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Post



Dato' Prof. Dr. Morshidi Sirat
**AEI and
Balanced Mobility:**
Beyond ASEMME4



contents

A NOTE FROM THE EXECUTIVE DIRECTOR

ORGANISATION CHART OF AEI

1.0 HIGHLIGHTS

- AEI and Balanced Mobility: Beyond ASEMME4

2.0 TEACHING AND LEARNING

- International Teaching Staff (Visiting Professors)
- Local Teaching Staff

3.0 SEMINARS/WORKSHOPS/ CONFERENCES

- ASEAN-India SME Conference, 21 - 22 June 2012, Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur
- "Quantitative Analysis Technique (Intermediate)" – 15 September 2012, AEI
- Public Lecture by Dr. Paul Cardwell
- 7th International Conference: China, ASEAN and the Changing Context of East Asian Regionalism; 5 – 6 December 2012, University of Malaya
- "3rd Workshop on Promotion of ASEAN and East Asian Studies in ASEAN-Plus-Three Countries"; 6 - 7 December 2012, Bangkok, Thailand
- International Conference "Islam and Multiculturalism: Islam, Modern Science, and Technology" (5 to 6 January 2013)
- Special Lecture by Professor Dr. Anis H. Bajrektarevic
- 3rd Workshop on "Promotion of ASEAN and East Asian Studies"

4.0 RESEARCH

- Project: EU Outreach & Visibility, Malaysia - (MYEULINK)

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Editorial:
The AEI Post Volume 6

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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5.0 ENHANCING INTERNATIONAL NETWORKING

Visitors and Visits

- Visit of Delegation from Waseda University, Japan
- Discussion Session with Dr. Sai Yukari, Waseda University, Japan
- Visit of BMT Group, Singapore
- Visit of Professor Gerhard Leitner, Free University Berlin, Germany
- Discussion with Y.A.Bhg. Tun Dr. Mahathir Mohamad
- Visit of Delegation from Volkswagen Foundation, Germany
- Visit of Professor Edmund Zirra, University of Applied Sciences, Karlsruhe, Germany
- Visit of H.E. Marc Mullie, Ambassador of Belgium in Kuala Lumpur
- Kobe University, Japan
- Waseda University, Japan
- German Academic Exchange Service (DAAD) to the University of Malaya
- Anbound Research Center (Malaysia) Sdn Bhd
- Embassy of the Republic of Poland in Kuala Lumpur

Promotional Visits and Discussions by AEI Management Members

- Universities and Research Institutions in Kyiv, Ukraine
- Universities in Prague (Czech Republic), Vienna (Austria), Bratislava (Republic of Slovakia), and Budapest (Hungary)
- Universities in Athens (Greece), Sofia (Bulgaria) and Bucharest (Romania)

6.0 POSTGRADUATE ACTIVITIES

- Convocation High-Tea
- Student Batch 2012/2013
- PhD Student: Thoughts Shared

7.0 INTERSHIP PROGRAMME

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

8.0 MASTERS AND PhD PROGRAMME AT AEI



A Note From The Executive Director



Assalamualaikum

We come yet again to another year, 2013, in the ever busy developments of the Asia-Europe Institute. As in all past years, we at AEI are on the move almost literally, always being reminded to be on the go in improving ourselves in the execution of our responsibilities towards making AEI a centre of excellence in higher education. And as always, we are greatly indebted to our friends, from the various embassies, local and foreign academics, our very own AEI staff members and students who have helped make possible the successful organization of the many activities throughout the year.

AEI remains, since its establishment, one of Southeast Asia's leading institutions that has been making efforts at bridging the gap between Asia and Europe through academic research and postgraduate education. Collaborative research projects in which AEI academic staff and research fellows are involved, and PhD students registered with AEI embarking on comparative research linking Asia and Europe, are some of the means by which AEI tries to do this. At the same time, AEI also welcomed students from the Asia EU, as well as other parts of the world to our four international master's programmes. These programmes are run with the assistance of highly qualified local and foreign visiting professors, mainly from Europe and Asia.

In ensuring AEI upholds its commitment to 'bring Europe to Asia', provide an enriching environment for academic development, at the same time, make certain that AEI students keep abreast with current affairs and topical issues, AEI continue to hold its regular lecture series which are in essence lectures delivered by experts in the various fields. This year we had the honour of playing host to a number of academics and other prominent speakers, all specialists in their fields. Among them, we had Dr. Paul Cardwell, Deputy Head, School of Law, Sheffield University, UK who talked about "The Future of the EU and the

UK's Role in it"; and Prof. Dr. Anis H. Bajrektarevic, Professor and Chairperson International Law and Global Political Studies, University of Applied Sciences IMC-Krems, Austria, who delivered a talk entitled "Critical Similarities and Differences In Security Structures of Asia and Europe".

Apart from the lecture series held locally, AEI was also party to international collaborations in research. Among others, AEI collaborated with Waseda University, Tokyo, Japan in a three-year research on "Islam and Multiculturalism". The conference marking the second phase of this collaboration, with the theme "Islam and Multiculturalism: Islam, Modern Science, and Technology", was held in the AEI Auditorium on 5 and 6 January 2013.

