

BLAZE

THE SUNWAY UNIVERSITY MAGAZINE



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Advisors

Patrick McVeigh
 Jerrine Koay

Photographer
 Chin Chee Ken

Layout & Design
 Angeline Teh

Printer

Gloverin
 No 3, Jalan SE 3/7,
 Taman Serdang Raya, Seksyen 3,
 Seri Kembangan, 43300 Selangor Darul Ehsan

Address

Sunway University
 No. 5, Jalan Universiti,
 Sunway City, 47500 Selangor Darul Ehsan

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OTHER ACCOLADES



SUNWAY RANKED AMONG BEST UNIVERSITIES IN ASIA



Sunway University was placed among the top 2.5% of all institutions in Asia which participated in the latest QS Asia University Rankings 2018. The QS World university ranking and rating organisation is regarded as one of the most authoritative of its kind across the world.

“It is indeed very pleasing to join officially for the first time the ranks of the leading Asian universities,” said Professor Graeme Wilkinson, Vice-Chancellor of Sunway University. “The challenge ahead is to climb higher in the rankings and ultimately to enter the global rankings of top universities worldwide and we shall develop appropriate strategies to do so over the years to come.”

This award follows Sunway University’s achievement in receiving an overall rating of 4-Star out of a maximum 5-Star by the QS World university ranking in 2015. In the rating - which is valid for 3 years - the university also received individual 5-Star ratings in the “teaching”, “employability” and “facilities” categories, placing the university on par with long-established international institutions.

Last year, Sunway University received a 5-Star (Excellent) rating in the Emerging University category in the SETARA 2017, becoming one of only 10 universities in the category for institutions under 15 years old to achieve 5-Star. The SETARA 2017 is a quality assessment exercise conducted by the Ministry of Higher Education Malaysia.

The university was also awarded the ISO 9001:2015 certification, further amplifying the university’s commitment to quality on all levels in the higher education provision in 2017.

Sunway University is one of the eight universities awarded the status of Premier Digital Technology Institution of Higher Learning by the Malaysian Digital Economy Corporation (MDEC), for its digital infrastructure and engagement with digital technologies in teaching and learning.

In the Student Barometer (SB Autumn 2017), a global benchmark survey administered by i-graduate, Sunway was Asia’s number 1 in “Laboratories”, “Physical library”, “Technology”, “Social facilities” and “Campus buildings” as well as Malaysia’s number 1 for “Overall” satisfaction. **B**



THE EXPERIMENTAL PSYCHOLOGIST

Human Resources specialist-turned-academic Dr Yong Min Hooi is interested to investigate how the brain respond to non-verbal communication

by *Chua Ern Teck*
 photograph by *Angeline Teh*

In the laboratory on the third floor of the Sunway University, where the School of Science and Technology is located, I met Dr Yong Min Hooi for our appointment. She had been briefing one of her research participants, May, for a task she is about to let her perform.

May had on her head an electroencephalography (EEG) net. It looked like a white hair net but with 128 electrodes affixed and spread evenly across her scalp.

On a computer in an observation room within the lab, May will spend the next 45 minutes responding to a series of “yes” or “no” questions. Each query is accompanied by a rectangular cutout image, depicting only the eye area of a human face.

DO THESE EYES LOOK JEALOUS TO YOU?

“May is taking part in a task called reading the mind in the eyes. The general idea is that you should be able to detect someone’s emotional expression just from the eyes.”

The high-density array of electrodes on May’s head, collecting data from 128 points across the skull, is now connected to an electroencephalography machine in the Faraday room. Yong dimmed the lights to reduce electrical interference, closed the door behind her, and proceeded to monitor the EEG readings from outside the observation room.

As May settled into a rhythm with her assignment, I began my interview with Yong by asking whether brain electrical activity can tell us whether May is lying. “A lot of people ask me that,” Yong said with a laugh. “No, I can’t. From their readings, we can observe whether that person is drowsy or awake while doing the task. If they are drowsy, we will stop the study and give them a break.”

This research is a Theory-of-Mind study, funded by the Fundamental Research Grant Scheme (FRGS) from the Ministry of Higher Education. By comparing older people with their younger counterparts, it seeks to examine whether our ability to accurately decipher a person’s thoughts and emotions deteriorates with age.

“A lot of studies show it declines, but these findings are from the West with Caucasian research subjects,” Yong said. “It is not yet established whether older Asians also experience a similar decline, because nutrition and upbringing may affect how we perform.”

As we get older, our brain will likely experience some form of cognitive decline. Even healthy people become less attuned to non-verbal and facial cues with regular ageing. Yong said the outcome of this study is especially pertinent to caregivers of older people.

Older adults look at the mouth area a lot more when communicating to others. We suspect that it is possibly due to hearing loss as they age. However, fixating on the mouth means losing out on a lot of information that is being conveyed through the eyes. A person’s face might not change very much when feeling angry, but the eyes would reflect this anger very quickly.

“They won’t realise that people are reacting to what was said or gestured because it is not verbalised,” Yong said.

There is positivity bias to contend with too. Positive emotional responses are more recognisable than negative ones. Yong said older adults have difficulties with two negative expressions in particular, “anger and fear.” Being unaware of an angry face in social situations can escalate quickly in unpleasant ways. Older men have a tendency to be more overly talkative “verbose” as they age.

In another scenario, “nobody is going to tell you that you are boring, but people are going to realise they don’t want to talk to you,” Yong said. “So people start going away and that’s not good in old age, because it would lead to poorer quality in health.”

OTAGO AND EMPATHY IN DOGS

Yong graduated with a Bachelor of Science in Human Resources Development at University Malaysia Sarawak. Before turning to academia, she took a job at Philip Morris International, supporting the sales and operations functions from a HR perspective.



By her fifth year at the cigarette manufacturer, she was a human resources specialist who oversaw hiring, compensation and talent retention of the company's factory operations in Malaysia. The experience of managing over 800 personnel gave Yong a taste of what the private sector entailed, but it wasn't what she envisioned doing in the long run. She wanted to go back to school.

"To be honest, I like studying," said Yong, who took a number of psychology-related papers during her undergraduate years. "I wanted to have that freedom to dictate my own research." The decision was made easy after she secured a scholarship from the University of Otago to pursue a PhD in psychology. She took the plunge and moved to New Zealand.

At Otago, Yong met Professor Ted Ruffman, who supervised her much publicised research on empathy in dogs. That study looked at how dogs responded to the sound of a baby's cry, and affirmed what most dog owners already believed.

