

MALAYSIA

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The 'bigger picture': Japan's contributions to Malaysia

2023 marks the 50th year of ASEAN-Japan friendship and cooperation. Japanese Ambassador to Malaysia Katsuhiko Takahashi recently spoke about the Japan-Malaysia partnership:

"Economically, Malaysia and Japan have a very important relationship and there is a great deal of cooperation between our two countries. Both sides want this to continue and for us to become even stronger economic partners."

Look East Policy

"Malaysia's Look East Policy remains relevant today. Malaysia has achieved a great deal in recent years and the country's connections to Japan continue to thrive."

Facing challenges together

"Having developed its traditional manufacturing industry to strengthen its economy, Malaysia now faces many similar challenges to those found in Japan. We have identified economic growth, aging populations and disaster risk-reduction as areas where Malaysia and Japan can come together."

Business cooperation

"The relationship between Japan and Malaysia is close in terms of business and people-to-people connections. There is a great deal of cooperation between our countries and both sides want this to continue."

"Economically, Malaysia and Japan have a very important relationship and investment continues. There are 1,600 Japanese companies in Malaysia and these businesses have created 340,000 jobs in the manufacturing sector alone. The Japan External Trade Organization conducted a study recently and found that 96% of Japanese companies wanted to continue their operations in Malaysia, which is very encouraging."

Investments, projects drive growth

"Investments create local employment and have a significant impact on local communities. New Japanese investment into Malaysia continues and,



Katsuhiko Takahashi, Japanese Ambassador to Malaysia

following the pandemic, many Japanese companies in the retail industry entered the Malaysian market. We are seeing increased investments being made in nontraditional Japanese manufacturing industries."

Malaysians love Japanese culture

"There is a firm appreciation for Japanese culture and trends here in Malaysia. Japanese culture is very popular and whenever we have events, they are always well-attended and provide people with an opportunity to come together, connect and enjoy themselves. The younger generation in particular likes the opportunity to share together and experience one another's culture, likes and interests."

"As we continue our work here at the embassy, we want to make people aware of what we are doing and try to present the overall 'bigger picture' of what Japan is doing to contribute to Malaysia." ♦

www.my.emb-japan.go.jp

IHI Corp.: Empowering a sustainable Malaysia

Established in Japan in 1853, IHI Corp. celebrates 170 years this year. The company has become a global leader in airplane engines, space and defense, industrial systems and general-purpose machinery, as well as social infrastructure, natural resources, energy and the environment.

The IHI branch in Kuala Lumpur is committed to delivering power systems and sustainable solutions to Malaysia.

The company began its journey in Malaysia in 1969 with the delivery of two 60-megawatt oil-fired boilers to the National Electricity Board's Port Dickson Power Station.

"We have contributed significantly to the development of Malaysia and we continue to deliver solutions to customers and partners across the country," said Atsushi Kimura, the country manager at IHI's Kuala Lumpur branch.



Atsushi Kimura, Country Manager at the IHI Corp. branch in Kuala Lumpur

"We create employment opportunities within the Malaysian

workforce and today our dedicated team of over 200 people deliver IHI technologies and solutions."

Driving the power sector

"Decarbonization is an economic driver for the Malaysian economy rather than a national challenge," Kimura said. "IHI has contributed to Malaysia's energy sector, supplying more than 60% of Malaysia's coal-fired power output. Malaysian industries such as palm oil and natural gas require 'greener' solutions."

Sustainable innovation

Palm oil — IHI manufactures biomass pellets from Malaysian palm waste. This zero-waste solution converts the agricultural waste into pellets used in coal-firing boilers, and IHI is planning large-scale commercial production.

Ammonia value chain — IHI is

contributing to decarbonization by developing ammonia utilization technologies. The goal is the complete decarbonization of large-scale gas turbines fired with 100% ammonia by improving the entire value chain from production and transportation to storage and usage.

Powerful partnerships

• To contribute to the decarbonization of Malaysia's power sector, IHI signed a memorandum of understanding with Gentari Hydrogen (a Petronas subsidiary) relating to the production of green ammonia derived from renewable energy sources.

• IHI has partnered with TNB Genco, Malaysia's largest power producer and a wholly owned subsidiary of Malaysia's national utility, Tenaga Nasional Berhad. Both parties signed an MOU in February 2023 relating to a decarbonization road map for TNB

Genco's coal-fired power stations that involves the application of IHI's ammonia and biomass combustion technology.

• IHI is working with the Institute of Sustainability for Chemicals, Energy and Environment on sustainable aviation fuel.

Today, IHI's implementation of carbon dioxide capturing and utilization solutions, including methanation technology, is having a positive impact on Malaysian society and the environment.

"Our technologies are supporting Malaysian industries while powering economic growth, and we remain committed to Malaysia as we support the country and contribute to its carbon neutral targets," Kimura concluded. ♦

www.ihl.co.jp/en

IHI
Realize your dreams

Japan Pulp & Paper Malaysia: Continuing a legacy

Japan Pulp & Paper (M) Sdn Bhd established as a dynamic joint venture between S.K. Guan and publicly listed Japan Pulp & Paper Co. Ltd. in Japan.

Following decades of growth, the next generation is now taking the reins. Japan Pulp and Paper Malaysia is in a position to continue its legacy with a fresh perspective to perpetuating the success of the company.

Trading tradition: The paper trail

Helming the company since he was 26 years old, S.K. Guan has transformed Japan Pulp & Paper Malaysia into a premier trading and distribution center for paper, paperboard and paper-related materials in Malaysia.

"Today, countries are closely interconnected," Guan said. "While we celebrate the remarkable achievements in Malaysia, we are extremely grateful for the enduring partnership with Japan as close partners in business," S.K. Guan said.



Bryan Guan (left), Group Operations Manager, and S.K. Guan, Group Managing Director, of Japan Pulp & Paper (M) Sdn Bhd

By employing a combination of acquisitions and organic expansion, the company caters to a wide range of customers, demonstrating its goal of

becoming a versatile trading and distribution hub that adapts to contemporary demands, such as the sign and display market.

Sustainable energy initiatives

Recent diversification has seen the incorporation of Ovul New Energy Sdn Bhd, spearheaded by Bryan Guan. This new venture is dedicated to renewable energy, specializing in the collection, processing and export of palm kernel shells and wood pellets as biofuel to Japan and Korea.

"Expanding the business into the biomass sector is a natural step to diversify from paper and forestry products. Japan's government mandate provides incentives for the establishment of biomass power plants. In response, our Japanese counterpart has set up their own biomass power plants, which formed a sustainable relationship for our procurement of biomass fuel from Southeast Asia," Bryan said.

With numerous stockyards spread across Malaysia, the company currently supplies over 20 biomass power plants in Japan.

Nucleus of economic growth

Southeast Asia stands as a prime hub for economic advancement. The Guan family holds a central role in the creation of a sustainable business network within the region, forging connections between suppliers and clients both within and outside the region. This is a testament to what can be achieved when tradition meets innovation.

Family matters

Through their close collaboration as father and son, the Guans seamlessly infuse innovative solutions that align with their shared values to move the company forward with a strategic focus.

"Our vision is to grow the business and ensure the group becomes No. 1 in Malaysia; we look forward to starting this new chapter, spreading our wings and growing regionally," Bryan concluded. ♦

OVOL
Japan Pulp & Paper (M) Sdn Bhd