



Dear Colleagues,

Greetings from all of us at the Branding and Corporate Communications Department.

We are pleased to be emailing you the latest e-Bulletin for Sunway University and would like to express our thanks to all who have contributed articles to the bulletin.

Please do forward this e-Bulletin to all of your local & international business associates, colleagues, friends and family members.

This month's bulletin leads with Sunway winning the top platinum award in Education and Learning category at the recent Putra Brands Awards 2022.

We are also proud to win first place in five categories; namely Property Developer, Facilities Management, Construction, Entertainment & Private Higher Education, at the recent Talentbank Graduate Choice Awards 2023.

Congratulations go to all the academics and students who won awards and recognitions from all across the globe.

Please help to share the news of the great activities & achievements happening at our University.

The e-Bulletins run by monthly and alternates between the University and the College.

Sunway Education Group has won the Top Platinum Award at the recent Putra Brands Awards 2022
16 January 2023



We are extremely proud to announce that the #MostHappeningCampus, Sunway Education Group has won the top platinum award in Education and Learning category at the recent Putra Brands Awards 2022! In addition, Sunway Group secured five accolades including the prestigious Putra Brand of The Year and Putra Brand Personality titles. Thank you to all especially our dear Sunwayians for their contribution and support. We look forward to our continued and new successes in 2023!

Sunway tops Talentbank Graduates' Choice Award 2023 with nine wins

20 January 2023



Sunway scored nine wins at the Talentbank Graduates' Choice Award 2023, and was named among the Top 25 overall winners in the Most Preferred Graduate Employers to Work for in 2023 category.

These achievements reflect Sunway's excellence across multiple industries, which offers fresh graduates the confidence in making Sunway their primary choice of workplace. The group has long been an advocate of diversity and meritocracy that promotes personal growth, career development and work-life balance.



Established in 2018, the Talentbank Graduates' Choice Award selects its winners via voting by university students and fresh graduates, with results being reviewed by the organiser's Board of Audit Committee.

**Sunway University hosted the Asean Education Cities Conference 2023
22 February 2023**



Asean Education Cities Conference 2023 (AECC), which saw an exchange of ideas on the making of vibrant education cities and how to work together towards developing new ways of educating the next generation of planetary health caretakers.

Among the speakers were Sarawak Premier Tan Sri Abang Johari Tun Openg, Sunway Group founder and chairman Tan Sri Dr Jeffrey Cheah, Deputy Human Resources Minister Mustapha Sakmud, Selangor Economic Planning Unit director and Selangor deputy secretary (development) Datuk Johari Anuar, and United Nations Human Settlements Programme (UN-Habitat) executive director Datuk Seri Paduka Maimunah Mohad Sharif.

Prof. Dr. Yeah Kim Leng appointed as one of five advisors to Ministry of Finance 10 February 2023



Heartiest congratulations to Professor Dr Yeah Kim Leng on his appointment as one of five advisors to the Ministry of Finance. The five were made up of professionals and economic experts and would be led by Petronas adviser Tan Sri Hassan Marican.



**KENYATAAN MEDIA
YAB PERDANA MENTERI**

Saya ingin memaklumkan pelantikan lima individu yang akan menganggotai badan penasihat khas bagi membantu menasihati saya selaku Menteri Kewangan.

Badan penasihat khas ini terdiri daripada golongan profesional serta pakar ekonomi dan akan diketuai oleh Penasihat Petronas, Tan Sri Hassan Marican.

Selain Tan Sri Hassan, badan penasihat khas ini akan dianggotai oleh:

- Pengerusi Eksekutif FVSB, Dato' Ahmad Fuad Md Ali;
- Profesor Ekonomi Universiti Sunway, Profesor Dr Yeah Kim Leng;
- Profesor Ekonomi Universiti Malaya, Dato' Profesor Ulung Rajah Rasiah; dan
- Pengerusi Sarawak Energy Berhad, Datuk Amar Abdul Hamed Sepawi

Saya mengulangi pendirian bahawa badan penasihat khas yang dilantik ini tidak akan menerima sebarang bantuan daripada kerajaan.

ANWAR IBRAHIM
7 Februari 2023

First place for the Innovative Research & Development Award from the International Institutions Award
18 January 2023



We are honoured to announce that we achieved FIRST place for the Innovative Research & Development Award from the International Institutions Award!

