Malaysia National Day Special

Favored locale for tourists, students

SHAHRIL 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 fourthlargest 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 prepandemic 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 comprehensive 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.



TSUYOSHI NAGANO PRESIDENT, JAPAN-MALAYSIA

ECONOMIC ASSOCIATION



On behalf of the We successfully concluded our 41st Joint Conference on Aug. 1 in Kuala Lumpur, Japan-Malaysia Economic Associaunder the theme "Empowering Innovation, tion, I would like to Driving Co-Creation" and approximately 180 participants from both countries attended. express our sincerest congratulations to The four networks that JAMECA and MAJECA wish to promote (small and the government and midsize enterprises, youth entrepreneurs,

people of Malaysia on their 67th indepedence 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

to exchange opinions. The Joint Confer-

ence between JAMECA and MAJECA has

been held alternately in Japan and Malay-

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

I would like to extend my congratulations

in collaborative businesses in new fields.

and my sincerest wishes for Malaysia's fur-

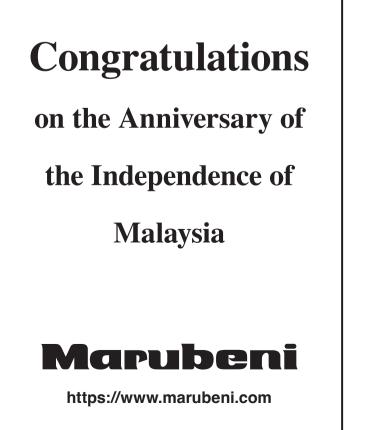
ther development and prosperity.

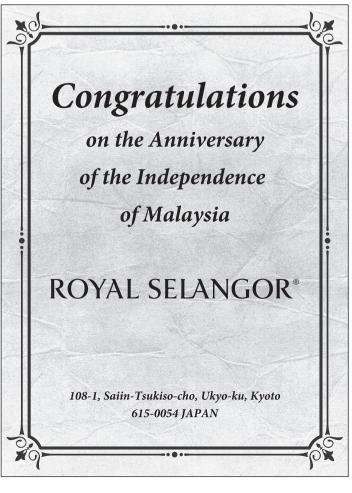
sia almost every year since 1977.

pavilion for the 2025 World Expo in Osaka. EMBASSY OF MALAYSIA

model of Malaysia's

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

