



World Eye Reports

Malaysia

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Malaysia and Japan: A strong relationship grows closer

Bridging the gap: This is Nippon Express

Malaysia and Japan have significant events to commemorate in 2017, as they celebrate 60 years of diplomatic relations, as well as 10 years of the Japan-Malaysia Economic Partnership Agreement. Together, these anniversaries are highlighting one of Japan's strongest partnerships in the ASEAN region.

In fact, in November last year, Malaysia's Prime Minister and Minister of Finance, Dato' Sri Mohd Najib bin Tun Abdul Razak, visited Japan and held key talks with Japanese Prime Minister, Shinzo Abe.

A great number of Japanese companies have based their operations in Malaysia to benefit from the country's economic stability, technological capabilities and educated English-speaking population.

making it one of the most connected countries with Japan.

"The efficiency and rapid growth of Malaysia must go of Malaysia, Datuk Johari Abdul Ghani — will "promote Malaysia-Japan relations and reap countless benefits for both peoples."

the fields of consultancy and market development in the international halal food sector," said Dato' Dzulkipli Mahmud, CEO of the Malaysian External Trade Development Corporation. "Japan is helping us expand this segment."

In a nutshell, Malaysia is a country with great cultural and religious diversity that has grown to become a regional power with developed infrastructure and a diversified and sophisticated economy. Its fruitful relationship with modern Japan, which goes back 60 years, can serve as a blueprint for continued mutual success in the years to come. ♦

Japanese companies have based their operations in Malaysia to benefit from the country's economic stability, technological capabilities and educated English-speaking population.

English-speaking population. Toshihiko Todokoro, president of the Japanese Chamber of Trade and Industry in Malaysia, remarks: "There are more than 1,400 Japanese companies in this country, hand in hand with improved IT infrastructure," said Makio Miyagawa, Japan's ambassador to Malaysia. It is a task in which many Japanese companies are involved.

"Japanese technology has always been known for its efficiency and cutting-edge quality, so we are trying to strengthen our relationship with Japan," said one of the biggest promoters of relations between Japan and Malaysia — Azman Hashim, president of the Malaysia Japan Economic Association (MAJECA) and chairman of the AmBank Group.

To further strengthen this bilateral relationship, the Malaysian government is promoting scholarships for exchange students between the two countries that — in the words of the Second Finance Minister

In one particular growth sector — halal food — Malaysian companies are well-placed to service the needs of the Japanese and other world markets. "Malaysian companies are uniquely positioned in

an interview with World Eye Reports correspondents, Malaysia's Second Finance Minister, Datuk Johari Abdul Ghani discusses his views on how to further strengthen the relationship between Malaysia and Japan.

Established in Malaysia for the past 33 years and now one of the strongest players in logistics and transportation in the country, Nippon Express is a world leader in supply chain solutions with a strong Malaysian base.

Befitting its presence in this Muslim-majority country, Nippon Express has just completed an MS2400:1 "halal logistics" certification, the first of its kind worldwide and issued by JAKIM.

"This certification is crucial for our continuous success as it gives us the lead when it comes to transportation of halal products at a time when preparations for the Tokyo Olympic Games in 2020 are underway and the city will be getting ready to welcome its Muslim visitors," said Kosuke Tabuchi, managing director of Nippon Express (Malaysia) Sdn. Bhd.

"As this is a fundamental requirement for Muslim countries such as Malaysia, it can also be extended to countries where Muslims are not the majority and yet make up a significant part of visitors and population," said Tabuchi. He adds that the hygienic practices and quality systems required by the "halal logistics" certification can also serve as a guarantee for higher quality products for all people, regardless of religion.

Express remains on top of the competition in Malaysia and globally. ♦ www.nipponexpress.com

A Nippon Express truck in Putrajaya, the Federal Government Administrative Centre of Malaysia

With exports of other products from Malaysia facing challenges, halal-certified transport will ensure Nippon

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— KOSUKE TABUCHI
Managing Director of Nippon Express (Malaysia)

The efficiency and rapid growth of Malaysia must go hand in hand with improved IT infrastructure."

— MAKIO MIYAGAWA
Japanese Ambassador to Malaysia

Japanese engine for Malaysia's industrial revolution



We are very honored to be able to contribute further to the development of Malaysia. We promise to reinforce a 'Win-Win-Win' relationship between Malaysia, the Malaysian people and Japan."