This project is a collaboration between Sunway University & University of Malaya.

Here's to more amazing research to provide solutions for our nation!

Photo Credit: Mohammed Bin Rashid Al Maktoum - Global Water Award (LinkedIn)

Congratulations to the HUMAC Research Team for securing an international grant worth USD199,900!

16 January 2023



The Human Machine Collaboration (HUMAC) research team along with external industry and university partners (the Sarawak Forestry Corporation (SFC), the University of Technology Sarawak (UTS), and two Japanese companies: funlead Corp and Aerosense Inc.) have successfully secured a highly-competitive international grant from the Asia Pacific Telecommunity (APT) Union for the ICT Pilot Project for Rural Areas (Category II) 2022. This grant is funded by the Government of Japan, worth MYR 884,489 (USD199900) for 11 months project.

The proposed project will use advanced Vertical-Take-Off-and-Landing (VTOL) drone technology and hyperspectral approaches to create database of the protected mangrove forest, then use the machine learning technology to assess the health status of the protected mangrove forest in Kuching, Sarawak. This project is part of the initiatives for SDGs and Planetary Health, contributing to the Blue Carbon Ecosystems (BCEs) and providing solutions for co-benefits such as coastal protection and fisheries enhancement.

This project is a collaboration between Sunway University's HUMAC Research Centre, the Sarawak Forestry Corporation (SFC), the University of Technology Sarawak (UTS), and two Japanese companies: funlead Corp and Aerosense Inc. This research team was also the driving force behind the successful APT Category I project secured in early 2022 that has been piloted in Belawai, Sarawak, using 4K camera and drone technologies to capture the images of mangrove trees for post data analysis utilizing AI-based engine, and artisanal fishing in the protected area.

Refer to Kementerian Komunikasi dan Digital (previously SKMM), Sunway University is the only award recipient of Category 2 out of the total 17 applications from Malaysia to the Government of Japan under APT ICT Pilot Projects for Rural Areas 2022. The team is grateful to work in the beautiful mangrove forest (with crocodiles) . Prof. Yap and the team members are stoked to receive the award by the Government of Japan to contribute to SDGs and Planetary Health.

HUMAC's project members: Prof. Yap Kian Meng (PI, SET), Dr. Steven Eu Kok Seng (SET), AP Dr. Lee Yunli (SET), AP Dr. Lin Mei-hua (SMLS).

Prof Kheireddine in Collaboration with University of Malaya Wins the Mohammed bin Rashid Al Maktoum Global Water Award 3rd Cycle
20 January 2023



We are pleased to share with you the news that Prof. Mohamed Kheireddine Aroua, Head Research Centre for Carbon Dioxide Capture and Utilisation (CCDCU), School of Engineering and Technology, Sunway University along with collaborator in University of Malaya, Professor Mohd Azlan Hussain was selected as a #winner of the Mohammed bin Rashid Al Maktoum Global Water Award 3rd Cycle for their project entitled "Solar Powered Self-Cleaning Mobile Ultrafiltration System". This award is managed by the UAE Water Foundation (Suqia). Suqia is a member of the Mohammed bin Rashid Al Maktoum Global Initiatives Foundation, is a non-profit organization established in 2015 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai. Suqia not only provides direct humanitarian aid to developing and disaster-stricken countries, but also invests in the research and development of new and innovative sustainable technologies and methodologies to produce clean drinking water using renewable energy sources. Moreover, in order to further encourage and foster innovation towards such breakthrough technologies, Suqia has launched the global, USD 1 million "Mohammed bin Rashid Al Maktoum Global Water Award", which is open internationally to companies, universities and individuals, who have developed innovative projects and technologies that uses renewable energy sources to produce clean potable water.

Watch [this video](#) for further insights on this impressive accomplishment.

Sincere congratulations to Professor Mohamed Kheireddine Aroua for this wonderful recognition and with very best wishes for the future achievements.

