

Vol 9  
Issue  
**28**  
MAR '14

# BLAZE

THE SUNWAY UNIVERSITY MAGAZINE

KDN Permit No: PP 14672/10/2012 (030937)

Passport to the Big Wide World

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Best Coffee is from Sunway

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Merit Awards for Sunway students

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The Laughing Monkey



Blaze is published quarterly. The name was selected as it signifies Sunway University achievements in recent years. Sunway University, is a “trailblazer” in the area of excellence in education pursued with a flaming passion in the hearts of its staff and students.

Vol 9 / Issue 28 / March 2014

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**SUNWAY  
UNIVERSITY**



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Blaze is available online at  
[www.sunway.edu.my/university/publications/blaze](http://www.sunway.edu.my/university/publications/blaze)

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From the left: General Manager of Nestle Malaysia & Singapore, 3rd runner up (UITM), Champion Jessica Chang (Sunway), Best Coach of the Year Daniel Chong (Sunway), 1st Runner up Riley Pham (Sunway), deputy director-general, Nidzam Kamarulzaman (Ministry Dept of Skills Development)

## Best Coffee is from Sunway

Sunway University student, Jessica Chang emerged champion with a trophy and taking home a cash prize of RM2,000, while her colleague, Riley Pham Xuan Quyet won the first runner-up, which came with both a trophy and cash prize of RM1,500.

The Nescafe Milano Coffee Challenge 2014, which was organised by Nestle Malaysia is the fourth edition of Milano coffee challenge since 2011.

This year, a total of 13 colleges and universities sent two representatives.

In the preliminary round, the participants had to create their own coffee, served cold and hot. It was a tough competition right from the start, but Sunway students persevered and managed to enter into the finals.

In the final round, known otherwise as the “Black Box Challenge”, the eight finalists had to prepare two coffee creations using limited ingredients designated by the organisers – dried chilli, Thai basil, pumpkin and Bunga Kantan (ginger flower).

This is where both Jessica and Riley from Sunway University beat the other finalists from Taylor’s University, Berjaya University College and UiTM Dungun.

In the competition, their lecturer, Daniel Chong Ka Leong was also voted the Best Coach of the Year. He, too, took home a trophy and RM 1000 in cash.

**blaze**



# Passport to the Big Wide World

Four Final Year Diploma in Performing Arts students from the March 2011 cohort spoke to the **blaze** team about their final year project.

The Final Year in Diploma in Performing Arts is the most challenging and fulfilling, according to Sunway University student, Robin Khor.

The soon graduating student from the March 2011 cohort said that they had to be involved in both Collaborative Screen Production and the Collaborative Stage Production.

“Every student had to play in at least three different roles,” he said. “One for the screen production, one for the stage production and a third role in the event administration for the showcase event.”

In the screen production, the students produced several short films, including *Abang*, *Dual* and *Diri*, while for the stage production, the title was ‘Passport’ where Robin was all three – the artistic director, deviser and cast.

## Hong Kong Movie

The idea of the 13-minute short film, *Dual* was inspired by Hong Kong action movie featuring two buddy cops. “Er-vinn Siew, who was the film’s director, decided to take the elements from the movie and give it a local twist. That’s why it uses Cantonese throughout the entire film,” said Robin, who played the role of assistant director and scriptwriter.

“The story is about two cops, Ba Zai and Sha Gor, played by fellow students, Kien Fei and Meng Kheng, respectively. They were assigned to work on the same case for the past three years -- to capture a drug lord named Dragon (played by local film artist Mike Chuah).

“They never managed to nab Dragon. Sha Gor blamed it on Ba Zai’s clumsiness and stubbornness. It annoyed Sha Gor a lot, to the point that he decided to part with Ba Zai. However, it was Ba Zai who contributed the most to the case when they finally arrested Dragon.”

Fellow student, Yiky Chew Tze Yi, who was one

of the production designers for *Dual*, said it was a challenge for her to recreate a movie that is commercially produced with a huge budget, while she had only very limited budget. “After involving myself in the project, the lesson that I have learnt and like to impart to my juniors: If you have an idea bubbling in your mind, just bring it to life!”

In *Dual*, Aubrey Carlos was the clapperboard person. “The idea was to create a buddy-cop film that draws influence from Hong Kong film of the same genre,” she said. “As a class, we wanted to tell stories through film and theatres that the audience could relate to. In the short films, our stories were similar, though told in different ways, in terms of the relationship between two persons - sisters, brothers or, in the case of *Dual*, two best friends.”

Lakshana Subramaniam

Yiky Chew Tze Yi





Aubrey Carlos

Robin Khor



'Rolling, action!' Sha Gor (on left, with beer bottle) is seen scolding Ba Zai (on right with noodles) for accidentally alerting and therefore causing their failure in capturing their target (Dragon).

### All-Female Team

Besides *Dual* and *Abang*, Aubrey was also involved as the director of photography and offline editor for another short video clip, titled *Diri*.

"Teamwork is very important. The moral values that we had to memorize for our examinations in secondary school suddenly became relevant in projects like these. I have never been such a patient person, but the project has taught me a lot about patience."

Lakshana Subramaniam was the assistant director. "*Diri* is a film about Aysha trying to find closure on her sister, Sumaiyah's death. The story that we conveyed in the film is about the undying bond shared by sisters," she explained.

"Personally, since I have sisters, I could relate to the bond that Aysha and Sumaiyah shares in the story. This is one reason why I chose to work on this short film. We took a total of three days to shoot this film. We had a fairly efficient way of working on the different stages of a production.

