

MEMORANDUM OF UNDERSTANDING
on Asia Culture Exchange and Multidisciplinary Knowledge
without Borders

POPUPASIA



Pop Up Asia
Taiwan

Multidisciplinary Research Institute
Chiang Mai University
Thailand

This strategic partnership will support and foster Pop Up Asia, Taiwan and Multidisciplinary Research Institute, Chiang Mai University, Thailand 's goals of Asia culture exchange without borders, alongside institutional and internationalizing profile.

Pop Up Asia, Taiwan and Multidisciplinary Research Institute, Chiang Mai University, Thailand hereby enter this Memorandum of Understanding to foster educational collaboration, international exhibitions, academic exchanges, and cooperation between the two institutions, based on the principles of equality and reciprocity. The parties agree to collaborate in the following areas:

- Establishing networks among researchers, students, artists, and staff
- Conducting joint research projects
- Exchanging academic materials, publications, and information
- Organizing academic meetings, international conferences, and exhibitions
- Collaborating on fieldwork, as well as cultural arts and tourism studies

The terms of mutual assistance, financial responsibilities, and other program-related activities arising from this MOU will be discussed and agreed upon in writing by both parties prior to implementation.

This Memorandum of Understanding shall remain valid for two (2) years from the date of signing and may be renewed upon mutual consent of both institutions.

Date: February 28, 2025

Miss Chen Jing-Ting

Executive Producer

Pop Up Asia

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Date: February 28, 2025

Prof. Emeritus Dr. Sanchai Jaturasitha

Director

Multidisciplinary Research Institute

Chiang Mai University