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Post



H.E. Cho Byungjae

Malaysia-Korea Win-Win Partnership

Ambassadors Lecture Series (ALES)



H.E. Shigeru Nakamura

A New Era of Japan and ASEAN

Ambassadors Lecture Series (ALES)



Professor Dr. Norberto Muniz Martinez

Heritage Sites and Legends as New Vectors for Modern Place Marketing: Exploring Perspectives from Europe and Asia

AEI Seminar Series



Professor Emeritus Dr. Wilfrido V. Villacorta

The Regional Powers in the ASEAN Region: Clash of Strategic Cultures

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Editorial:

The AEI Post Volume 7

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

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A Note From The Executive Director



The events of 2014 have brought with them many thought-provoking and stimulating moments to Asia Europe Institute (AEI). These activities have consequently furthered the efforts of AEI to enrich its role as an international focal point of tertiary education. We are continually indebted to the various embassies, local and foreign academicians, AEI staff members, and students who have provided tireless support which made possible the successful organisation of various activities throughout the year.

AEI has strived since its inception to maintain its status as a leading postgraduate institution in Southeast Asia that increases understanding between Asia and Europe through higher education and academic research. AEI has experienced a persistent increase in the number of PhD students, thereby forming new links between Asia and Europe through comparative research. In addition, our academic staff and research fellows steadily produce novel collaborative research projects. AEI is always welcoming new students from Asia and Europe, as well as other parts of the world to our four international masters programmes. Visiting professors are invited from leading institutions globally in order to provide the community of students with contemporary programmes. With over 40 different nations comprising the homes of the majority of those enrolled in our programmes, almost half of which have been of European origin, AEI maintains its vision and mission.

AEI reaffirms its responsibility to nurture connections between Europe and Asia through furnishing an academic environment conducive to growth, providing students extensive access to current affairs and internationally relevant issues, and maintaining a regular series of lectures which are given by prominent authorities from diverse disciplines. Included in our regular events is the Eminent Persons Lecture Series (EPELS), a selection of lectures open to the public where ambassadors, dignitaries, and notable scholars impart their expertise and experience in order to increase

public knowledge. In 2014, AEI had the pleasure of hosting a lecture by Dr Norberto Muniz Martinez, Visiting Professor to Asia-Europe Institute and Professor of Marketing at the University of Leon, Spain entitled "Heritage Sites and Legends as New Vectors for Modern Place Marketing: Exploring Perspectives from Europe and Asia". AEI also had the honor to arrange for Datuk Dr Norma Mansor, Professor in the Department of Administrative Studies and Politics and Director of the Social Security Research Centre at the University of Malaya to deliver her lecture entitled, "The Malaysian Economy: The New Normal".

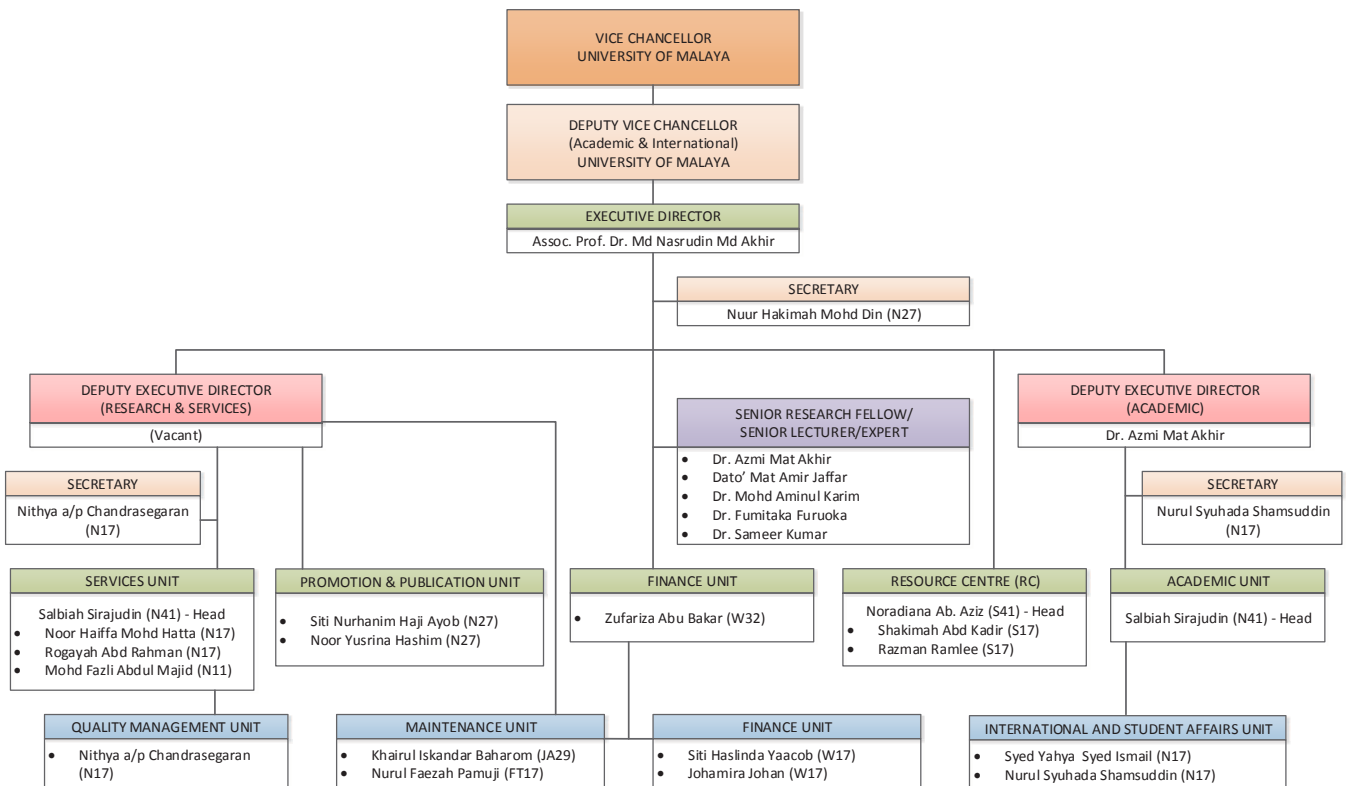
International research collaboration is another aspect of the work accomplished by AEI. Since the first phase of the "Islam and Multiculturalism" project ended in March 2014, the continued collaboration between Waseda University, Tokyo, Japan and AEI has further benefitted in the second phase with the addition of New York University Abu Dhabi, United Arab Emirates as a new partner. This new phase will continue for another three years with more international seminars being held at the University of Malaya in December 2014, New York University Abu Dhabi in 2015, and Waseda University in 2016, followed by the conclusion of this second phase in early 2017.

I am pleased to extend my honest gratitude to all who have taken part in the events of 2014 and the commitment of the members of the editorial committee who had worked their hardest to ensure the successful production of the AEI Post: Volume 7 has not been forgotten. The time and effort expended with the sole purpose of accomplishing the publication of this newsletter have definitely been used productively.

It is due to the unending dedication provided by our staff and those that have had a part in the achievements of this institution that we will continue to be successful in the many years to come at AEI.

**Associate Professor Dr. Md Nasrudin Md Akhir
Executive Director**

Organization Structure of Asia-Europe Institute, University of Malaya



(Update as on 12 November 2014)





Ambassadors Lecture Series (ALES)

“A New Era of Japan and ASEAN” by H.E. Shigeru Nakamura, Ambassador of Japan

Ambassador S. Nakamura holds a Masters degree in Politics from Oxford University.

On 13th November 2013 he delivered a public lecture to highlight the increasing cooperation between ASEAN and Japan especially as both sides commemorated the 40th Anniversary of ASEAN – Japan Friendship and Cooperation. In bringing up the past, he mentioned how ASEAN – Japan relationship was formalized in 1977 at

the Second ASEAN Summit held in Kuala Lumpur which interalia highly welcomed the “Fukuda Doctrine”.

He had underlined his lecture by describing ASEAN as being in the “driver’s seat” and hence, its capability to shape the future of the ASEAN region and to some extent, East Asia. In view of the importance that Japan has consistently accorded to ASEAN, Japan has therefore applied its ODA to developing the infrastructure of ASEAN

countries by providing technical and financial assistance and human resource development.

Ambassador Nakamura then reflected on the more current trends which see, interalia, the developing regional economic integration and FTA involving the ASEAN 10 plus the 6 neighboring countries (Japan, China, Korea, India, Australia and New Zealand) and the ASEAN strive for “the completion of the ASEAN Economic Community in 2015”.



Against the backdrop of the growing Japanese and ASEAN countries trading capacities, ASEAN now accounts for 15% of Japan's trade as compared to the 20% by China, 10% by EU and 13% by USA. The ASEAN countries together, therefore, is the second largest trading partner to Japan.