Heritage and Cultural Tourism in Southeast Asia Symposium

03 March 2023



Within the context of Southeast Asia, heritage and culture plays an important role in tourism as this region possesses significant wealth in terms of historical assets and traditions. The recent Heritage and Cultural Tourism in Southeast Asia (HCTSA) symposium held on 15 September which was organised by the School of Hospitality and Service Management and supported by the Sustainable Business Research Cluster saw notable speakers within this field of expertise. They are:

- Professor Emeritus Michael Hitchcock, Goldsmiths, University of London
- Ms Lim Gaik Siang, President of the Penang Heritage Trust
- Dr Teh Pek Yen, School of Hospitality and Service Management
- Assoc Prof Dr Alexander Trupp, School of Hospitality and Service Management
- Dr Fiona Wong E Chiong, School of Arts.

This event discussed and reflected on research concerning heritage and cultural from a multidisciplinary perspective, representing different topical areas including food culture, heritage and conservation, and crafts. The event brought together academicians, postgraduate students and industry practitioners in exchange of thought and ideas in enabling and advocating for the preservation of heritage and culture within the region. During the networking lunch, Ms Hairani M Nur and Chef Norhafizatul Akma also presented an interesting session on food culture about tapioca. The organising committee of this event, Dr Teh Pek Yen mentioned that "Heritage and cultural values are precious yet fragile. It should be preserved to maintain the uniqueness of a place. Hence, self-awareness within the community is crucial. Through this HCTSA event, the School hopes that the message of cultural preservation, and local participation and awareness is passed on especially for the younger generations."

The School of Hospitality and Service Management students represent Sunway University and Malaysia at the AAMYC 2022!

03 March 2023



BSc (Hons) Conventions and Events Management students from the School of Hospitality and Service Management have made Sunway University and Malaysia proud again! The team of students was awarded the second runner-up position at the Asian Federation of Exhibition and Convention Associations (AFECA) Asia MICE Youth Challenge (AAMYC) 2022 on 24 November 2022. The competing team consisting of Moh Jing Yi, Jackson Lim, Boo Su Ting and Lee Lit Thung presented their successful proposal on “International Smart Service Technology Expo 2023” with a catchy tagline “Press It Easy, Press It Smart”. The success of the students would not have been possible without the support of the School of Hospitality and Service Management's event lecturers (comprising Ms Ng Siew Cheng, Ms Suhaini Ibrahim, Ms Hairani M Nur, Ms Belinda Fong, Ms Farah Atiqah and Dr Teh Pek Yen) and the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) from the start of this competitive journey.

The AFECA Asia MICE Youth Challenge 2022 was participated by 19 teams from Indonesia, Taiwan, Thailand, China, Japan, Philippines, Malaysia, Singapore, Macau and Hong Kong. It was an online competition, where each competing team was required to submit a business plan and pitch their proposals. The proposal pitch of each competing team was evaluated based on idea novelty, idea concept, and commercial viability.

Professor Bradley and his collaborators from Multimedia University/Alypz Sdn. Bhd. Won Gold at PECIPTA 2022
22 February 2023



The International Conference and Exposition on Inventions by Institutions of Higher Learning (PECIPTA) is a biannual program organised by the Ministry of Higher Education Malaysia together with its partner institutions of higher learning (IHL). PECIPTA also aims to enhance networking and collaboration among participants, industries, agencies and other potential players to further explore, improvise and ensure the technologies developed can be transferred to industries and communities. Universiti Malaysia Kelantan (UMK) was selected to co-host the 11th PECIPTA from 1st - 3rd November 2022 with a theme of "Innovation, Creativity, Technology, Entrepreneurship and Society".

A team of researchers from Sunway University, Multimedia University, and Alypz Sdn. Bhd. won the Gold award in the Environment and Biodiversity cluster for the innovation of a Handheld Radiation Survey Meter with Extendable Fibre Optic Probe.

Sincere congratulations to Professor David A. Bradley and all the research team members.

Ms Ann from the School of Mathematical Sciences joins the Society of Actuaries Asia-Pacific Actuarial Teaching Conference in Bangkok
20 January 2023



Ms Ann Ann Low from the School of Mathematical Sciences joined the Society of Actuaries (SOA) Asia-Pacific Actuarial Teaching Conference (ATC) in Bangkok on 12 – 14 December 2022.

Over 60 academics and industry practitioners from at least ten countries in the Asia-Pacific region, including Australia, Singapore, Hong Kong, India, Vietnam, Indonesia and Malaysia, gathered for the conference.

