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# PROCEEDING

International Conference  
The Strategy in Building the Competitiveness in the  
ASEAN Economic Community Era (SBC-MEA)

University of Abulyatama

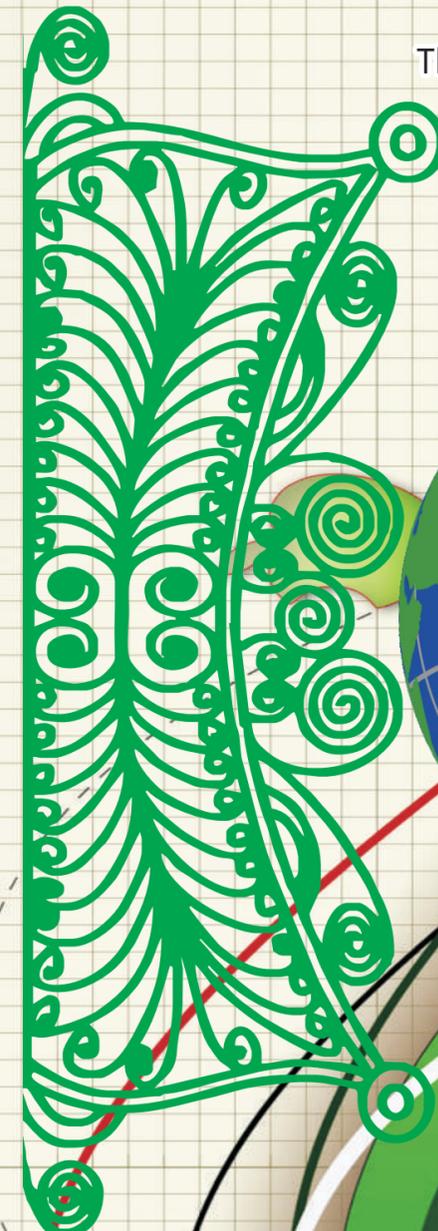
Aceh Besar, March 30<sup>th</sup> - 31<sup>st</sup>, 2016



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**PROCEEDINGS INTERNATIONAL SEMINAR  
MULTI DISCIPLINARY RESEACRH  
“The Strategy in Building the Competitiveness in  
the ASEAN Economic Community Era (SBC-AEC)”  
UNIVERSITY OF ABULYATAMA**

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(National Institute of Education, Singapore)  
Prof. Dr. Sapuan Bin Salit  
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## Welcoming Message From Rector

Good Morning, and, Assalamu'alaikum Wr Wb

Distinguished Keynote Speakers, Prof. Dr. Fasli Jalal, Ph.D, Sp.GK (Diknas – Jakarta), Prof. Mohd. Sapuan bin Salit (Malaysia), Prof. Dr. Jamaluddin, M.Ed (Aceh), Dr. Mercy Karuniah Jesuvadian (Singapore), Ms. Xue Song (Beijing – China), Dr. Ir. Yaya Suryana, MSc (BPP,Serpong), Invited Speakers, Regional Coordinator of Higher Education 13 Aceh as a supporting partner for this seminar, Speaker, Committee, all of Participants and all of Abulyatama members, Welcome to Banda Aceh, especially to Abulyatama University.

First of all, let us say thanks, Alhamdulillah, to Allah SWT, who has given guidance and blessing to us, therefore we can gather here to attend the International Seminar at University of without hindrance of any. Then, our Shalawat and greeting are always delivered on our great Prophet Muhammad SAW, who has brought us from darkness to brighter.

Ladies and Gentlemen

For two days, we are here to discuss and share knowledge, information and ideas with the hot issue in Indonesia and in ASEAN countries; it is about ASEAN Community, then our topic for this seminar is The Strategy in Building The Competitiveness in The ASEAN Economic Community Era. This seminar is organized by University of Abulyatama, together with Regional Coordinator of Higher Education 13 Aceh.

