

Malaysia National Day Special

Boost in diplomatic, economic ties

DATO' KENNEDY JAWAN
AMBASSADOR OF MALAYSIA



Aug. 31 marks the 62nd anniversary of Malaysia's independence. Malaysians from all walks of life will be celebrating this auspicious occasion with pomp and ceremony.

The year 2019 is also a historic year, as in January, Malaysians celebrated the installation of His Majesty Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibni Almarhum Sultan Haji Ahmad Shah Al-Musta'in Billah as the 16th Yang di-Pertuan Agong, or king, of Malaysia.

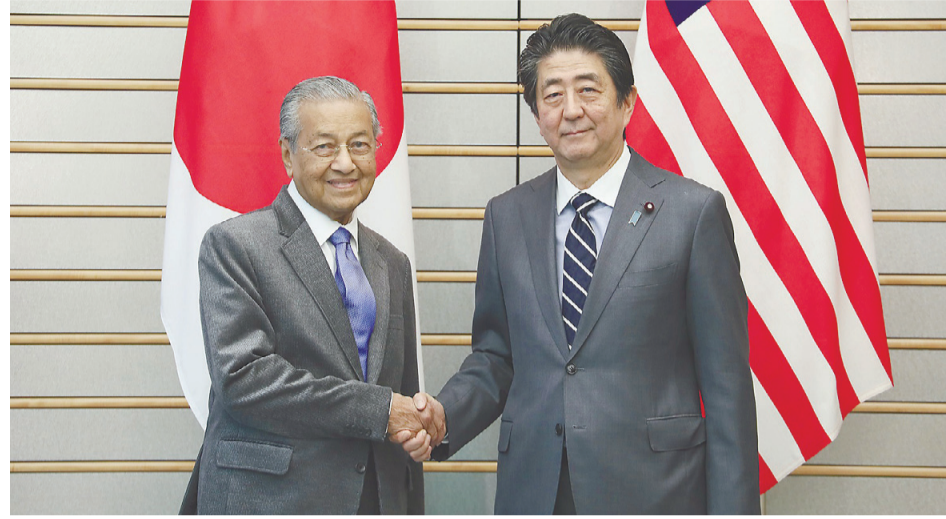
This year's National Day celebration is themed "Sayangi Malaysiaku: Malaysia Bersih," translated as "Love Our Malaysia: A Clean Malaysia." The theme was chosen to stress the importance of unity and patriotism, as well as shared prosperity to ensure the well-being of the people of Malaysia. It is hoped that the theme would

instill and ignite the value of integrity and encourage being of strong character among Malaysians.

This year also marks the 62nd anniversary of Malaysia-Japan ties following the establishment of diplomatic relations on Aug. 31, 1957. For more than six decades, bilateral relations and cooperation between Malaysia and Japan have grown tremendously, covering a wide spectrum of fields such as trade and investment, culture and tourism, education, human resource development and people-to-people engagements.

Trade and investment

Against this background of friendly diplomatic ties, Malaysia and Japan are benefiting from good economic collaboration and cooperation between the business communities of the two countries. Japan continues to be one of Malaysia's top foreign investors since the 1980s. To date, there are approximately 2,661 manufacturing projects, with strong Japanese participation in the manufacturing, automotive, chemical, as well as electrical and electronic sectors. Malaysia continues



Prime Minister Tun Dr. Mahathir Mohamad and Prime Minister Shinzo Abe shake hands during their meeting in Tokyo on May 31. CABINET PUBLIC RELATIONS OFFICE

to welcome high-quality investments, particularly in new growth areas with emerging technologies, knowledge-based, skills-intensive and export-oriented industries. The government of Malaysia remains committed to maintaining and strengthening a pro-investment environment with

prudent and pragmatic policies. In this connection, Malaysia appreciates the continued presence of Japanese investors in Malaysia.

Malaysia has also launched its National Policy on Industry 4.0, known as Industry4WRD. Industry4WRD is Malaysia's response to call for the digital transformation of the manufacturing sector and its related services by facilitating companies to embrace Industry 4.0 systematically and comprehensively. The policy envisions Malaysia as a strategic partner for smart manufacturing, the primary destination for high-technology industries, and total solution provider for the manufacturing sector, and related services in the region.

Being strategically situated in the heart of the Association of Southeast Asian Nations, or ASEAN, region, Malaysia has much to offer to multinational corporations and investors. This includes access to a steady stream of talent, a modern business ecosystem, world-class infrastructure and connectivity, as well as competitive cost advantages and incentive packages. Multinational corporations can utilize all these advantages, using Malaysia as their base or platform to conduct their regional



The Petronas Twin Towers in Kuala Lumpur is a Malaysian landmark. Completed in 1998, the 452-meter-high buildings are the tallest twin towers in the world. TOURISM MALAYSIA

and global operations.

