

# THE AWARDS ASIA 2022

## Student Recruitment Campaign of the Year

<b>Institution name</b>	Krirk University
<b>Submission title or project name</b>	Reaching out to the Arab World from Thailand
<b>Nominee/key personnel</b>	Student Recruitment Team of Krirk University
<b>URL</b>	<a href="https://www.krirk.ac.th/en/students-from-saudi-arabia/">https://www.krirk.ac.th/en/students-from-saudi-arabia/</a>
<b>Submission</b>	<p>The student recruitment campaign of Krirk University is based in Thailand and reaches out to the wider world, especially connecting the Arab world and Thailand. The members of student recruitment team understand how to campaign in this new area of focus. They are ambitious to recruit students from different regions with creative and flexible approaches, collaborating with external partners. The innovative Islamic Business programs and the Arab Language Center are also introduced for student recruitment.</p> <p>Now, Krirk University has enhanced its strength in languages and taken things to a new level. The Arabic Language Center was established to provide Arabic language to students who are interested in and willing to learn or be cultivated by different cultures. Students understand Arabic language may be better able to reach the wider world and communicate effectively, with understanding. In 2022, the student recruitment team will continue reaching out to the Arab World from Thailand.</p>