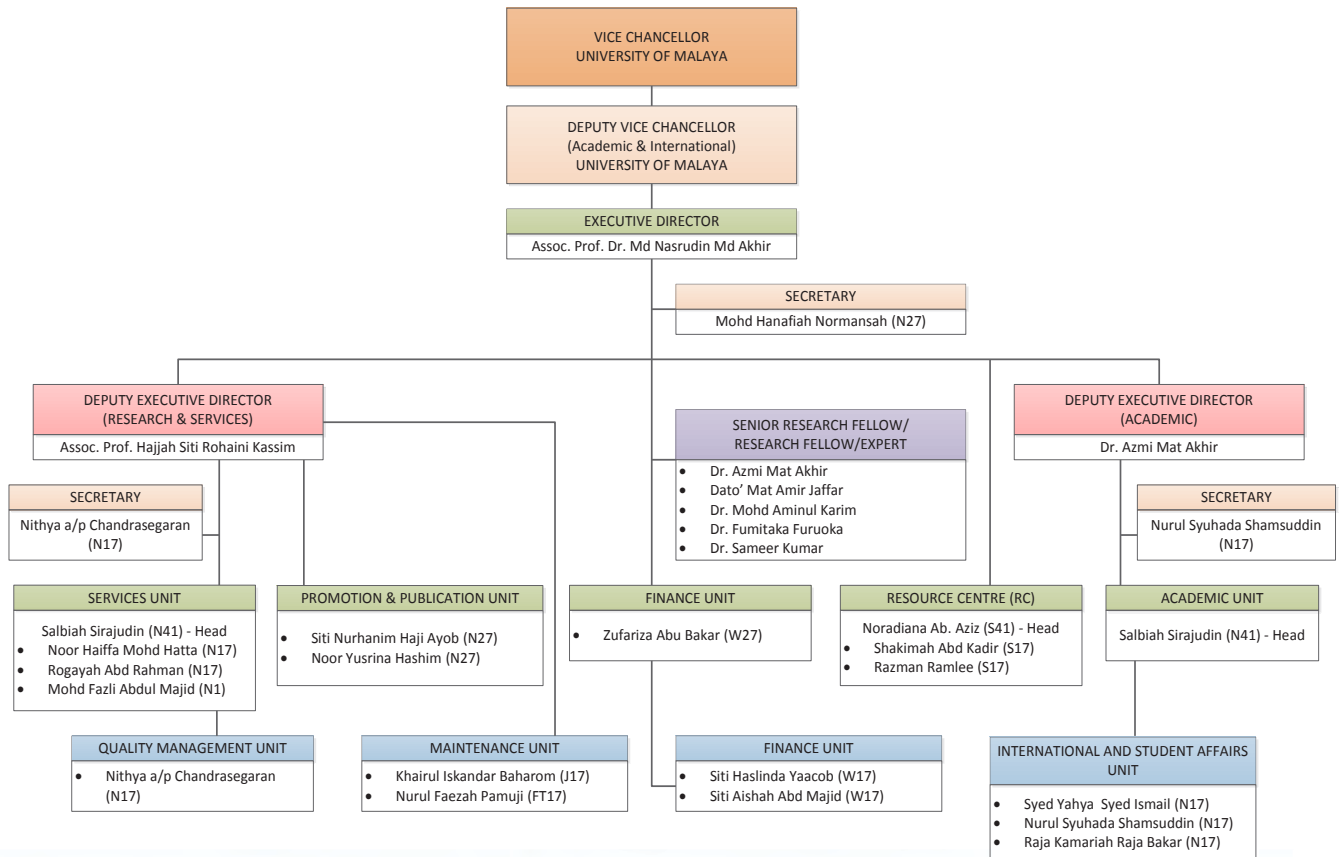
Another event worthy of mention here is our involvement in the 4th ASEM Ministers of Education Conference (ASEMME4) convened by the then Ministry of Higher Education on 13th and 14th May 2013. The ASEMME4 represented an encouraging development for AEI, especially for the honour given to AEI as the coordinator, on behalf of the Ministry of Education of Malaysia, for a project on Balanced Mobility.

I would like to thank everyone involved in the 2013 activities, and also members of the editorial committee who had worked their hardest to ensure the successful production of this volume of the AEI post, i.e Volume 6. The effort and time put into the preparation and eventual publication of this summary of AEI activities have been well worth it. I hope with this continuous commitment given by staff members and students alike, the success we have achieved till today will continue to be attained in the future.

Thank you.

Associate Professor Dr. Md Nasrudin Md Akhir
Executive Director

Organisational Structure of Asia-Europe Institute, University of Malaya



(Update as on 7 Oktober 2013)





AEI and Balanced Mobility: Beyond ASEMME4

1 On 13th – 14th May 2013, the then Ministry of Higher Education convened the 4th ASEM Ministers of Education Conference, popularly referred to as ASEMME4, in Kuala Lumpur. The Conference was preceded by the 2nd Senior Officials Meeting hosted by Malaysia held on 12th May 2013. The Conference which was attended by 140 participants from 17 Asian and 20 EU member countries of ASEM was a success notwithstanding the fact that the Malaysian Government had not appointed the Cabinet Ministers as the 13th general election was only held on 5th May 2013.

2 The ASEMME4 was an encouraging development for AEI (and much more to other stakeholders in Malaysia) for two main reasons. Firstly, it had portrayed its developments in the exhibition held in conjunction with the Conference, as a postgraduate centre devoted to Social Science to promote further cooperation between Asia and Europe and secondly, its proposal in respect of the agenda on promoting Balanced Mobility was accepted by the Conference.

3 The Chairman Conclusions issued at the end of ASEMME4 stated inter alia “The Ministers welcomed the willingness of Malaysia and its Asia-Europe Institute (AEI) to develop – in cooperation with other interested ASEM members – a strategy on better balancing mobility for ASEMME5 in Latvia. The strategy will include proposals for concrete activities to overcome the imbalance in mobility between Asia and Europe”.



4 AEI would accordingly consult with all centres of Balanced Mobility such as ASEF, ASEM-DUO, Erasmus Mundus etc with the view to obtaining their cooperation on moving Balanced Mobility further forward. In concert with the Ministry of Education, AEI would then draft out relevant proposals for the consideration of future SOM which would be preparatory to ASEMME5 in Latvia.

5 AEI is very much gratified and deeply appreciative of the guidance and endorsement extended by the senior officials of the then Ministry of Higher Education in enabling AEI to undertake this role for Malaysia. It is noteworthy that the Director – General of Higher Education had presented the proposal on Balanced Mobility. The decision of the Ministers is very much in accord with the proposal

made by the fourth Prime Minister of Malaysia, Tun Dr. Mahathir Mohamad at the first ASEM Summit in 1996 wherein he had proposed closer cooperation between Asia and Europe in the field of Higher Education. It is for this reason that AEI was established by the Malaysian Government in January 2000.

International Teaching Staff (Visiting Professors)

The Asia-Europe Institute has attracted many distinguished international teaching staff and professors who are renowned in their respective fields of expertise, and to date has developed a substantial pool of experts to teach specific courses in its International Master's Programmes. Among these, the following Visiting Professors taught in the 2012/2013 academic session:



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ASEAN-India SME Conference

21 - 22 June 2012, Kuala Lumpur Convention
Centre (KLCC), Kuala Lumpur

Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director of AEI, Dr. Azmi Mat Akhir, Deputy Executive Director of AEI (Academic), and Lt General (R) Dr. Mohd Aminul Karim, AEI Senior Research Fellow (Visiting), attended this conference. The theme of the Conference was on existing cooperation and prospects for enhancing bilateral relations between ASEAN and India in small and medium enterprises.

“Quantitative Analysis Technique (Intermediate)”

15 September 2012, AEI

This workshop was organised especially for PhD students of AEI for the purpose of increasing their knowledge on quantitative analysis techniques. This workshop was managed by Associate Professor Dr. Rohana Jani from the Department of Applied Statistics, Faculty of Economics and Administration, University of Malaya.

Public Lecture by Dr. Paul Cardwell

7 November 2012

The Public Lecture by Dr. Paul Cardwell, Deputy Head, School of Law, Sheffield University, United Kingdom was entitled “The Future of the European Union, and the UK’s Role in It”.

Generally Dr. Paul Cardwell provided the audience with some ideas on the achievements of the EU until today and looking at the role played by the UK within this context of development.