Notwithstanding the importance of trade and investments, Japan has also attached increasing importance

to people-to-people exchange and education. Thus, for instance, stemming from the Look East Policy of Malaysia of 1982, more than 14000 Malaysian students have been sent to Japan for further study besides the establishment of a number of Japanese universities branches in Malaysia in recent years.

Ambassador Nakamura believed it is highly important that a "unified ASEAN" be the hub of the regional architecture

and, in that context, the ASEAN – Japan Commemorative Summit in December 2014 should direct the future of ASEAN – Japan relations.



Ambassadors Lecture Series (ALES)

“Malaysia-Korea Win-Win Partnership” by H.E. Cho Byungjae, Ambassador of Republic of Korea.

Ambassador Cho Byungjae assumed his appointment as Ambassador to Malaysia in July 2013.

He began his public Lecture by showing slides of images of Korea: Nami Island, a popular tourist resort, a youngsters musical group “EXO”, actress Lee Young Ae and the inevitable stark stand-off at Panmunjom against DPRK.

The Ambassador cited the late 19th century as the beginning of the ties

between then Malaya and Korea when 21 Korean students studied at missionary schools in Penang and Melaka. Then there were media reports of a number of Koreans who were “Independence activists” doing the rounds in Malaya to support the movement for Korean Independence; Korea succeeded in achieving its Independence at the end of WW II in 1945. Formal Malaya – Korea diplomatic relations started in 1960.

The Malaysia – Korea relations has been on a steady ascent although up to the

early 80’s, due to various circumstances on each other’s side, the bilateral relations had not been that active. The change, as Ambassador Byungjae put it, was when then Prime Minister of Malaysia announced the Look East Policy in 1982. It was well appreciated by both sides that although the LEP is to focus on Japanese work ethics and industriousness, the success that Korea has achieved is also, to some extent, meant to be a model for Malaysia. Thus, as a result, Korea – ASEAN cooperation and Malaysia – Korea trade, investments tourism and people-



to-people exchanges assumed a more active mode.

It is widely accepted that the LEP has been a success and, as such, both sides are now working on “version two” of the LEP to cover the next 30 years and which would focus more on industrial cooperation, especially Green technology, IT technology and biotechnology.

Referring to the achievements of ASEAN and the regional scenario, Ambassador Byungjae gave an interesting

insight which he termed as the “Asian paradox”, and that is while there has been considerable and increasing cooperation amongst the countries in Southeast Asia and East Asia in terms of trade and investments, yet on the political and security area, the situation is characterised by rivalries. He attributed this paradox to “trust deficit” in the region. He therefore believed that e.g just as Malaysia and Korea are taking advantage of the strong pull factors such as natural beauty, arts, food, golfing etc that exist on each other’s

side to enhance the people-to-people exchanges, countries in the region may perhaps take full advantage of such factors towards overcoming the “trust deficit” and making the region more dynamic.



In 2013, the Asia-Europe Institute submitted a recommendation and proposal to the University of Malaya Management for Dr Surin Pitsuwan, Professor Emeritus at Thammasat University and former Secretary-General of ASEAN, to be conferred the Honorary Doctor of Philosophy in International Relations. Following the acceptance of this recommendation, Dr. Surin Pitsuwan was awarded the honorary degree at the University of Malaya Convocation ceremony in October 2013.

Conferment of Honorary Doctor of Philosophy in International Relations to Dr. Surin Pitsuwan.

Dr. Surin Pitsuwan is a native of Nakorn Sri Thammarat, Southern Thailand. His humble beginnings as scholar was in a *sekolah pondok*. But what he has made out of these beginnings, of himself and for ASEAN and the international community goes to show that humble beginnings are no obstacle to achieving exemplary success. After completing his B.A in Political Science (cum laude) in 1972, he went on to receive his M.A. and Ph.D. in 1974 and 1982 respectively, from Harvard University, in the field of Political Science and Middle Eastern Studies.

Among his work experiences include being faculty member at the Faculty of Political Science at Thammasat University from 1978 to 1983, and from 1984 to 1986. He also served as assistant to the Deputy Dean for Academic Affairs during the same period.

He ran for a Parliamentary seat from Nakorn Sri Thammarat, his home town and was returned to Parliament eight times beginning 1986. Dr. Surin was appointed a member of the Commission on Human Security of the United Nations, until 2003.








After the years in academia and politics, Dr. Surin is now back in his home country, and among his numerous responsibilities, projects and activities, he is now involved in promoting education among the younger generation of the Muslims in Thailand.



International Academic Staff (Visiting Professors)

Apart from local lecturers, AEI also has a pool of international visiting professors, from Europe and Asia, who are established experts in their respective fields, to teach selected courses in the AEI International Masters programmes. They are as shown below:

Name	Programme
 <p>Professor Dr. Andreas Vasilache Director Centre for German and European Studies Faculty of Sociology University of Bielefeld P. O. Box 10 02 32 D-33501 Bielefeld GERMANY Email : andreas.vasilache@uni-bielefeld.de</p>	<p>IMRI : European Model of Regional Integration</p> <p>IMRI : Institutional and Legal Framework for Regional Integration</p>
 <p>Professor Dr. Christoph Schuck Professor for Political Science and Philosophy Faculty 14 – Political Science Room 2.245 University of Dortmund Emil-Figge-Str. 50, D-44227 Dortmund GERMANY Email : christoph.m.schuck@tu-dortmund.de</p>	<p>IMRI : European Model of Regional Integration</p> <p>IMAS : Regionalisation and Regionalism: Theory and Practice</p>
 <p>Professor Dr. Martin Jeffrey Holland Director National Centre for Research on Europe 4th Level Commerce Building University of Canterbury Private Bag 4800 Christchurch NEW ZEALAND Email : martin.holland@canterbury.ac.nz</p>	<p>IMRI, IMAS : Advanced Studies in Europe and European Integration</p>
 <p>Professor Samuel van den Bergh Professor Zurich University of Applied Sciences (ZHAW) Theaterstrasse 17 8401 Winterthur SWITZERLAND Email : vsam@zhaw.ch</p>	<p>IMSME : Business Networks and Clusters</p>
 <p>Professor Dr. Alfredo C. Robles Jr. Professor of International Studies College of Liberal Arts De La Salle University 2401 Taft Avenue Manila 1004 PHILIPPINES Email : roblesajr@yahoo.com / alfredo.robles@dlsu.edu.ph</p>	<p>IMIM, IMSME : Political Economy of Asia-Europe Relations</p>
 <p>Professor Dr. Norberto Muniz Martinez Professor of Marketing Department of Strategic Management and Economics Faculty of Economics and Business Studies Universidad de Leon, Campus de Vegazana s/n 24071 Leon SPAIN Email : nmunm@unileon.es</p>	<p>IMSME : Marketing Strategies for SMES</p>
 <p>Professor Dr. Francesco Nucci Professor of Economics Università di Roma "La Sapienza" Facoltà di Economia- Dipartimento di Economia e Diritto Via del Castro Laurenziano 9 00161 Roma ITALY Email : francesco.nucci@uniroma1.it</p>	<p>IMRI : Asia-Europe: Trade and Financial Issues</p>

Name		Programme
	<p>Professor Dr. Panayotis Tsakaloyannis Jean Monnet Chair in European Institutions & The EU's External Relations Department of International and European Economic Studies Athens University of Economics and Business 76 Patission Street 10434 Athens GREECE Email : ptsakal@aueb.gr</p>	<p>IMRI : Political Economy of Regional Integration</p>
	<p>Professor Dr. Aileen San Pablo-Baviera Asian Center, Romulo Hall Magsaysay Corner Guerrero Sts. University of the Philippines Diliman 1101 Quezon City THE PHILIPPINES Email : aileen.baviera@gmail.com</p>	<p>IMAS : Legal, Institutional and Governance Frameworks (of ASEAN)</p>
	<p>Associate Professor Dr. Sebastian Bersick Executive Director Centre for China-EU Relations School of International Relations and Public Affairs Fudan University Handan Road 220 Arts Building, Room 813 200433 Shanghai CHINA Email : bersick@dgap.org</p>	<p>IMRI : Multilateral Institutions and Asia-Europe Economic Development</p>
	<p>Dr. Verena Dörner Lehrstuhl für Wirtschaftsinformatik II Universität Passau Innstr. 43 94032 Passau GERMANY Email : verena.dorner@unipassau.de</p>	<p>IMIM : Electronic Marketing and the Global Distribution Network</p>
	<p>Dr. Jella Pfeiffer Assistant Professor Dept. of Information Systems & Business Administration Gutenberg School of Management and Economics Jakob Welder-Weg 9 D-55128 Mainz GERMANY Email : jella.pfeiffer@uni-mainz.de</p>	<p>IMIM: Social and Economic Dimension of IT and the Digital Economy</p>
	<p>Dr. Chiara Pierobon Zentrum für Deutschland- und Europastudien ZDES Universität Bielefeld Fakultät für Soziologie Postfach 100131 D-33501 Bielefeld Germany Email : Chiara.Pierobon@uni-bielefeld.de</p>	<p>IMRI : Institutional and Legal Framework for Regional Integration</p>
	<p>Ms. Mega Irena Assistant Director Social Welfare, Women, Labour and Migrant Workers Division ASEAN Socio-Cultural Community (ASCC) Department ASEAN Secretariat 70A Jl. Sisingamangaraja Jakarta 12110 INDONESIA Email : megairena@asean.org</p>	<p>IMAS : Functional Cooperation in ASEAN</p>