In a Darwinian world where the fittest survive, Yong was curious as to why animals do things that seem counterproductive or even pointless. What evolutionary purpose does it serve to behave altruistically across species?

In this study, Yong observed how dogs responded to an audio recording of a baby's cry. She also measured the level of cortisol secreted in their saliva before and after listening to the recording. Cortisol is a hormone released in response to stress.

To be sure that it is the sound of a baby's cry that these dogs were responding to, Yong also played audio recordings of baby babbles and white noise to control for the aversive quality in crying sources. Babbling, which is unique to the developmental period before language acquisition, elicited a similar alertness behaviour but there was no increase in salivary cortisol. The dogs in the experiment also did not previously live in households with babies. The result showed that dogs' responses to cries is indicative of emotional contagion and possibly empathy.

"When we see acts like these in the wild or in domesticated animals, we question why are they doing this," Yong said. "One thing that hampers research with animals is language, but we can see these dogs were very stressed out hearing a baby cry."

THE NEWTON-UNGKU OMAR FUND

As a senior lecturer in the Department of Psychology, Yong divides her time between teaching and research. She was recently awarded a £128,461 grant by the prestigious Newton-Ungku Omar Fund (NUOF) for an upcoming project on "Social Cognition and Executive Function Among Older Adults in the UK and Malaysia: Links to Socio-economic Factors."

This fund is a bilateral collaboration between the United Kingdom and Malaysian governments to promote science, technology and innovation. Together with her colleagues from the University of Aberdeen, UK and the Jeffrey Cheah School of Medicine and Health Sciences at Monash University Malaysia, Yong will explore how age, culture and socioeconomic status affect emotional and cognitive performances.

The NUOF-backed project begins in April, immediately after Yong wraps up work on the research supported by FRGS. Yong said there is a nation-building component to grants like these, which are "not just about improving academic knowledge, but also what you are doing to help the current population."

At this point, May signalled to indicate she has completed the task. Yong was impressed that May took only 28 minutes to complete the exercise. Looking at the EEG readings, Yong was also relieved that May did not display any signs of sleepiness and had regular rhythms throughout.

Even though the EEG device looks at only four centimetres-deep into the scalp, Yong likes it because it measures brain activity in real time.



Signing ceremony at University of Cambridge. From left: Professor Patrick Maxwell, Professor Jarlath Ronayne AM, Tan Sri Dr Jeffrey Cheah AO, Professor Stephen Toope OC, Sarena Cheah and Dr Khoo Chow Huat

CAMBRIDGE COMES TO SUNWAY

The University of Cambridge and Royal Papworth Hospital signed several agreements with the Sunway Medical Centre and the Jeffrey Cheah Foundation to collaborate on healthcare and education issues.

Through the agreements, the Sunway Clinical Research Centre is established in Sunway Medical Centre, serving as a Regional Site Partner of University of Cambridge's School of Clinical Medicine.

As part of the collaboration, University of Cambridge and Royal Papworth Hospital will establish a joint programme between University of Cambridge's School of Clinical Medicine, Sunway Medical Centre, Sunway University and Jeffrey Cheah School of Medicine and Health Sciences at Monash University Malaysia. The programme will enable the sharing of academic excellence through regular academic visits and exchanges, as well as scientific and clinical training opportunities at Cambridge for outstanding postgraduate candidates from Sunway.

"University of Cambridge's decision to collaborate with us further testifies Sunway's commitment to excellence and to giving to society," said Tan Sri Dr Jeffrey Cheah AO, Sunway Group Founder and Chairman, and Founding Trustee of the Jeffrey Cheah Foundation at the signing ceremony held at University of Cambridge.

Professor Patrick Maxwell, Regius Professor of Physics and Head of the School of Clinical Medicine, University of Cambridge said, "As the world of medicine changes more rapidly than perhaps ever before, it is clear that collaborations will be the key to success. For this reason, I am delighted that we are entering into a new collaboration with Sunway, an institution which shares our unwavering commitment to excellence in medicine and medical education."

Also present at the signing ceremony were Professor Stephen Toope OC, Vice-Chancellor, University of Cambridge; Dr Elizabeth Lee, Senior Executive Director, Sunway Education Group and Sunway University; Professor Jarlath Ronayne AM, Tan Sri Jeffrey Cheah Distinguished Professor, Sunway University; Sarena Cheah, Managing Director, Sunway Berhad Property Development Division, Malaysia and Singapore; and Dr Khoo Chow Huat, Deputy Managing Director, Sunway Medical Centre.

The establishment of the Sunway Clinical Research Centre was commemorated by Datuk Seri Dr S. Subramaniam, Minister of Health Malaysia, after the launch of the 2nd Cambridge-Oxford-Sunway Biomedical Symposium which was held in November last year at Sunway University (Read more in page 12 & 13). **B**



THE IMPORTANCE OF RESEARCH AND RESEARCH COLLABORATIONS

by **Professor David A Bradley**,
*Research Professor and Head of Centre for Radiation Sciences,
School of Healthcare and Medical Sciences*

(extract from Professor Bradley's speech at the
Southeast Asia – UK Springboard 2017: Cities of the Future)

In my opinion and I am sure that of many others, research is largely driven by primary factors that include the desire to live in health, with quality of life, within a safe, secure, equitable and harmonious environment, with an innate need for self-fulfilment, in short, a desire to improve the human condition.

Looking around us, I recognise that there has been the benefit of research and much of it has been driven by the needs of Society, the more socially beneficial needs being a result of Societal funding, largely Governmental, with some move towards fulfilling international norms regarding budget apportionment. Some of these Societal undertakings are huge, for instance the need to provide for energy, but without question applications research and development have also benefitted from fundamental or basic research, not least the desire to classify, categorise and question, including Mendeleev's construction of the Table of Chemical Elements, with

an initial gap, now filled by helium first detected as an unknown yellow spectral line in sunlight during a solar eclipse in 1868.

Norman Lockyer was the first to propose that the line was due to a new element and with its connection to a solar basis he adapted the Greek word for the sun (Helios) in its naming. The table has been a truly amazing store of previously poorly understood science, and in as far as energy conversion is concerned, we have certainly come to appreciate the role of the two extremes in that table (H, He and C at the one end and U and transuranics at the other) (and going back to C, the recent desire to exploit the 2D material graphene in energy and other applications).

