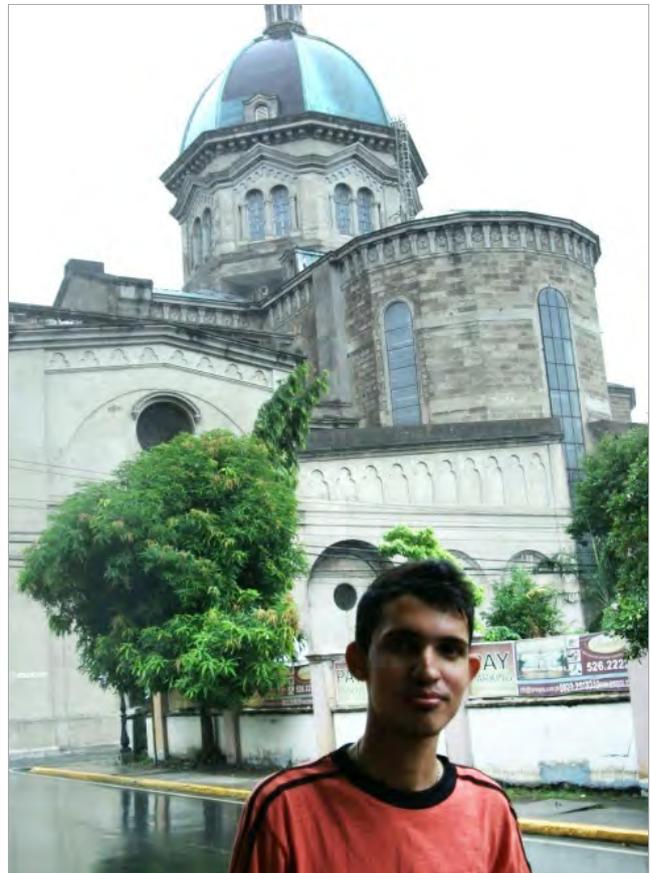
The entire internship for me was more than just completing tasks; it was more of a learning experience. The scholarly seminar held greatly augmented my knowledge. My presentation on my research topic gave me a vast amount of information on the topic as well as areas which I had before perhaps only heard in passing. Internship also taught me about the many administrative processes that go on in a private university like De La Salle and at the same time I developed a strong understanding of how to work effectively with people in an office atmosphere, especially with those who come from different countries. In my research room, I communicate daily with researchers from Japan as well as the Philippines. Getting to understand the very many cultures helped to teach me to accept and respect people not only from ASEAN but also out of ASEAN who bring with them different remarkable culture to share.

Despite busy focusing on my internship, I did take the advantage of visiting places such as Luneta, Eastwood Libis, Manila Bay and Mall of Asia. The place that really mesmerized me was the Fort Santiago in Intramuros. Fort Santiago, the oldest Hispanic stone fortress in the country, is located in the northern part of the walled city. In pre-colonial times, this was the site of Rajah Soliman's "Kuta" or fort. The Spaniards under the terms of Governor General Gomez Perez Dasmari as fortified what were originally stone structures.

Some of the best experiences which I will cherish forever is the honour of visiting the Victory Church in which the concept of the church was much different whereby they start their service with a grand performance remembering the Lord, followed by preachment by the pastor and a closing performance by volunteers. The entire concept and

perspective of the church really amazed me and not forgetting the warm hospitality shown by most of the church members towards me will forever be remembered. The people are really humble, willing to lend a helping hand at anytime and always practice the belief of blessing others.

As a conclusion, I would strongly recommend Yuchengco Center in the Philippines as a place for research in which interns could obtain vast information on various research areas as well as getting to learn different unique culture and experiencing the greatest hospitality of the Filipinos which will forever be valued by every intern. It is always more fun in the Philippines.





Entrance of University of Canterbury, New Zealand

Internship at University of Canterbury New Zealand

By Mohd Fitri Bin Mohd Haris

International Masters in Small-and-Medium Enterprises (IMSME) 2011/ 2012

I did my internship at the National Centre for Research on Europe, University of Canterbury, New Zealand from 1 May 2012 – 6 July 2012. This was because my supervisor is the director in this institute. So it was easy for me to communicate with him about my project paper. In addition, this could be the only opportunity for me to visit the place, and learn about other cultures that relate to my project paper (cultural intelligence in business negotiation process)

I have learned a lot, especially in my communication about other cultures. I also attended a number of seminars participated by people from the European

parliament. These were really useful for my knowledge development. I listened to and watched how they discuss and negotiate on a variety of issues. Other than these, as one of the requirements to complete my internship here, I must present my project paper topic in front of academicians; it was just like a viva voce.

The best experience is how I learnt to connect with people from different cultures and climate. They are so different from us in terms of culture. In communication for example, when you are doing some business with them, bargaining is almost impossible because they really stick to their terms. Time is

more important than money from my general observation of them. If you come at 6.01pm and they closed at 6.00pm, normally for us, 'the customer is always right' and 'money comes first', but for them, it's 'come tomorrow because we are closing'. And the only big challenge that I had to go through was the cost of living; it is so expensive and I must get used to thinking 'per week' payment rather than the usual 'per month' payment.