"From making this film with the team, I have learnt and gained adequate knowledge working on the three different stages of a production – pre-production,

production and post-production.

Personally, *Diri* was the third time I have worked in an all-female team over the course of two years," she said. "*Diri* was the right way to end my video production as a student of Diploma in Performing Arts by producing a film that I am proud to be part of."

### Passport to the World

The Class of March 2011 also put together a theatre show, titled 'Passport'. Elaborating further on 'Passport', in which he played the role as artistic director, deviser and cast, Robin added: "We gave it that name, because it is similar to our diploma certificate when we graduate. Once we get our so-called 'Passport' from our lecturers, it simply means that we have graduated. We are therefore free to enter the real world. The other reason is because with the 'passport', it means we get to travel around the world to see different new things."

Together with the other artistic director, Sharifah Aleysha, Robin came out with the concept for 'Passport', which revolves around the theme and theatre style. "The theme is all about relationship, so we created five sub-topics – 'relationships that don't matter', 'Old Folks Home', 'Malaysia', 'Dream' and 'Gender Bias.'

"For the theatre style, we chose devised theatre because we did not want to play the hierarchy, which will close

many doors on all our classmates. With devised theatre, everyone gets to say something and perform in his or her own manner," added Robin. "This gives the stage production a variety – in terms of style, language, pattern and genre. At the end of the day, we realised we had a breakthrough. We had indeed created something unique with 'Passport'."

Watching 'Passport' became similar to watching a movie on television. "You get to see the commercials, TV shows, drama series and the news! You do not watch a show in 'Passport', but you come for a performance to watch a series of shows!" he said.

In 'Passport', Yiky worked on the props with the help of Yesmine Mak. "There were two pieces that I had devised and acted in," said Yiky. "It took six weeks for us to put together the two pieces. We organised ourselves into groups that met weekly to come up with the short pieces based on the given subthemes."

In the *Letting go* piece, Yiky played a character who tried to auction off salted fish to the audiences. "This piece draws memory of my grandmother from her hard, early years when she had to survive on salted fish. With this, I hope to bring to life a part of our history, which may not have been taught in school," she said.



As for the *Blind date* piece, she again played a woman character who went through a blind date with a man she had met online. In the end, the man did not get the woman as he followed dumbly on instructions for successful blind dating from a magazine. "That had a tinge of humour to it! The message is clear: take the magazine's advice on blind date with a pinch of salt!"

Yiky was also involved with another student, Angeline Ang in production designing during the pre-production and production period, while for post-production, she was involved in the audio

"Watching 'Passport' became similar to watching a movie on television. You get to see the commercials, TV shows, drama series and the news! You do not watch a show in 'Passport', but you come for a performance to watch a series of shows!"

-- Robin Khor

as a class, I think we found a working balance. Despite having our differences in opinion, we were able to focus on the final outcome of the project to make it good," she said.

together with Andrea Chong.

Yiky said overall, she is satisfied with the project outcome.

"This is because, having gone through discussions, arguments and making decisions collectively

As Stage Manager, Lakshana has a different story to tell. "Relationship is the basis of many things in life," she said. "Every week, we were given a different sub-theme that focuses on relationship. At the end of each week, we had an in-class showing that allowed everyone to give their valuable comments and feedbacks."

Producing 'Passport' was by no means a simple task for the students. It took five months of hard work. "The theatre showcase came

about with many ups and downs. We learnt that we were not just friends but colleagues. There were times that we hit bottom rock but we managed to go right back up again!" she said.

From it, Lakshana realised that she has begun to appreciate everyone's working style and how she, as a person, could adapt to it. "I feel that we managed to come up with something that I am truly proud of to tell people that 'Passport' was our Final Year Project. Using the knowledge that we gained for the past two years definitely exhibits what we have learnt and are capable of."

Adding further, Robin said: "I feel 'Passport' is important, especially in a country like Malaysia. Our classmates consist of Malays, Chinese, Indians,

Sabahans and other races, including even a cancer patient! To me, that's the real ONE Malaysia Production. In the commercial sector, artists of various races and religions work for one or two projects only and it lasts for anything from four to six months.