— TOSHIHIKO TODOKORO
Country Chairman of Mitsui and Co. (Asia Pacific) Kuala Lumpur Branch

Mitsui has been doing business in Malaysia for more than 50 years. It considers this country a key component of its business in Southeast Asia.

"We established our Kuala Lumpur branch soon after the foundation of Malaysia, and we have been expanding our activities in line with the development of this country and following Malaysia's national plans," said Toshihiko Todokoro, country chairman of Mitsui and Co. (Asia Pacific) Pte. Ltd. Kuala Lumpur Branch.

Mitsui brought Japanese high-tech savvy to multiple parts of the country's economy — from the satellite building of Kuala Lumpur International Airport to freeway improvements and double-track railroads. It has ment intends to shift the structure of its economy from conventional labor-intensive industries to value-added production; aiming to become a member of the developed nations by 2020. We are a key player in the country's industrial revolution."

Mitsui has been investing heavily in health care in Malaysia. It is also strongly developing new business opportunities such as the "smart city" project, an ambitious regional development project in the city's Iskandar area.

Moreover, it has participated in the IPP (independent power producers) project as the first foreign investor in this business field. The operation will enable Mitsui to supply approximately 10 percent of the electricity demand in peninsular Malaysia, also invested (through a joint venture) in Gas Malaysia to provide city gas for various industries, and also in Perodua, the second-largest national automobile maker in Malaysia, which has now achieved more than one-third of the domestic market share.

Todokoro pointed out: "The Malaysian government started in 2019.

"We are very honored to be able to contribute further to the development of Malaysia," Todokoro concluded. "We promise to reinforce a 'Win-Win-Win' relationship between Malaysia, the Malaysian people and Japan." ♦ www.mitsui.com/ap/en/index.html

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Todokoro pointed out: "The Malaysian government

360° business innovation.

Mitsui & Co.(Asia Pacific) Pte. Ltd.
Kuala Lumpur Branch



Japan Perspective: Insight on Japanese investment in Malaysia from its corporate leaders

"Malaysia is a country with great technological potential. Our headquarters in Cyberjaya allow us to be close to all that technology and, in addition, with our technology, cloud-base and data protection, we can help these businesses grow with security and confidence offered by NTT Communications."

— KEN DEGUCHI
President/CEO, NTT MSC

"From JVCKENWOOD, we want to improve the experience of drivers. Therefore, we intend to create a new system using Japanese technology that characterizes us. Thanks to our technology and new tools emerging, JVCKENWOOD is improving the customer experience."

— NOBUHIKO KOBAYASHI
Managing Director, JVCKENWOOD Malaysia

"Technological advancements in digital and cloud printing will make us the preferred business solution in Malaysia."

— YOSHIO HANADA
President, Fuji Xerox Malaysia

"For 40 years we have been the pioneer in commercial trucks and buses. We were the first to introduce engines with Euro3 emission standards for light commercial vehicles. Our products are designed to be equipped with various safety features. Our customer-oriented activities, including safety and eco-driving, will ensure our leading position in the country."

— KEN IWAMOTO
Managing Director, Hino Motors Sales Malaysia

"With 20 companies and more than 12,000 employees, Panasonic Malaysia contributed 1.2 percent of the total Malaysian GDP in fiscal 2015."

— CHENG CHEE CHUNG
Managing Director, Panasonic Malaysia

"We are anticipating steady growth in the next year and Sony Malaysia will be ready to meet the demanding needs of the consumer products' market in Malaysia."

— SATORU ARAI
Managing Director, Sony Malaysia

"We have been catering to the automotive industry for more than 30 years. Now we are eyeing expansion in more sectors with the assistance of Sanden Japan."

— TAKAHIRO OTSUKI
Managing Director, Sanden Air Conditioning (Malaysia)

"Mitsubishi Corp. is a key player in maintaining and developing the trade and economic partnership between Malaysia and Japan."

— KENJI OHTA
Chief Executive, Mitsubishi Corp. Malaysia

21st-century corporation straddles vital transport and communications gateway for world trade

Johor Corporation (JCorp) is the southern Malaysian state's largest group, and one of the country's most diversified businesses. It has also been at the forefront of Malaysia's economic and social development for half a century, through its involvement in the key growth sectors of palm oil plantations, property development, specialized health care, quick-service restaurants and offshore support for the oil and gas industry.