7th International Conference: China, ASEAN and the Changing Context of East Asian Regionalism

5 – 6 December 2012, University of Malaya

This conference was jointly organised by the Institute of China Studies and the Asia-Europe Institute, University of Malaya; Research School of Southeast Asian Studies, Xiamen University, China; and the Department of International Relations, Changwon National University, Republic of Korea. Associate Professor Siti Rohaini Kassim, Deputy Executive Director of AEI (Research & Services) delivered a welcoming speech at the opening session of the Conference, on behalf of Associate Professor Dr. Md Nasrudin Md Akhir, the Executive Director of AEI. In general, the Conference discussed possible changes in ASEAN-China relations in the economic and other sectors in the face of changing context of East Asian regionalism.



Once again, Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director of AEI and Dr. Azmi Mat Akhir, Deputy Executive Director of AEI (Academic) participated actively in this workshop in Bangkok, Thailand, which was organised by Thammasat University as a follow-up to the second Workshop held in May 2012.

Apart from continuing the discussion on chapters for textbooks that will be published for the use of universities in the ASEAN and ASEAN+3 regions, some of the participating universities also signed a minor memorandum of understanding (MoU) involving the top leadership or designated representatives of these universities. In this regard, Associate Professor Dr. Md Nasrudin Md Akhir signed the MoU on behalf of the Vice Chancellor, University of Malaya. The other universities involved in signing the MoU in that particular occasion were:

“3rd Workshop on Promotion of ASEAN and East Asian Studies in ASEAN-Plus-Three Countries”

6 - 7 December 2012, Bangkok, Thailand

- | | |
|---|--|
| 1. Thammasat University, Bangkok, Thailand; | 4. Universiti Kebangsaan Malaysia, Malaysia; |
| 2. Universitas Katolik Parahyangan, Bandung, Indonesia; | 5. De La Salle University, Manila, the Philippines; and |
| 3. Yonsei University, Wonju Campus, Seoul, South Korea; | 6. University of Economics and Business, Vietnam National University- Hanoi, Hanoi, Vietnam. |

International Conference “Islam and Multiculturalism: Islam, Modern Science, and Technology”

5 to 6 January 2013



The research on Islam and Multiculturalism is a joint collaboration between the Asia-Europe Institute (AEI), representing the University of Malaya, and the Organisation for Islamic Area Studies, University of Waseda, Japan. This seminar, held on 5-6 January 2013 at the Asia-Europe Institute Auditorium, was the second within the structure of the whole collaborative research. The theme of the seminar was *Islam and Multiculturalism: Islam, Modern Science, and Technology*.

To honour all participants and assisting staff, a dinner was held at the

Paya Serai Restaurant, PJ Hilton on 5 January 2013. For interested participants, a trip to the Baitulhilar Observatory in Port Dickson, Negeri Sembilan was also organised on 6 January 2013, by courtesy of our Malaysian Keynote speaker, Professor Dato' Dr. Mohd. Zambri bin Zainuddin.

Twenty participants joined the above bus trip. The session started with an introduction by Professor Dato' Dr. Mohd. Zambri who gave a brief history of the setting up of the Baitulhilar Complex. Participants were also given the opportunity of using a telescope specially

commissioned for sighting the new moon, apart from the general observation of the planets, and the height of the excitement was when each participant had the chance of observing the planet Jupiter with its 4 moons through this telescope. The visitors were also hosted to a dinner by courtesy of Professor Dato' Dr. Mohd. Zambri at Klana Beach Resort, Port Dickson.

The third seminar will be held at Waseda University in December 2013.













Special Lecture by Professor Dr. Anis H. Bajrektarevic

31 January 2013

A Special Lecture entitled “*Critical Similarities and Differences in Security Structures of Asia and Europe*” was given by Professor Dr. Anis H. Bajrektarevic, Professor and Chairperson, International Law and Global Political Studies, University of Applied Sciences IMC-Krems, Austria.

In his presentation, Professor Dr. Bajrektarevic suggested that Asia should create collaboration on security that covers a large part, if not the whole, of the Asian continent to enable it to play a more effective role at the international level.



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

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

The workshop was held to continue work on the editing of drafts of textbook chapters that were being prepared for the promotion of ASEAN and East Asian Studies in ASEAN-Plus-Three member countries. Both Associate Professor Dr. Md Nasrudin Md Akhir and Dr. Azmi Mat Akhir contributed a chapter each to the project.

In addition, the workshop also prepared a schedule for the editing works, developed infrastructure for further academic collaborations, as well as set up and strengthened academic and university networks in ASEAN-Plus-Three nations.

Prior to attending the workshop, Associate Professor Dr. Md Nasrudin Md Akhir and Dr. Azmi Mat Akhir had both paid a visit to Dr. Surin Pitsuwan, to discuss details of the conferment upon him, of the Honorary PhD in International Relations by the University of Malaya.





EU Outreach & Visibility, Malaysia - (MYEULINK)

Activities conducted in 2012

The specific activities held by the University of Malaya, as one of the project partners, was the hosting of lectures in the field of law and public policy. There were two lectures organised in 2012. The first lecture was held on 7 and 8 April 2012 at the Faculty of Law, University of Malaya by the visiting lecturer, Dr. Aris Georgopolous from the University of Nottingham. His lecture topics are as in the following table:

7 April 2012	Topics <ol style="list-style-type: none"> 1. Regulating Public Procurement 2. The EU Public Procurement Regime 3. EU Public Procurement Directives
8 April 2012	Topics <ol style="list-style-type: none"> 4. EU Competition Law - Introduction 5. EU Competition Law - Prohibition of Anticompetitive Agreements 6. EU Competition Law - Abuse of Dominant Position 7. EU Competition Law - Enforcement of EU Competition

The second lecture, which was in the form of a seminar, was held on 24 November 2012 (Saturday) and also took place at the Faculty of Law. The visiting lecturer was Professor Hildegard Schneider from the University of Maastricht, the Netherlands. His lecture topic was "Introduction to EU Migration Law". The seminar was attended by students from the Faculty of Law, University of Malaya.

This project, which was initially planned to take place from 2010 until 2012 (36 months), has been extended till the end of 2013 (48 months).

Visitors and Visits

Visit of Delegation from Waseda University, Japan



On 15 June 2012, AEI received a visit by a group from Waseda University, Japan, comprising Professor Dr. Naoko Fukami, Professor Dr. Omar Farouk, Professor Dr. Takeshi Yukawa, Dr. Sai Yukari, and Dr. Sato Shohei to discuss a research collaboration and the conference on "Islam and Multiculturalism: *Islam, Modern Science, and Technology*" which was to be organised by AEI on 5 to 6 January 2013 in Kuala Lumpur. Associate Professor Dr. Yahaya Ahmad, a Lecturer at the Faculty of Built Environment, University of Malaya and his PhD student, Mr. Indera Syahrul Mat Radzuan, were also invited by AEI to participate in the discussion.



