

Malaysia National Day Special

Favored locale for tourists, students

SHAHRIFF EFFENDI ABD GHANY
AMBASSADOR OF MALAYSIA



"Malaysia Madani: Jiwa Merdeka" ("Spirit of Independence") is the theme for the 67th anniversary of Malaysia's National Day. It symbolizes the freedom of the Malaysian people from negative

interpretations of patriotism and love for the country. Here, the people celebrate equality, respect differences and cherish the richness each unique heritage brings, fostering a strong, harmonious and progressive society.

In 2023, Japan was Malaysia's fourth-largest trading partner, with trade totaling \$34.4 billion. In terms of investment, Japan was Malaysia's sixth-largest destination, with \$2.97 billion, up from \$2.4 billion invested the previous year. In addition, trade in food products saw a 44.9% increase on the pre-pandemic period, reaching \$1.5 billion, reflecting growing confidence in Malaysian agricultural products in Japan.

The New Industrial Master Plan 2030 was introduced to support technological advancements and spur industrial growth. Backed by the National Semiconductor Strategy, with \$5.3 billion in support, Malaysia aims to position the country as a global leader in semiconductors. Sharing Japan's desire of achieving zero emissions by 2050, Malaysia initiated its National Energy Transition Roadmap as a guide to transform our energy sector

for sustainable economic growth.

Malaysia will participate in the 2025 World Expo in Osaka. The theme "Weaving a Future in Harmony" reflects Malaysia's rich culture, innovation and dedication to a sustainable future. With the construction of the Malaysia Pavilion, we hope to showcase Malaysia's best on the global stage, with a goal of generating approximately \$3 billion in potential exports and investments.

Malaysia continues to be a favored destination for Japanese travelers. From January to May, we welcomed 112,157 Japanese, a 44.2% increase from 2023. This positive trend bodes well as Malaysia prepares to launch the Visit Malaysia Year 2026 campaign. Additionally, Malaysia is an increasingly attractive study destination for Japanese students. According to a survey by the Japan Association of Overseas Studies, Malaysia is a new favorite for Japanese students, reflecting its growing popularity as a regional higher education hub.

Malaysia will chair the Association of Southeast Asian Nations in 2025. Marking a decade since the formal establishment of the ASEAN Community, Malaysia aims to prioritize a people-centered approach to overcome global challenges. In line with ASEAN's goal of achieving a future-ready economy with sustainable growth and strong governance, Malaysia will focus on advancing the digital economy and green energy. This is where Japan can further contribute positively to the region by providing technological expertise, investing in green energy projects and facilitating knowledge exchange.

Future Malaysia-Japan relations are promising, with the recent elevation to a com-

prehensive strategic partnership expected to further enhance collaboration in trade, investment, technology, tourism and education. Both nations are also committed to tackling global challenges, setting the stage for a dynamic and mutually beneficial partnership for years to come.

On this special occasion, I extend my warmest greetings to all Malaysians and friends of Malaysia in Japan. *Selamat Hari Kebangsaan ke-67! Happy 67th National Day.*

Actively pursuing economic ties

TSUYOSHI NAGANO
PRESIDENT, JAPAN-MALAYSIA
ECONOMIC ASSOCIATION



On behalf of the Japan-Malaysia Economic Association, I would like to express our sincerest congratulations to the government and people of Malaysia on their 67th independence anniversary.

JAMECA was established in 1977 to enhance mutual understanding and goodwill between our economic circles and promote trade, investment, economic cooperation, tourism and culture. Since then, we have held joint conferences with our counterpart, the Malaysia-Japan Economic Association, and organized events



Onlookers admire a model of Malaysia's pavilion for the 2025 World Expo in Osaka. EMBASSY OF MALAYSIA

to exchange opinions. The Joint Conference between JAMECA and MAJECA has been held alternately in Japan and Malaysia almost every year since 1977.

We successfully concluded our 41st Joint Conference on Aug. 1 in Kuala Lumpur, under the theme "Empowering Innovation, Driving Co-Creation" and approximately 180 participants from both countries attended.

The four networks that JAMECA and MAJECA wish to promote (small and midsize enterprises, youth entrepreneurs, digital transformation and agricultural innovation) were incorporated into each session, with active discussions on each. We invited speakers from the Japan Graduates Association of Malaysia and entrepreneurs who are succeeding or taking on challenges in collaborative businesses in new fields.

I would like to extend my congratulations and my sincerest wishes for Malaysia's further development and prosperity.

This content was compiled in collaboration with the embassy. The views expressed here do not necessarily reflect those of the newspaper.



Maiga Island is popular for swimming, snorkeling and the ethnic sea nomads known as the Bajau Laut. TOURISM.MALAYSIA

Congratulations on the Anniversary of the Independence of Malaysia

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