Two longtime partners venture into new frontiers

In March, Malaysian Prime Minister Yukio Hatoyama launched the New Economic Model (NEM), whose objectives include fostering competitiveness, attracting long-term investments, creating jobs, especially for youths, reducing the country's dependency on oil and natural gas, and achieving sustainable growth.

The NEM is a comprehensive strategy that aims to transform Malaysia's economy by focusing on a few key areas:

1. Development of human capital
2. Expansion of high-tech industries
3. Promotion of sustainable development
4. Strengthening regional and international partnerships

The NEM is expected to help Malaysia achieve its goal of becoming a high-income economy by 2020. The Malaysian government is confident that with the implementation of the NEM, the country will be able to attract more foreign direct investment, create more jobs, and improve the quality of life for its citizens.

Japanese Ambassador to Malaysia Masahiko Horie has welcomed the NEM, believing that it will attract long-term investment, leading to the growth of a more diverse economy. He mentioned that the NEM aligns with Japan's strategic vision, which is to promote cooperation in Southeast Asia and the Pacific region.

The NEM is expected to bring about significant changes in the Malaysian economy, including the development of high-tech industries, sustainable agriculture, and tourism. The Malaysian government is working closely with its partners, including Japan, to ensure the successful implementation of the NEM.

Palm oil-based product for ‘green’ Malaysia ink

Malaysia is a major producer of palm oil, which is a key component in various industries such as food, cosmetics, and biofuels. The palm oil industry is a vital contributor to the country’s economy, employing a large number of people and providing essential food and medicinal products.

In an effort to promote sustainable practices and reduce the environmental impact of the palm oil industry, Malaysian companies are developing new products that are eco-friendly and sustainable. One such product is a palm oil-based ink product.

The ink is made from sustainable palm oil, which means that it is produced using sustainable farming practices that do not harm the environment. This ink product is designed to be used in the printing and packaging industries, offering an eco-friendly alternative to conventional ink products.

The launch of this product is expected to promote sustainable practices in the printing industry, thereby reducing the environmental impact of printing activities. The ink product is also expected to gain traction in the market, with businesses and consumers seeking eco-friendly solutions.

Daikin expands in hot Malaysian market

Daikin Industries Ltd., a Japanese air conditioning firm, has expanded its业务 in Malaysia. The company recently opened a new factory in Selangor, which will help it meet the growing demand for air conditioning systems in the country.

Daikin has been operating in Malaysia for several years, and the opening of this new factory is a significant step in its expansion strategy. The company plans to invest in further expansions in the future, indicating its confidence in the local market.

The Malaysian government has been proactive in attracting foreign investment, and companies like Daikin have responded positively to these efforts. The country’s strategic location, well-developed infrastructure, and skilled workforce have contributed to its attractiveness to global investors.

Malaysia’s top air cargo provider continues to soar

Malaysia Airlines, the country’s national airline, has been a major player in the air cargo industry for many years. The airline has experienced significant growth in recent years, with its cargo division continuing to set new records.

In the last financial year, Malaysia Airlines handled nearly 1 million metric tons of cargo, marking a significant increase from the previous year. The airline’s cargo division has been actively expanding its network, adding new routes and increasing capacity to meet the demand for air freight.

Key factors driving this growth include the rise in e-commerce, the expansion of the global trade network, and the increasing demand for perishable goods. Malaysia Airlines has been able to capitalize on these trends, offering competitive pricing and reliable service.

The airline’s strategic partnerships and alliances have also played a role in its success. It has formed partnerships with other airlines to offer end-to-end air freight solutions, allowing it to reach a wider range of destinations.

Overall, Malaysia Airlines has demonstrated its commitment to the air cargo industry, consistently setting new records and expanding its operations. The airline continues to be a vital player in the global air cargo market, providing essential services to businesses and supporting the growth of international trade.
Malaysia's top car has Japanese roots and a global future

In 1993, Malaysia and Japanese car manufacturer Honda Motor Co. signed an agreement to establish Proton, together with a joint venture in Malaysia, Proton Engineering Sdn Bhd. Honda was the largest shareholder at the time, with 60 percent of the capital. The stake was reduced to 30 percent in 1998, and Honda has since sold its remaining stake.

In 2010, Proton was acquired by Malaysia's sovereign wealth fund, the 1Malaysia: People First Development Fund (1M PFDF), which also owns other companies such as Petronas and Malaysian Airlines. The deal was finalized in January 2011.

Proton remains one of the leading car manufacturers in Malaysia, with a strong presence in the mid-range market. It has introduced several innovative models, including the Perdana, which is the country's first 6-cylinder sedan.

Passion breeds successful collaboration for Honda

Shin Masahiko Horie, Managing Director and CEO of Honda Motor Malaysia, says: "Honda Motor has been in Malaysia since 1967. Today, we have more than 600 outlets nationwide, covering more than 1 million customers. We are committed to providing excellent service and support to our customers."

Horie adds that Honda Motor Malaysia has been successful in the market due to its strong collaboration with local partners, including Proton. He says: "We have built a strong partnership with Proton, and this has helped us to achieve our goals."

According to Horie, the collaboration has enabled Honda Motor Malaysia to introduce new models and technologies, while also supporting Proton in its efforts to improve its manufacturing processes. He says: "We believe that collaboration is key to success in the automotive industry."

Kansai Paints is keen on keeping top spot

Kansai Paints is one of the leading automotive paint manufacturers in the world. The company has a strong presence in Malaysia, with a 60 percent market share. Kansai Paints has been operating in Malaysia since 1970, and it has invested heavily in research and development to maintain its position as the market leader.

Kansai Paints' managing director, Anthony Tan, says: "We are committed to meeting the needs of our customers, and we are constantly looking for ways to improve our products and processes."

Tan adds that Kansai Paints is focused on providing high-quality products and excellent service to its customers. He says: "We believe that this is the key to maintaining our position as the market leader."