The ATC provided an opportunity for all faculty members engaged in actuarial teaching to come together, participate in learning sessions, share ideas, network with each other and learn more about the approaches to educating future actuaries. As a result, many innovative ideas and teaching practices were shared, focusing on moving the actuarial students towards practical learning to meet industry expectations.

Welcome to the 2022 Asia-Pacific Actuarial Teaching Conference!

The SOA is grateful to the members of the **2022 Asia-Pacific Actuarial Teaching Conference Planning Committee** for their time and effort developing the variety of conference sessions.

Ann Ann Low	Sunway University
Dumaria Tampubolon	Institut Teknologi Bandung
Jing Rong Goh	Singapore Management University
Ken Seng Tan	Nanyang Technological University
Koon Shing Kwong	Singapore Management University
Prashan Karunaratne	Macquarie University
Wai Sum Chan	The Hang Seng University of Hong Kong

Project-based Learning in an Actuarial Curriculum

- Ann Ann Low (Sunway University, Malaysia)

ATC

2022 Asia-Pacific
Actuarial Teaching
Conference





Ms Ann had multiple roles during the recent ATC; as a Presenter, one of the Planning Committee, a Moderator for three sessions, and a Participant. The topic she presented was Project-based Learning in an Actuarial Curriculum, describing how she has incorporated a major project (designing a new general insurance product) into the Ratemaking & Loss Reserving for General Insurance course. She believes that teaching and learning should be geared towards more independent and experiential learning, replacing conventional classroom lectures. Through the implementation of the project-based approach, she hopes to enhance students' soft skills to prepare them for employment.

Congratulations to Ms Ann, as well as the SOA staff, planning committee and all attendees for making this a valuable and successful event! Looking forward to the next ATC!

Wesley Pu & Shireen Ali are the 10th highest ranking team in Asia

20 January 2023

Debaters representing Sunway Debate Club (SUNDEC) made the country proud by coming home as grand finalist at the recent Asian British Parliamentary (ABP) Debating Championship 2023, and also ranked among Asia's top 10 speakers in the tournament held in Bali, Indonesia from 9-14 January. The team, consisting of Shireen Ali (21), a third-year biomedicine undergraduate with Sunway University and Wesley Pu (19), who recently completed A-Levels with Sunway College, competed against teams from top Asian institutions including the National University of Singapore (NUS), Nanyang Technological University (NTU), Ateneo de Manila University, and the Indian Institute of Technology Bombay (IITB).



Congratulations to Wesley Pu & Shireen Ali from Sunway Debate Club for receiving the award of Top 10 Debaters in Asia. Wesley was 10th best; Shireen was 5th best.

Wesley and Shireen are hardly unknown names. The pair have been debate partners for over a year, and during that time have famously brought home multiple accolades for Sunway and have propelled themselves as arguably the best debate team in Malaysia right now. To wrap up a long, hard-fought, rollercoaster time together, they come home as Grand Finalists at the Asian Championships; they were the only Malaysian and only non-Filipino team to make it to the Grand Finals out of over 80 teams all over Asia. As the icing on the cake, they were also awarded as amongst the Top 10 Debaters in Asia out of nearly 400 participants. Wesley was 10th best; Shireen was 5th best. After a year-long career, we don't yet know if the pair will hit another tournament together again, but even if not, we stand proud knowing they are truly some of Malaysia's and Asia's finest.

Exploring the benefits of radiation Raahilah Zahir Essa's innovative PhD research

13 February 2023



Irradiated patients are often believed to emit radiation that can harm others, but this is a misconception. Radiation is commonly viewed as harmful to humans, but it can also be beneficial. Diagnostic imaging and radiotherapy are two clinical applications that use radiation. Raahilah Zahir Essa is introducing a THIRD application of radiation through her PhD in Biology at the School of Medical and Life Sciences. Under the supervision of Associate Professor Ronald Teow, she is providing new insights into the use of radiation. Her research involves investigating the potential of using low-dose ionizing radiation to enhance the anti-cancer effects of non-cancerous cells on nasopharyngeal cancer cells. Raahilah won a silver award at the Universiti Malaya Research Carnival held on 8-10 January 2023, where she presented her findings in a research flash talk. Congratulations and best of luck with her PhD studies!