Indeed in as far as exploitation is concerned, the wealth of nations have often derived from the control of elements, even back to the stone age (here we can

reflect on how silica (sand) has become the basis of optical communications and therefore is of such great import for us – also let me draw a distinction between the light guide of the sea sponge (in particular the Venus Flower Basket) and that of doped silica, in the former it is developed at deep water temperatures and in the MCVD system at well in excess of 1000°C – we have so much to learn from nature, not least in regard to bioluminescence), then on to the iron age, through to the carbon, uranium and hydrogen ages (all no-less important albeit with their prominence now and again sometimes usurped as a result of currency of interest). For instance, the role of Fe in the human body, a substance which without its presence within us of only some 6g we would not exist. More extreme still would be the case of the aptly called essential elements as co-enzymatic factors, present at sub gram quantities within the body (for example Zn and Cu) and without which at homeostatic levels we would be very ill indeed. Another particular case to that of Lockyer and his recognition of a previously unknown element would be that of Roentgen and his discovery of x-rays. The point I am coming to is that it is the ability to recognise the germ of something that may well be of potential great import and collaborative research can offer such strength here.

In the present world of science, it is rare for any one person to stand alone (the gentleman scientist, as perhaps Lockyer started out as, has become something of a rarity, but here we should make mention of the journal *Nature*, with Lockyer as its founder and first Editor, recognising that those of different disciplines need to speak to each other. Knowledge now is represented by such a vast body of information that the polymath must surely be a rare beast.

Being within a multidisciplinary team we can be so much better prepared to recognise linkages, to share knowledge, to come understand the vocabulary of other disciplines, the seemingly abstract nature of which can doubtless be challenging, to make challenges to the vast Encyclopaedia of Ignorance, aptly described by Newton in his reflective 'I do not know what I may appear to the world; but to myself I seem to have been only like a boy playing on the sea-shore, and diverting myself in now and then finding a smoother pebble or a prettier shell than ordinary, whilst the great ocean of truth lay all undiscovered before me'. Working within a team, particularly so the multidisciplinary team, provides such great opportunities, a matter of great development for those early in their career, not least the Postdoctoral scientist and allowing us to overcome the issue of inbreeding that we all suffer from to a greater or lesser extent. I offer her just one personal vignette; myself as a Postdoc at the University of Pittsburgh, where as an experimentalist I found myself joining an atomic physics theory group; totally unsettling but so rewarding.

Let me return to funding, resources and disbursement. We can all recognise the pressures brought about by finite resources confronted in University life by the additional need to publish (Peter Higgs experience of publishing very little is less likely to be tenable now, as he himself has recorded) and/or for patents. We could be trite here and I will be; now the only constant in University life is change and we must adapt or wither.

The opportunities brought about by shared facilities, shared experiences and intergovernmental funding (for example the Newton Fund) cannot be overlooked. This is no less true when one comes to seeking funding from Business entities. For the serious money, here one needs to place things in rather terse but explicit terms, that of the Unique Value Proposition (basically 'What have you got?' and then 'So what?'), accompanied by the 30 second elevator pitch, and from that the three-minute pitch and so on. We need to work together towards sharing experience, working towards developing ideas and not least in how best to get those ideas across to business entities or individuals.

In closing, let me recall one development in Malaya which was highly unexpected one might say. It was the demonstration of production of an x-ray image on 3 February 1897 in Taiping, Perak (just 14 months after Roentgen had made known his serendipitous discovery of what he had intended to temporarily term the X-ray and that by others was termed as skiagraphy, the casting of shadows). There was yet to be an electric supply in Taiping, indeed the very first electric generator to come to Malaya was only in 1884, introduced by a mining company. The x-ray, produced ironically by Mr Wray, was of a flat fish (pomfret), much as Roentgen had the presence of mind to show in the famous image of a skeletal hand with wedding band on it (the hand of his wife) produced in use of an induction coil (a Wimshurst machine, itself only created in 1883).

Malaysia has a great deal to offer, now much industrialised, ranging from the beneficiation of rare earth bearing ores upon which our mobile phones depend (Malaysia is host to one of the largest such factories outside of China), to perhaps the greatest natural resource of all, namely its people and their very clear desire to live in health, with quality of life, within a safe, secure, equitable and harmonious environment, with an innate need for self-fulfilment and the added feature of increasing internationalisation. In this, the power of higher education has been uppermost, reflected in the large numbers of students enrolled each year in this country and of the desire of the young and their parents alike to get ahead. I look forward to working with like-minded people in pursuit of improvement of the human condition.



Local and international graduates happily posing for photos



VALEDICTORIANS REMINISCENCE MEMORABLE EXPERIENCES

“ Graduation to me, is much more than just leaving the sleepless and stressful nights behind. It’s about saying goodbye to a huge part of me and the bittersweet memories which I have created with all of you in Sunway University, and Sunway College where I did A-Levels, for the last 5 years. It is about all of us parting ways, each in search of and forging our own paths in this life. Despite so, I hope that we will never have to face the “we really need to catch up but never happening” kind of situation. For me personally, graduation is about bidding farewell to my second home, one which I will cherish for years to come”, said Leong Pui Ling, valedictorian at the first session of the Sunway University graduation ceremony.

Representing the Sunway University Business School, the graduate of BSc (Hons) in Accounting and Finance thanked all the lecturers and administrative staff of Sunway for their hard work and dedication in providing students a holistic education and memorable experience.

“From being puzzled at the beginning of our university life to standing here today with our heads held high, I would like to say to these wonderful people, our success is not possible without you, for you have given us the courage to dream big, the knowledge to excel in life and the belief that we all can be successful. You have been there for us,

guiding us at every step of the way. You had faith in us when we were still doubting ourselves. You have instilled in us the self-confidence we need to reach for the stars. Thank you once again, for grooming us to improve our technical skills, leadership skills and providing us with a platform to develop our intellectual capability and critical thinking skills which are essential for us as we pursue our chosen career pathways. For that and all the other invaluable things you have done for us, we, the class of 2018, thank you all.”

Celebrating the milestone with Leong were her parents Leong Wing Kong and Chang Sow Fun. Also receiving their BSc (Hons) in Accounting and Finance were good friends and Sin Chew Education Fund scholars Low Kim Jin and Wang Yi Bin. Low starts work in February at a multinational computer technology and IT consulting corporation as a pricing analyst while Wang is continuing further studies in the Association of Chartered Certified Accountants (ACCA) at Sunway TES Centre for Accountancy Excellence (CAE).