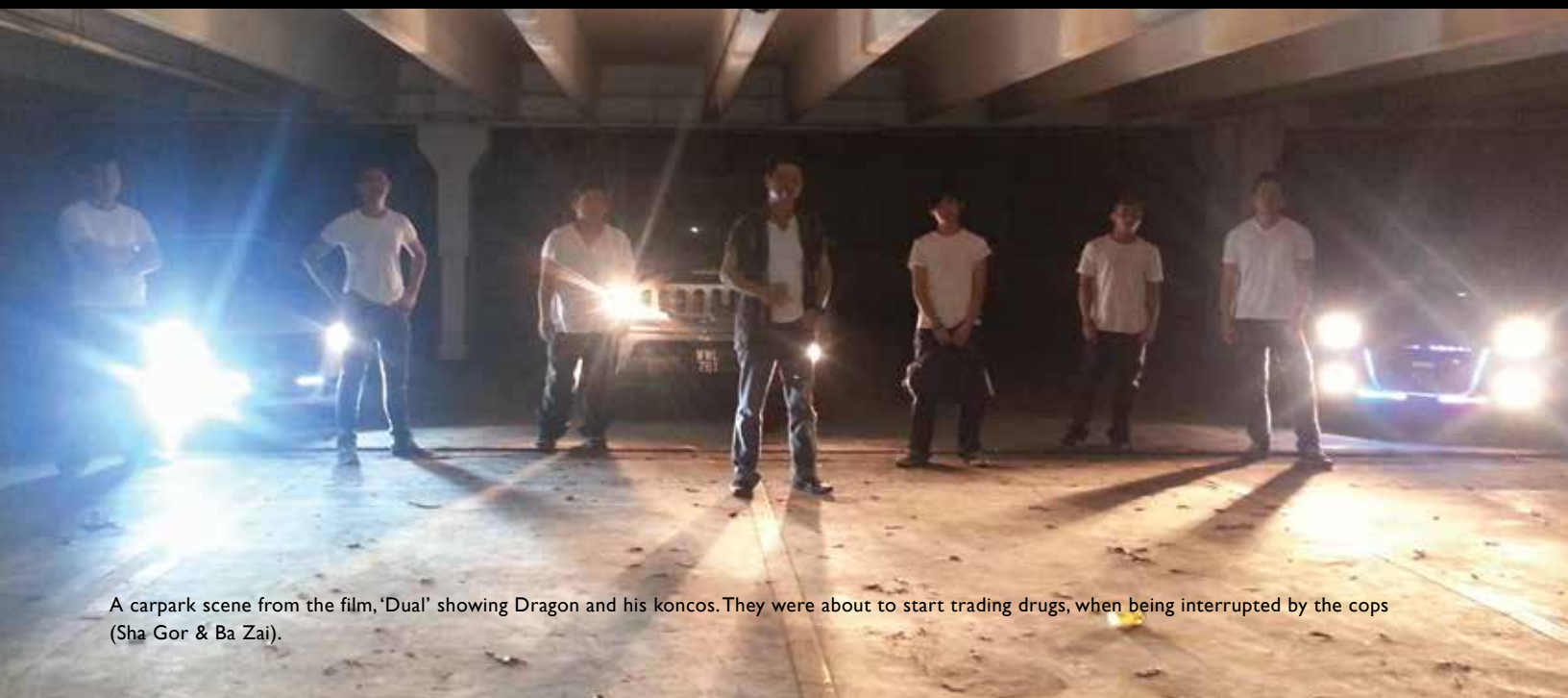
"This is because, having gone through discussions, arguments and making decisions collectively as a class, I think we found a working balance. Despite having our differences in opinion, we were able to focus on the final outcome of the project to make it good." - Yiky Chew

"But, we have been in the same class for two and a half years. We have indeed gone through fusion for that long time to be able to produce 'Passport'. We do not use stereotypes. Although we are all eighteen individuals with different

backgrounds, we were working together to create the artwork as one. It takes more than just the rehearsals; we had to learn to adapt and blend into each other's culture."

Yiky said that she also learnt when to step up to lead and when to be a follower. "For example, during the week of our full runs, everyone was tired from the long hours we spent at university and it did not help if I started to make too many suggestions; therefore, I kept quiet to let other people speak. I also started to learn how to trust my partners and share my workload with them. As a result, I found myself to be less stressful knowing that I was not alone in doing all the work," she smiled.

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A carpark scene from the film, 'Dual' showing Dragon and his koncos. They were about to start trading drugs, when being interrupted by the cops (Sha Gor & Ba Zai).

# Best Innovations!

## New Antiviral Peptides

The former Head of Faculty of Science and Technology at Sunway University, Professor Poh Chit Laa received her recognition during the Sunway Innovation Challenge 2013 for developing antiviral peptides against Enterovirus 71. The Sunway Innovation Challenge 2013 was organised by Sunway's Leading with Passion\* (LVWP) committee.

The Special Mention Award for Breakthrough Discovery, which she received from Sunway Group's President, Dato' (Dr) Chew Chee Kin, coincides with the vision of Sunway University to become research intensive in order to boost the University's international ranking and make it a world class university.

Professor Poh elaborated further that her research is focused on developing an antiviral peptide to interact with the receptors of the cell and prevent EV71 virus from interacting with the cell receptor. "This will prevent the virus from entering the cell and killing it," she explained.

"EV71 is a virus that is now considered a significant public health problem, after it caused several major outbreaks in the Asia-Pacific region. Therefore, it is important to develop novel antiviral peptides to effectively treat EV71 infection."

With the development of SP40 as an antiviral peptide, she said that doctors can now treat EV71 infections to prevent another epidemic outbreak and reduce

serious neurological complications and deaths in young children below the age of six. "The SP40, a potential anti-EV71 agent, has been filed for Intellectual Property (IP) protection," Professor Poh added.

## S4S Playground

Meanwhile, Dr. Lau Sian Lun, Head, Department of Computer Science & Networked Systems, Faculty of Science and Technology at Sunway University also won the Grand Prize for his innovation known as The Student for Student (S4S) Playground.

"Often we see good ideas formed as student projects but upon completion, these ideas are forgotten," he said. "And then someone else will come along and suggest the very same idea and re-implement it all over again."

The S4S playground, therefore, provides a good platform for students to gather ideas and generate solutions. "The idea

is for us to establish and develop a system that will collect, manage and retain ideas as well as solutions," he said. "We are then providing students with opportunities to work on solutions to real problems. We also encourage students and staff to excel in research, development and entrepreneurship," he said.

Dr. Lau was also involved in another innovative project known as The Sunway CarPool System. He and another fellow colleague, Dr. Sim Tze Ying from the Centre American Education (CAE) won the second runner-up for their innovative idea.

