Malaysia: The legacy of the Look East Policy

2022 marks 40 years of Malaysia's Look East Policy of engaging Japan in adopting sustainable and efficient development models, and 65 years of the bilateral economic relations between Malaysia and Japan.

"The Look East Policy has contributed to the Malaysian economy and 26,000 Malaysian students have studied abroad under the Look East Policy. They have become the future leaders and human resources and have contributed to the economic development of Malaysia," said the 27 secretariat-general of Malaysian missions, 13 of them studied and trained in Japan. This fact shows the contribution of Malaysia's nation-building. In business, there has been a critical role in supporting other industries. By expanding our business and sites, we help other industries expand as well. It makes us very proud to be among the industries that support the development of our country.

The brand’s Bahasa Malaysia tagline, “Semangat Impian” (“Passion Towards Dreams”), illustrates the passion towards dreams and ambition, a bond that Boon Siew Honda shares with its riders.

"Japan has always been a strong ally in supporting our needs. We constantly strive to better serve our customers and strengthen the company’s position in the Malaysian community and the country as a whole. "

"The brand’s ethos as a responsible corporate citizen would be to contribute to the community and the country through our operations. Soichiro Honda, prompting the pair to forge a vision to promote a "more meaningful life for Malians through personal mobility." Over six decades later, the company is still focused on establishing strong business relations in the Malaysian community, a largely homogeneous riding population.

The brand's Bahasa Malaysia tagline, “Semangat Impian” ("Passion Towards Dreams"), illustrates the passion towards dreams and ambition, a bond that Boon Siew Honda shares with its riders.

"Having joined the company in January, Funase is poised to continue his predecessor's legacy in leading the company's growth. His mandate is to respect for other cultures. This has always been a priority for us. We think of perspectives and how we can work together, in order to contribute to the Malaysian people," shared Boon Siew Honda’s Managing Director and CEO Misnakaru Funase.

"We have more than 1,500 Japanese companies operating in Malaysia — a large number in comparison with other Southeast Asia countries with smaller-size populations and economic status. In 1957, when the late Tan Sri Dato' Loh Boon Siew set out to establish Honda, prompting the pair to forge a vision to promote a "more meaningful life for Malians through personal mobility." Over six decades later, the company is still focused on establishing strong business relations in the Malaysian community, a largely homogeneous riding population.

The brand's Bahasa Malaysia tagline, “Semangat Impian” ("Passion Towards Dreams"), illustrates the passion towards dreams and ambition, a bond that Boon Siew Honda shares with its riders.

"In 2020-2021, our cargo-handling market share increased from 10% to 20%. This has given us the opportunity to operate passenger flights urgently for cargo, and our cargo handled in 2021 amounted to 60% of revenue in 2021," shared MASKargo's Head of Operations Mohd Zulkefly Ujang. "We also started door-to-door services, where previously, we only focused on direct flights and other modes of transportation. To further solidify the relationship with Japan, Malaysia Airlines and JAL have expanded their code-sharing operations, with new destinations like Tokyo Narita and destinations, and expanded our service network to support the tourism and logistics industries.

"In 2020-2021, our cargo-handling market share increased from 10% to 20%. This has given us the opportunity to operate passenger flights urgently for cargo, and our cargo handled in 2021 amounted to 60% of revenue in 2021," shared MASKargo's Head of Operations Mohd Zulkefly Ujang. "We also started door-to-door services, where previously, we only focused on direct flights and other modes of transportation.

"In 2020-2021, our cargo-handling market share increased from 10% to 20%. This has given us the opportunity to operate passenger flights urgently for cargo, and our cargo handled in 2021 amounted to 60% of revenue in 2021," shared MASKargo's Head of Operations Mohd Zulkefly Ujang. "We also started door-to-door services, where previously, we only focused on direct flights and other modes of transportation. To further solidify the relationship with Japan, Malaysia Airlines and JAL have expanded their code-sharing operations, with new destinations like Tokyo Narita and destinations, and expanded our service network to support the tourism and logistics industries.

"In 2020-2021, our cargo-handling market share increased from 10% to 20%. This has given us the opportunity to operate passenger flights urgently for cargo, and our cargo handled in 2021 amounted to 60% of revenue in 2021," shared MASKargo's Head of Operations Mohd Zulkefly Ujang. "We also started door-to-door services, where previously, we only focused on direct flights and other modes of transportation. To further solidify the relationship with Japan, Malaysia Airlines and JAL have expanded their code-sharing operations, with new destinations like Tokyo Narita and destinations, and expanded our service network to support the tourism and logistics industries.