Discussion with Dr. Sai Yukari, Waseda University, Japan

On 19 June 2012, Associate Professor Dr. Md Nasrudin Md. Akhir, Executive Director of AEI and Associate Professor Siti Rohaini Kassim, Deputy Executive Director of AEI (Research and Services) held a discussion session with Dr. Sai Yukari as a follow-up to an earlier discussion held on 15 June 2012 regarding the research collaboration and the organisation of the conference on "Islam and Multiculturalism: *Islam, Modern Science, and Technology*".

Visitors and Visits

Visit of BMT Asia-Pacific, Kuala Lumpur

On 21 June 2012, the AEI Management received a visit by a delegation from the BMT Asia-Pacific, comprising of included Dr. Ralph Rayner, Professorial Research Fellow from the London School of Economics, Mr. Mel Davies, Regional Director (Asia Pacific) BMT and Mr. P.T. Lee to discuss cooperation between the two sides.



Visit of Professor Gerhard Leitner, Free University Berlin, Germany

Following the introduction by Professor Dr. Azirah Hashim, Dean, Humanities & Ethics Research Cluster, Institute of Graduate Studies, University of Malaya, AEI received a visit by Professor Gerhard Leitner from the Free University Berlin on 15 August 2012 to discuss academic and research collaborations between the two institutions.

Visitors and Visits

On 27 July 2012, Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director of AEI, Dr. Azmi Mat Akhir, Deputy Executive Director (Academic), Associate Professor Siti Rohaini Kassim, Deputy Executive Director (Research & Services) and Ms. Noor Yusrina Hashim, Assistant Project Officer called upon Y.A.Bhg. Tun Dr. Mahathir Mohamad, former Prime Minister of Malaysia, at his office at the Albukhary Foundation, 88, Jalan Perdana, Taman Tasik Perdana, 50480 Kuala Lumpur. The purpose of the meeting was to reaffirm the underlying objective of establishing AEI, discuss works in progress and to get insights on the future direction of AEI. This is because the establishment of AEI was Tun Dr. Mahathir's own idea.



Discussion with Y.A.Bhg. Tun Dr. Mahathir Mohamad



Visitors and Visits

Visit of Delegation from Volkswagen Foundation, Germany

On 11 September 2012, the AEI Management held a special discussion on the possibility of research collaboration under the Volkswagen-Foundation with a group from Germany, which comprised of Professor (R) Dr. Reimund Seidelmann (former Visiting Professor of AEI), Professor Dr. Christoph Schuck from the

University of Dortmund, Germany (Visiting Professor of AEI), Dr. Almuth Steinbach, Head of International Team Volkswagen-Foundation, and Dr. Wolfgang Levermann, Programme Director Volkswagen-Foundation. Also in attendance were Mrs. Zarina Zainol Abidin, Director of the International and Corporate Relations

(ICR) Office, University of Malaya and her officer, Ms. Judy Choong Chai Kun.

This preliminary discussion was intended to explore possible research areas that could be implemented through a networking among universities in Germany, Thailand, Indonesia, and Malaysia.



Visitors and Visits

Visit of Professor Edmund Zirra, University of Applied Sciences, Karlsruhe, Germany

On 7 November 2012, AEI Management received an informal visit by Professor Edmund Zirra from the University of Karlsruhe, Germany while he was in Kuala Lumpur attending the Third ASEM University-Business Forum. His visit was in response to an invitation by Dato' Mat Amir Jaafar, AEI Expert.

Visit of H.E. Marc Mullie, Ambassador of Belgium in Kuala Lumpur

H.E. Marc Mullie, the Ambassador of Belgium in Kuala Lumpur; Madam Liliame Bloem, Deputy Director General, Department of Coordination and European Affairs; and Ms. Jents Debruyne from the Belgian Embassy visited AEI on 20 November 2012 to pioneer potential academic and research collaboration between AEI and particular institutions in Belgium.



Visitors and Visits

Kobe University, Japan

On 14 February 2013, AEI Management received a visit from a delegation from Kobe University, Japan comprising of:

1. Professor Dr. Keiichi Ogawa, Professor / Department Chair from the Graduate School of International Cooperation Studies, Kobe University, Japan;
2. Professor Yukari Mitsuhashi, Professor / Deputy Director, Office for the Promotion of International Exchange, Kobe University, Japan; and
3. Ms. Takura Hiromi, Chief, from International Affairs Planning Division, International Affairs Department, Kobe University, Japan.

The discussion that ensued touched on possibilities for academic and research collaborations between the two institutions. The AEI Management also took the opportunity to promote the International Masters programmes offered at AEI with a view to getting potential students from Kobe University.



Waseda University, Japan

A team from Waseda University, Japan visited AEI on 8 March 2013. The delegation comprised of:

1. Professor Dr. Nobuhiko Fuwa, Professor (Development Economics) from Graduate School of Asia-Pacific Studies;
2. Assistant Professor Dr. Fumie Ohashi, Campus Asia-EAUI Programme, Graduate School of Asia-Pacific Studies; and

3. Dr. Yuki Fukuoka (Research Associate) from Institute of Asia-Pacific Studies, Faculty of International Research and Education.

Apart from discussing possible collaborations in research and teaching between the two institutions, AEI Management also informed on the AEI International Masters programmes to the visitors to attract possible students from Japan, specifically Waseda University.

Visitors and Visits

German Academic Exchange Service (DAAD) to the University of Malaya

The German Academic Exchange Service (DAAD), headed by Dr. Klaus Blrk, Head of the Asia Pacific Division of the DAAD in Bonn, Germany, visited the University of Malaya on 20 March 2013.

Associate Professor Siti Rohaini Kassim, AEI Deputy Executive Director (Research and Services), and AEI Expert, Y.Bhg. Dato' Amir Jaffar represented AEI in the discussion session organised by the Deputy Vice-Chancellor's office.

Anbound Research Center (Malaysia) Sdn Bhd

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.



Visitors and Visits

Ambassador of the Republic of Poland



On 21 May 2013, AEI played host to H.E Professor Dr. Adam W. Jelonek, Ambassador of the Republic of Poland, who was accompanied by Ms. Monika Krzewicka, Deputy Head of Mission (First Secretary). The visit was to discuss the organisation of a special lecture, later held on 12 June 2013 at the AEI, by Professor Pawel Spiewak, Polish Sociologist & Historian of Social Ideas & Politics, from Warsaw University, Poland.



Promotional Visits and Discussions by AEI Management Members

Universities and Research Institutions in Kyiv, Ukraine

From 22 to 26 May 2012, Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director of AEI and Dr. Azmi Mat Akhir, Deputy Executive Director of AEI (Academic), visited the following universities and research institutions in Kyiv, Ukraine, coordinated by the Embassy of Malaysia in Kyiv.