"It involves a mobile app based car pool system that serves the Bandar Sunway community. People can use this system to plan their car pool travels, and benefit from this system to promote less stress, more sharing and interaction, save money and help the environment!" he claimed.

Once implemented, it will help Bandar Sunway community and visitors to car pool to work every day. "This will help to reduce the number of vehicles in the township as well as the surrounding areas," he said. "We also intend to provide a channel for communication within Sunway, and turn it into a model township with modern and innovative urban planning and management system."

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Professor Poh receiving her Special Mention Award for Breakthrough Discovery from Dato' (Dr) Chew Chee Kin

Dr. Lau Sian Lun with the Grand prize



# Highly Competitive

Apart from their academic achievements, Sunway University students are also known for their competitiveness – a quality highly desired by employers.

During the 7belas MIID competition 2013, its Department of Arts and Design students bagged a few prizes, beating other participants from Limkokwing University, ALFA International College, KBU International College, KLMU, Malaysian Institute of Art (MIA), UCSI University, The One Academy of Communication Design and Saito University.

Organised by the Malaysian Institute of Interior Designers (MIID), the 'Re-Invent' competition saw eleven Sunway University students winning the Championship title with their 'Amazing Race'.

'Amazing Race' was the result of many hours of hard work by Muhammad Alif Afiq, Thurgeshwaren Rajendran, Wan Mohammad Farris Zain bin Wan Mohd Tahiruddin, Lau Hui Ci, Roshine Thinagaran, Qi Ya Ping, Lim Chee Cheng, Nicole Tiong Kai Xin, Gesty Adelia, Phang Hong Chee and Kelvin Kieu Boon Sian.

Darya Golub and Nur Zulaikha Azman emerged as first runner-up in the Fashion Design category, while in the Furniture Design category, the second placing went to Chan Xiu Ming, Andy Goh Ee Leng and Victor Tan Chan Ee.

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In the Fashion Design category, Darya Golub posing with model, Gesty Adelia. Nur Zulaikha was absent during the competition.



In the Furniture Design category, Sunway University was first runner-up. The three winners were (from left) Chan Xiu Ming, Andy Goh Ee Leng and Victor Tan Chan Ee.



The Amazing Race participants won the championship title





# Distinguished Scholars

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Sunway University's BSc (Hons) Computer Science student, Ahn Ju Hyun emerged as a winner at the Big E-Genting Bug Hunt

### Leslie Tiong Ching Ow

Master of Science in Computer Science (by Research) student, Leslie Tiong Ching Ow has won the 2nd Best Paper Award at the 4th International Conference on Computing and Informatics (ICOCI) 2013 on August 28-30 in Sarawak.

Assisted by Senior Lecturer, Dr Lee Yun Li from the Department of Computer Science and Networked System (Faculty of Science and Technology) and Professor David Ngo (part-time professor), Leslie's paper, entitled, 'Forex Trading Prediction Using Linear Regression Line, Artificial Neural Network and Dynamic Time Warping Algorithms' touched on Forex prediction, which has

become a challenging task in the Forex market since the late 1970s due to the fluctuation of exchange rates.

In their paper, the Sunway academics utilised linear regression equation to analyse the historical data and discover the trends patterns in Forex. These trends patterns are modeled using Artificial Neural Network algorithm.

Dynamic Time Warping algorithm is then used to predict the future trends. Their experiment shows a satisfactory outcome using the proposed approach.