Local Academic Staff

In the 2013/2014 academic session, AEI has 11 local lecturers to run selected courses in the International Masters programmes (see below):

No.	Name	Programme	No.	Name	Programme
	Dr. Azmi Mat Akhir Deputy Executive Director (Academic) Asia-Europe Institute University of Malaya Kuala Lumpur Tel : +603 79676923 Email : azmimataakhir@um.edu.my / binmataakhir@gmail.com	IMAS : Functional Cooperation in ASEAN		Dr. Shamshul Bahri Zakaria Department of Operation and Management Information System Faculty of Business and Accountancy University of Malaya Kuala Lumpur Tel : +603 79673854 Email : esbi@um.edu.my	IMIM : Business and Enterprise Modelling
	Associate Professor Datin Dr. Hj Sabitha Marican Department of Administrative Studies and Politics Faculty of Economics and Administration University of Malaya Kuala Lumpur Tel : +603 79673716 Email : sabitha@um.edu.my	IMIM, IMRI, IMSME, IMAS : Research Methods and Data Analysis for Social Scientists		Dr. Noor Akma Mohd Salleh Department of Operation and Management Information System Faculty of Business and Accountancy University of Malaya Kuala Lumpur Tel : +603 79673931 Email : akmasalleh@um.edu.my	IMIM : E-Trade and Small and Medium Scale Enterprises
	Associate Professor Dr. Jatswan Singh A/L Harnam Singh Department of International and Strategic Studies Faculty of Arts and Social Sciences University of Malaya Kuala Lumpur Tel : +603 79675435 Email : jatswanh@um.edu.my	IMAS : History, Society and Culture in Southeast Asia		Professor Emeritus Dato' Dr. Rahim Md. Sail Department of Professional Development and Continuing Education Faculty of Educational Studies Universiti Putra Malaysia 43400 Selangor Tel : +603 89468242 Email : rahim@ipsas.upm.edu.my	IMSME : Human Resources Development
	Associate Professor Dr. Aida Idris Department of Business Strategy and Policy Faculty of Business and Accountancy University of Malaya Kuala Lumpur Tel : +603 79673994 Email : aida_idris@um.edu.my	IMSME : Entrepreneurship Development		Associate Professor Dr. Sivamurugan Pandian School of Social Sciences Universiti Sains Malaysia 11800 Minden Pulau Pinang Tel : +604 6533344 / +604 6532720 Email : psiva@usm.my	IMIM, IMRI, IMSME, IMAS : Advanced Studies in Malaysian Politics, Government and Economics
	Dr. Tey Lian Seng Department of Business Strategy and Policy Faculty of Business and Accountancy University of Malaya Kuala Lumpur Tel : +603 79673902 Email : teyls@um.edu.my	IMSME : Strategic Management for SMEs		Dr. Jorah Ramlan (Former Official) Institute of Strategic and International Studies (ISIS) Malaysia No. 1, Persiaran Sultan Salahuddin P.O. Box 12424 50778 Kuala Lumpur Mobile Phone : +6013 6217358 Email : ramlan_j@yahoo.com	IMAS : Economics and Political Policy Agenda (of ASEAN)
	Dr. Noor Ismawati Jaafar Department of Operation and Management Information System Faculty of Business and Accountancy University of Malaya Kuala Lumpur Tel : +603 79673969 Email : isma_jaafar@um.edu.my	IMIM : Information Technology and K-Economy			

Special Lecture by Ms. Lyndsey Dixon

On 6 June 2013, AEI organised a Special Lecture by Ms. Lyndsey Dixon, Journals Publisher, Taylor & Francis, Asia Pacific Regional Office, Singapore with the title “Publishing in Academic Journals: Tips to Help You Succeed” which was held at AEI.

The purpose of this talk was to increase knowledge in producing and publishing ISI classified journals.



Fifth Workshop: 3rd Workshop on “Promotion of ASEAN and East Asian Studies”

From 25 to 29 June 2013, Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director with Dr. Azmi Mat Akhir, AEI Deputy Executive Director (Academic) attended the 3rd Workshop on “Promotion of ASEAN and East Asian Studies” in Bangkok organised by the Faculty of Political Science, Thammasat University, Bangkok, Thailand.

The workshop’s objective was to continue revising drafts of textbook

chapters that were being prepared in the effort to promote ASEAN and East Asian studies in ASEAN-Plus-Three countries. Associate Professor Dr. Md Nasrudin Md Akhir and Dr. Azmi Mat Akhir each contributed one chapter for the aforementioned textbooks.

The workshop also prepared a work process schedule for the revision of the textbooks, the expansion of infrastructure for further academic collaboration, and the establishment as well as consolidation of the network of researchers and universities in ASEAN-Plus-Three countries.

Prior to attending the above workshop, Associate Professor Dr. Md Nasrudin Md Akhir and Dr. Azmi Mat Akhir met and had a discussion with Dr. Surin Pitsuwan. The purpose of the discussion was related to the conferment of a Doctor of Philosophy in International Relations Honorary Degree by University of Malaya upon him.

Special Lecture by Professor Pawel Spiewak

On 12 June 2013, AEI also organised a Special Lecture by Professor Pawel Spiewak from the University of Warsaw, Poland, with the title "Summary of 20 Years of Transformation: The Case of Poland" which took place at AEI.



Public Lecture by Professor Emeritus Dr. Wilfrido V. Villacorta

On 4 July 2013, AEI organised a Public Lecture by Professor Emeritus Dr. Wilfrido V. Villacorta, Professor Emeritus of De La Salle University, Manila, Philippines with the title “The Regional Powers in the ASEAN Region: Clash of Strategic Cultures” which took place at AEI.



Public Lecture

“Mapping a Culture of Peace and Non-violence in Malaysia”

On 21 August 2013, with collaboration between the Centre for Civilisational Dialogue and AEI, University of Malaya, a Public Lecture with the title “Mapping a Culture of Peace and Non-violence in Malaysia” was held at AEI. The Public Lecture was delivered by:

1. Dr. Stefan Bucher, Senior Research Fellow (Visiting), Centre for Civilisational Dialogue, University of Malaya; and
2. Lt. General (R) Dr. Mohd Aminul Karim, Senior Research Fellow (Visiting), Asia-Europe Institute (AEI), University of Malaya.

The keen interest of the audience towards the title was clearly seen through the questions that were asked after both speakers’ presentation.



Special Public Lecture by Y.Bhg. Dato' Mash'al Ahmad

On 26 September 2013, AEI organised a Special Public Lecture by Y.Bhg. Dato' Mash'al Ahmad, Vice President and Managing Director of Lynas Malaysia Sdn. Bhd. with the title "Rare Earth: Towards a Greener Future" which took place at the AEI Auditorium.

Y.Bhg. Dato' Mash'al Ahmad and his officers, among others, explained and illustrated with data that the Rare Earth project in Kuantan was not dangerous, as well as clarified how on the other hand, it gave various benefits to the country.



Public Lecture by Professor Dr. Ralph Rayner

On 28 October 2013, AEI organised a Public Lecture by Professor Dr. Ralph Rayner, Professorial Research Fellow, London School of Economics & Sector Director, Energy & Environment for BMT Group London with the title “Powering the Global Economy: A Preview of Energy Supply Over the Next Fifty Years” which took place at Wisma Bernama, Kuala Lumpur.

In appreciation of BMT Group’s support for AEI, the AEI Management also organised a Dinner to welcome Professor Dr. Ralph Rayner as well as Mr. P.T. Lee, Director, BMT Asia-Pacific.



Halal Symposium: “Islamic Halal Food: Harmonizing Society through Business Strategy”

On 22 November 2013, Associate Professor Siti Rohaini Kassim, AEI Deputy Executive Director (Research & Services) attended the Halal Symposium: “Islamic Halal Food: Harmonizing Society through Business Strategy” which was held at Hilton Hotel, Kuching, Sarawak.

As a representative of AEI, Associate Professor Siti presented a Paper with the title “Japanese Halal Food: Strengthening Malaysia-Japan Relations”.

Distinguished Lecture: “French Foreign Policy in the Changing World: Moderation as Framework in Addressing Non-Traditional Security Threats”

On 11 December 2013, with collaboration between the Global Movement of Moderates Foundation (GMMF) and the Asia-Europe Institute (AEI), University of Malaya, a Distinguished Lecture with the title “French Foreign Policy in the Changing World: Moderation as Framework in Addressing Non-Traditional Security Threats” was held at the AEI Auditorium. The public lecture was presented by Dr. Pascal Boniface, Founding Director, Institute for International and Strategic Relations, Paris, France.

