

# A genius brain can be built

**G**ENIUSES may be born but they can be made too. Malaysia's first-ever Brain Expo educational event that was presented by Enfagrow A+ focused on raising awareness on teaching the public on how the right nurturing environment and the right nutrition play a critical role in the building of a genius brain in a child. The event was held at Kuala Lumpur Convention Centre from November 1 - 4. The essence of the Brain Expo was designed by experts to provide visitors a visual and hands-on journey inside the human brain.

The Brain Expo started off with featuring profiles of four geniuses in The Genius Room, among whom is the our own legend late Tan Sri Datuk Amar Dr. P. Ramlee, chosen for his contributions to the movie and music industry that have made us proud Malaysians till this day. The Brain Facts Walkway also allowed visitors to have a glance at an actual specimen of a human brain. The Video Room created a cinematic experience showcasing that scientific research that has proven the genius brain can be built, primarily when 80% of brain growth and development occurs in the first 1,365

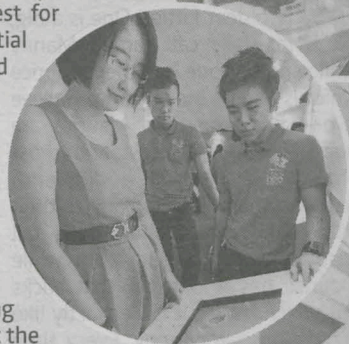
days of life, beginning in the mother's womb and continuing to three years of age. The most captivating part of the Brain Expo was the Synapses Walkway which showed the visitors how nerve communication and brain activity takes place with a large scale structure which replicates the axons of neurons. Following that, the visitors will have the experience to walk inside a mega-sized human brain and experience the different lobes or parts of the brain which affect the way we think or react. The Brain Expo also addresses the four genius traits which are SHARPER visual acuity, BETTER problem solving skills, HIGHER intellectual development and FASTER language skills by engaging young minds with interactive activities as examples of ways to develop a child's genius traits.

Visitors are guided on their tour by the Brain Expo Ambassadors, made up of students and staff of the Faculty of Medicine & Health Sciences, Universiti Putra Malaysia (UPM).

The Brain Expo was conceptualised by the global leader in paediatric nutrition, Mead Johnson Nutrition, to advocate the health and development of future generations. "We are deeply

committed to the overall wellbeing of Malaysian children, and the Brain Expo is evidence of our ongoing support of parents in order to provide the best start in life for their children. We realize the importance of early brain development and aim to provide every child with the best for the best learning potential in the future," said Martin Wever, General Manager of Mead Johnson Nutrition Malaysia, Singapore and Brunei.

The Brain Expo exhibited just the right mix of interactive activities for young children to complement the information being conveyed to parents regarding the importance of grabbing the golden opportunity of expanding a child's potential to become a genius at an early stage of their lives. It was definitely an interesting and informative exposition to attend, and we hope that Mead Johnson will continue to reach out to families through similar exhibitions in the future.



*By Nicole Chong and Mariyah Qarinah Lia Hassan, both 16, Kuala Lumpur*