- i. Taras Shevchenko National University of Kyiv, Ukraine;
- ii. National University of Kyiv – Mohyla Academy, Kyiv, Ukraine;
- iii. Institute of International Relations, Taras Shevchenko National University of Kyiv;
- iv. Institute for Euro-Atlantic Studies (IEAC); and
- v. The National Institute for Strategic Studies (NISS) under the President of Ukraine.

They also visited the Malaysian Embassy in Kyiv.

The purpose of the visit was to promote the AEI International Master's Programmes and to attract applicants. As many as 8 prospective applicants and 3 representatives from the local media attended the briefing at the Malaysian Embassy in Kyiv, which was fully organised by the Embassy.

Besides, discussion on the possibility of forging research collaboration was also held with the universities/institutions visited, including establishing a memorandum of understanding with Taras Shevchenko National University of Kyiv.



Promotional Visits and Discussions by AEI Management Members

Universities in Prague (Czech Republic), Vienna (Austria), Bratislava (Republic of Slovakia), and Budapest (Hungary)

From 10 to 20 December 2012, Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director of AEI and Associate Professor Siti Rohaini Kassim, Deputy Executive Director (Research & Services) visited the following universities in Prague (Czech Republic), Vienna (Austria), Bratislava (Republic Slovakia) and Budapest (Hungary).

The purpose of the visit was to promote the AEI International Master's Programmes and to attract more applicants for the 2013/2014 session as well as to discuss research collaboration.

Prague (Czech Republic) | 11 December 2012

1. International Office, Faculty of Social Sciences, Charles University
2. Faculty of International Relations, University of Economics



Promotional Visits and Discussions by AEI Management Members

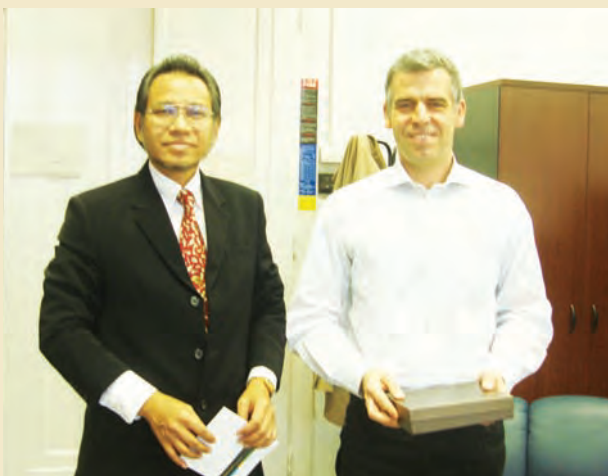
Vienna (Austria) 13 December 2012

Department of East Asian Economy and Society,
University of Vienna



Bratislava (Republic of Slovakia) 15 December 2012

Faculty of International Relations, University of Economics in Bratislava



Budapest (Hungary) | 17 December 2012

1. Department of Economic, Central European University
2. Department of International Relations and European Studies, Central European University
3. Faculty of Economics, Department of Public Policy and Management, Corvinus University of Budapest



Promotional Visits and Discussions by AEI Management Members

Universities in Athens (Greece), Sofia (Bulgaria) and Bucharest (Romania)

From 2 to 12 March 2013 Associate Professor Dr. Md Nasrudin Md Akhir, Executive Director, and Dr. Azmi Mat Akhir, Deputy Executive Director (Academic) visited several universities in Athens, Sofia and Bucharest to promote AEI International Masters and PhD programmes for the 2013/2014 academic session, as well as to discuss other possible forms of collaboration.

Athens (Greece) | 4 March 2013

- Department of International & European Economic Studies, Athens University of Economics and Business.
- Department of International & European Studies, Faculty of Political Science and Public Administration (National and Kapodistrian), University of Athens.



Sofia (Bulgaria) | 6 March 2013

Sofia University "St. Kliment Ohridski".

Bucharest (Romania) | 8 March 2013

- Faculty of Sociology and Social Work, University of Bucharest.
- Faculty of Political Science, University of Bucharest.
- Malaysian Embassy, Bucharest.





Convocation High-Tea

In conjunction with the University of Malaya Convocation 2012, AEI hosted a High-Tea on 2nd October 2012 to celebrate the 31 graduates of its four International Masters programmes of Academic Session 2010/2011.

The High-Tea was held at the AEI foyer.



Students Batch 2012/2013

Students Orientation Week

for the 2012/2013 Academic Session

An Orientation Week for AEI students enrolled in the 2012/2013 Academic Session was held on 3 – 5 September 2012 at the AEI Auditorium. The orientation was officiated by the Executive Director of AEI, Associate Professor Dr. Md Nasrudin Md Akhir and was attended by 32 new students. The agenda for the event was as follows:

- i. Briefing session on academic programmes by Dr. Azmi Mat Akhir, Deputy Executive Director of AEI (Academic);
- ii. Briefing session on administrative and management matters by Associate Professor Siti Rohaini Kassim, Deputy Executive Director of AEI (Research and Services);
- iii. Lecture session entitled “AEI Master’s, Young Ambassadors” by Y.Bhg. Dato’ Mat Amir Jaafar, AEI Expert;
- iv. Briefing session on registration procedure by Mr. Mahamad Apandi Khalib, Deputy Registrar, Institute of Graduate Studies;
- v. Briefing session on visa application by Ms. Lim Chor Yoke, Chief Assistant Registrar, International Student Centre; and
- vi. Briefing session on the facilities and regulations of the AEI’s Resource Centre and Computer Lab by Mrs. Noradiana Ab. Aziz, AEI Librarian.

In addition, the students were also taken on a visit to the Main Library of the University of Malaya where they were briefed on the rules of the Library by Y.Bhg. Datin Komodhi Thaiveegan, Head of Customer Service Division.



Some says “*Life’s begin at forty*”, I believe it does ring the truth. When I completed my International Master’s course (2008/2009) and graduated from Asia Europe Institute (AEI), I was forty years old. Three years later, I am back again in AEI to pursue my PhD and now I am in my third semester. I believe the phrase ‘*life begins at forty*’ truly fits me. It is a new journey for me with a different ball game. When I registered for the PhD course, I didn’t realize how tough and challenging it was for me. The first semester, my mind was truly fuzzy, blurry and without any idea of what to do or where to begin with. Despite the difficulties, AEI was very accommodative and helpful to student such as me. Other PhD students like Pek Yen, Sameer Kumar, Fatihah Bandar and Shahariah Norain (to name a few) was very helpful and supportive as well, even AEI’s very own Raja Kamariah too, assisted me in making sure that I am able to cope through this academic journey. My utmost appreciation and thanks to Associate Professor Dr. Md Nasrudin Md Akhir, AEI Executive Director and Dr. Azmi Mat Akhir, Deputy Director of Academic for giving me the support and encouragement to pursue this academic journey.