Some of the group's component companies — Kulim (palm oil), QSR (quick-service restaurants), KPJ Healthcare (health, medical tourism, geriatric care and wellness centers), Al-Aqar and As-Salam (real estate investment trusts) and EA Technique (oil and gas) — are among Malaysia's largest in their respective sectors.

"We focus on three core activities — business, economic development and corporate social responsibility (CSR) — and we are not only looking into revenue generation, but also supporting society and the economy of our country. New policies and initiatives are introduced toward enabling innovation to catalyze new wealth generation, cast socioeconomic impact and attain sustainability," said Dato' Kamaruzzaman Abu Kassim, president and chief executive of JCorp.

For Johor state's own economic development, JCorp is an indispensable player. It is currently developing the Tanjung Lingsat Port as an alternative southern gateway into Malaysia, as well as developing and managing industrial parks. JCorp is also heading the development of the Ibrahim International Business District in Johor Bahru, poised to be a key financial and business district in the heart of the city.

In terms of suburban and rural development in Johor, JCorp is developing designated areas for the furniture industry and operating the Pengerang Local Council, in addition to providing strategic development support through the construction of the



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President and Chief Executive of Johor Corporation (JCorp)

Pengerang Integrated Petroleum Complex spearheaded by Petronas.

Meanwhile, its corporate social responsibility thrust is maintained through helping to bridge societal and socioeconomic gaps in the country. "We believe in catalyzing sustainable developments through our CSR activities, which include the provision of affordable homes to qualified segments of society, entrepreneurial development, providing micro-financing for starting businesses, the preservation of natural ecosystems, educational support, promoting sporting activities and many others," explained Dato' Kamaruzzaman.

Speaking of the future of JCorp, he said: "We have identified new economic areas to complement existing business clusters. These include information and communications technology, renewable energy, ecotourism and integrated retail. There is also a need to inject more into our existing oil palm and health care segments by venturing into downstream operations, as well as diagnostics and preventive medicine."

JCorp looks east
With regard to business with Japan, JCorp is becoming an im-

portant partner in the supply of halal food, as preparations for the Tokyo 2020 Olympics gain momentum and the organizers aim to meet growing demand from both Muslim visitors and residents.

"We have identified and recognized both short and mid-term opportunities related to this," explained Dato' Kamaruzzaman. "Looking east to Japan and acknowledging its position at the forefront of technological advancements in food science, JCorp is constantly on the lookout for engineering advances that enhance food production and also increase the quality and standards we can offer consumers. In fact, we welcome any collaboration with Japanese companies in relation to this."

In health care, KPJ Healthcare Berhad — Malaysia's largest specialized health care provider — is collaborating with two of Japan's leading trading companies: Mitsubishi Corp. and Sojitz. For example, it is partnering with the latter to explore the possibility of opening an oncology center in JCorp's hospital in Jakarta — RS Medica Bumi Serpong Damai.

Lastly, JCorp offers industrial land for Japanese investors, as well as project management and marketing services for Japanese companies.

Ideal investment partner in strategic global location

Its location adjacent to one of the world's most-developed and economically advanced nations — Singapore — gives JCorp an unbeatable perch from which to conduct trade and manufacturing. Currently, over 80 Japanese companies have set up operations in JCorp's industrial land offerings.

Total investment value pertaining to Japanese companies in Johor in 2015 was more than \$150 million. Dato' Kamaruzzaman points out that there is even more readily available industrial land in Tanjung Lingsat Industrial Complex, Zone 5, Sedenak In-



Tanjung Lingsat Port, an alternative southern gateway into Malaysia

dustrial Park (Data Centre Hub) and Pengerang.

"To date, JCorp owns and has developed 31 industrial parks

across Johor, with an accumulated investment value of nearly \$15 billion, brought in by local and international players,"

he noted. "With this, JCorp has successfully created more than 190,000 jobs for the region." ♦
www.jcorp.com.my



Komtar JBCC shopping mall attracts 7 million visitors annually.



JOHOR CORPORATION





PENGERANG LOCAL AUTHORITY

PENGERANG INTEGRATED PETROLEUM COMPLEX (PIPC)

Build and Nurture
Membina dan Membela



LET'S EXPLORE TOGETHER

Johor Corporation (JCorp) is a Johor State Conglomerate of diverse businesses, including Palm Oils (KULIM); Specialist Health Care; Food & Restaurant Services; Residential, Commercial and Industrial Property; Hospitality; Port Services; and Oil & Gas.



JOHOR CORPORATION

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