Third IAS-AEI International Conference on “Islam and Multiculturalism: Coexistence and Symbiosis”

Research on Islam and Multiculturalism is a collaborative effort between the Asia-Europe Institute (AEI), University of Malaya and the Organization for Islamic Area Studies (IAS), Waseda University, Japan. The Third IAS-AEI International Conference on “Islam and Multiculturalism: Coexistence and Symbiosis” was held from 20 to 21 December 2013 at the Complex of Central Library and International Conference Centre, Waseda University, Japan.

The delegates who attended the conference were AEI-UM academicians such as:

No.	Name of Participant	Role	Sub-theme
1.	Associate Professor Dr. Yahaya Ahmad, Department of Architecture, Faculty of Built Environment, University of Malaya.	Convener and Presenter of Paper with the title “Design Analysis of Muslims Mansions in George Town, Penang”.	Sub-theme Session 3: Wisdom for Coexistence and Symbiosis through Historical Urban Residence.
2.	Dr. Norhaslina Hassan, Department of Geography, Faculty of Arts and Social Sciences, University of Malaya.	Presenter of Paper with the title “Holistic Approach to Port City Development in Malaysia”.	Sub-theme Session 3: Wisdom for Coexistence and Symbiosis through Historical Urban Residence.
3.	Y.Bhg. Professor Dato’ Paduka Mohamad Abu Bakar, Department of International and Strategic Studies, Faculty of Arts and Social Sciences, University of Malaya.	Keynote Address 2	—
4.	Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director.	Co-presenter of Paper with the title “Sharing Halal Values through Eco and Agro Tourism in Japan” and Closing Remarks.	Sub-theme Session 5: Sharing Halal Values: Lifestyles and Interactions between Muslims and Non-Muslims
5.	Associate Professor Siti Rohaini Kassim, AEI Deputy Executive Director (Research & Services).	Co-presenter of Paper with the title “Sharing Halal Values through Eco and Agro Tourism in Japan”.	Sub-theme Session 5: Sharing Halal Values: Lifestyles and Interactions between Muslims and Non-Muslims
6.	Dr. Aizan Ali @ Mat Zin, Department of Islamic History and Civilisation, Academy of Islamic Studies, University of Malaya.	Commentator for Session 6	Sub-theme Session 6: From Tradition to Vision: Construction of Digital Archives of Jawi Periodicals for Contemporary Usage

The 4th CEAS Workshop on Promotion of ASEAN and East Asian Studies

From 8 to 11 January 2014, Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director with Dr. Azmi Mat Akhir, AEI Deputy Executive Director (Academic) attended this workshop in Bangkok under the sponsorship of the Faculty of Political Science, Thammasat University, Bangkok, Thailand.

The purpose of this workshop was to continue the revision of textbook drafts on ASEAN and East Asia studies as well as to discuss and plan academic collaboration in the future in the effort to strengthen the network between academicians and universities in member countries of ASEAN+3.

It is expected that the textbooks will be published in the following year and launched in August 2015, together with the celebration for the 48th ASEAN Day.

The next workshop (which is the 5th) will be held from 11 to 13 June 2014.

AEI Seminar Series

On 16 January 2014, Professor Dr. Norberto Muniz Martinez, Professor of Marketing from University of Leon, Spain and also Visiting Professor at AEI presented a lecture with the title "Heritage Sites and Legends as New Vectors for Modern Place Marketing: Exploring Perspectives from Europe and Asia," which took place at the ASEM Room, AEI.

Based on the related Q&A, Dr. Martinez was of the opinion that Kuala Lumpur could still be developed further using its heritage.



AEI Roundtable

On 3 April 2014, AEI organised an AEI Roundtable with the title “The New Normal”, which was presented by Y.Bhg. Professor Datuk Dr. Norma Mansor, Professor, Department of Administrative Studies and Politics and Director of Social Security Research Centre, University of Malaya.



Special Public Lecture

On 21 May 2014, Dr. Mark Kilgour, Chairperson, Department of Marketing, Waikato Management School, New Zealand presented a public lecture with the title “Creativity and Business: Lessons from the Advertising Industry,” at AEI.



List of Research by AEI Academic Staff, 2013

No.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
1.	Associate Professor Dr. Md Nasrudin Md Akhir	Research Appreciation Grant 2012, Ministry of Higher Education	Assessment Committee for Research Appreciation Grant (GSP)/RM 4,618.74	1 July – 31 December 2013	Incentive for international grant for "A Comparative Research Between Malaysia in Areas of Political Economy and Economic Development, Government and Public Administration, and Culture Industry"	–
		Perception of Youth towards the Implementation and Effectiveness of Government Policy	UM Research Grant/ RM 32,000.00	30 October 2012 – 30 October 2013	Researcher	<ul style="list-style-type: none"> • Y.Bhg. Prof. Madya Datin Dr. Sabitha Marican (Key Investigator) (UM) • Dr. Asmak Ab. Rahman (Researcher) (UM)
		Historical Review of Cultural Exchanges Between Korea and Malaysia	Sungkyungkwan University/ 15.7 Juta Won	2010 – 2013	Researcher	<ul style="list-style-type: none"> • En. Rou Seung Yoan @ Abd. Al-Rahim (Key Investigator) (UKM)
		Transforming the Nation: Development Model of FELDA and Saemaul Undong	Lembaga Kemajuan Tanah Persekutuan (FELDA)/ RM 460,040.00	2013 -2015	Key Investigator	<ul style="list-style-type: none"> • Dato' Dr. Ahmad Faiz Hj. Abdul Hamid (Yayasan FELDA) • Prof. Dr. Mansor Mohd Noor (UKM) • En. Rou Seung Yoan@ Abd. Al-Rahim (UKM) • Dr. Kim Keum Hyun@ Safiah (UM) • Prof. Dr. Roslan Hakim (UUM)
		Changes in State Capacity and its Leadership and its impact on National Development: A Comparative Analysis of Malaysia and South Korea	2013 Overseas Korean Studies Incubation Program Selection/ 150 Juta Won	2013-2016	Key Investigator	<ul style="list-style-type: none"> • Dr. Kim Keum Hyun @Safiah (UM) • Y.Bhg. Prof. Datuk Dr. Norma Mansor (UM)

No.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
		Project on Research and Writing of National History of Malaysia	Institute of Malaysian Historical Study and Patriotism (IKSEP) & State Government of Malacca	2010-2014	Researcher	<ul style="list-style-type: none"> Dr. Zulkanain Abd. Rahman (UM) Mohd bin Shamsudin (UKM)
		Promotion of ASEAN and East Asian Studies	ASEAN + 3 Fund/ US\$ 350,000 (for the entire project, involving researchers from ASEAN+3 countries coordinated by Thammasat University).	December 2010 – August 2015	Researcher/Author	<ul style="list-style-type: none"> Prof. Dr. Sueo Sudo (Nanzan University, Japan)
		Islam and Multiculturalism	Japan Society for the Promotion of Science (JSPS) 5,225,000 Yen (1 April 2013 – 31 March 2014)	2010 – 2014	Key Investigator	<ul style="list-style-type: none"> Dr. Azmi Mat Akhir Assoc. Prof. Siti Rohaini Kassim
		Improvement of Labour Environment and Productivity in ASEAN Countries, by Developing a Locally-Optimized Human Resource Management and Promotion Model	ASEAN + 3/ US\$ 300,000	2013-2015	Researcher	<ul style="list-style-type: none"> Prof. Dr. Koh Young Hun (Hankuk University of Foreign Studies, Korea)

No.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
2.	Dr. Azmi Mat Akhir	Promotion of ASEAN and East Asian Studies	ASEAN + 3 Fund/ US\$ 350,000	December 2010 – August 2015	Researcher/Author	–
		Islam and Multiculturalism	Japan Society for the Promotion of Science (JSPS) 5,225,000 Yen (1 April 2013 – 31 March 2014)	2010 – 2014	Co-Researcher	<ul style="list-style-type: none"> Assoc. Prof. Dr. Md Nasrudin Md Akhir (Key Investigator) Assoc. Prof. Siti Rohaini Kassim

No.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
3.	Associate Professor Siti Rohaini Kassim	Malaysian Feminist History and the Role of Female Identity in the Transmission of Cultural Values: A Literary Study	University Malaya Research Grant (UMRG)/ RM 30,000.00	1 November 2012 – 31 October 2013 (12 Month)	Co-Researcher	<ul style="list-style-type: none"> Dr. Sharifah Aishah Osman (Key Investigator) Dr. Lai Suat Yan (Co-Researcher)
		Islam and Multiculturalism	Japan Society for the Promotion of Science (JSPS) 5,225,000 Yen (1 April 2013 – 31 March 2014)	2010 – 2014	Co-Researcher	<ul style="list-style-type: none"> Assoc. Prof. Dr. Md Nasrudin Md Akhir (Key Investigator) Dr. Azmi Mat Akhir

