

President Keh Leads Delegation to Visit AMD, Aiming to Deepen Industry - Academia Collaboration and Cultivate Interdisciplinary AI Talent

Campus focus

Following the strategic alliance announced on March 4 under the witness of Minister of Education Ying-Yao Cheng with six leading global enterprises, Tamkang University continues to advance in-depth industry - academia collaboration. On March 11 at 3:30 p.m., President Huan-Chao Keh led a delegation of three vice presidents and several senior administrators to visit AMD Taiwan to exchange views on future cooperation.

Senior Vice President David Wang of AMD, together with members of the operations team, hosted the delegation. He shared that AMD's core vision is to "bring AI to everyone," supported by one of the industry's most comprehensive product portfolios, including CPUs, GPUs, FPGAs, and networking solutions. He also highlighted AMD's collaboration with TSMC on advanced packaging technologies to meet growing computing demands.

Emphasizing AMD's "Open Platform" strategy, he noted that its open-source software architecture provides universities with greater flexibility for independent development and research, as well as expanded growth opportunities.

Senior Sales Director Jeffrey Huang further pointed out AMD's rapid growth in the data center market and its active promotion of AI PCs, integrating AI computing capabilities directly into Ryzen processors. This approach not only reduces latency and enhances data privacy but also lowers cloud subscription costs, making it suitable for large-scale deployment in educational settings. Principal Engineer Hsu-Yu Chang added that through the AMD University Program (AUP), AMD provides resources such as Instinct MI300 cloud computing power, AI PC equipment, and teaching materials. These resources help reduce the burden on faculty in adapting curricula. He also showcased a Tamkang student project using Instinct MI300 for interior design research, demonstrating advanced image processing capabilities in

preserving lighting effects while altering design styles.

President Keh noted that since 2019, Tamkang has actively promoted digital transformation and net-zero initiatives. In addition to establishing the College of Artificial Innovative Intelligence and the Department of Artificial Intelligence, the University has collaborated with Microsoft Taiwan and Far EastOne Telecommunications to build an all-cloud smart campus, now in its 3.0 phase. With the dual registered trademarks

“AI+SDGs= ∞ ” and “ESG+AI= ∞ ” as its development vision, Tamkang aims to leverage AI to accelerate innovation in sustainability and cultivate talent aligned with future market demands. He expressed hope that diverse collaborations with AMD would help achieve these goals.

Dean Tzung-Hang Lee, who also oversees the College of Artificial Innovative Intelligence and the College of Precision Healthcare, introduced Tamkang University’s AI implementation achievements, including Tamkang’s signature “smart e-pen,” intelligent library services, smart payment systems with transaction volumes exceeding NT\$30 million, and strong capabilities in robotics and sounding rocket development. He proposed expanding collaboration in areas such as intelligent robotics, sounding rockets, low Earth orbit satellites, and edge computing centers, covering student learning, faculty teaching and research, and smart campus applications.

During the discussion session, both sides explored potential directions for collaboration. AMD indicated that it could support development through AMD Ventures or provide customized FPGA technical assistance to enhance robotics and sounding rocket technologies. It also expressed interest in forming a “technology alliance” with Tamkang and its industry partners to promote an open robotics ecosystem. This would enable students to access world-class AI core technologies during their studies and engage in diverse innovative applications. Both parties agreed to assign relevant teams to further discuss implementation details and advance the goal of AI-driven educational innovation.