This year 607 Sunway University graduates took to the stage to receive their scrolls in two sessions, with the biggest cohort of 308 graduates from Sunway University Business School. 21 graduates with outstanding results from various disciplines under Sunway University Business School, School of Arts, School of Hospitality, School of Mathematical Sciences, and School of Science

and Technology received the Jeffrey Cheah Scholastic Award, which comes with a RM2,000 cheque and certificate.

Kenjiro Shinno, who graduated with a BSc (Hons) in International Hospitality Management, was all smiles with his proud parents, Tetsuo and Toshimi Shinno, who came all the way from Japan for the graduation. Kenjiro will be heading back to Tokyo to start work in April at a specialist aviation consulting and management services company. Kenjiro found his experience studying and living in a foreign country enriching and helped improved his communication skills, especially in English.

For Dzafran Adris Azmir, valedictorian for the second session, the graduation ceremony marked the end of what he credits as the best years of his life. "The past three years were some of my best, having grown as an individual, and having gotten the opportunity to know some of the most remarkable people. I've spent a better part of those years chasing my goals and what I considered success. I endeavoured in many things beyond the classroom, taking opportunities to enrich my experience by leaping out of my comfort zone toward new avenues. In the clubs and societies where I took leadership roles, I found camaraderie and intellectualism that's often hard to come by."

"Being a part of this institution gave me the platform to be connected with the youth locally and abroad, and I was fortunate to be a part of student leadership programmes that took me to many places, such as representing the Malaysian delegation for the 13th Hitachi Young Leaders Initiative in the Philippines, immersing in British society during a cultural exchange trip to Lancaster, and tackling food wastage for the Youth Leadership Academy by McKinsey and Company right here in Malaysia. Indeed, these experiences have taught me much about what lies beyond the confines of our circles and what we are familiar with, and how we can do more for the betterment of society," said Dzafran, who was also involved in the Sunway Model United Nations. A member of the Sunway Student Ambassadors, Dzafran graduated with a BA (Hons) in Communication and was one of the recipients of the Jeffrey Cheah Scholastic Award.

Professor Sharon Huttly, Pro-Vice-Chancellor (Education) of Lancaster University was present to deliver the Occasional Address and confer the Lancaster University validated honours degrees to the graduating students from the Communication, Computing, Information Systems, Psychology, Biological Sciences and Business disciplines at Sunway University. Also present at the ceremony were Tan Sri Dr Jeffrey Cheah AO, Chancellor of Sunway University; Tan Sri Razman M Hashim and Tan Sri Dr Ramon Navaratnam, Pro-Chancellors of Sunway University; and Professor Graeme Wilkinson, Vice-Chancellor of Sunway University. **B**



Good friends Low Kim Jin and Wang Yi Bin



Kenjiro Shinno with his proud and happy parents



MBA graduate Arunkumar Ganesvaran with his parents and girlfriend



The closing panel discussion of the 2nd Cambridge-Oxford-Sunway Biomedical Symposium moderated by Professor Tony Green

TOP MINDS DISCUSS THE FUTURE OF STEM CELLS AT SUNWAY

World experts gathered at Sunway University recently to explore and share recent advances in stem cell research at the second Cambridge-Oxford-Sunway Biomedical Symposium. Launched by Datuk Seri Dr S. Subramaniam, Minister of Health Malaysia, the symposium's theme was "Stem Cells: From Biology to Therapy".

The Symposium was jointly organised by the School of Clinical Medicine, University of Cambridge; the Nuffield Department of Medicine, University of Oxford; Sunway Medical Centre; the Jeffrey Cheah School of Medicine and Health Sciences, Monash University Malaysia and Sunway University.

Over 450 medical consultants, practitioners, academics, healthcare professionals and government officials attended the two-day symposium. Thirteen experts from leading research institutions in the UK, Australia and Malaysia discussed current and emerging healthcare issues in Malaysia and Southeast Asia, such as the rapid rise in diabetes, cancer and age-related illnesses.

Datuk Seri Dr S. Subramaniam commended Sunway's commitment and efforts in prioritising and hosting the symposium, adding that this will assist in expanding our knowledge in new industries and create opportunities for discussion between scientists in Malaysia and other countries. He also said private universities should conduct research to create commercially viable industries for the future.

At the launch, Tan Sri Dr Jeffrey Cheah AO, Founding Trustee of the Jeffrey Cheah Foundation, Founder and Chairman of Sunway Group, and Chancellor of Sunway University said: "The Jeffrey Cheah Foundation and Sunway Group are in a unique position to help realise the aspiration of the Government to ensure the future wellbeing of Malaysians."

"We will continue to leverage the expertise and capacity of our healthcare and education divisions as well as our partnerships with world-class thought leaders and institutions towards the country's sustainable development in all aspects of life."



Over 450 participants attended the two-day symposium



Professor Chas Bountra from University of Oxford



Professor Roger Barker from University of Cambridge



Session Chair Professor Tony Green, Director of Wellcome Trust - Medical Research Council

After the launch of the symposium, the Minister commemorated the establishment of the Sunway Clinical Research Centre, which is a regional site partner of the School of Clinical Medicine, University of Cambridge.

This Cambridge-led initiative will help develop an integrated approach to healthcare, clinical trials and research. Priorities include prevention, earlier diagnosis and improved treatments for a range of disease entities suited to the Asian genetic composition. The Sunway Clinical Research Centre will be located at Sunway Medical Centre.

The Sunway Education Group, owned and governed by the Jeffrey Cheah Foundation, currently operates 16 educational institutions, which include Sunway University, Sunway College, Monash University Malaysia, Jeffrey Cheah School of Medicine and Health Sciences and Sunway International School. The group's healthcare division plans to invest RM1 billion in five years for expansion.

The Jeffrey Cheah Foundation has linked the education and healthcare divisions to some of the best universities in the world – such as University of Cambridge, Harvard University and University of Oxford – to support research and facilitate education exchange opportunities. **B**

“The Jeffrey Cheah Foundation and Sunway Group are in a unique position to help realise the aspiration of the government to ensure the future wellbeing of Malaysians. We will continue to leverage the expertise and capacity of our healthcare and education divisions as well as our partnerships with world-class thought leaders and institutions towards the country's sustainable development in all aspects of life.”