List of Research by AEI Academic Staff, 2014

No.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
1.	Associate Professor Dr. Md Nasrudin Md Akhir	Transforming the Nation: Development Model of FELDA and Saemaul Undong	Lembaga Kemajuan Tanah Persekutuan (FELDA)/ RM 460,040.00	2013 -2015	Key Investigator	<ul style="list-style-type: none"> Dato' Dr. Ahmad Faiz Hj. Abdul Hamid (Yayasan FELDA) Prof. Dr. Mansor Mohd Noor (UKM) En. Rou Seung Yoan@ Abd. Al-Rahim (UKM) Dr. Kim Keum Hyun@ Safiah (UM) Prof. Dr. Roslan Hakim (UUM)
		Changes in State Capacity and its Leadership and its impact on National Development: A Comparative Analysis of Malaysia and South Korea	2013 Overseas Korean Studies Incubation Program Selection / US\$150,000,000	2013-2016	Key Investigator	<ul style="list-style-type: none"> Dr. Kim Keum Hyun @Safiah (UM) Y.Bhg. Prof. Datuk Dr. Norma Mansor (UM)
		Project on Research and Writing of National History of Malaysia	Institute of Malaysian Historical Study and Patriotism (IKSEP) & State Government of Malacca	2010-2014	Researcher	<ul style="list-style-type: none"> Dr. Zulkanain Abd. Rahman (UM) Mohd bin Shamsudin (UKM)
		Promotion of ASEAN and East Asian Studies	ASEAN + 3 Fund/ US\$ 350,000 (for the entire project, involving researchers from ASEAN+3 countries coordinated by Thammasat University).	December 2010 – August 2015	Researcher/ Author	<ul style="list-style-type: none"> Prof. Dr. Sueo Sudo (Nanzan University, Japan) A project under the Council for East Asian Scholars (CEAS)
		Islam and Multiculturalism	Japan Society for the Promotion of Science (JSPS) * 6,800,000 Yen – (1 April 2014 – 31 March 2015)	2014 – 2017	Key Investigator	<ul style="list-style-type: none"> Dr. Azmi Mat Akhir Assoc. Prof. Siti Rohaini Kassim with Waseda University, Japan
		Balanced Mobility	Ministry of Education Malaysia (MOE)	January 2014 – Until end of this project	Key Investigator	<ul style="list-style-type: none"> Y.Bhg. Dato' Mat Amir Jaffar Assoc. Prof. Siti Rohaini Kassim Dr. Azmi Mat Akhir with Ministry of Education Malaysia (MOE)

Bil.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
2.	Dr. Azmi Mat Akhir	Promotion of ASEAN and East Asian Studies	ASEAN + 3 Fund/ US\$ 350,000	December 2010 – August 2015	Researcher/ Author	–
		Islam and Multiculturalism	Japan Society for the Promotion of Science (JSPS) * 6,800,000 Yen – (1 April 2014 – 31 March 2015)	2014 – 2017	Co-Researcher	<ul style="list-style-type: none"> Assoc. Prof. Dr. Md Nasrudin Md Akhir (Key Investigator) Assoc. Prof. Siti Rohaini Kassim with Waseda University, Japan
		Balanced Mobility	Ministry of Education Malaysia (MOE)	January 2014 – Until end of this project	Co-Researcher	<ul style="list-style-type: none"> Assoc. Prof. Dr. Md Nasrudin Md Akhir (Key Investigator) Y.Bhg. Dato' Mat Amir Jaffar Assoc. Prof. Siti Rohaini Kassim with Ministry of Education Malaysia (MOE)

Bil.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
3.	Y.Bhg. Dato' Mat Amir Jaffar	Balanced Mobility	Ministry of Education Malaysia (MOE)	January 2014 – Until end of this project	Co-Researcher	<ul style="list-style-type: none"> Assoc. Prof. Dr. Md Nasrudin Md Akhir (Key Investigator) Dr. Azmi Mat Akhir Assoc. Prof. Siti Rohaini Kassim with Ministry of Education Malaysia (MOE)

Bil.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
4.	Dr. Sameer Kumar	Network Structure Dynamics and Distribution of Scholarly Ties	Frontier Science Research Cluster, University of Malaya RM 30,000.00/per year	1 Julai 2014 – 30 June 2017	Key Investigator	<ul style="list-style-type: none"> Profesor Dr. Sithi Vinayakam Muniandy (UM)
		Investigation of Academic Communications Using Network Analysis Tools	High Impact Research (HIR) – MOHE, University of Malaya RM 126,000.00	1 March 2014 – 31 December 2015	Key Investigator	<ul style="list-style-type: none"> Profesor Dr. Kurunathan Ratnavelu (UM)
		Network Analysis of Social, Technological and Biological Networks	High Impact Research (HIR) of University of Malaya, no. HIR F00013 Science (Cycle 1) RM 2,802,141.45	2011 – 2016	Co-Researcher	<ul style="list-style-type: none"> Profesor Dr. Kurunathan Ratnavelu (Key Investigator) (UM)

Bil.	Researcher's Name	Research Title	Grant & Total Grant	Duration	Role of Researcher	Member
5.	Dr. Fumitaka Furuoka	The Environment and Economic Development in ASEAN Countries	BKP (Fund Research), University of Malaya RM 15,000.00	5 August 2014 – 5 January 2016	Key Investigator	<ul style="list-style-type: none"> Profesor Dr. Rajah Rasiah (UM)

Visitors and Visits

Waseda University, Japan



On 6 June 2013, the Management of AEI together with Ms. Dayang Salwah Yahya, AEI Research Assistant received a visit from delegates of Waseda University, Japan. The delegates included:

1. Professor Naoko Fukami;
2. Professor Dr. Omar Farouk;
3. Dr. Sai Yukari; and
4. Dr. Okai Hirofumi.

The main purpose of the visit was to discuss the draft for the conference programme that would be organised by Waseda University, Japan with the Asia-Europe Institute (AEI), University of Malaya from 20 to 21 December 2013 in Japan. Both parties also discussed future collaborative expansion on "Islam and Multiculturalism" research.

On the same day, Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director, Dr. Azmi Mat Akhir, AEI Deputy Executive Director (Academic) and Associate Professor Siti Rohaini Kassim, AEI Deputy Executive Director (Research & Services) held a special discussion session with Dr. Sai Yukari concerning further details of the panel session they had participated in.



Visitors and Visits

University of Applied Sciences (UAS) Konstanz, Germany

On 19 June 2013, the Management of AEI received a delegation from the University of Applied Sciences (UAS) Konstanz, Germany. The delegates included:

1. Mr. Klemens Blass, Director of International Office, University of Applied Sciences (UAS) Konstanz, Germany; and

2. Dr. Guido Schnieders, Visiting Lecturer, Department of Asian and European Languages, Faculty of Languages and Linguistics, University of Malaya.

The purpose of the visit was to discuss collaborative matters regarding student exchange of Scholars from UAS Konstanz, Germany and AEI, UM.



Visitors and Visits

Offshore Office Staff Knowledge Enhancement Programme

The Academic Division, University of Malaya, organised an Offshore Office Staff Knowledge Enhancement Programme from 15 to 19 July 2013 at University of Malaya. The session was attended by four (4) staff from the Coastal Office of University of Malaya Indonesia from Medan and Jakarta.

The purpose of the training session was specifically to increase understanding and knowledge about the latest information of University of Malaya's academic programmes to ensure a more effective marketing strategy in Indonesia.

Among the highlights of the programme were visits to several Faculties and

Centres, and on 18 July 2013 AEI was chosen to give a briefing on the academic programmes found at AEI. In relation to that, Dr. Azmi Mat Akhir, AEI Deputy Executive Director (Academic) presented a Briefing on AEI Study Programmes to the participants of the programme.



Visit to Asia–Europe Foundation (ASEF), Singapore

On 16 August 2013, Associate Professor Hj. Siti Rohaini Kassim, AEI Deputy Executive Director (Research & Services) and Y.Bhg. Dato' Mat Amir Jaffar, AEI Expert made a trip to Singapore and visited the ASEF. The purpose of the visit was to research the projects run by ASEF, which would help AEI in launching the ASEM Balanced Mobility project.

ASEAN Studies Center (ASC), Faculty of Social & Political Sciences, Gadjah Mada University, Indonesia

On 26 Ogos 2013, the Management of AEI received a delegation from the ASEAN Studies Center (ASC), Faculty of Social & Political Sciences, Gadjah Mada University, Indonesia. The delegates included:

- i. Mr. Prayoga Permana, Managing Director of ASEAN Studies Centre; and
- ii. Mdm. Atin Prabandari, Coordinator for Academic & Research Division.

The purpose of the visit was to generally, obtain information about AEI, and specifically, the International Master in ASEAN Studies (IMAS) programme provided by AEI, as well as creating collaboration between ASC and AEI in the future.



