SECOND ANNOUNCEMENT

1st Mae Fah Luang University International Conference 2012
“Future Challenges towards ASEAN Integration”

Mae Fah Luang University
Chiang Rai, THAILAND

November 29 – 30 and December 1, 2012

CALL FOR ABSTRACTS

Deadline for Abstract Submission extended to October 10, 2012

www.mfuic2012.mfu.ac.th
This 3-day conference has the purpose to address the, "Future challenges towards ASEAN integration", as the ASEAN Economic Community inauguration is scheduled for the start of 2015. Mae Fah Luang University as an educational institution, foresees both challenges and opportunities to be brought forth by the ASEAN Economic Community 2015. And a particularly challenging domain for this integration is the collaboration between member nations in mutual educational development. For this reason it is necessary for all member nations to begin their preparation for 2015, with this conference as a catalyst providing expert guidance from notable dignitaries.

**CONFERENCE HIGHLIGHTS**

**INAUGURAL SPEAKERS:**

29 November 2012

Dr. Surin Pitsuwan
Secretary-General of ASEAN

‘ASEAN Charter: Challenges and Opportunities’

30 November 2012

Professor Dr. Surakiat Sathirathai
Former Deputy Prime Minister and Foreign Minister of Thailand

‘Challenges towards ASEAN Integration’

**KEYNOTE SPEAKERS:**

29 November 2012

Mr. Damon Anderson
Director, Regional English Language Office
Embassy of the United States of America

‘English Language Communication Skills for the AEC: A model to consider?’

30 November 2012

Mr. Ong Kung Wai
Consultant of Grolink

‘How Asia Regional Organic Standard is Useful for ASEAN Region’

Assistant Professor Dr. Akkharawit Kanjana-Opas
Director, Prince of Songkla University Science Park

‘Roles and Importance of Intellectual Property toward ASEAN Integration’

1 December 2012

Associate Professor Dr. Nantana Gajaseni
ASEAN University Network Executive Director

‘New Paradigm shift of Higher Education Development for ASEAN Integration’
29 November 2012

- **Panel Discussion:**
  
  ‘Research Foresight on ASEAN Integration’
  
  *Panelists: Directors of NRCT, TRF and ARDA*

- **MFU Open House Tours:**
  
  Mae Fah Luang University has arranged two separate tour routes to experience the University:
  
  - Route 1: Science, Technology and Health Science
  - Route 2: Social Science and Humanities

- **Lanna-Style Banquet in Conjunction with the ‘Loy Kratong Festival’**
  
  Participants will be greeted with a traditional Thai-Lanna style welcome banquet, where delicious Thai cuisine will be served while appreciating a local cultural performance. This event will be in conjunction with the celebration of the Loy Kratong Festival, whereby floating lanterns will be given to all guests.
CONFERENCE SCOPE

Papers submitted to MFUIC 2012 may belong to the following categories:

- Sciences, Technology and Environment
- Social sciences and Humanities
- Health Science
- Software and Telecommunication Industry

CALL FOR PAPERS

Abstract or Full paper for oral and/or poster presentations are welcome. The papers submitted must be original and never have been published anywhere (infringement of copyrights or misuse of intellectual property is solely the author’s responsibility).

All abstracts/Full papers must be submitted in English. At least one author per paper is required to register for the conference.

Detailed instruction and templates for abstract/Full paper submission are available at the conference website http://mfuic2012.mfu.ac.th, all submitting papers should follow the instructions.

Abstract or Full paper may be submitted online or via email (mfuic2012@gmail.com).

IMPORTANT DATES

Please visit http://mfuic2012.mfu.ac.th for registration and further information.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Conference Dates</td>
<td>29 - 30 November and 1 December 2012</td>
</tr>
<tr>
<td>Deadline for Submission</td>
<td>extended to 10 October 2012</td>
</tr>
<tr>
<td>Acceptance notification</td>
<td>by 24 October 2012</td>
</tr>
<tr>
<td>Early registration</td>
<td>before 31 October 2012</td>
</tr>
<tr>
<td>Late registration</td>
<td>after 1 November 2012</td>
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# Registration Fee

<table>
<thead>
<tr>
<th>Category</th>
<th>Early Bird (Before 31 October 2012)</th>
<th>Late Owl (After 1 November 2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thai Student*</td>
<td>2,500 Baht</td>
<td>3,000 Baht</td>
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<tr>
<td>Thai Participant*</td>
<td>3,500 Baht</td>
<td>4,000 Baht</td>
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<tr>
<td>Overseas Student*</td>
<td>100 USD</td>
<td>120 USD</td>
</tr>
<tr>
<td>Overseas Participant*</td>
<td>150 USD</td>
<td>200 USD</td>
</tr>
<tr>
<td>Accompany Person(Thai)**</td>
<td>2,000 Baht</td>
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<tr>
<td>Accompany Person(Overseas)**</td>
<td>80 USD</td>
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**Includes Lanna-Style Banquet, lunches, and refreshments.