Tan Sri Dato' Seri Dr Jeffrey Cheah AO
*Founding Trustee of the Jeffrey Cheah Foundation and
 Chancellor of Sunway University*

ONE OF WORLD'S MOST CITED RESEARCHERS

Last November Professor Saidur Rahman, Distinguished Research Professor and Head of the Research Centre for Nano-Materials and Energy Technology (RCNMET) under the School of Science and Technology at Sunway University was listed in the 2017 Highly Cited Researchers list published annually by Clarivate Analytics.

Clarivate Analytics is a global leader in providing trusted insights and analytics to enable researchers to accelerate discovery. The highly cited list identifies the most frequently cited researchers as determined by the extent to which their papers have supported, influenced, inspired and challenged other researchers around the globe. It identifies authors who have consistently won peer approval from international researchers in the form of high citation counts, based on the works they published and cited over the last decade.

Following the publication of the list, Professor Saidur's achievement was highlighted and recognised in the Malaysian Higher Education Forum 2017 (MyHEF2017).

Professor Saidur's research interest focuses on fundamental studies and application of nanomaterials in energy systems. "I started researching on nanomaterials in 2010. At that time, I felt we needed a niche topic and impactful to both the academic and society," said Professor Saidur, who has over 20 years of research experience.

According to him, nanoparticles suspended in a base fluid or heat transfer fluid named "nanofluids" is a very important area of emerging technology.

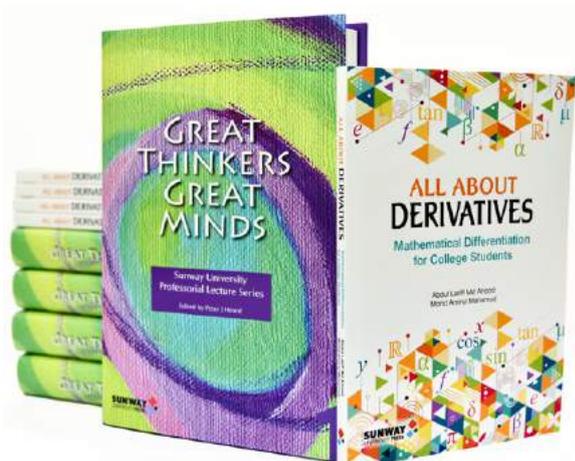
"This fluid has enormous potential to improve the performance of energy systems due to its superior thermal performance. The unique features of nanomaterials such as its high surface area and high thermal conductivities have attracted research on the topic for the last decade," said Professor Saidur. He was also involved with the public and private sector's energy management or energy saving projects in Malaysia.

In December, Professor Saidur received another award, Lifetime Achievement – Awards for Publication Citation in the i-Proclaim Annual Research Awards (ARA). The Award, which is based on the total number of citation according to Google Scholar Citations, shows Professor Saidur's works have reached more than 18,000 citations. **B**



Professor Saidur in the Malaysian Higher Education Forum 2017

SUNWAY UNIVERSITY LAUNCHES PUBLISHING DEPARTMENT



Sunway University launched its very own publishing department which will enable the public to access Sunway University's intellectual property including its research, public lectures by global thought leaders, art works and other output cultivated within the University.

Sunway University's Chancellor, and Founding Trustee of the Jeffrey Cheah Foundation, Tan Sri Dr Jeffrey Cheah AO, said that the Sunway University Press was set up in 2016 in line with the University's vision to be an Asian powerhouse for knowledge.

"The Sunway Education Group's mission has always been to democratise access to knowledge so that we can create a society of life-long learners for a sustainably inclusive and progressive society. For decades, we have opened our halls to knowledge-seekers across ages through free public lectures and scholarship assistance to the deserving. The

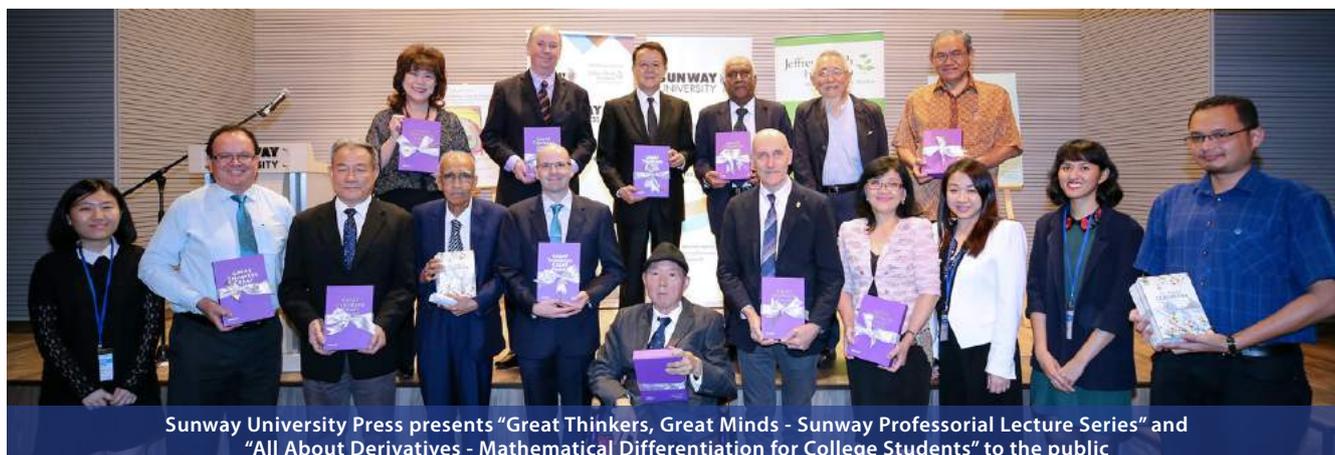
publishing department further reiterates our ambition to have quality knowledge within reach of more people," said Tan Sri Dr Jeffrey Cheah AO.

Sunway University Press presented its first two publications of 2017 during the launch. The book "Great Thinkers, Great Minds – Sunway University Professorial Lecture Series" showcases a selection of 10 papers on fascinating and original research presented as public lectures by the University's own preeminent academicians. The second book, "All About Derivatives – Mathematical Differentiation for College Students", co-authored by Sunway College's pre-university lecturer Abdul Latiff Md Ahood and Mathematical expert Mohd Amirul Mahamud, is a practical guide to help college students master the concept of mathematical differentiation.

Sunway University's Vice-Chancellor, Professor Graeme Wilkinson hoped the publishing department will aid the university to disseminate the new knowledge generated through research to students and general public.