Visitors and Visits

Visit by Y.Bhg. Dato' Professor Dr. Morshidi Sirat

On 3 October 2013, the Management of AEI with great pleasure welcomed the visit of Y.Bhg. Dato' Professor Dr. Morshidi Sirat, Director-General, Higher Education, Ministry of Education Malaysia (MOE).

The entourage included:

- i. Mr. Ahmad Nazri Sulaiman
Division Secretary
Policy & International Relations Division, MOE;
- ii. Mdm. Tengku Tijan Marjani
Principal Deputy Director
Education Malaysia Division, MOE;
- iii. Mr. M. Miandy Munusamy
Assistant Secretary
Policy & International Relations Division, MOE; and
- iv. Mdm. Diana Nasarudin
Deputy Director
Education Malaysia Division, MOE.

Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director and the management of AEI presented AEI's development since it was set up as a postgraduate centre in the year 2000, and the "Balanced Mobility" project which was made the responsibility of AEI, in line with the decision of the 4th ASEM Education Ministers Conference (ASEMME4).



Visitors and Visits

Zaman University, Phnom Penh, Cambodia

On 11 December 2013, the Management of AEI received a visit from Mr. Sok Udom Deth, Head, Department of International Relations, Faculty of Economics and Administrative Sciences from Zaman University, Phnom Penh, Cambodia.

The purpose of the discussion session was to discuss academic and research collaboration matters between both parties. At the same time, AEI also explained about the academic programmes conducted at AEI to attract students from Zaman University, Phnom Penh, Cambodia.



Visitors and Visits

Faculty of Social and Political Science (FISIP), University of Indonesia (UI), Jakarta, Indonesia

On 24 December 2013, the Management of AEI received a delegation from the Faculty of Social and Political Science (FISIP), University of Indonesia (UI), Jakarta, Indonesia. The delegates included:

1. Mdm. Asra Virgianita, CIRES Executive, International Relations Department; and
2. Mdm. Nurul Isnaeni, Head of Undergraduate Program, International Relations Department.

Following the academic and research collaborative discussion together with the promotion and marketing by AEI representatives to University of Indonesia (UI) on 10 December 2013, UI has the intention to collaborate in organising a conference on 'ASEAN Community 2015'. AEI welcomed the proposal and will consider other collaborative efforts in the future.



Netherlands Ministry of Foreign Affairs

On 6 January 2014, the Management of AEI received a visit from Mr. Peter Noordermeer, Head of Malaysia and Indonesia Desk, Netherlands Ministry of Foreign Affairs.

Mr. Noordermeer's visit was to discuss academic and research collaboration between both parties. At the same time, AEI also explained the academic programmes conducted at AEI and invited the participation of students from the Netherlands.

Visitors and Visits

Asia-Europe Foundation (ASEF), Singapore



The Asia-Europe Institute also received a visit by Ms. Katherine Ooi, Office Manager, with Mr. Lee Chee Leong, Researcher, from Anbound Research Center (Malaysia) Sdn Bhd. on 27 March 2013. The aim of the visit was to discuss possible future research collaborations.

Austrian Ambassador, Christophe Ceska

On 16 January 2014, HE Christophe Ceska, the Austrian Ambassador to Malaysia paid a visit to Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director.

Both parties discussed matters on academic and research collaboration. At the same time, AEI also explained about the academic programmes it conducted, to attract students from Austria.



Visitors and Visits

Gerda Henkel Foundation Chairman, Germany

On 4 February 2014, the Management of AEI received a visit from Dr. Michael Hanssler, Chair, Executive Board, Gerda Henkel Foundation from Düsseldorf, Germany.

The meeting was also attended by Dr. Zulkanain Abdul Rahman, Deputy Dean (Research and Development) representing the Dean, Faculty of Arts and Social Sciences, University of

Malaya, as well as Dr. Nurjaanah Abdullah @ Chew Li Hua, Deputy Director, International and Corporate Relations Office (ICR), University of Malaya.

The purpose of the discussion session was to discuss matters on academic and research collaboration between both parties.



Visitors and Visits

ASEAN-Korea Centre, Seoul, Republic of Korea

On 4 February 2014 also, the Management of AEI received a delegation from the ASEAN-Korea Centre, Seoul, Republic of Korea. The delegates included:

1. Mdm. Yoo Jin Sook, Deputy Head of Information & Data Unit;
2. Ms. Cho Hyun Myung, Officer of Information & Data Unit; and
3. Ms. Cho Ayoun, Project Assistant.

The meeting was also attended by Dr. Kim Keum Hyun from the Academy of Malay Studies, University of Malaya. The visitors explained about the organisation as well as the role of the ASEAN-Korea Centre in Seoul, and initiated the possibility of collaboration between the Centre and AEI. In response, AEI also explained about its organisation and role and academic programmes that are being conducted by the Institute.



Visitors and Visits

South Korean Ambassador to Malaysia

On 13 February 2014, the Management of AEI received a visit from HE Cho Byungjae, South Korean Ambassador to Malaysia, escorted by his First Secretary, Mr. Lee Chul.

The discussion which was held was also attended by Dr. Kim Keum Hyun from

the Academy of Malay Studies, University of Malaya. The purpose of the visit was to discuss, among others, matters of academic collaboration which could be conducted at governmental level between Malaysia and South Korea. At the initial stage, AEI has invited HE to help in encouraging student candidates from

South Korea to continue their education at AEI. AEI also took the opportunity to invite HE to present a public lecture, which HE has agreed to do at around the beginning of the month of May 2014.

Hitotsubashi University, Japan

On 3 March 2014, the Management of AEI received a delegation from the Institute for the Study of Global Issues, Graduate School of Social Sciences, Hitotsubashi University, Japan. The delegates included:

1. Professor Yoshiko Ashiwa, Head, Institute for the Study of Global Issues from Graduate School of Social Sciences, Hitotsubashi University, Japan;
2. Professor Jun Akamine from Institute for the Study of Global Issues, Graduate School of Social Sciences, Hitotsubashi University, Japan; and
3. Ms. Yasuko Togari, PhD Student from Hitotsubashi University, Japan.

The purpose of the discussion session was to discuss matters of academic and research collaboration between both parties. At the same time, AEI also explained the academic programmes conducted at AEI, to attract students from Japan.



Visitors and Visits

Embassy of the Republic of Poland, Kuala Lumpur



On 28 March 2014, the Management of AEI received a visit from HE Adam W. Jelonek, Ambassador of Poland.

Their discussion was regarding the Summer School programme "Contemporary Issues in Southeast Asia" for students from Jagiellonian University, Krakow, Poland, who would be visiting Malaysia in the month of June 2014.

The programme would also include a visit to AEI which the Management of AEI warmly welcomed.



Visitors and Visits

Embassy of the Republic of Azerbaijan, Kuala Lumpur

On 3 April 2014, the Management of AEI received a visit from HE Professor Dr. Qaley Allahverdiyev, Ambassador of Azerbaijan escorted by Mr. Abbas Jabbarov, First Secretary of the Embassy.

Both parties exchanged ideas about AEI's academic programmes and the interest of Azerbaijan students to continue their education at AEI.



Waseda University, Japan

On 11 April 2014, the Management of AEI received a visit from Dr. Sai Yukari, Committee Member of Research on Islam and Multiculturalism from Waseda University, Japan.

The Management of AEI took the opportunity to discuss collaboration on research. It welcomed the plan that a follow-up visit to AEI by Waseda University, Japan would be held in the month of June 2014.

Faculty of Political Science, University of Chulalongkorn, Thailand

On 28 April 2014, the Management of AEI received a delegation of 14 members from the Faculty of Political Science, University of Chulalongkorn, Thailand led by its Dean, Professor Dr. Supachai Yavaprabhas. The delegates included:

1. Assistant Professor Aram Siriphan, Department Head;
2. Professor Dr. Charas Suwanmala, Professor and former Dean;
3. Associate Professor Dr. Damrong Wattana, Associate Professor;
4. Assistant Professor Dr. Ackadej Chaiperm, Associate Dean;
5. Assistant Professor Dr. Chanida Jittaruttha, Assistant Professor and PhD Director;
6. Assistant Professor Dr. Prakorn Siriprakob, Assistant to the Dean;
7. Assistant Professor Dr. Sirapatsorn Wongthongdee, Assistant Professor
8. Mrs. Suree Suttharoj, Director of Academic Affairs;
9. Ms. Nantiya Maneewong, Academic Affairs Staff;
10. Ms. Chawan Chanprasert, Academic Affairs Staff;
11. Ms. Suwimol Rajadonboribal, Academic Affairs Staff and Dean's PA;
12. Mrs. Monrudee Yimpenyai, Department of Public Administration Staff; and
13. Ms. Nattakarn Kongthin, Department of Public Administration Staff.

The purpose of the meeting was to explain the academic programmes conducted at AEI as well as discuss matters regarding academic and research collaboration between both parties.