### Ahn Ju Hyun

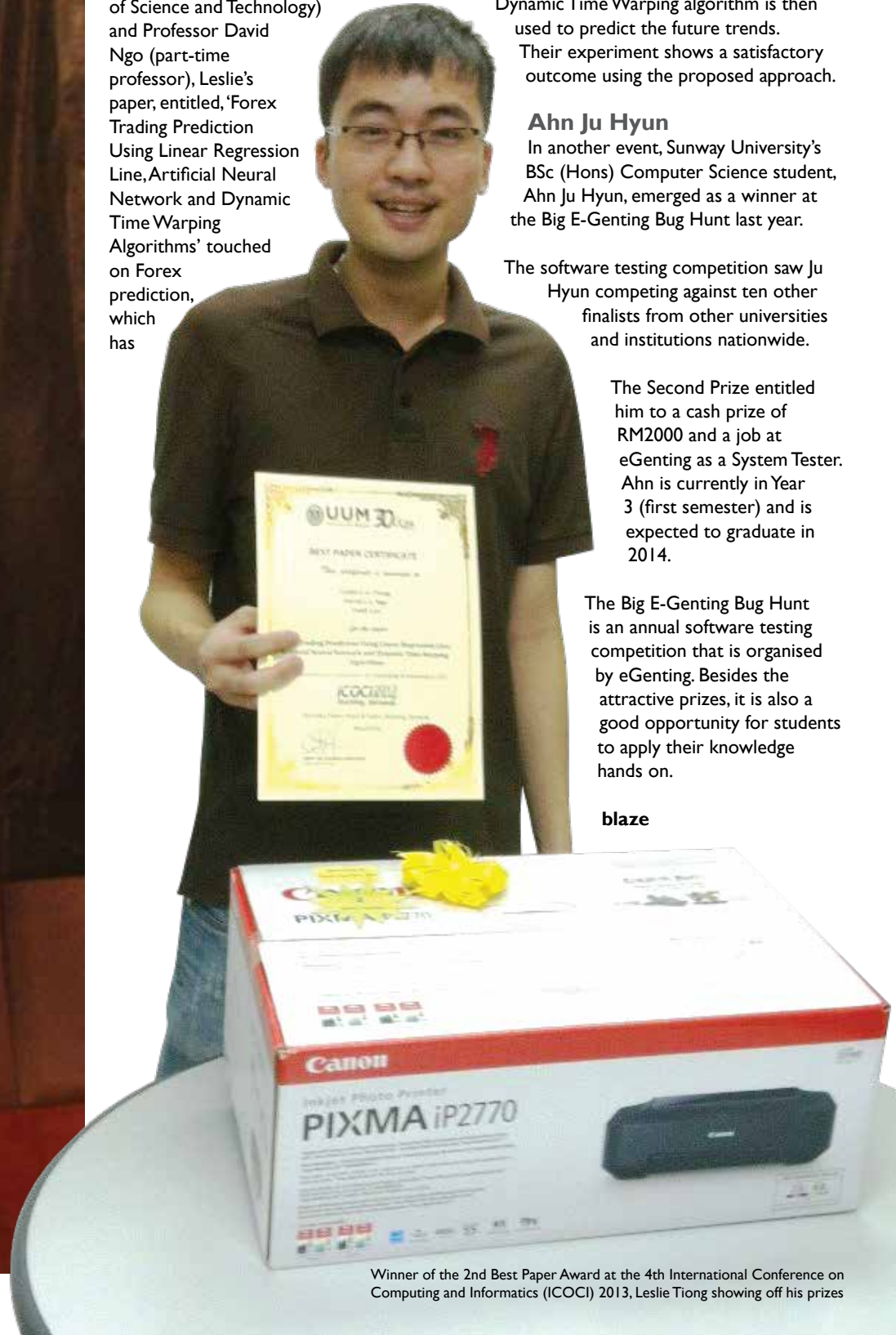
In another event, Sunway University's BSc (Hons) Computer Science student, Ahn Ju Hyun, emerged as a winner at the Big E-Genting Bug Hunt last year.

The software testing competition saw Ju Hyun competing against ten other finalists from other universities and institutions nationwide.

The Second Prize entitled him to a cash prize of RM2000 and a job at eGenting as a System Tester. Ahn is currently in Year 3 (first semester) and is expected to graduate in 2014.

The Big E-Genting Bug Hunt is an annual software testing competition that is organised by eGenting. Besides the attractive prizes, it is also a good opportunity for students to apply their knowledge hands on.

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Winner of the 2nd Best Paper Award at the 4th International Conference on Computing and Informatics (ICOCI) 2013, Leslie Tiong showing off his prizes



# Merit Awards for Sunway students

When Raymond Tang (see pic) wrote his paper, entitled, *Predictors of sexual experience: Comparison between Christianity and Chinese religion*, little did he expect that he would win an award.

Together with his fellow student, Puvesha Jegathisan, they received merit awards at the 3rd Malaysian Psychology Conference held at University Tunku Abdul Rahman in Perak in November last year.

Both received the awards for papers based on their Honours research projects. Their papers were written in conjunction with their research supervisors, Jacqueline Gun and Chee Kwan Foong.

Puvesha's research, entitled Factors influencing attitude towards seeking professional psychological help among Malaysians (Klang Valley) was based on data from a larger project designed by Chee which is supported by an Internal Research Grant from Sunway University.

A total of 11 students from the Department of Psychology gave oral presentations and a further four students gave poster presentations at the conference. The majority of the presentations were based on the students' Honours research projects for the BSc (Hons) Psychology degree.

Research supervisors from Sunway University's Department of Psychology were actively involved in coaching their students and writing their submissions for the conference. Learning from their supervisors

on how to present the results from a year-long research project in a 20-minute conference paper was a positive experience for the students and it gave them an additional and important skill to take into the workforce.

## Strong Participation

Associate Professor Dr. Alvin Ng Lai Oon also presented a plenary paper at the conference. Dr. Ng's paper entitled *Stories from Psychological Science: Making theories relevant in daily life* was delivered to an overflowing auditorium.

The applause at the end of his presentation gave ample testimony of the audience's appreciation of Dr. Ng's use of humour to engage and inform the listeners.

The annual conference was organised by the Psychology Heads of Department Council. The Council was formed in 2010 by Departments of Psychology from eight private universities in Malaysia, including Sunway University.

One of the main aims of the Council is to hold the national conference so that not only can academics from different universities meet to share ideas and research findings, but also to provide an opportunity for students to present papers based on their research projects. For the vast majority of students, the conference was their first experience in presenting conference papers.

Dr. Ng, together with Senior Lecturer, Dr. Lin Mei-Hua, were already involved in the time-consuming process of reviewing submissions for the conference months before it was held.

The Sunway Psychology Club, an active group of students, was also instrumental in ensuring that their fellow Psychology students were informed and encouraged to attend the conference.

## Preparations

Professor Nigel Marsh, Head of the Department of Psychology at Sunway University, organised a 3-hour pre-conference practice session where all the student presenters could receive feedback from him and their peers a week prior to the actual event. The students reported that they found the practice session very useful and that it had made them much more confident. Professor Marsh had five of his students presented papers at the conference.

More than 70 students and seven staff from the Sunway University Department of Psychology attended the conference.

Overall, Sunway University, with its strong representation, demonstrates the high quality of research being conducted at its Department of Psychology.

