On January 26, 2015, Kasetsart University by the Institute of Food Research and Product Development and Forica Foods Co., Ltd. signed the Memorandum of Understanding to officially foster the collaborative activities on rice research and development since the previous cooperation and friendships between Kasetsart University and the Japanese alliance including Forica Foods Co., Ltd. in the Rice Valley Forum in 2013. On this occasion, Associate Professor Vudtechai Kapilakanchana, President, Kasetsart University presided over the Signing Ceremony together with Mr. Kawai Yoshihiro, Chief Executive Officer, Forica Foods Co., Ltd., to sign the MOU among the witnesses comprising the representatives of Forica Foods Co., Ltd., and another relevant sectors.

MOU Signing with Forica Foods Co., Ltd

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During November 28-30, 2014, the 12th SARD Workshop under the theme of the “Challenging Issues in Asian Retail Internationalization: Focusing on Primary Industries in the Emerging Markets” was held at the Faculty of Economics, Kasetsart University with the collaboration between the Faculty of Economics and the Faculty of Agro-Industry. There were 148 participants from 11 countries in the private and public sectors joined the workshop.

The Board Committee of the Society of Asian Retailing and Distribution (SARD), University of Marketing and Distribution Sciences (UMDS), Japan, which has signed an academic collaboration with KU, had given an honorable opportunity to Kasetsart University for being the host of this event. This annual international conference is alternatively hosted by the partner universities namely University of Marketing and Distribution Sciences (UMDS), Japan, National Kaohsiung First University of Science and Technology, Kaohsiung, Taiwan, Chung-Ang University, Seoul, Korea, Renmin University of China, Beijing, China, and Fudan University, Shanghai, China. The 1st SARD workshop has started with the Asian Distribution Forum 2000 at UMDS. The workshop was established to bring together scholars, researchers, and practitioners in the retail and distribution business to promote an exchange of views, experience and knowledge with regard to the retail and distribution business in Asia. In addition, the Society organizers hope to disseminate research findings to audiences not only in Asia but also throughout the world.

On November 28, the workshop began with the study tour to Talad Thai market, the largest agricultural products wholesale market in Thailand, and Future Park Rangsit, the big modern shopping mall. The workshop presentation and discussion formally started on November 29, we were honored to have the following two keynote speakers; Professor Shuguang WANG, Ryerson University, Canada and Mr. Chusin JIRAWONGSY, Vice President at CP All Plc., Thailand. Professor Shuguang WANG focused on “the Role of Geography in Retail Planning and Trade Area Analysis: What the Emerging Markets Can Learn from the Mature Markets?” and Mr. Chusin JIRAWONGSY gave us insight knowledge on “7-ELEVEN Thailand’s Logistics Strategies”. The workshop continued efficiently and the presentations were separated into three sections including Session 1: Opportunities and Challenges of ASEAN Region in the Era of Marketing Revolution, Session 2: Retail Innovation and Customers in AsiaVenue, and Session 3: Cross-National Comparative Analysis in Retailing.
A Scholar from James Madison University under Fulbright Scholarships Program

On December 3, 2014, Asst. Prof. Dr. Patchareeya Boonkorkaew, Deputy Dean for Administration, Faculty of Agriculture introduced Assoc. Prof. Dr. Mace L. Bentley, Integrated Science and Technology, James Madison University, to meet with Mr. Somsakdi Tabtimthong, Director, International Affairs Division. Assoc. Prof. Dr. Mace L. Bentley came to Kasetsart University as a visiting scholar involving in the academic matters and activities especially in the field of environmental issues at the Faculty of Agriculture for 6 months under the Fulbright Scholarships Program by the Thailand-United States Educational Foundation. Besides, Assoc. Prof. Dr. Mace L. Bentley also drafted the Memorandum of Understanding between Kasetsart University and James Madison University so as to officially establish a wider area of cooperation between both universities.

MOU Signing Ceremony between Syiah Kuala University and Kasetsart University

On December 15, 2014, at 10.00 hrs, Associate Professor Dr. Poonpipope Kasemsap, Vice President for International Relations together with Mr. Somsakdi Tabtimthong, Director of International Affairs Division warmly welcomed Dr. Nazamuddin, SE, MA, Vice Rector For External Relations, Syiah Kuala University and his party to Kasetsart University. This event was also honored by the presence of Dr. Yunardi, Education and Culture Attaché, The Embassy of the Republic of Indonesia in Bangkok. After that, the administrators of the two universities had a discussion on the development of cooperative activities to be conducted in the future. They are willing to formally promote both academic and research cooperation through such activities as exchange of faculty, student, staff, internship, and other effective collaboration, based upon the mutual interests of many disciplines available in both universities. In conclusion, Syiah Kuala University offered the students from Kasetsart University to join in the International Student Service Community held by Syiah Kuala University for learning about the culture in Indonesia.
Cultural Exchange Day