Promotional Visits and Discussions by AEI Management Members

First AEI Promotional and Marketing Programme 2013

From 24 November to 1 December 2013, Dr. Azmi Mat Akhir, AEI Deputy Executive Director (Academic) together with Associate Professor Siti Rohaini Kassim, AEI Deputy Executive Director (Research & Services) organised an Academic Collaborative Discussion as well as Promotion and Marketing to Kunming, Shanghai and Beijing (China). Below is a list of the universities/institutions that were visited:

No.	Country of Visit	Date	Name of University/Institution
1.	Kunming (China)	25 November 2013 (Monday)	<ul style="list-style-type: none"> Institute of Southeast Asian Studies and Institute of International Relations, Yunnan University (YNU).
2.	Shanghai (China)	27 November 2013 (Wednesday)	<ul style="list-style-type: none"> School of International Relations & Public Affairs, Fudan University (FU).
3.	Beijing (China)	29 November 2013 (Friday)	<ul style="list-style-type: none"> Office of International Relations, Peking University (PKU).

The purpose of the discussion was to initiate academic and research collaboration as well as to promote academic programmes conducted by AEI, to obtain student candidates for the 2014/2015 session and beyond.



Promotional Visits and Discussions by AEI Management Members

2nd AEI Promotional and Marketing Programme 2013

From 9 to 15 December 2013, Y.Bhg. Dato' Mat Amir Jaffar, AEI Expert, with Ms. Salbiah Sirajudin, AEI Deputy Registrar organised an Academic Collaborative Discussion as well as Promotion and Marketing to Jakarta, Malang, and Bandung (Indonesia). Below is a list of universities/institutions that were visited:

No.	Country of Visit	Date	Name of University/Institution
1.	Jakarta (Indonesia)	10 December 2013 (Tuesday)	<ul style="list-style-type: none"> Faculty of Social and Political Science (FISIP) and International Office, Universitas Indonesia (UI).
		11 December 2013 (Wednesday)	<ul style="list-style-type: none"> ASEM Education Secretariat (SPA), Ministry of Education and Culture.
2.	Malang (Indonesia)	12 December 2013 (Thursday)	<ul style="list-style-type: none"> Universitas Brawijaya.

The purpose of the discussion was to initiate academic and research collaboration as well as to promote academic programmes conducted by AEI, to obtain student candidates for the 2014/2015 session and beyond.



Promotional Visits and Discussions by AEI Management Members

3rd AEI Promotional and Marketing Programme 2013

From 26 to 31 December 2013, Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director with Associate Professor Siti Rohaini Kassim, AEI Deputy Executive Director (Research & Services) organised an Academic Collaborative Discussion as well as Promotion and Marketing to International

Affairs, Korean University and also Office of International Affairs, Sogang University, Korea. The purpose of the discussion was to discuss research collaboration as well as matters related to the 'Balanced Mobility' project; along with promoting International Masters and PhD programmes at AEI.



Promotional Visits and Discussions by AEI Management Members

4th AEI Promotional and Marketing Programme 2013

From 18 January to 1 February 2014, Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director with Dr. Azmi Mat Akhir, AEI Deputy Executive Director (Academic) organised an Academic Collaborative Discussion as well as Promotion and Marketing to Lisbon (Portugal), and Barcelona, Madrid and Leon (Spain). Below is a list of the universities/institutions that were visited:

No.	Country of Visit	Date	Name of University/Institution
1.	Lisbon (Portugal)	21 January 2014 (Tuesday)	1. Faculty of Social Sciences and Humanities (FCSH), New University of Lisbon Av. De Berna, 26C, Lisbon, Portugal
2.	Barcelona (Spain)	22 January 2014 (Wednesday)	2. Office of International Relations, Universitat Pompeu Fabra (UPF) (Head Quarters) Placa de la Merce, 08002 Barcelona Sepanyol; and 3. International Relations Office & Faculty of Economics & Business Studies Autonomous University of Barcelona (UAB) Bellaterra, Barcelona, Sepanyol
3.	Madrid (Spain)	24 January 2014 (Friday)	4. Coordinating Office of Master in International Business & Marketing Universidad Carlos III de Madrid (UC3M) C. Madrid, 126, 28903 Getafe Madrid, Sepanyol; and 5. Faculty of Economics & Business Sciences Autonomous University of Madrid Ciudad Unversitaria de Cantoblanco 28049 Madrid, Sepanyol.
4.	Leon (Spain)	27 January 2014 (Monday)	6. Office of President, Office of Vice-Rector of International Relations & Faculty of Economics and Business Studies University of Leon Campus de Vaganza 24007 Leon, Sepanyol

The purpose of the discussion was to initiate academic and research collaboration as well as to promote academic programmes conducted by AEI, to obtain student candidates for the 2014/2015 session and beyond.





Convocation Luncheon

Event to Celebrate the Convocation of AEI Candidates

On 2 October 2013, AEI organised a Luncheon to celebrate the graduating candidates of year 2013, which took place at the Foyer, AEI.



Student Batch 2013/2014

Student Orientation Week

for the 2013/2014 Academic Session

From 2 to 4 September 2013, AEI organised an Orientation Gathering for the registration of AEI students for the 2013/2014 Academic Session, which took place in the AEI Auditorium. A total of thirty-one students attended the orientation gathering.

Among the activities that took place were:

- i. Welcoming speech by Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director;
- ii. Briefing session about academic programmes by Dr. Azmi Mat Akhir, AEI Deputy Executive Director (Academic);
- iii. Briefing session about administrative and management matters by Associate Professor Hj. Siti Rohaini Kassim, AEI Deputy Executive Director (Research & Services);
- iv. Briefing session regarding information about University of Malaya and registration procedures by Mr. Mahamad Apandi Khalib, Deputy Registrar, Institute of Postgraduate Studies;
- v. Lecture session with the title "AEI Masters, Young Ambassadors" by Y.Bhg. Dato' Mat Amir Jaffar, AEI Expert;
- vi. Briefing session on the facilities and regulations of the AEI Resource Centre and Computer Lab by Mdm. Noradiana Ab. Aziz, AEI Librarian; and
- vii. Visit to the University of Malaya Main Library to explain the facilities and regulations of the Main Library to the students. The briefing session was handled by Y.Bhg. Datin Komodhi Thaveegan, Head, Client Services Division, Main Library, University of Malaya.



As a student at the AEI, a lot of memories and lessons that we have learned for our maturity in thinking, personality and the most important are enhancement of knowledge and better perspective to every detail of our PhD studies. The special of PhD students in AEI is we come from of various backgrounds, nationality, age and different races but we are like brothers and sisters that always remember to remind each other, assist and cooperate together.

Each student will have their own PhD journey, through the experiences of former

students who have passed, graduated, seniors and colleagues. We have shared advices, experiences, opinions, tips, inspired stories and knowledge related to the PhD research. Sometimes, we do share about life experiences as well, to be a better person. It is normal to fall during the journey, sometimes frustration happens, lack of ideas in writing, journal rejection, delayed in schedule, personal matters and there will be few obstacles happen during the journey. *“Do not be discourage or sad, but quickly got up and ran towards the finish line”* and *“There is always rainbow after the rain”*. That is the

expression of strength that I always carried with me during this precious journey.

My best experience during my PhD journey so far is during my data collection for chapter three which is the Research Methodology. Since, my research based on comparative studies between developed country which is Berlin, Germany and developing country, Kuala Lumpur, Malaysia, the preparation do acquired time, various procedures and involve approval from related authority.

I begin my data collection in Kuala Lumpur. No doubt there was the

Valuable Journey as a Post-Graduate PhD Student in Asia-Europe Institute (AEI)

PhD Student: Thoughts Shared

Field of Research: **Heritage Property Value**

Title of Research: **A Current Perspective Based on Comparative Studies between Kuala Lumpur, Malaysia and Berlin, Germany**

By **Shahariah Norain Shaharuddin**

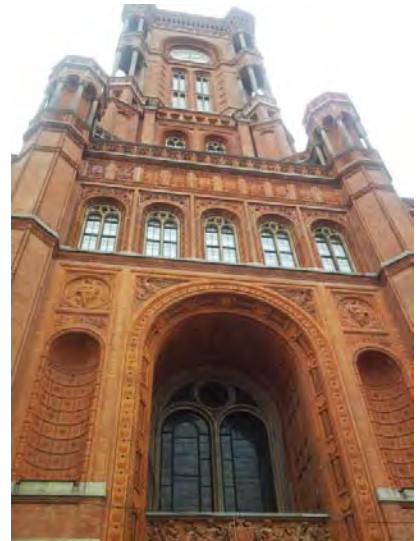


difficulty of obtaining data because it involves local visitor's time to fill in the questionnaire and survey. Rejection and there were comments that I sometimes feel dispirited. But, it did not break my spirit as a PhD student. It is part of lesson and learning for improvement. Absolutely, there were congratulated and words of encouragement from the participation. Some, shares significant information regarding heritage property which makes me obtain an idea of additional information in my research.