Aside from encouraging and stimulating an intellectual environment of sharing, learning and building, Sunway University Press supports the academicians by providing them guidance on intellectual property and the publishing process.

"Sunway University Press intends to add value to the academic publishing process through peer review and editorial support. The publishing department will also provide a constructive writing and publishing space for academicians and keen writers outside of the University," according to Professor Wilkinson, who is also the Chairman of the Sunway University Press Editorial Board. **B**



Sunway University Press presents "Great Thinkers, Great Minds - Sunway Professorial Lecture Series" and "All About Derivatives - Mathematical Differentiation for College Students" to the public



LONDON, HERE WE COME!

Team "Fly" from Sunway University will be representing Malaysia at the global finals of the Unilever Future Leaders' League in London

Team "Fly" comprises of Leong Wei-Xiang, Ang Wei Boon and Jean Gan Lay Pin from Sunway University emerged as National Champions at the Unilever Future Leaders' League 2017 competition, beating over 150 teams. They will be competing against future marketers from over 30 countries for the best campaign for one of the Unilever brands.

At the national level, each team was assigned to a case study where they were required to create a consumer portrait, analyse current brand positioning of the product and propose marketing strategies. Once shortlisted to the Top 10 teams, each team was required to create a 360 marketing campaign to fulfil the given objectives. Their case study was Lady's Choice Peanut Butter specifically targeting Malay mothers in Malaysia.

"The competition gave me an opportunity to gain a deeper understanding of marketing, where a real marketing plan requires us to go deep down in understanding our consumers," said Leong, leader of the team who is studying BSc (Hons) in Accounting and Finance.

Throughout the competition, he learned that a good marketing plan requires a lot of brainstorming. "Big ideas come from exchanges of ideas. All those advertisements we see, they are derived from a huge thought process where thousands of ideas are exchanged and at the end, one big idea is born."

"We worked together to achieve each other's goals. When one of us presented any ideas, another will question and try to make these ideas feasible," said Ang, who is also pursuing BSc (Hons) in Accounting and Finance. "We will only proceed with the idea if the three of us were convinced with it."

According to Jean, it is important to understand the consumer before presenting a proposal. She said with the guidance from their lecturer Dr Derek Ong Lai Teik, the team went all out to get a better understanding of their targeted consumer, including hours of speaking with Malay mothers, conducting surveys in hypermarkets, extensive research and referred to a translated version of the Quran as reference.

Dr Ong, who was also present at the final round of the national level competition was very proud of the team's achievement. Sharing some of the comments the team received from the judges, he said their presentation was doable, as it can be implemented immediately, it was simple and one could see a 360-degree activation of the entire marketing plan.

Looking forward to the global finals scheduled to be held in London this year, the team expect to receive a much more difficult case study for the challenge. They believe it will be a more competitive environment for them as they will be facing many other world talents from other countries who are champions from their countries. **B**

THE INAUGURAL DIGITAL MARKETPLACE EXHIBITION

A total of 25 teams comprised of the Sunway University Business School (SUBS) final year students from the BSc (Hons) Business Management (BBM), BSc (Hons) Business Studies (BBS) and BSc (Hons) Marketing (BMKT) programmes showcased their business creativity at the inaugural Digital E-Commerce and Marketing Execution Marketplace Exhibition. Students worked in teams to sell their products online and engaged the e-commerce platform Shopee.

TEAM LANNISTER

BMKT programme student Tee Yung Aun said his group, Team Lannister was excited to turn abstract ideas into concrete actions. They chose to sell Barbie dolls on the Shopee platform.

"We wanted to try something new to excite the audience and take them by surprise. So we decided to associate the platform with campaigns created to resonate with our selected customers."

According to the team, the biggest challenge they faced was to relate a family-friendly product like Barbie dolls to a social issue which had political yet sensitive overtones without jeopardising their brand.

TEAM GRYFFINDOR

Team Gryffindor member, Arthur Shivane Manuel from BBM programme said they chose family-friendly electronic home appliances as their product after looking at current demographics and citing a trend in health consciousness among young people in Malaysia.

"We wanted to provide something fast, healthy and affordable. As our product strategy for the online platform, we used performance marketing, consumer relationship management and data analytics to measure the effectiveness of our product in the market."

TEAM VISERION

A passionate Hot Wheels toy car collector, Goh Yih Yiing decided to feature his car collection for the project.

"I have collected over 3000 toy cars by Hot Wheels and other brands. They have been housed in my bedroom and store room at home for more than four years," said Goh from team Viserion who is also from the BBS programme. His teammates agreed to sell the items using the Shopee platform.



Panel of judges with Dr Derek Ong Lai Teik (fourth from left), senior lecturer of Sunway University Business School, who oversees the exhibition

JUDGES

Besides academicians from SUBS, the students were judged by a panel of judges that included industry professionals. They were Ace Pacific Group Regional Director May Yau, RHB Banking Group Digital Technology and Operations Recruitment Specialist Norzarina Ahmad, Shopee Events Team Lead Lee Hui Jing and Shopee Marketing Associate Jonathan Choo Siong Yung.

May Yau believes that the Digital E-Commerce and Marketing Execution Marketplace Exhibition provides the students with a solid foundation for adapting to the business world. She hopes the students will continue to leverage on rapid changes in digital marketing to highlight social values that make a difference to the less fortunate. Norzarina was impressed with the creativity showcased and found the students to be well-equipped with communication skills which is vital in the business world.

As for Lee, she said that team Viserion's selling strategy on Shopee was based on sound research and strategic marketing actions. **B**



Students presenting their work to the panel of judges



Goh Yih Yiing (first from left) with his team members in Viserion

FIRST YEAR STUDENTS WIN DESIGN AWARDS



Team MEEE

First year students from Diploma in Interior Design programme nabbed the Platinum and Silver awards of the Dark Tower Competition organised by Sony Pictures



The base of the tower for Team MEEE

TEAM MEEE WINS PLATINUM AWARD

Team MEEE comprised of Tang Win Ni, Tham Yee Ying, Wong Ruo Lin and Jamie Cham Hui Sim took home RM6,000 cash, a trophy and Dark Tower merchandise. The all-girls team, led by Tang, designed and built an inverted tower based on the two worlds, one modern and another conquered by evil and darkness depicted in the movie, The Dark Tower.

Sharing her experience, Tang said it was amazing as she had the opportunity to learn a lot, especially teamwork. "Without my team members, it would have been impossible to build the tower in such a short period of time," Tang added.