In the trade sector, Japan was Malaysia's fourth-largest trading partner, while for Japan, Malaysia was Japan's 14th largest trading partner in 2018. The bilateral trade between the two countries amounted to 152.5 billion Malaysian ringgit (¥3.3 trillion) in 2018.

Tourism

In the tourism sector, it is pleasing to note that there has been an increasing number of tourists from Malaysia visiting Japan in recent years with over 468,000 Malaysians having visited Japan in 2018. Equally, Japanese outbound tourists to Malaysia have also increased with over 394,000 Japanese arrivals in 2018. With more direct connectivity between Malaysia and Japan, two-way tourist flow is expected to rise, reflecting the excellent bilateral ties between the two countries. With the year 2020 having been designated as Visit Malaysia Year, many exciting activities are being planned to welcome tourists from all over the world, including Japan.

Closer Ties

Ties between Malaysia and Japan received another boost from the rejuvenation of the

Look East Policy (LEP), which was initiated by Prime Minister Tun Dr. Mahathir Mohamad in 1982. Both countries are committed to increase the momentum of LEP 2.0 through greater collaborations in new areas, including a strategic partnership for smart manufacturing, high-technology industries and as a solution provider for manufacturing in the sectors of, among others, electrical and electronic devices, medical devices, machinery and equipment and chemicals, as well as aerospace.

Since my assumption as ambassador of Malaysia to Japan early this year, I have had the privilege to be involved in numerous activities and programs, including the two working visits by the prime minister of Malaysia to Tokyo and Fukuoka in May and August, respectively. I am confident that the bilateral ties built and cherished over the last 62 years will continue to mature into a more dynamic and stronger partnership that will be mutually beneficial to our two countries and their people.

On this auspicious occasion, I would like to extend my warmest greetings to all the readers of The Japan Times, and wish all Malaysians and friends of Malaysia Selamat Hari Kebangsaan (Happy National Day).



Redang Island off the east coast of the Malay Peninsula is known for its magnificent coral reefs and crystal clear waters. TOURISM MALAYSIA



As a multiethnic country, Malaysia offers various flavors in its cuisine including Chinese, Indian and many others. TOURISM MALAYSIA

Expanding exchanges, mutual cooperation

MIKIO SASAKI
PRESIDENT, JAPAN-MALAYSIA ECONOMIC ASSOCIATION



On behalf of the Japan-Malaysia Economic Association (JAMECA), I would like to offer my most sincere congratulations to Malaysia upon the occasion of the 62nd anniversary of

the country's independence.

JAMECA was established in 1977 with the approval of both countries' prime ministers. Since then, we have held annual joint conferences with our counterpart, the Malaysia-Japan Economic Association (MAJECA) and organized events to promote exchanges and submit proposals to our governments to enhance mutual understanding and goodwill between the

economic circles of Japan and Malaysia, as well as to promote trade, investment, economic cooperation, tourism and culture between the two countries. In particular, the joint conference between JAMECA and MAJECA has been held alternately in Japan and Malaysia almost every year since 1977. We actively exchange opinions on various issues such as trade, investment and technical cooperation at these conferences.

In July, the 37th JAMECA-MAJECA Joint Conference was held in Kuala Lumpur. With a focus on its theme "Expanding Trade and Investments between Malaysia and Japan in the Innovative Technologies Sectors," the conference was attended by about 180 participants from both countries. At the joint conference last year and this year, we were fortunate to welcome Prime Minister Tun Dr. Mahathir Mohamad, who provided the keynote speech and politely responded to questions from participants. His involvement

deeply enhanced the significance of the conference.

As Malaysia promotes the advancement of industry under its national policy of "Industry4WRD," the Malaysian prime minister in his speech said that he hoped that the two countries can cooperate further in technical innovation in the digital field and in the development of skilled workers. Moving forward, JAMECA plans to continue our work on expanding the economic relations between the two countries.

Lastly, I would like to once again offer my congratulations to Malaysia for the 62nd anniversary of its independence, and my sincere wishes for Malaysia's increasing development and prosperity in the future.

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

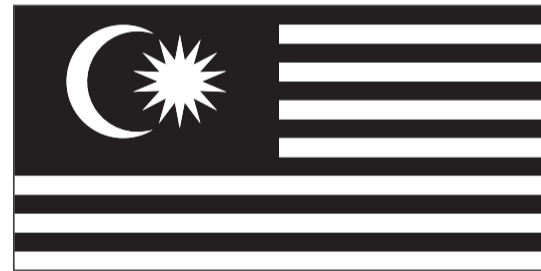
Congratulations
on the 62nd Anniversary
of the Independence
of Malaysia

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Congratulations Malaysia
on your 62nd National Day



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