



Exchange Program Report: National Central University

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Promotional Background at National Central University

One of the key elements of our promotional background is the emphasis on active participation in competitions. We firmly believe that competitions provide an excellent platform for students to showcase their skills, talents, and cultural knowledge. By actively participating in campus competitions and activities, students not only gain valuable experience but also have the opportunity to represent their university and country of origin.

Promotion Explanation

Our promotional background focuses on explaining the presentations and promotional activities carried out by students during their exchange programs at National Central University. This chapter highlights how students can effectively promote their university and home country while participating in competitions.

1. Introductions

During the exchange program, we highly encourage participating students to commence their presentations by introducing themselves and providing an overview of their home university.



Figure 1.1 captures the moment when students introduce themselves and their home universities before they present.

2. Cultural Awareness

On campus, students are encouraged to emphasize the cultural diversity and uniqueness of their country of origin. They may showcase traditional attire, music, dance, and other cultural aspects that exemplify the rich heritage of their nation. This fosters increased cultural awareness among the audience and promotes cross-cultural understanding.



Figure 1.2 captures the moment when students become masters of ceremonies using Songket at the "Indonesian Culture Day" event.



Figure 1.2.1 captures the moment when exchange students collaborate with the Indonesian Student Association to introduce Indonesian culture to Taiwanese, Indians, Pakistanis, Belgians, and others.

3. Introducing Home University

Students are provided with the opportunity to introduce their home university, elucidating its history, academic programs, research achievements, and notable alumni. This serves as a platform to showcase the strengths and accomplishments of each institution, thereby promoting academic collaboration and potential partnerships.



Figure 1.3 captures the moment when students give souvenirs and introduce Universitas Muhammadiyah Yogyakarta as well as IPIEF to the head of the economics department, Ming-Cheng Wang.

4. Success Story

Students who excel in speech competitions have the opportunity to present concrete evidence of their potential and abilities. This serves to inspire other students and further underscores the value of participating in exchange programs.



Figure 1.4 captures the moment when students win a speech competition held by the National Central University.

5. Networking and Collaboration Opportunities

Students have the opportunity to make new connections with exchange students/professors from different countries. Students are expected to maximize this opportunity by exploring potential avenues for future collaboration and forging lasting professional relationships.



Figure 1.5 captures the moment of the last meeting in one of the classes attended

Conclusion

Our promotional background focuses on explaining the presentations and activities that students do during their exchange program at National Central University. By taking part in competitions and events on campus, and promoting their universities and home countries, students help foster global understanding and strengthen partnerships between institutions and individuals.