Vacation English School (VES) with Intensive English Programme – Sunchon National University, South Korea
16 February 2023



After 4 weeks of learning intensive English language at Sunway during their winter break, students from Sunchon National University are ready to return to South Korea to resume their studies. This is the first time that we welcome VES students from South Korea back on campus since the Covid19 lockdown and travel restrictions. All 9 students from Sunchon province arrived in the first week of January 2023. During their time here, they have explored and experienced the exciting diversity of Malaysia's unique cultures, festival and traditions.

Khashmargard Tselmuun from Mongolia who is part of Sunchon National University shared that the timing of this programme is great as it fits into Malaysia's celebration of Lunar New Year. The students were fortunate for the invitation to Prof. Dato. Elizabeth Lee's Chinese New Year Open House to witness the traditional lion dance performance and relished a diverse range of local Malaysian dishes.

On 3rd February 2023, marks the last day of VES and their achievement was celebrated with a Graduation and Farewell Party arranged and hosted by IEP team.



Beautiful mural artwork designed by Sunwayians at Sports Direct, Bangsar

14 January 2023

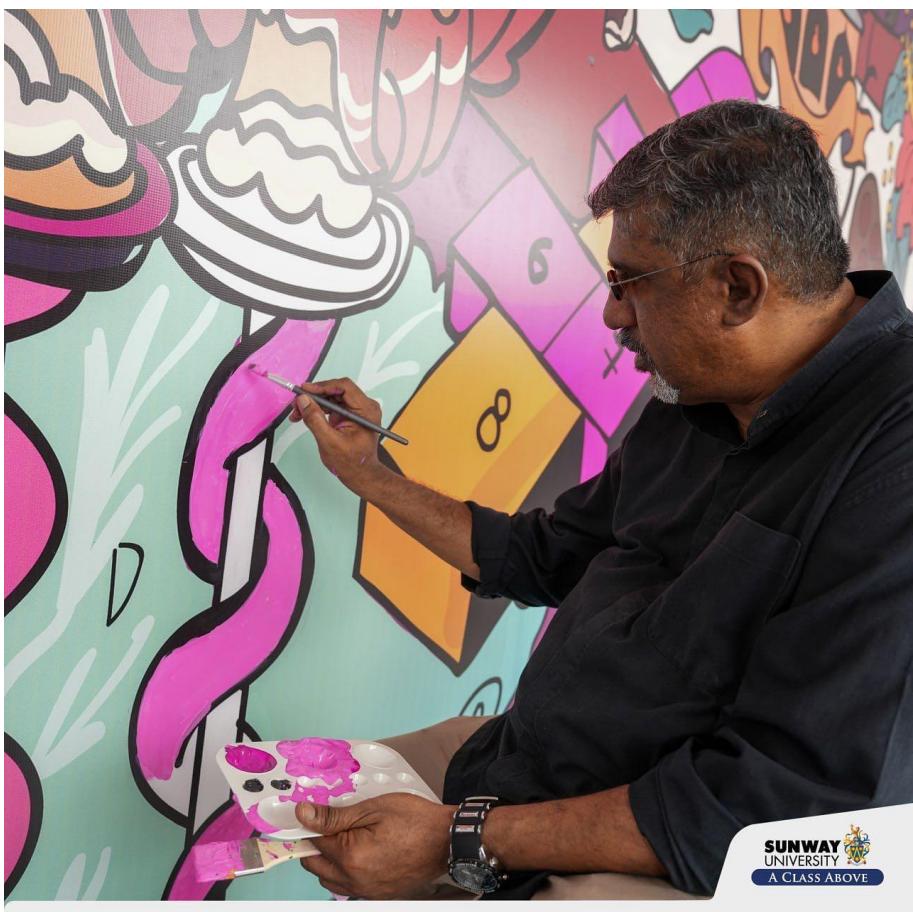


Check out this beautiful mural artwork designed by our Sunwayians at Sports Direct, Bangsar!

The over 80-feet mural was designed and painted by hand, by 21 students from BDC3734 Industry Based Project Module of the BA (Hons) Design Communication.

A huge thanks to Sports Direct Malaysia for the collaborative mural project opportunity with our Sunwayians.







Welcome Bash 2023



Sunway University Student Council hosted their very own Welcome Bash. It welcomes the new students from the January 2023 intake to the university and allow them to make new friends! They also got up and personal with Prof Poppema, President of Sunway University.