On December 19, 2014, the Office of the University Library, Kasetsart University organized the "Cultural Exchange Day" Event at the Garden Library, the KU Main Library to provide opportunity for students and staff to learn about other countries’ cultures and to promote the Library services that are very useful for learning, teaching and researching to international students. On this occasion, Dr. Aree Thunkijjanukij, the Director of the Office of the University Library, delivered the welcome address to participants for the event. There were about 70 participants from many countries including Indonesia, Japan, Myanmar, Pakistan, Sri Lanka, Tanzania, Vietnam, and Thailand.

The program began with the MC interviewing and playing games with the participants concerning the library services. Then followed by the cultural show performed by the Thai students from the KU Thai Classical Dance Club. In this event, the participants learned various cultures through the presentations made by the students from Indonesia, Myanmar, Pakistan, Tanzania, Thailand, and Vietnam. After that, the students from Indonesia, Myanmar and Vietnam performed the memorable cultural shows. Before the closing of the event, all participants joined the Thai folk dance, Ram Wong and the Group Photos.

English Language Course for SEARCA Scholars

During January 12-16, 2015, Kasetsart University and Faculty of Fisheries, organized the English Language course for SEAMEO SEARCA Scholars. Mr. Somsakdi Tabtimthong, Director of International Affairs Division, warmly welcomed Ms. Maria Cristeta N. Cuaresma, Program Head, and Ms. Jesselle Solivas-Laranas, Program Specialist, Graduate Education and Institutional Development from Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) at the Meeting Room No.305, Boonintradrabhabaya Building, Faculty of Fisheries, Kasetsart University, Bangkhen Campus. The purpose of this training was to help current SEARCA scholars, twelve participants from Laos and Myanmar, to practice their abilities and enhance their English skills that will lead them to academic success. Lecturers from SEAMEO Regional Language Centre (RELC) provided lessons targeting in academic skills e.g. writing, note-taking, abstract writing together with practices in pronunciation and conversation.
SMART Project 2015

Faculty of Economics, Kasetsart University has launched the 2nd of SMART Project (Student Multidisciplinary Applied Research Team) during January 7-16, 2015 under Cornell University, USA and Kasetsart University Collaboration. The participants in the program were from multidisciplinary fields of both universities. There are four Economic Entrepreneur and two Agribusiness students from Faculty of Economics, KU and two International Development, one Operations Research and two Public Affairs students from Cornell University.

The aim of the program is that students can apply their theory to analyze critically in the real situation. This year, Mr. Sumrit Yipyintum (Managing Director of the River Group, the 3rd largest toilet paper company in Thailand) has given the team an opportunity to study the company operation process and the challenges for the case study analysis. Apart from academic experience, all students have learnt how they develop themselves for working as teamwork, communicating with cross cultures and learning system thinking.

On January 13, 2015, Asst. Prof. Dr. Amornrat Lertworasirikul, Department of Materials Engineering, Faculty of Engineering and her colleagues accompanied Prof. Dr. Hiroshi Tamura, Faculty of Chemistry, Materials and Bioengineering & Associate Dean, Division of International Affairs, & Director, Japan-EU Research Center, together with his associates from Kansai University, Japan, to meet with administrators of Kasetsart University so as to have an academic discussion about the possibility of initiating cooperative activities in their mutual fields of interest. Prof. Dr. Hiroshi Tamura introduced them a student mobility program entitled “Short-term study abroad program using quarter system in Department of Chemistry and Materials Engineering” to be conducted with universities of different target countries including Thailand in 2017. Furthermore, both universities are interested in other future activities such as faculty exchange and joint research that will definitely enable their academic excellence in the long-run. The draft MOU is also proposed to Kasetsart University for perusal before official signing in the very near future.