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Students and staff from Sunway University's Department of Psychology who attended the conference





Jacqueline Gun and Raymond Tang

Puvesha Jegathisan





# The keys to Peaceful Co-Existence

In a bid to boost Soka Gakkai's peace agenda, the Chairman of Soka Gakkai Malaysia (SGM), Johnny Ng recently presented a collection of 45 books to the Tun Hussein Onn Library of Sunway University.

The books were authored and co-authored by Dr. Daisaku Ikeda, President of Soka Gakkai International, who has always considered education to be the culminating undertaking of his life. The initiative was in conjunction with SGM's on-going Book Donation Campaign launched in 2013.

This was followed by a peace forum on Daisaku Ikeda's 2013 Peace Proposal to the United Nations by Tan Leng and Wong Wai Leong from SGM.

Wong explained that education is important to nurture one's heart

and mind. Citing the active Sunway Volunteer Society as an example, he said volunteer activities help students learn to appreciate the inner joys of doing something for others, promoting good values and morals.

"This is in tune with SGM's pursuit to foster awareness of shared responsibility for the future of our country and the peace of all humanity," he said. "The Sunway Volunteer Society is a volunteer group that strives to aid the community through various outreach initiatives. Its ethos is to be a group that impacts the lives of others in a positive manner.

Upon receiving the book donation, Sunway University's Vice-Chancellor, Professor Graeme Wilkinson said that, while many people in some parts of the world live lives blighted by war and destruction, Malaysia is relatively peaceful.

"Peace is a very important subject. We need to foster peace. In a peaceful co-existence, we gain so much and we therefore need to do much to preserve it," he said. "And with SGM being an organisation that advocates peace through social engagement, it promotes a harmonious and civil society. Through the donation of books it provides resource to Sunway students to further inspire them to understand this culture of peace."

Expressing his hope that the books will be put to good use, Ng urged the younger generation to put into practice the wisdom contained in the books. "It will bring lasting peace and happiness to humanity," he said.

**blaze**



From left: Chia Kok Peng, PR Liaison, SGM; Lee Kok Kheng, Vice General Director, SGM; Johnny Ng, Chairman, SGM; Professor Graeme Wilkinson, Vice-Chancellor, Sunway University; Wong Sook Jean, Chief Librarian, Tun Hussein Onn Library; Wong Wai Leong and Tan Leng from SGM; and Paul Linus Andrews, Head, Dept of Law, Sunway University Business School





From left: Jane Poh, Administrator, Jeffrey Cheah Foundation; Puan Hajjah Juairiah Haji Johari, Founder and Coordinator of GOLD; Low Veen Zhen, Run for Gold Event Manager; Associate Professor Dr Foo Yin Fah, Head of Accounting and Finance Dept, SUBS and Johnny Ho, President of SUBS Student Concilium with the special students from GOLD

## Running to make a difference

Rubeinthiram came in first, clocking at 29 minutes and 40 seconds with Chan Jhan Yong and Deva in second and third place, respectively, in the Men's Category.

Meanwhile, Chi Mei Fen clocked in at 41 minutes and 46 seconds to win in the Women's Category followed by Nur Ati Kha, second and Wong Fu Yong, third.

In the Student Concilium's "Run for GOLD" which was held last year, over a thousand participants had turned up to support the Sunway University Business School (SUBS) event, which saw the 7-km run flagged off by YB Hannah Yeoh, Speaker of Selangor State Legislative Assembly and Associate Professor Dr Foo Yin Fah, who heads the Department of Accounting, Banking and Finance.

The event managed to raise RM10,000 for the special students of GOLD, which stands for Generating Opportunities for Learning Disabilities. Its Founder and Coordinator, Puan Hajjah Juairiah Haji Johari received the contribution on behalf of Hearts of GOLD Foundation, a non-profit organisation founded by parents in 2000, for children with learning disabilities.

The Hearts of Gold Foundation is to assist children with learning disabilities and enforce the skills learnt under the Malaysian school curriculum. The Foundation's ultimate objective is to create more work and social opportunities for children and young adults with learning disabilities.

### Generous and Kind

Representing the Jeffrey Cheah Foundation were Associate Professor Dr Foo Yin Fah and its administrator, Jane Poh.

"Sunway University has been generously contributing both funding and resources over a course of nine years and had helped us kick-start projects which led to the formation of GOLD," Hajjah Juairiah said. "With their kind efforts and initiatives, we managed to put in place a conducive learning environment for our students."

Johnny Ho, who is current President of Sunway University Business School Student Concilium 2013/2014 said that the Run for GOLD 2.0 is a very successful event that he was involved in organising. "Every event is a learning opportunity, and the Run for Gold 2.0 is no different," he said. "We faced many challenges in

the course of planning and executing this event, including losing our principal sponsor four weeks before the event. And yet, today, we proudly handed over a cheque worth RM10,000 to GOLD."

To Johnny, the Run for GOLD 2.0 is more than scribbles of ideas on a piece of paper. "It is a reality that we are humbled enough to enjoy," he said. "The event would not be a reality if not for generous contributions by the Sunway Education Group, the Jeffrey Cheah Foundation and volunteers from the Sunway Volunteer Society."

Last year, SUBS, under the auspices of the Jeffrey Cheah Foundation had also assisted the Foundation to develop a social enterprise business model for the learning disabled. It is hoped that this business model would help to transform education for special needs children in Malaysia.