Then, my next data collection was in Berlin, Germany. Upon application to conduct data collection in Berlin, Germany, I was given the opportunity to enroll as an exchange student in winter course for the program "European City and Regional Development Planning" at Humboldt-Universität zu Berlin, Germany. As an AEI student, definitely I was excited because I was given the opportunity to learn together with international student at the distinguished and world university

ranking. After the course, I started to collect my data collection on designated heritage property site. The challenge that I was facing during that time was the cold and snowy weather. Visitors were not many who visited the heritage property during winter and I have limited time to conduct my data collection and survey. I have faced an insufficient number of participations. Again, it did not break my spirit. All the problems and best solution, I will discuss and seek for an opinion of my supervisor which I have always contacted by email in Germany. I have also been getting an advice and opinion from lecturer that teaches me at Humboldt University during the course.

Apart from the data collection, so far, the journey of my PhD is mesmerizing and memorable experience. This experience, lessons, knowledge and aspiration will always be remembered and kept in my heart as an indicator of success and I will use in my daily life as well because this life experience has added value to my life.



Internship @ NCRE, University of Canterbury,

New Zealand

By Nurul Murni Md Saleh
International Masters in
Regional Integration (IMRI)
2013/2014



In a cruise. Heading to Pacific Ocean to watch Dolphin

As someone who consider Europe as the best international experience, I was excited for my internship trip to Christchurch, New Zealand. 10 of us were blessed to have an amazing host for our internship, National Centre for Research on Europe, University of Canterbury, New Zealand. Considering that *“learning is not confined to childhood or the classroom, but takes place throughout life and in a range of situations”* moving away from the comfort of the books and theories to a research centre, where putting the acquired skills into practice and facing real challenges is a must. An internship at NCRE was an invaluable and an unforgettable experience, and cannot be paralleled at home. Cultural immersion is an essential aspect of doing internship there as it provides us with a basic understanding of the research practices associated with different cultural norms and values. We had to accustom ourselves to different working cultures in our new workplace.

We are lucky as NCRE had scheduled lots of interesting activities for us throughout our internship period at their place. Our journey begins with task on event management, the European Day celebration and Research Retreat at Kaikoura on the early first week of the internship. We felt honoured to present our project paper proposal during the Postgraduate School in Kaikoura. A new experience of changing ideas had given



At NCRE



Picnic at Lyttelton



At NCRE, University of Canterbury, Christchurch, New Zealand



Presenting Project Paper proposal at NCRE Roundtable Seminar Series



NCRE Roundtable Seminar Series

us the opportunity to discuss and exchange ideas with Scholars and Academics from all around the world.

Back to the campus, challenging tasks are waiting for us. We are given opportunities to help the Academics at NCRE with their research in various fields involved by EU, ASEAN and etc. In addition, we are also gain experience in handling seminar series and a high profile event, "Polish Way to Freedom". It was conducted as to welcome Marshall of the Senate of the Republic of Poland, delegation and Polish Ambassadors visits to NCRE.

Making an internship more memorable, we were enjoyed our stayed by going for holiday trips to Lyttelton, Sumner, Rotorua, Wellington, Akaroa, Kaikoura, Queenstown and Auckland. Get a chance to watch Dolphin in Pacific Ocean and experience snowboarding and skiing at Mount Hutt was fantastic! Being able to experience the autumn and winter was another interesting moment. All this excitement and unforgettable life experience can only be achieve through studying at Asia-Europe Institute, University of Malaya, Malaysia. Thank you AEI for this memorable and fantastic life experience!



Punting along the Avon River



Luge at Queenstown



Me at Akaroa



Outing with officemate at Sumner



Skiing at Mount Hutt



Get to know the Alpaca at Alpaca Farm



Postgraduate Weekend School



Wellington Cable Car



Enjoying the snow at Mount Hutt



Kaikoura



With Marshall of the Senate of the Republic of Poland at "Polish Way to Freedom" Event



Milford Sound Cruise



With new friends all around the world!



At Rotorua

The United Nations Educational, Scientific and Cultural Organisation (French: *Organisation des Nations unies pour l'éducation, la science et la culture*; UNESCO) is an international organisation established on 16 November 1945. Its mission is to contribute to the building of a culture of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information. The organisation currently has 195 Member States and nine associate members with six working languages: English, French, Spanish, Arabic, Russian and Chinese. The UNESCO Secretariat is led by a Director-General, who is elected for a four-year mandate. The UNESCO Executive Board is made up of 58 Member States and meeting every six months for the execution of the programmes approved by the General Conference, which is held once every two years.

UNESCO functions in five different aspects namely education, natural sciences, social and human sciences, culture, and information and communication. UNESCO works with a wide range of partner institutions and stakeholder groups, e.g. governments, governmental and inter-governmental bodies, non-governmental organisations, professional associations, academics institutions, experts, private companies and civil society, UNESCO Clubs, Associated Schools, and Goodwill Ambassadors. The organisation also works with corporate partners such as Ford Foundation, Microsoft, Hewlett-Packard, L'Oreal, Mercedes Benz China, TVGlobo: Criança Esperanza, Danone, NKTV, BBC and CNN.

The Permanent Delegation

The Office of the Permanent Delegation of Malaysia to UNESCO is located at Bonvin Building, the satellite office of the UNESCO Headquarters (*Maison de l'UNESCO*). It places offices of various delegations to UNESCO since 1960s. The Permanent Delegation of Malaysia to UNESCO (PPTM) has set up its office there in 1968 after ten years of membership.

PPTM is a government agency under

UNESCO

The Permanent Delegation of Malaysia to UNESCO

Bonvin Building, Rue de Miollis, Arr. 15, Paris, FRANCE

By Ahmad Sharif Haron

**International Masters in Regional Integration (IMRI)
2013/2014**



Staff of the Permanent Delegation of Malaysia to UNESCO with H.E. Tan Sri Ismail Omar, the Ambassador of Malaysia to France.



I take the opportunity to have photos together with H.E. Dato' Mohd Zulkifli Mohammed, the Permanent Delegate of Malaysia to UNESCO (left) and H.E. Tan Sri Ismail Omar, the Ambassador of Malaysia to France (right).

the Ministry of Education Malaysia (KPM) that deals with international activities related to education, sciences and culture. As the focal point, PPTM does play a prominent role liaising programmes from other ministries and agencies as well, e.g. the Ministry of Science and Technology (MOSTI), the Ministry of Women, Family and Community Development (KPWK),

the National Commission of UNESCO Malaysia (SKUM), the Department of National Heritage Malaysia (JWN), International Science, Technology and Innovation Centre for South-South Cooperation (ISTIC) and the UNESCO Global Network on National Geoparks (GGN).

PPTM is currently led by the Permanent Delegate/Ambassador of Malaysia to UNESCO, His Excellency Dato' Mohd Zulkifli bin Mohammed, and assisted by a Deputy Permanent Delegate, a Science Attaché, an Assistant Officer, an Office Secretary and three local staffs. The small office somehow plays great roles in shaping and contributing to country's development of educational, sciences and cultural values. Despite working in small office, the experience and exposure an intern would gain during the eight weeks period of internship are priceless and very valuable for my future undertakings. With unrest help and guides by the staff of PPTM, one would be able to learn new things fast and adapt the international working environment professionally.

Internship

Contrary to popular beliefs, my internship in the PPTM office is beyond making morning coffee, instead, I have been exposed to intergovernmental meetings and international conferences, preparing country's *Notes Verbale* and substantive documents, discussions and ideas contributions, liaising experts and delegations from Malaysia, and socialising at other countries' receptions for lobbying strategies. During my internship period, I have participated in ASEAN Family Day 2014, hosted by Malaysian Embassy to France and our government agencies in Paris. All ten Member States of ASEAN in Paris have taken part in the event to celebrate harmony in diversity of this emerging regional institution. As a co-

host, PPTM has also given a hand and support to run the event. As an intern I took this opportunity to mingle and make new friends among other Malaysians as well as other nationals.

In a nutshell, from this internship course, I have achieved my goals to experience working in an international organisation, to create networking and international relations, to widen my perspectives on education, sciences

and cultures preservations globally, and to nurture positive thinking for decision-making. Last but not least, it is my pleasure to have the opportunity to do the internship at the PPTM UNESCO in Paris, France. I have learned so much new knowledge and valuable experience for my future undertakings. With all the tasks done, I can feel that my soft and interpersonal skills are improved and nurtured day by day.



Honourable guests and visitors at the ASEAN Family Day which was held on 31st May 2014 at Parc du Ris Orangis, Paris.



The final match of the ASEAN Family Day, coconut bowling, between two groups of Ambassadors of ASEAN countries to France.



Turkish Ambassador giving his speech at Turkey's new house reception.



The Priority Africa at UNESCO Information Session, chaired by the Director-General, Madam Irina Bokova at Fontenay Building, UNESCO House, Paris.



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.





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