It took the team approximately 3 weeks to build the tower. For Tang, her participation in the competition enabled her to explore different materials, colours and expand her creativity. The team used balsa wood, pipe and paper clay to build their tower, poster and acrylic for colouring. Wong shared that one of the challenges the team faced was building the fountain at the bottom of the upside down tower.

TEAM YEW BAGGED SILVER AWARD

Led by Louis Chong, together with his team members Lee Kee Chun and Wong Hong Sheng, Team YEW built their tower based on the concept of a holy fortress.

"As the darkness rises, an evil tree grew and penetrated the fortress and as the evil grew, fruits bloomed on the tree. The fruits are also a sign for countdown. When all the fruits fall to the ground, the pioneer of evil will be unleashed," Louis said.

Louis added that being the leader of his team gave him the opportunity to enhance his leadership skills, such as learning to accept other's opinion.

Wong and Lee both agreed they learned a lot through the process. "It helped me communicate better with people of different personalities. I also learned to construct a large scale sculpture," said Wong. The team won themselves RM2,400 cash, a trophy and Dark Tower merchandise. **B**



Team YEW

F&B ENTREPRENEURSHIP CHALLENGE



Year 3 students in the BSc (Hons) in Culinary Management and BSc (Hons) in International Hospitality Management programmes participated in the second Sunway University F&B Entrepreneurship Challenge. This competition is the brainchild of Dr Daniel Chong Ka Leong, Senior Lecturer at the School of Hospitality who believes that the competition enables students to experience real-life entrepreneurial process. Students are required to form a legitimate business with their own funds within 2 months. The teams presented their ideas to a panel of judges comprised of Riley Pham, Chief Managing Officer of Agritour Vietnam and Founder of 'Le Café & Gateaux d'Annam'; Shaun Liew, Co-founder of the Yellow Brick Road; Chan Meng Kee, Founder of Chan Meng Kee Restaurant; Wayne, Finance Director of Gold 3 Boutique Hotel and Rebekah Tan, Key Account Manager at Unilever Malaysia.

CHAMPION



PUFF STORY

The team consists of Han Ning, Lam Kar Yan, Chuang Ai Juen, Tetsuro Toya and Chang Khang Jack. Their mission is to get everyone to imagine a world without soggy puffs and greasy creams. They sell delectable lemon cheesecake, matcha and dark chocolate flavoured cream puffs online. Kar Yan, responsible for the company's finances said that winning was a bonus. The team believed that it has boosted their confidence level and proved that "if you work hard, you'll succeed".

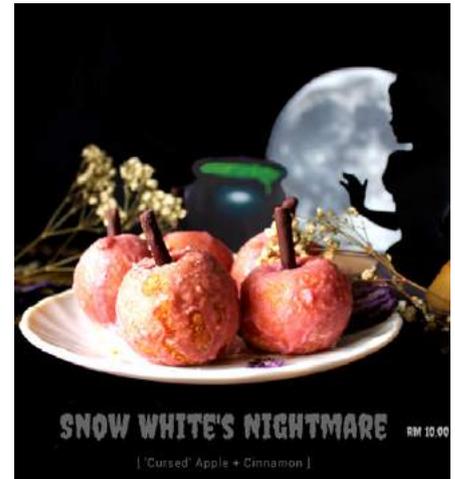
FIRST RUNNER-UP



FAM'S COOKIE SPREAD

Sia Ming Hui together with Yap Jiun Kiat, Beh Keah Ngoh, Chai Jin Yie and Koh Pooi Yee emerged first runner-up in the competition. The group's product Fam's Cookie Spread offered customers delicious artisanal spreads for pastries and bread. It comes in three flavours: Salted Egg Yolk Peanut, Lemon and Kaffir-Lime, and Chocolate Gingembre. According to Ming Hui, they discovered there has not been much change in spreads over the past decade. The team looks forward to continue with the business after completing their internships and graduation.

SECOND RUNNER-UP



MOQQIDO MOCHI DONUT

Lim Wei Ann, Loke Poh Yee, Siew Chin Yee, Tan Jing Xuan and Tan Suk Leng emerged second runner-up. Their specialty, the Moqqido Mochi Donut or MoQQido is a unique fusion of mochi and doughnut advertised as fluffy with an irresistible chewy texture. The team got creative for Halloween with their specialties, one R.I.P. which was a pumpkin MoQQido with tangy hints of cream cheese guaranteed to be a great Halloween treat. Another was Snow White's Nightmare, a 'cursed' apple MoQQido with sweet, aromatic cinnamon spice, glazed with beetroot cinnamon glaze. **B**

SEEING DOUBLE IN ACTUARY: FOO HUI SZE & FOO HUI SHEE

The Actuarial Studies alumni are two of a kind. Coming from a family of five, the twins, Foo Hui Sze and Foo Hui Shee support each other through thick and thin and that includes completing the Foundation in Arts (FIA) and Actuarial Studies programmes together at Sunway College and Sunway University. They have both achieved flying colours and have been awarded Top Scorer (Hui Sze) and Scholastic Awards (Hui Shee).



WHAT IS IT LIKE TO HAVE A TWIN IN THE SAME PROGRAMME?

Believe it or not, we have received countless objections from friends, lecturers and even relatives. They claimed that we will grow apart if we have to compete with each other but to us, that is one of the best things about having a twin sister. Our competitive spirits drive us to be better versions of ourselves. We constantly motivate the other to do better. We also respect our differences especially in our learning styles. But we constantly assess our revisions to ensure that we have covered all the materials to be tested for our examinations.

TELL US ABOUT YOUR SOUP KITCHEN EXPERIENCE

During our studies at Sunway University, we spent an entire semester at a soup kitchen in Kuala Lumpur as part of our community project. We were given the opportunity to help prepare food and also go around the streets to distribute them

to the homeless. It was an eye-opening experience for both of us as we were usually not used to seeing them during the day. We talked to them in hopes of finding out the issues behind homelessness in Kuala Lumpur. During our volunteering term, we also created awareness of the plight of poverty and homeless through social media.

WHY DID YOU SELECT THIS PROGRAMME?

Hui Shee: I want a career that is meaningful to me. I was initially torn between two choices: fulfilling my father's dream of becoming a chartered accountant and pursuing Mathematics. During the Open Day sharing session at Sunway University, I learnt more about the actuarial field and realised that actuaries help people get the protection they need. This was a great discovery because I don't have to give up Mathematics to have a meaningful career.