Short-term Study Abroad Program with Kansai University
The Visit of Chairman of Shanghai Canghaisangtian Eco-Agriculture Development Co., Ltd

On December 1, 2014, Professor Dr. Niwat Ruengpanich, Chairman, Kasetsart University Council, Associate Professor Vudtechai Kapilakanchana, President of Kasetsart University, Associate Professor Dr. Sornprach Thanisawanyangkura, Vice President for Research, and the University executives, staff and students warmly welcomed Mr. Zhang Zhengquan, Chairman, Shanghai Canghaisangtian Eco-Agriculture Development Co., Ltd, China, and Mr. Wang Jinwen, Senior President, Chia Tai Group, accompanied by the executives from Charoen Pokphand Foods PCL. at the Kamphol Adulavidhya Conference Room, Kasetsart Golden Jubilee Administration and Information Center, Kasetsart University, Bangkhen Campus. The purpose of the visit was to discuss the academic collaboration and to strengthen friendships. Both partners agreed to support the short training for the student from Faculty of Agriculture. In this connection, delegates had an opportunity to visit the Chulabhorn satellite station at Faculty of Engineering. In November 2014, Shanghai Canghaisangtian Eco-Agriculture Development Co., Ltd. sent the amicable invitation to the President of Kasetsart University and his delegation for the technical visit to the company including the visit to the smart paddy project in Pudong district. Invaluable knowledge and experience gained during the visit will be transferred to the development in research and technology in commercial production of the university and the country.

Visit of the Delegates from Pakistan

On December 2, 2014, a group of academicians of higher education, Pakistan in the Advanced Management Visit Program (AMPV), attended the lectures given by the representatives of Kasetsart University Research and Development Institute, namely “Managing and Facilitating Research in Education Institutions” by Asst. Prof. Dr. Busaba Tonthong, Deputy Director for Administration; and “Research and Development System of the University’ by Assoc. Prof. Dr. Piamsa-nga Punpiti, Deputy Director for Information and Research.
Visiting Professor from Turku

On December 19, 2014, Assist. Prof. Dr. Wuttinun Raksajit, Assistant to the Dean for Student Affairs led Assoc. Prof. Dr. Pirkko Mäenpää, Department of Biochemistry, Faculty of Mathematics and Natural Science, University of Turku, Finland, the visiting professor at the Faculty of Veterinary Technology, Kasetsart University during December 16, 2014 - January 15, 2015, to visit the Kasetsart University Library as well as Eco-Library and the Garden Library. On this occasion, Assoc. Prof. Pirkko Mäenpää also learned more about the KU Green Library.

The Visit of delegations of Gifu University

On January 27, 2015, Mr. Somsakdi Tabtimthong, Director of International Affairs Division welcomed Mr. Haruya Kato, Coordinator and Guest professor, Gifu University and Dr. Shinji Tokuyama, Shizuoka University, Japan. The main objective of their visit was to promote the United Graduate School of Agriculture Science, Gifu University (UGSAS-GU) and to discuss the possibility on academic collaboration.

The United Graduate School of Agriculture Science, Gifu University (UGSAS-GU) is a 3-year doctoral degree program, which is the collaboration between the Graduate School of Agriculture of Shizuoka University and the Graduate School of Applied Biological Sciences of Gifu University. Three main specialized courses are offered in biological production, biological environment, and biological resources. Graduates who will be researchers and specialists will contribute contributing to the development of agricultural science and related industries.

Shujitsu Gets More Acquainted with KU

On December 24, 2014, Prof. Kenji Taniguchi and Assist. Prof. Rie Sakuraki, the delegation from School of Business Administration, Shujitsu University led by Assoc. Prof. Dr. Sombat Chinawong, Vice President for Kamphaeng Saen Campus, paid a visit to the Kasetsart University to learn about the facilities provided for both the KU students Graduates and the exchange students.
New MOU’s signing with Sindicatum Group

On January 14, 2015, at the British Embassy, Bangkok, Thailand, Assoc. Prof. Dr. Sornprach Thanisawanyangkura, Vice President for Research together with Assoc. Prof. Sombat Chinawong, Vice President for Kamphaeng Saen Campus, and Assoc. Prof. Dr. Bancha Kwanyuen, Dean, Faculty of Engineering at Kamphaeng Saen paid an officially visit to the British Embassy in Bangkok.

The main objective of their visit was to discuss and sign the Memorandum of Understanding (MOU) between Sindicatum Sustainable Resources (Thailand) and Kasetsart University at Kamphaeng Saen campus. The purpose of this MOU is to expand SSR’s commitment to the community in Kamphaeng Saen by putting in place an ongoing scholarship program in conjunction with KU, commencing in the first semester of 2015 academic year. The scholarship will be known as the “David Raubenheimer Scholarship.” The scholarship will be awarded to 2 students in the first year (2015) and work up to maximum of 5 students in subsequent years.

Assoc. Prof. Dr. Sornprach Thanisawanyangkura, Vice President for Research has been delegated to sign the MOU contract on behalf of Kasetsart University with the President of Sindicatum Group, Mr. Robert Driscoll.

H.E. Mr. Mark Kent, British Ambassador to Thailand was inducted as an honorary witness at the signing ceremony.