PhD Student: Thoughts Shared

Area of Research: **History, Philosophy and Related Subjects**

Title of Research: **The ASEAN Way - Its Impact on ASEAN as an Institution and as a Process to Achieve ASEAN Community 2015**

By AZRUL SHAHREEN ABDUL AZIZ



Without a doubt when I came back to AEI and become a PhD student, I know I will lead a different kind of life. The routines, time management, mind set and even life changed. I put aside all material necessity and focus with my study. Honestly, it really changed my way of thinking. I have become more analytical and critical in my surrounding. Time is an essence and it is usually spent on reading books, journals, articles and any daily news update available to make sure that I am always up-to-date with my research work. Apart from that, any courses, workshops and seminars available whether it is in AEI or other faculties in University Malaya (UM) or otherwise, I made the effort to attend it, to make certain this will assist me in my research. I even registered for a semester course on qualitative research methodology class with Education Faculty, UM just to understand what is qualitative research is all about and it was time well spent. I recalled attending a few 'one day' seminars and courses outside of UM to gain writing skills utilizing software system like Endnote, NVivo, Mendeley and Dropbox, as these are tools used by PhD student in their research quest. One thing for sure, the sky is the limit when it comes to knowledge with so many things to do yet so little time.

I must confess, pursuing a PhD research is a quest for knowledge and finding out the most fundamental element of *'What, How, Why, Who, Where and When'*. Not only it relates to our research subject, it also teaches us how to conduct research, what to look for, presenting our research paper, managing all the journals that we have read, writing an ISI journal and getting it publish and more... the knowledge acquired is endless. In relation to my research study, it is an extension of what I had done during my master's course in AEI. This PhD research is about ASEAN; how its institutional process works, its traditional norms strictly adhere by its member states, whether it is possible for ASEAN to become a single community and to compare it with the European Union version of regionalism process. More importantly this research also includes a comparative study between ASEAN's 'ASEAN way' and the European Union version of 'Principle of Sincere Cooperation'.

From what I had gathered, people at large knows *'who, where or what'* is European Union yet few are aware about ASEAN. The moment I mention ASEAN study, in their mind it is about Asian study. When I mention it is about ten member countries in Southeast Asia forming a regional group to achieve peace and economic stability in Southeast Asia, the first things uttered was "Errrr... oh okay." The ASEAN awareness is not there. Dr. Azmi Mat Akhir had enlightened me about ASEAN through his hands-on and vast experience during his tenure in ASEAN Secretariat. This intrigues me to learn more about ASEAN, particularly in relation to its institutional process, from infancy stage to its current stage over the decades and its 'ASEAN ways'.

Notably, the European Union developed its own brand of cooperation known as the 'Principle of Sincere Cooperation', incorporated in its treaties and somewhat similar to ASEAN's 'ASEAN way' yet it is different. Relying on this point I hope my comparative research study will enable me to understand these two norms. There are many research study conducted on ASEAN, some researcher even say that ASEAN is a mirror image of

the European Union. Some academician says this is untrue. It is my hope that through this research study, I am able to uncover further.

Finally, pursuing PhD research study is not an easy task. It is all about precise planning, good time management, determination, diligent, discipline, staying focus and most importantly READ... READ... READ... and READ. No doubt, at one point, we will feel depressed, pressured and stressed up as our life routine changed, do not dismay or fret. That's how I felt during the first semester. Determination, discipline and diligence are the key elements to persevere. Whenever AEI conducted public lectures or eminent persons lecture series, I will make attempt to attend each and every lecture possible, as this will boost my morale. In between office hours, I would run off to AEI for an hour or two, just to meet up with other PhD students or sometimes just 'pop-in' at AEI international office to meet up with its staff just for the sake of lifting up my morale and spirit. Psychologically, it does lift up our spirit, morale and become more determine to complete the academic journey. I believe this whole academic journey will make us a better person in future.



Internship at Bali Pasadena, Indonesia

By **Vilvilivyne Yusak**

International Masters in Information
Management (IMIM) 2012/2013



Another beautiful sunset

I heard stories after stories about Bali, its breathtaking sceneries and beaches, the richness of its culture and art, and its outstanding hospitality that gathered people from all over the world to this exotic island. Attracted by its global reputation, Bali has long been a tourism hotspot, pulling in 3 million tourists last year. Nevertheless, I am not satisfied with stories or how things have gone with others. I want to unfold and experience the land myself.

The two months internship with Bali Pasadena was truly a life changing experience and was an eye opener for me. The privilege to work with one of the first local rattan furniture manufacturers in Bali was incredible. As an intern in the marketing and sales department, my main objective for internship was to upgrade the company's website and social network. I was given a very warm welcome into the Pasadena family with my colleagues taking their time to teach and explain to me about the company and its products. My internship partner, Rifa Wahyuni and the supportive colleagues were truly huge blessings throughout the internship, beginning with learning about the products together to setting up Project Pasadena, where we built our own stage and took pictures for all the new furniture for the website and furniture collections catalog. I learned more than what I have expected, I had the chance to meet and assist buyers from various



Sunset in Dreamland Beach



Tanah Lot Temples

countries and learned how to maintain consumer and product relationship and loyalty, putting all theoretical learning in class into practice. After we were finished with the project, I was overjoyed to have few customers inquiring and ordering from the website itself, all the hard work is being paid off!

Although the main and most important task to be taken care of was to market and manage the company's website, Rifa and I were given many opportunities to be involved in many other events. We had the chance to exhibit the company products at the International Islamic Conference along with other local companies in Bali for two days, the event was held at one of the finest hotel resorts in Bali, the Nusa Dua Resorts. We also participated in an inspirational Leadership Seminar by a successful businessman in

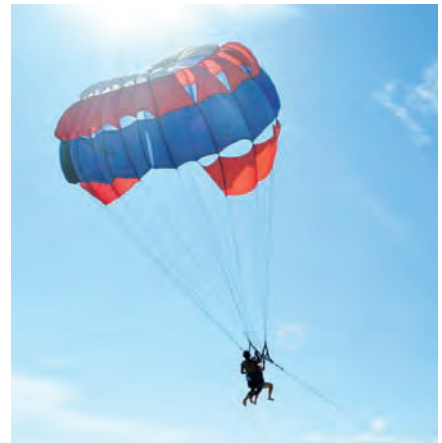
Bali, where we made new connection with young entrepreneurs who are full with ideas and passion; they indeed have inspired me in many ways. We were also fortunate to have the chance to visit another branch of Bali Pasadena in Malang, Java, Indonesia, another delightful exposure to the different side of Indonesia!