My advice for my juniors: if you are doing your internship, you must know what you plan to do; you only have around two months to finish your project paper after the internship. So, choose the

right place and start your project paper right away. Other than that, know your budget limit but since this is the only opportunity for you, so go as far as you can to experience other people's culture and enjoy and learn from it. Money? Start saving from the beginning or you will be shocked just like me...

Attraction place at New Zealand, Queenstown



During snow at Christchurch, New Zealand



With other friends At Christchurch city, New Zealand
From left : Nazrul (IMRI), Wai (IMRI), Siti Wajjah (IMRI), Zarir Hasif (IMSME) and me seat Fitri (IMSME)

Internship at **ASEAN Secretariat,** Jakarta, Indonesia

By Nur Mayamin Abu Bakar
International Masters in ASEAN
Studies (IMAS) 2011/ 2012

For many, an internship is the first real job experience. I did my internship programme at ASEAN Secretariat, Jakarta, Indonesia starting from 8th May 2012 until 5th July 2012. I did my internship there because the place was related with my masters' programme- International Master

of ASEAN Studies as well as to gather data and information for my project paper.

At the ASEAN Secretariat (ASEC), I was intern at the Social Welfare, Women, Labour and Migrant Workers Division. They invited me to help them to do researches which were about the current situation



and issues in the ASEAN countries. The researches helped me to gain more knowledge about ASEAN. During last week of my internship programme, I was given a great opportunity in assisting the team on doing some preparations for the Fifth Meeting of the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children (ACWC) which was held in the ASEAN Hall, ASEAN Secretariat. From the experience, I learnt a lot and know how the process of managing and handling such a big meeting was conducted.

By doing internship in ASEC, it has helped me a lot in my communication skills and I gained new experiences. I was able to discuss and consult with the team, exchange opinions and experiences with others as well as gain knowledge on updated issues of ASEAN Member States. I was given access to use the materials in ASEC Resource Centre. Being in a big international institution with different environment also gave me a chance to meet and make new friends from other countries. I learnt how to improve in disciplinary skills; I got exposure to the habits of professional practitioners, with increased self-awareness, an expansion of social and professional networks, explore new culture and many more.

Since I traveled alone, initially it was quite hard for me to adapt and familiarized myself with the environment but after meeting with new friends, it was more comfortable. Despite some admitted nervousness over the challenge of this experience, my passion for success drives me to overcome any obstacle and achieve success in every area I venture. After completing my internship programme, I feel that I am a more self-motivated person, more confident and have no trouble confronting difficulties in a work environment.

For other future AEI junior and students, just prepare yourself, mentally and physically with the work environment and also enjoy the internship programme. Use the chance and opportunity that AEI gives to you and gain as much as you can which can help your future life. The most important, you must choose the

correct host place which can help you to optimise your ability and experience and also to gather information for your project paper which is compulsory to complete your master's programme at AEI.

I believe participating in the internship programme is very important and meaningful. Internships give you the opportunity to learn more about a particular field of your study. It also gives you the chance to travel and explore other places with different environment and culture. Participation in the internships gives you the opportunity to meet different people and some of these people probably if given the chance can help you in the future.

I also would like to express my deepest gratitude to all those involved in providing me the tremendous opportunity of participating in this internship programme, especially to the AEI management and ASEAN Secretariat. It is with a humble heart that I acknowledge the breadth of perspective, knowledge and experience that I have gained, professionally, culturally, and personally.



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 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 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 as well as those concerned with organisational development, internet, and new media training, e-Commerce, also research analysts and others.

International Masters in Regional Integration (IMRI)

The International Masters in Regional Integration programme 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 across 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 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 EU and East 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 a consideration of four aspects of ASEAN:

- To offer an analysis of the historical, social and cultural forces that have shaped Southeast Asia as a macro-region in the world order;
- 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;
- To assess the institutional arrangements, changing policy agenda and governance issue of ASEAN in the contemporary period; and
- To compare the key characteristics of ASEAN with analogous developments in regional associations elsewhere in the world.

PhD in Social Sciences and Humanities

The area of study is in the field of Social Sciences and Humanities. The nature of the proposed research must be based on multidisciplinary and comparative studies encompassing any country or region within Asia and Europe.

Among others, the areas of research include:

- Globalization, Regional Integration and Development;
- Sustainability, Governance and Social Change;
- Multiculturalism and Community Development;
- Social Development and Ethnicity;
- Business Network, Knowledge Management and Competitiveness;
- Gender and Development; and
- ASEAN-EU Research Areas.

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 journals as part of the programme requirements.



Asia - Europe Institute

Asia-Europe Institute

University of Malaya

50603 Kuala Lumpur, MALAYSIA

Tel: +603-7967 4645 / 4642 Fax: +603-7954 0799

Email: pengarah_aei@um.edu.my

aei.um.edu.my

Printed by
University of Malaya Press
50603 Kuala Lumpur