# Conference Time and Location

Time: November 29 – 30 and December 1, 2012

Registration time: 8:00 – 10:00 hrs on the conference days

Location: Mae Fah Luang University

Address: 333 Moo 1 T.Tasud Muang Chiang Rai, 57100 THAILAND
# Conference Program

**Day 1: Thursday, November 29**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00 – 09:00</td>
<td>Registration of Participants</td>
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<tr>
<td>09:00 – 09:30</td>
<td>Opening Ceremony</td>
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<tr>
<td>09:30 – 10:30</td>
<td><strong>Inaugural Address</strong></td>
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<tr>
<td></td>
<td>‘ASEAN Charter: Challenges and Opportunities’</td>
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<tr>
<td></td>
<td>Dr. Surin Pitsuwan</td>
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<td></td>
<td>Secretary-General of ASEAN</td>
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<tr>
<td>10:30 - 10:45</td>
<td>Coffee Break</td>
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<tr>
<td>10:45 - 12:15</td>
<td><strong>Keynote Speech</strong></td>
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<tr>
<td></td>
<td>‘English Language Communication Skills for the AEC: A model to consider?’</td>
</tr>
<tr>
<td></td>
<td>Mr. Damon Anderson</td>
</tr>
<tr>
<td></td>
<td>Director, Regional English Language Office, Embassy of the United States of America</td>
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<tr>
<td>12:15 - 13:30</td>
<td>Lunch Break</td>
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<tr>
<td>13:30 - 14:30</td>
<td><strong>Panel Discussion Session</strong></td>
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<tr>
<td></td>
<td>‘Research Foresight on ASEAN Integration’</td>
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<tr>
<td></td>
<td>by Directors of NRCT, TRF and ARDA</td>
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<tr>
<td>14:30 - 15:00</td>
<td>Coffee Break</td>
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<tr>
<td>15.00 – 16.30</td>
<td><strong>Oral presentation</strong></td>
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<tr>
<td></td>
<td><strong>Session 1</strong>: Science, Technology and Environment</td>
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<td></td>
<td><strong>Session 2</strong>: Social Science and Humanities</td>
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<td></td>
<td><strong>Session 3</strong>: Health Science</td>
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<tr>
<td>16:30 - 18:00</td>
<td><strong>MFU Open House</strong></td>
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<tr>
<td></td>
<td>Route 1: Science Technology and Health</td>
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<td></td>
<td>Route 2: Social Science and Humanities</td>
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<tr>
<td>18:00 - 21:00</td>
<td>Lanna-Style Banquet in conjunction with the ‘Loy Kratong Festival’</td>
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<tr>
<td>Time</td>
<td>Event</td>
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<tr>
<td>09:30 – 10:30</td>
<td><strong>Inaugural Address</strong>&lt;br&gt;‘Challenges towards ASEAN Integration’&lt;br&gt;<strong>Professor Dr. Surakiat Sathirathai</strong>&lt;br&gt;Former Deputy Prime Minister and Foreign Minister of Thailand</td>
</tr>
<tr>
<td>10:30 - 10:45</td>
<td>Coffee Break</td>
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<tr>
<td>10:15 - 11:25</td>
<td><strong>Keynote Session</strong>&lt;br&gt;‘How Asia Regional Organic Standard is Useful for ASEAN Region’&lt;br&gt;<strong>Mr. Ong Kung Wai</strong>&lt;br&gt;Consultant of Grolink</td>
</tr>
<tr>
<td>11:25 – 12:05</td>
<td>‘Roles and Importance of Intellectual Property toward ASEAN Integration’&lt;br&gt;<strong>Assistant Professor Dr. Akkharawit Kanjana-Opas</strong>&lt;br&gt;Director, Prince of Songkla University Science Park</td>
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<tr>
<td>12:05 – 13:30</td>
<td>Lunch Break</td>
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<tr>
<td>13:30 - 14:30</td>
<td><strong>Invited Speakers</strong>&lt;br&gt;<strong>Session 1:</strong> Science, Technology and Environment&lt;br&gt;<strong>Session 2:</strong> Social Science and Humanities&lt;br&gt;<strong>Session 3:</strong> Health Science</td>
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<tr>
<td>14:30 – 14:45</td>
<td>Coffee break</td>
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<tr>
<td>14:45 - 16:00</td>
<td><strong>Oral presentation</strong>&lt;br&gt;<strong>Session 1:</strong> Science, Technology and Environment&lt;br&gt;<strong>Session 2:</strong> Social Science and Humanities&lt;br&gt;<strong>Session 3:</strong> Health Science</td>
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<tr>
<td>16:00 – 17:00</td>
<td><strong>Poster session</strong>&lt;br&gt;<strong>Session 1:</strong> Science, Technology and Environment&lt;br&gt;<strong>Session 2:</strong> Social Science and Humanities&lt;br&gt;<strong>Session 3:</strong> Health Science</td>
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<tr>
<td>18:00 - 21:30</td>
<td><strong>Cultural Trade Fair</strong></td>
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</table>
### Day 3: Saturday, December 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</table>
| 09:00 - 10:30 | **Keynote Lecture**  
'SNew Paradigm shift of Higher Education Development for ASEAN Integration'  
*Associate Professor Dr. Nantana Gajaseni*  
*ASEAN University Network Executive Director*  |
| 10:30 - 10:45 | Coffee Break                                                            |
| 10:45 – 12:00 | **Oral/Poster Presentation**  
**Session 1**: Science, Technology and Environment  
**Session 2**: Social Science and Humanities  
**Session 3**: Health Science |
| 12:00 – 13:00 | Lunch Break                                                              |
| 13:00 – 17:00 | **Excursion in Chiang Rai**                                              |
CONFERENCE COMMITTEE