**blaze**

# Hop on the Reading Bus

## Students from Sunway Education Group volunteers for the Reading Bus Programme

Sunway Education Group is providing opportunities for students to do good for the community following a Memorandum of Understanding signed with the Reading Bus Club (RBC).

Under the collaboration, RBC will train volunteers on the Reading Bus Programme while the Sunway Education Group sponsors the project.

According to Elizabeth Lee, Senior Executive Director of the Sunway Education Group, this project will further enhance the involvement of institutions under the education group, namely Sunway University, Sunway College, Monash University Sunway Campus, Sunway Le Cordon Bleu Institute of Culinary Arts and Sunway International School in serving the community in under-developed areas.

“This partnership will enable our students to learn lessons that they may not experience in a normal classroom setting – cultivation of patience, act of kindness and most importantly a better understanding of their roles in society,” she added.

This community outreach, under the Moral Education and General Studies subjects was initiated by Lee Aun Nee, Acting Head of Sunway Education’s MOHE General Studies Department.

### Good Initiative

“This project will see a good outcome in terms of developing the soft skills in Sunway students. I believe it is always more blessed to give than to receive,” says Aun Nee. “I hope the students will learn this and also understand one another better to build up a united society. Besides learning, it will teach them to hopefully live better lives.”

Under the project, student volunteers from the Sunway Education Group will be visiting six Tamil primary schools in Pahang, beginning January 2014. Volunteers will be visiting each school twice – first to launch the programme and second to follow-up on the progress of the children’s reading skills. On the first visit to schools, volunteers will be assembling book shelves and distributing school bags.

Cheli Tamilselvam Nadarajah, Founder and Chairman of the Reading Bus Club expressed his gratitude to the Sunway Education Group for the contribution. “Through this partnership, we hope to realise our dream of gradually transforming the nation by helping more students take an interest in the English Language,” he said. “We are not trying to change their lives totally. We are simply giving them a glimpse of hope.”

The Sunway Education Group has partnered with various organisations to provide opportunity for students to serve as volunteers in the community. Previous projects included *My First Graduate*, a collaboration with Teach For Malaysia to mentor low-income secondary school students.

### blaze

S.Vicknesvaran, Irene Chong, Kong Lai Mei, Cheli Tamilselvam Nadarajah, Elizabeth Lee, Dr Khatijah Khalid, Lee Siok Ping, Lee Aun Nee and Dr Stephen Hall with the student volunteers of the Reading Bus Club







## Run for Her Life

No, she wasn't running for her life, but Sunway University student, Katherine Liao, who organised the 5km run in conjunction with the Breast Cancer Awareness Month, was exhilarated when 1,600 participants turned up for the event.

"The passion that was exhibited by the participants," she said, "will serve as an inspiration for others to do their part and learn to give back to society."

Collectively, they managed to raise RMI 1,000 for the Breast Cancer Welfare Association Malaysia (BCWA), which was handed over to Associate Professor Dr. Zaharah Aiyub, President of BCWA.

The run was well participated by members of the management and staff of Sunway University Centre for Tourism, Hospitality and Culinary Management. Along with them were also members of the BCWA and seven breast cancer survivors.

The event was organised by Sunway University's Diploma in Events Management students, with the help of lecturers and advisors, Adeline Kok and Jonathan Lee.

In thanking the sponsors for the event and her team mates, Katherine who is Project Manager of 'Run for Her Life' added: "Without all of their blood, sweat and tears, this event would not have happened! 'Run for Her Life' also would not have been successful without the support of all the participants."

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From left: Anisha Chai, Head of Centre for Tourism, Hospitality and Culinary Management and Katherine Liao handing over the donation to Associate Professor Dr. Zaharah Aiyub, President of BCWA.







## Female Bowlers strike Gold



Sunway Ladies Bowling Team. From Left: Nadine Kong, Victoria Chin, Dayang Khairuniza and Sin Li Jane showing off their Golds

Sunway University trio, Victoria Chin Quan Weoi, Sin Li Jane and Dayang Khairuniza, bagged five gold medals between them, and won a total of eight medals during the recent nationwide sports competition Sukan Institusi Pengajian Tinggi (SUKIPT). It meant that Sunway's haul of eight medals was the most of any competing institution in the bowling event.

The other medals won on the lanes were one silver and two bronze, with only UiTM (seven medals in total) coming close to Sunway's haul, and no other institution managing to get more than three medals.

The bowling competition, which was held at the Sunway Mega Lanes, saw Sunway University dominating the female category. Their performance helped Team Sunway to finish in 5th place out of 107 institutions in SUKIPT, ranking as the highest private institute of higher education.

The five Gold medals won by the trio were in the category of Women's Singles,

Doubles, Team Event, Masters Event and All Events.

Victoria, from the American Degree Transfer Program (ADTP) became Sunway's first ever Gold medal winner, as she triumphed in the Women's Singles, finishing 89 pins ahead of her nearest competitor from UiTM. This demonstrated that Victoria, who won the International Junior All-Stars Girls Open title in December 2013, has continued her fine form into this year.

In the Women's Singles, Victoria's course mate Li Jane won bronze, finishing only nine pins short of silver. However two days later Li Jane made up for her disappointment as she teamed up with fellow ADTP student, Dayang Khairuniza to win Gold in the Women's Doubles event.

Despite a slow start the Sunway pair roared back in games four to six, scoring an impressive 478, 507 and 503, to overcome the challenge from International Islamic University Malaysia and Kolej Poly-Tech MARA Kuala Lumpur.