Despite the diversity of people and culture, I'm glad my adaptation to Bali was not a difficult process because, firstly, I did not face language barrier as I was able to speak Indonesian, I enjoyed Indonesian food to bits, and living in the sunshine and rain. Secondly, because of the one thing that I am grateful the most - the kindness of strangers and of the people I came to know and live with, I realized many of them either from outside of Bali and foreigners who know how it feels to live abroad. They make me feel at home.

Work and leisure came hand in hand, after working from Monday to Saturday, I will have my weekend gateway on Sunday, where I did some sightseeing, discovered new places, met new people and tried new food and things – yes, what a life! At the end of the internship, I went for a two-hour drive to the north of Bali to a town called Ubud, the central of art and culture. I was amazed by hundreds of art shops and amazing handicrafts by the road sides and the beautiful paddy fields along the journey. There were just too many blessings to count, precious lessons, friendships as memories were made, I am indeed very blessed to experience all this. The world has it all ready and waiting for us, all we have to show up and be ready to embrace what is before us.



Leadership Seminar



Facing my fear of height – Parasailing



Bali Pasadena Family, on our Farewell Dinner



Exhibition in Nusa Dua Beach Resorts

I had the pleasure doing my internship programme with Ministry of International Trade and Industry (MITI) in Brussels branch from 1 June until 26 July 2013. Being in Brussels and working with MITI office was quite a learning experience for me. And I purposely chose Brussels due to its status as the de facto capital of the European Union (EU), which would be practical for me as an International Master of Regional Integration (IMRI) to collect pertinent materials for my project paper.

The eight weeks of my work with MITI were always exciting. My daily routine in the office was to follow the news in Europolitics (particularly on the policies) and write summaries of media reports. Miss Arividya Arimuthu, the head of the Brussels branch, had exposed me to the MITI hectic task in the European Union, which is to deal and keep track of the EU policies and the changes made so that the bilateral, multilateral and regional trade relations between EU and Malaysia would run smoothly. The exciting part was the experience to participate in captivating events conducted by European Union institution and organisations.

I was blessed to be able to represent MITI, Mission of Malaysia to European Union in several EU seminars, conferences and policy dialogues. The first experience for me was the lunch seminar on the Transatlantic Trade and Investment Partnership (TTIP) between the EU and the US which was one of the most important agenda for EU at this moment. The event was organised by European Centre for International Political Economy (ECIPE). In this event, I gained an insight on the potentials and the challenges for the US and the EU to have bilateral trade.

Since my interest was more on the EU environmental policies, I was given the chance to attend a policy dialogue on climate change framework and energy security organised by European Policy Centre (EPC). The policy and economic debate between Director-General for Energy of the European Commission, Philip Lowe, with the representatives of energy companies was quite astounding.

Internship at Ministry of International Trade and Industry (MITI) Brussels

By Izzah Nadhirah Binti Mohamad Salleh
International Masters in Regional Integration (IMRI)
2012/2013



Koln, German



Embassy of Malaysia, Brussels

I came to realise that it is not easy for the EU companies to comply with the EU policies and it is even harder for the non-EU companies or countries. Therefore, I believe that MITI Malaysia is doing a tough mission in order to maintain and strengthen our trade with the EU.

During the EU Sustainable Energy Week, the European Commission had conducted more than 100 events in Brussels. Thus, I registered myself to an event, 'Ensuring Access to Sustainable Bioenergy Globally', which was held in the European Parliament, Jozsef Antal building. I had to say that it was the most priceless and wonderful moment for me to be in the European Parliament building and sitting in a room with the EU MEP and stakeholders. My final task with MITI was to present my project paper in to the ambassador of the Malaysian Embassy and Miss Arividya Arimuthu.

While my internship with MITI was interesting, I enjoyed my time in Europe. I had no difficulties to adapt to the European culture since I have quite a number of European friends from Germany and back home. Sometimes I would hang out with my French housemate or my Belgian friend in the city centre or in the Place Du Luxembourg near the European Parliament. Since I was in the region, it would be such a waste if do not travel and experience cultures in other European countries. Therefore, before I started my internship with MITI, I had managed to have one week getaway in Spain. I visited magnificent cities

such as Sevilla, Marbella, Malaga, Grenada and Rhonda. Having German friends enabled me to travel to Germany frequently in the weekends. One of the best moments was my first time experience of skiing in Germany. My German friend took me to indoor skiing in the Alpincenter Bottrop. It was not easy to ski though but at least I had tried once. Besides that, I took the chance to visit my friend, Jan, in Bruges and stayed there over the weekend. Its medieval architectures mesmerized me and the tranquility of the city makes Bruges as a perfect getaway to a person like me who stay in a hectic city like Brussels.

Despite of the great moments I had in Europe, I did encounter few challenges as well. Most of the people in Brussels use French to communicate. Therefore, it was not easy for me to communicate with the people here. I regretted for not learning basic French before I came to Brussels. Besides, I also had to navigate and take the public transportation on my own without having anyone to guide me.

My advice to the juniors; be prepared for your internship. You should choose the right place and organisation, depends on your subject of interest for your project paper. Bear in mind that living in another country or region could be exciting and challenging at the same time. To conclude, my two-month-internship was a remarkable experience; I had gained more knowledge on EU policies and EU- Malaysia trade. I would certainly look back at this experience as a reference.



Conference on EU Sustainable Renewable Energy in the European Parliament



Seminar on Sustainable Solutions for Jatropha based Bio-fuels in India



▲ Lunch with Miss Arividya and MITI staffs

The European Commission



Sevilla



▼ The Alpincenter Bottrop, Germany



Internship at Malaysia Trade Development Corporation (MATRADE), Chennai, India

By Nasrul Rahman Bin Ghazali
International Masters in Small-and-Medium Enterprises (IMSME) 2012/2013

My name is Nasrul Rahman Bin Ghazali, I'm from IMSME and doing my internship at Malaysia Trade Development Corporation (MATRADE) at Chennai, India from 5th May – 5th July 2013. The office is situated at Capital 2A Building, Teynampet. My office is well furnished and the environment is always pleasant and ideal to work. Once reaching office on the first day, I was introduced to all the MATRADE staff and the Trade Commissioner assigned me the two task that I've to do while intern at MATRADE Chennai. The working hour at India is from 9.00 a.m - 5.00 p.m and its holiday on Saturday and Sunday.

For the two months of internship period I stayed in a hotel named Hotel Satsanga and the rental cost is 650

rupee, its takes 10-15 minute of walk it is a very good place with television, Air Conditioned, bathroom, Wifi and washing facility. For the period of two months at MATRADE Chennai, I embraced a lot of new things, basically from the office operation and management and the most important is while doing my task assigned by Trade Commissioner which is Trade Brief: Malaysia Bangladesh 2013. From point I've to deal with facts, figures and statistics pertaining to the trade performance from the both country. Apart of that, this internship opportunity really gave me the room the improved my interpersonal skill. This chances were came from the MATRADE Chennai major event on 2013, which is Malaysia-Chennai Showcase 2013. As coordinated by the office management I've to be at Malaysia



Investment Development Authority (MIDA) booth. There are bunch of people and businessman from India who interested to doing their business and invest in Malaysia directly came to my counter. Instead of informed the Malaysia rules and regulations of doing the business for them I've to promote Malaysia in order to encouraged them to came over.