Hui Sze: I initially planned to enrol into a music school. Music is something I enjoy very much but I want a career outside my comfort zone. Similar to my sister, I also want an impactful career which I could one day proudly share with my children in the future. My sister commenced her undergraduate studies earlier and I got to see how much she enjoyed the programme. Not long after, I decided to join the bandwagon.

WHAT DO YOU FIND MOST CHALLENGING IN THE PROGRAMME?

Meeting assignment deadlines, fulfilling all coursework and studying for external papers all at the same time. However, having to juggle all of the above allowed us to learn how to manage our time wisely which we believe is great exposure to deal with working life later.

We are very grateful to our lecturers because despite their busy schedules, they always find time to help us understand the materials for our external examinations. They were always patient and never stopped showing their support and love towards us. If there are two things that we learned from this programme, they definitely have to be "independence" and "discipline".

The most important takeaway from our time in BSc (Hons) in Actuarial Studies is the ability to be flexible. We found out through a lot of disappointments that our expectations may not always become reality. But mistakes are the best life teachers. It was difficult to embrace our mistakes made in the beginning but we later learned from them and did not dwell on the past and move forward.

WHAT ARE YOUR MOST MEMORABLE MOMENTS?

Hui Shee: It was during my pre-university studies when my coursemates and I had to perform a play for charity. This activity was beyond my comfort zone and I still cannot believe that I did it!

Hui Sze: It may seem dull to others but my most memorable moment was when I was selected to represent my class for a debate competition. Public speaking was something I never imagined doing but I'm grateful for the opportunity.

WHERE ARE YOU WORKING NOW?

Hui Shee: It's been eight months since I started as an Actuarial Analyst in Actuarial Partners Consulting, an actuarial consulting firm with nearly 100 years of combined experience. Our clients are spread across the globe from Malaysia to the UK, Sri Lanka to Thailand and more. I believe that learning has no limits and it can take place anywhere, anytime and at any age. This is why I have always wanted to work in a firm with a strong learning culture. During my internship at Actuarial Partners Consulting, I was able to see that the employers here embed learning in tasks and valued workplace learning. Hence, I chose to apply to the same firm and eventually, I got an offer from them two months before I graduated.

Hui Sze: I'm also an Actuarial Analyst at Hannover Re, the third largest reinsurer in the world. With its headquarters in Germany, it has over 20 worldwide offices in Johannesburg, Paris, Kuala Lumpur and more. During my internship with Hannover Re, I was given the opportunity to be involved

"Do your best in everything. This way, there will be no regrets."

- Foo Hui Sze

in their projects. My daily tasks challenged my ability to analyse and think conceptually. This is what I look for in a job. Besides this, I also liked how the company valued my opinions. Overall, it was a great experience to learn and push myself beyond my limits and that's why I decided to accept the position offered to me during my internship.

"Be open to all opportunities, you will never know what they will lead you to."

- Foo Hui Shee



CHU WEI SIN

DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT



Growing up in Klang where every plate of food is a delicious flavour bomb and where every greeting starts with “Have you eaten?“, food naturally became my passion. It is over meals where businesses are sealed and family ties rekindled, and I always knew I wanted to create meals that connect people.

My name is Chu Wei Sin, I am the Executive Chef at Babe, a fun dining restaurant serving Japas, or Japanese inspired Tapas. Together with Michelin-starred Chef Jeff Ramsey, we run the daily operations of the restaurant. I also design and experiment with food to create new dishes unique to our “fun-dining” concept.

I have been cooking for over 15 years, however my culinary journey formally started with the culinary arts course in Sunway University. After graduating with a Diploma in Hospitality and Tourism Management, my culinary adventure took me from the rocky mountains of USA to the sunny shores of New Zealand. With rich repertoire in my chef bag, I am now finally back to cook for my fellow Malaysians.

Throughout this journey, I’ve had the chance to work with celebrity chefs and home chefs; cooked at buffet lines and festivals; organised personalised dinners for two and large events feeding hundreds. Each dish I plate is a lesson in how to make my food prettier, tastier, and more unforgettable.

A good education like the one Sunway University provided gave me an edge in the food industry. I’ve also learned that constant learning, persistence and perseverance are needed to make a good chef great.

“Young cooks aspiring to be the Gordon Ramseys of the world need to be constantly hungry; hungry for growth, and hungry for knowledge. These are the ingredients that will feed you in your road to success.”

MICHELLE CHIU

ACTUARIAL ANALYST, JPWALL CONSULTING PARTNERS

I was very fortunate to have received guidance from supportive lecturers who went to great lengths to ensure we had the best learning opportunities made available to us. Regular workshops were organised to improve our knowledge in the field and talks to enhance our soft skills. To me, the lecturers at Sunway University have made my tertiary education a memorable one and I have them to thank for getting me to where I am today.

The course was well structured as the syllabus was inclined towards preparing us for our professional exams. Modules were also fashioned to provide us insight into the real work of an actuary. It was indeed a tough feat, taking on external professional papers while maintaining the standard of our work in the University, but our industry-experienced lecturers who were always happy to answer any queries made our experiences a good one. On top of that, the university has a reputable internship programme in place for all students.

I was very fortunate to receive a permanent position from my internship company upon graduation. Looking back, Sunway University has been more than solely an educational place for me, and I believe the same for most of my peers.



HERI GUNAWAN

OWNER, ICE & BEAN

Looking back, my greatest accomplishment is setting up a business from scratch without funding from my parents. It started with only four tables and wooden chairs and now I've established three outlets and even franchised the business. However, it was not without challenges. I worked 18 hours a day for more than a year and lived frugally just so I could afford to keep the business running and pay my employees' salaries. What I do now is selling desserts under the brand of "Ice & Bean". Making delicious food has always been my hobby. But my business wouldn't have become a reality without my learning experience at Sunway University Business School (SUBS). The programme assignments helped me greatly in improving my analytical skills. I became more adept in problem solving and also innovative in product development. My degree has also helped shaped me into a better leader. It was when my team became the champion for the Inter-University Business Tycoon Simulation Challenge in 2010 and 2011, that I understood the value of being a leader. Not only that, I also took up the offer to lead the Sunway Chess Club and we won 15 medals and six trophies, including the first and runner-up positions in the MAPCU International Chess Competition 2009. Through my experience, I believe that the most needed skill in any profession is communication. My advice to young people today is to develop them because most of the things we get in our career such as jobs, promotions, business deals - they all result from good communication skills.



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