Victoria, Jane and Dayang added a second Gold to their collection as they steamrolled their way to victory in the Women's Team event. Teaming with fellow Sunway student, Nadine Kong from Canadian International Matriculation Programme (CIMP), the foursome won Gold by a massive 770 pin margin after the six games were bowled.

The efforts of the girls over the previous four days of bowling meant that when the time came to calculate the standings for the Women's All Events (which is calculated by adding Singles, Doubles and Team Event scores), Sunway was again on top. Sin Li Jane picked up her third Gold medal, averaging an impressive score of 242 over her 18 games bowled. Victoria won Silver, finishing 280 pins behind Jane, whilst Dayang finished in fourth place, an agonizing 17 pins from Bronze.

This meant the Sunway trio qualified for the Women's Masters Event, and after another ten games, Jane was in first place and Victoria sat in second. In virtue of finishing first, Jane qualified directly for the Gold medal final match, while Victoria had to battle Fatin Azmira from UiTM in the semi-final. Although Victoria failed to overcome Azmira in the semi-final, Jane ensured that it was a Sunway clean sweep with a 255-208 victory to claim her fourth Gold medal of the games.

Two other degree students, Chan Seng Yip, Diploma in Business Accounting and Low Jun Jian, BSc Accounting & Finance also represented Sunway with distinction, winning Silver in the Chess Men's Team event.

**blaze**

# The Laughing Monkey



Laughing  
Monkey

The **blaze** team chatted with Justine Leong Mei Yeng, a Sunway alumna who graduated in June 2004 with a degree in Computer Studies.

**Q: Tell us what you did after you graduated.**

**A:** I began my career as an operations executive for Padini Holdings while I was completing my final year project for my degree programme.

I left Padini after a year and a half for an entry level marketing position in Marcus Evans. In case you have not noticed, both positions have nothing to do with what I had studied back in Sunway.

Before you jump to any conclusions, I wasn't having trouble looking for an IT-based job. I did pretty well in Sunway after all. I knew I could be good in IT, but I would not be happy or feel I have achieved something in life. You give your life a whole new purpose if you make a living doing what makes you happy.

The most important thing that I have learnt during my three years of education at Sunway was this simple philosophy in life: do whatever that makes you happy because you come first. The sky is the limit, do whatever rocks your boat.

All you need is a little courage, and do not be afraid to get out of your comfort zone. This is one thing that my friends at Sunway taught me. If you do not chase your dreams, somebody will hire you to chase theirs.

I was looking for a career which could utilize my abilities in business and marketing planning. The IT industry did not seem to be a good fit for me personally.

**Q: When was the turning point in your career?**

**A:** I spent another seven and a half years of valuable working experience at Marcus Evans. It was simply amazing. But eventually, I grew weary of the corporate world and I left the company, with my last post as Senior Marketing Manager. I needed a break anyway.

Believe me, a sabbatical leave was beneficial but I will leave this as a story for another day.

You see, I didn't leave the company without a plan B. My ex-colleague, Kelvin and I had come with an idea venturing into the food and beverage industry. And being a coffee advocate, both of us agreed to start a coffee shop...on a truck!

**Q: Fabulous! What inspired you guys?**

**A:** This brainchild was the result of watching so many TV series, where everyone in the show has access to good coffee everywhere they go, and they don't have to go for the usual coffee chains like what we have in Malaysia. Some of the coffee served is in fact overrated and expensive. And they taste horrible!

We feel that coffee should not be expensive. Good coffee should be affordable for everyone, from the working adults to the yuppie youngsters.

So after months of planning, managing and executing, The Laughing Monkey Café was born. It has been an exciting six months working with Kelvin on this project. The concept of our business is simple: convenience and affordability. And we really want our customers to be able to enjoy a good cuppa coffee every morning.

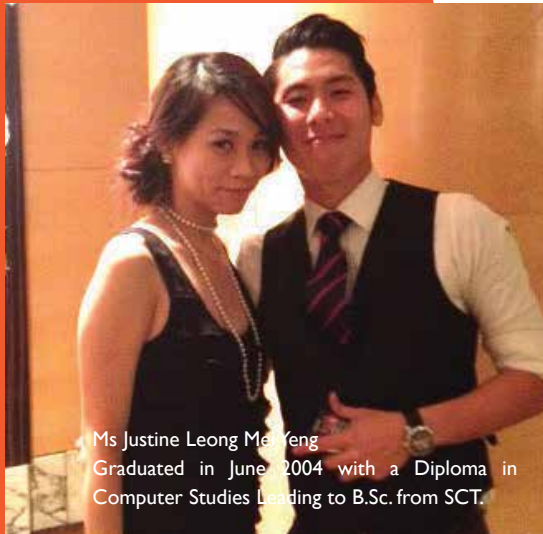
**Q: Being a relatively new start-up, how is business?**

**A:** At this moment, our main income comes from catering for house parties. You will be surprised by how having a coffee truck in a house party injects a breath of fresh air compared to the usual boring caterers. Business is good and so far, everyone enjoys our coffee (pew!) and having the monkey mobile at their premises.

We are not going to stop here. This is just the beginning of my adventure! I am having too much fun to stop now. With so many plans and other business ventures that we have up our sleeves, I will not slow down.

Do check us out at <http://laughingmonkey.asia/> for updates.

blaze



Ms Justine Leong Mei Yeng  
Graduated in June 2004 with a Diploma in  
Computer Studies Leading to B.Sc. from SCT.





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