

MALAYSIA



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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 diplomatic relations between Malaysia and Japan.

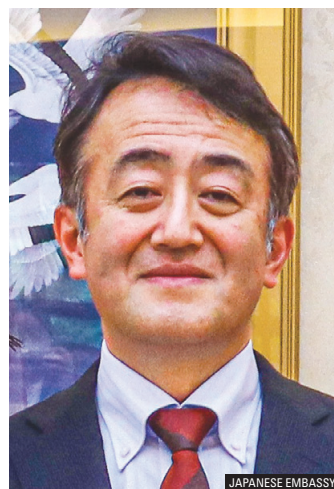
Interview highlights with Ambassador Takahashi Katsuhiko:

"The Look East Policy has contributed to the Malaysian economy and 26,000 Malaysians have studied or trained under the Look East Policy. They have become the foundation of bilateral relations and have contributed to the economic development of Malaysia.

"Of the 27 secretaries-general in Malaysian ministries, 13 of them studied and trained in Japan. This fact alone demonstrates Japan's contribution to Malaysia's nation-building. In business there has been a very good flow of people and investments between Japan and Malaysia over the past four decades.

"We have more than 1,500 Japanese companies operating in Malaysia — a large number in comparison with other Southeast Asian countries with similar-size populations and economic status.

"In terms of trade, we are the fourth-largest partner and the third-largest for foreign direct investment and have created approximately 340,000 jobs in the manufacturing sector alone.



Japanese Ambassador to Malaysia Takahashi Katsuhiko

"These figures demonstrate our positive presence in Malaysia and we see new areas of cooperation in which we can work together, particularly in Islamic banking and the halal food industry. I am eager to continue discussing these topics with my Malaysian counterparts and to strengthening the legacy of the country's Look East Policy." ♦



Read the complete interview at: <https://bit.ly/MYJP-Bridges>

Boon Siew Honda: Helping to move Malaysia's economy since 1957

One of the hallmarks of any successful business is how its products or services benefit the end user. This not only ensures the viability of the brand, but also defines its ethos as a responsible corporation.

Marking 65 years of robust business in Malaysia, Boon Siew Honda is well-acquainted with this principle. This milestone anniversary comes at an auspicious time, coinciding with the 40th anniversary of Malaysia's Look East Policy, as well as the 65th anniversary of diplomatic relations between Malaysia and Japan.

The company was founded in 1957, when the late Tan



Mitsuharu Funase, Managing Director and CEO of Boon Siew Honda

Sri Dato' Loh Boon Siew met Soichiro Honda, prompting the pair to forge a vision to promote "a more meaningful life for Malaysians through personal mobility." Over six decades later, the company is still focused on establishing impactful connections with the Malaysian community, a largely motorbike-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.

"Honda is founded on 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 Mitsuharu Funase.

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Having joined the company in January, Funase is poised to continue his predecessor's legacy of growth, with sales expected to rise from 5 million

units in 2017 to 6 million in 2022.

"Malaysia has its own uniqueness, in that it allows all bikes to run on the highways. We've developed bikes that are suitable for this. We've also enhanced our dealer network:

and improved our after-sale service quality for our customers," Funase added. These developments further strengthen the company's position in the Malaysian community and the country as a whole. "Our motorcycles enable Malaysians to commute to work; thus, we play a critical role in supporting other industries. By expanding our business and sales, we help other industries expand as well. It makes us very proud, to be among the industries that support the development of Malaysia." ♦ www.boonsiewhonda.com.my

MASKargo: Beyond carrying to caring for cargo, worldwide

Cargo handling is a vital, intricate aspect of both the economic supply chain and daily life — and a well-oiled machinery of processes and logistics as well.

With a vision to be the preferred cargo carrier with world-class facilities and offerings, Malaysia Airlines' cargo arm, MAB Kargo, or MASKargo, understands what it takes to secure and deliver even the most delicate of goods. Rising above the challenges of the pandemic, the company continues to operate scheduled and chartered air cargo services, ground-handling services and airport-to-seaport cargo logistics via ground transportation.



Mohd Zulkefly Ujang, MASKargo's Head of Operations

"In 2020-2021, our cargo-handling market share increased from 65% to 75%. Travel restrictions gave us the opportunity to operate passenger flights entirely for cargo; about 25 to 30 tons of cargo amounted to 40% 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 airport-to-airport. At the end of 2021, we upgraded our perishables facility; it's now fully air-conditioned. We're the only cargo terminal operator in Malaysia to offer (such a) facility. We also increased our

charter services; our terminal now serves 40 other airlines, including JAL (Japan Airlines) and ANA (All Nippon Airlines)," Ujang said.

The company serves almost 100 destinations worldwide, with Japan among its most important markets — a nod to the Malaysian government's Look East Policy launched 40 years ago.

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"Japan has always been a very important market for us.

We carry a lot of machinery and high-tech equipment out of Japan; but into Japan, we actually carry a lot of fresh flowers, daily. We're also see-

ing an increase in wayu beef coming from Japan, and they use the halal logistics services that we provide," Ujang noted. "We have regular engagement with Japanese customers and our Japanese staff in Japan. It's very important for a multinational company like ours

to be exposed to their culture and their high standards of quality. We currently serve Narita and Kansai (airports) via direct flights and other major Japanese cities via road feeder services, but we want to expand into other regions," he said.

Further solidifying the relationship with Japan, Malaysia Airlines and JAL have expanded their code-share operations, with new direct flights from Kuala Lumpur to Tokyo's Haneda Airport beginning Aug. 14. ♦ www.maskargo.com