With MATRADE Marketing Officer Mr. Ramanee

Malaysia Chennai Showcase 2013



Internship at **Malaysia External Trade Development Corporation (MATRADE),** **Beijing, China**

By Wan Abdul Muthalib Bin Wan Shahrman
International Masters in ASEAN Studies (IMAS) 2012/2013

The Asia-Europe Institute requires students to intern for 8 weeks in a country other than the student's home country. Having had a legal training as an undergraduate and a stint in banking combined with my AEI studies, I wanted to look for something different than what I'd previously done but without a total departure from what I've been familiar with. I applied to political and economic think tanks in the United States as well as private banks in Singapore, but for one reason or another, I did not get affirmative replies. I suppose the competition was just too stifled.

Some of my colleagues applied for MATRADE (Malaysia External Trade Development Corporation). After doing some research about the nature of the institution, I applied and was called for an interview. Initially I wanted to go to the United States or South America as I haven't been to that part of the world, but the opportunity available at that time was only in Asia. Given the shift of nexus of economic and political importance of Asia, especially China, I chose Beijing without giving much thought. My decision

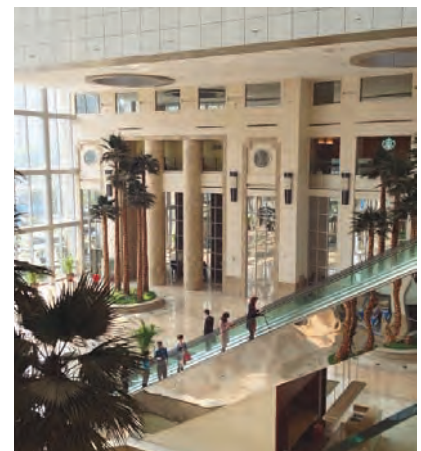
was based on that it was the capital city – everything starts there. People might contend that Shanghai and Hong Kong are more vibrant cities. They are entitled to their own opinions, but they are not entitled to their own facts. Beijing's growth clearly trumps Shanghai and Hong Kong. Therefore in hindsight, my decision to choose Beijing was spot on.

Although I've read about MATRADE, I wasn't sure what my job scope was going to be. I emailed the Trade Commissioner (TC) in Beijing prior to my arrival explaining my background, experience and how I could contribute so he could assign me the appropriate tasks. When I finally got there, I understood while English has relatively become more widely learned as a second language post-Soviet Union, Mandarin 'putonghua' is still the official business language. I was at a disadvantage as I could not communicate in Chinese then, but I started taking classes soon afterwards.

In the first few weeks, my job was to write product market researches and market alerts that trade offices need to



MATRADE (Malaysia External Trade Development Corporation - Beijing)



MATRADE in Gateway Plaza, with palm trees, Beijing

Bulbs as an art installation at Sanlitun Village, Shopping Mall, Beijing



One of the many expos in China. This particular one was in Tianjin, another city that MATRADE Beijing also covers



submit to HQ regularly. Soon after, TC got me involved in expos MATRADE participated in. Getting the chance to meet so many different people from various backgrounds was probably the highlight of my stint there. Sometimes I was stationed at booths alone and business people would just come to me to ask or promote their services or products. At some events, translators were provided. But when they didn't, even when they did not speak English well, they tried to get their message across and as I picked up a few Chinese key words along the way, we were able to bridge the conversation and understand each other. My research work, together with knowing various people had given me the sense of how the consumer markets are in China, especially in the northern region. I also learned how some Malaysian companies could succeed in China in terms of their value proposition. I was also impressed by the tenacity of Malaysian companies trying to penetrate the Chinese market; their business ideas show that Malaysia doesn't lack ingenuity in entrepreneurship. What we probably could improve on is expanding our institutional buyer network, so that Malaysian companies have an easier time finding potential business partners.

Apart from work, it was interesting to learn of how one climbs the social ladder in China. One may have heard of the culture '*guanxi*', defined in Wikipedia as "basic dynamic in personalized networks of influence". For example, for most graduates, it's not enough to just graduate from a university and get a job via meritocracy. One must know connections in the particular company to even get an average, graduate-level job. Of course there are exceptions

– graduates of Tsinghua and Peking University secure good jobs almost effortlessly because of the power of the university brand. The *guanxi* culture is very prevalent in the business environment of China. I was surprised to attend a party where the host treated me very favorably even though I had barely known him, just because my friend had done the host a favour in which he's indebted to reciprocate in the future.

I read city guides online and asked friends who are staying/ have been to China before to have an idea of Beijing before I got there. There were cultural differences, but it wasn't that much to amount to a culture shock. Stereotypes of a city/ country will always be there. There might be some truth to it but it's best to ignore stereotypes because these stories are always blown out of proportion by people who can't distill their thoughts well.

I have to admit going to Beijing alone without knowing anyone there was quite lonely at first. There are ways to overcome that. One of them is to check out couchsurfing.org, a place to meet travelers and locals as well as finding free accommodation (accommodation for travels, not for the entire internship!). They organize weekly meet ups, and after a few sessions, I no longer feel lonely. Try making local friends so that your evening and weekend excursions won't feel so dry and touristy.

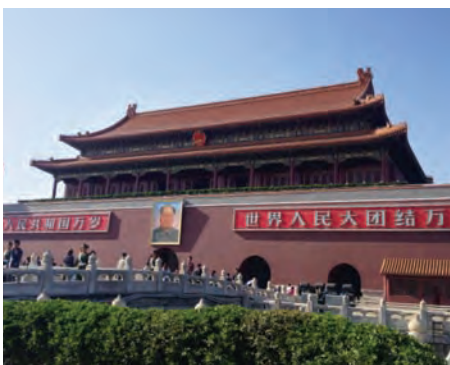
My advice for future interns:

1. Secure your internship as soon as possible. This way, you can arrange your flight, accommodation and visa earlier and avoid last minute headaches.
2. Know what you will be doing at the host institution and do your job well. Don't be a burden to them. Don't be evil.
3. Learn something about the city before you depart. If you haven't been there before, even if you know people there, invest in a good guidebook.
4. Get out of your comfort zone and make new friends.
5. Have fun, but strike a work-play balance. You still have a project paper to submit.



Farewall Dinner at Xinjiang Muslim Restaurant, Sanlitun, Beijing

Entrance to the Forbidden City, Beijing



"Bird Nest" Olympics Stadium, Beijing



Zaha Hadid's Galaxy Soho, Beijing



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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