CONFERENCE CHAIRMAN

Assoc. Prof. Dr. Vanchai Sirichana
President of Mae Fah Luang University

ORGANIZER

Mae Fah Luang University

ORGANIZING ADVISORY COMMITTEE

Prof. Dr. Zhuang Guoto
Xiamen University, China

Prof. Dr. Marc Stadler
Germany

Prof. Dr. Nam Soo Kim
College of Biomedical Sciences, Kangwon National University (Korea)

Dr. Wolfram Spreer
University of Hohenheim, Germany

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Vice President of Mae Fah Luang University

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Assistant to the President

Dr. Romyen Kosaikanont
Assistant to the President

Dr. Phunrawie Promnart
Assistant to the President

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Dean of School of Law

Assoc. Prof. Dr. Chuta Manusphaibool
Dean of School of Management

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Dean of School of Cosmetic Science

Assoc. Prof. Dr. Ted Tesprateep
Dean of School of Anti-Aging and Regenerative Medicine

Assoc. Prof. Supranee Athaseri
Dean of School of Nursing

Asst. Prof. Dr. Akara Akaranithi
Dean of School of Liberal Arts

Asst. Prof. Dr. Tuangrak Nantawisarakul
Dean of School of Science

Asst. Prof. Dr. Vicha Sardsud
Dean of School of Agro-Industry

Dr. Samrueng Kanjanamethakul
Dean of School of Health Science

Dr. Surapong Uttama
Dean of School of Information Technology

Dr. Mitra Cassely
School of Health Science

Dr. William Shwetzer
School of Health Science

Dr. Nittaya Phasupan
School of Health Science

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Dr. Phunrawie Promnart
Assistant to the President
Assistant secretary:
Mr. Chatchai Rojanavitit
Head of Division of Research Services

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Vice President of Mae Fah Luang University

**Vice-Chairperson:**
Asst. Prof. Dr. Tuangrak Nantawisarakul
Dean of School of Science
Asst. Prof. Dr. Akara Akaranithi
Dean of School of Liberal Arts

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Prof. Dr. Takuji Shirasawa
Juntendo University, Tokyo, Japan
Prof. Dr. Kohji Higuchi
University of Electro-Communications, Japan
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Kangwon National University, Korea
Dr. Jin Ha Youn
Occupational Lung Disease Institute, Korea
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School of Science
Asst. Prof. Dr. Ekachai Chukeatirote
School of Science
Asst. Prof. Dr. Darunee Wattanasiriwech
School of Science
Asst. Prof. Dr. Suthee Wattanasiriwech
School of Science
Asst. Prof. Dr. Surat Laphookhieo
School of Science
Asst. Prof. Dr. Siripat Suteerapataranon
School of Science

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