We tried to invite many international speakers, especially from ASEAN countries. But in limited time to share the information and also many our colleagues have another agenda before or within the same date, so they apologized for not being with us in this great seminar. On behalf of Abulyatama University, I hope it will not be a poor for all speakers and participants in building a great academic discussion and dialog in this seminar.

Honorable all of participants

The establishment of the ASEAN Economic Community (AEC) in 2015 is a major milestone in the regional economic integration agenda in ASEAN, offering opportunities in the form of a huge market for over 622 million people. The general private sector, academic institutions, industry associations and the wider community at the regional and national levels will also be actively sought and participatory approach to integration process. A key point of the ASEAN Economic Community is it envisages free trade in goods and service, investment liberalization and the free flow of skilled labor. The AEC is not just economic cooperation, but political, social, academic and cultural cooperation too. Considering the degree of diversity among countries of the AEC, the challenges are numerous. The seinclude the development of economic growth, the change of socialculture, academic service, a new willing for the research to produce the products that can be implemented in the market; all of them drive to embed an ASEAN identity.

As an academic community, we contribute to prepare the human capital and intellectual property to support and ensure the AEC will always develop the community of the regional ASEAN now and future. Through the seminars or conferences, academic people can share knowledge and discuss for issues that following the dynamic change within AEC.

The AEC blueprint outlines the four pillars of the AEC that will be achieved through liberalization of trade in goods, services and investments: (a) a single market and production based, (b) a highly competitive region, (c) a region of equitable economic development, and (d) a region fully integrated into the global economic. It is clear that all the process and human resources can be the great issues and collaboration of the higher education among the country within ASEAN region is very important. We will stand up together to participate in AEC.

Ladies and Gentlemen:

On the other hand, now Aceh is already more open to many guests and newcomers. Many beaches and places like tsunami sites are places that people can visit to know how it were done and give us knowledge, and also many delicious food in Aceh. The famous food are “Mie Aceh and Kopi”, you must try it. The western point of Indonesia is also in Aceh, you can visit “Weh” island to find the place and get the certificate. So next time you visit “Merauke” the eastern point of Indonesia, then you

also can get the other certificate too. It means that you already travelled all of Indonesia.

Ladies and Gentlemen:

My appreciation and thank you for Joint Arrangement Committee, University of Abulyatama and Regional Coordinator of Higher Education 13 Aceh is committed to provide maximum hospitality. Please feel free to ask questions to committee members. We are here to serve you.

Enjoy your participation in the International Seminar and memorable time visiting Aceh. We hope you will return to Aceh in other collaboration with us to support young generation of Aceh and together build our academic capability.

Have a wonderful day, Thank you,  
Wassalamu'alaikum Wr Wb.  
Lampoh Keudee, 30 Maret 2016

R. Agung Efriyo Hadi, Ph.D

## Welcoming Message From Organizing Committee

It is a great pleasure to welcome delegations of universities to the International Seminar 2016 University of Abulyatama. The international Seminar is a part of Abulyatamas' university calendar. This international seminar takes place at campus University of Abulyatama, Aceh Besar.

There are more than 30 articles in four parallel sessions; four articles will be presented by keynote speakers. Four parallel sessions are Science and Engineering, Natural science, (applied) social science and educational perspective. Invited speakers are Prof. Dr. Fasli Jalal, Ph.D, Sp.GK (Diknas – Jakarta), Prof. Mohd Sapuan bin Salit (University Putra Malaysia), Prof. Dr. Jamaluddin, M.Ed (Aceh), Dr. Mercy Karuniah Jesuvadian (National Institute of Education Singapore), Ms. Xue Song (University Tsinghua – Cina), Dr. Ir. Yaya Suryana, MSc (BPPT Serpong).

The topic of this international seminar is “The Strategy in Building the Competitiveness in the ASEAN Economic Community Era (SBC-MEA)”, held by University of Abulyatama.

I would like to thanks all the committee members for the hard work, time and effort in organizing this Seminar. I also would like to thanks to all of our partners for their generous and contribution in great long-term cooperation and find the solutions for long term corporation.

Lampoh Keudee, 30 March 2016  
Head of the Committee

Usman, M.Si

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