

## Remarks

By Dr. Makio Miyagawa

Ambassador Extraordinary and Plenipotentiary of Japan to Malaysia

On the occasion of Signing of the Memorandum of Undertaking & License Agreement

15 June 2015

Proton

1. It gives me not just pleasure and honour, but great excitement to be at this celebration ceremony of a remarkable accord reached between Proton, a Malaysian leading national car manufacturing company, and Suzuki, a Japanese car manufacturing company specialising in compact cars. It is a great privilege for this ceremony to be graced by the distinguished presence of Minister Mustapha. With the participation of DRB-HICOM, this accord will enable the expansion of their car production and distribution business in Malaysia.
2. This ceremony is a historical event for Malaysia-Japan industrial partnerships. Proton is a leading Malaysian national automobile producer, established in the 1980s, to manufacture cars Malaysia-made for Malaysians. This fundamental policy, to acquire means and capacity to be able to produce strategically important goods and services for its nation and nationals, has much in common with the Japanese government industrial philosophy for many years.
3. From this angle, this accord represents yet another model outcome of the Look East Policy, whose objectives are (a) to rapidly develop Malaysia's science and technology capacity, and (b) enhance productivity and improve management systems for Malaysia, by adopting and emulating ethical work practices and societal values prevailing in Japan.
4. This ceremony is a historically memorable moment, as, amongst others, one of the signees of the partnership accord, Tun Dr Mahathir, is this Look East Policy's original proposer, its designer, and its proponent. Today, he has proved himself as its practitioner as well.
5. Suzuki Motor Corporation, on its part, has consistently pursued its policy of offering reliable and useful automobiles at reasonable price for ordinary folks, with honest simplicity and with its principle unaffected by the ever changing fashion of the times, and never targeting only the wealthy class.
6. Suzuki's long-serving Chairman, Mr Osamu Suzuki, is a hard-core realist and has placed emphasis on inspection of sites in his management. He has always devoted himself in improving sales strategy and has incessantly explored technological advancement, based upon the prevailing needs of consumers. If I

may, his consistency and thorough unselfishness has much in common with those of Tun Dr Mahathir.

7. Coming back to the Look east Policy, its success for more than 30 years, has catalysed very close partnerships between Malaysian and Japanese industries. For many years till today, Japan has been the biggest investor to Malaysia. As the Ambassador of Japan, I am delighted to share with you that the number of Japanese companies doing business in Malaysia has exceeded 1400 and still increasing, and they have offered jobs to more than 300,000 Malaysians.
8. As Suzuki has already spread its business wings in many Asian countries, particularly advancing together with local enterprises, providing jobs in every Asian nation, contributing to the reinvigoration of car industry in those countries in Asia. I am confident that this MOU and License agreement between Proton and Suzuki will let Suzuki show fully such character, and will not only serve to the profound collaboration of their business with Malaysian industries, but will also lead to the further expansion of Malaysian and Japanese industrial co-operation and partnerships.
9. I close my remarks by reiterating, on behalf of the Government of Japan, its profound appreciation and congratulations to these remarkable undertakings, and by hoping that this accord will enable further collaboration of the Malaysian and Japanese industries to flourish even more.
10. Before concluding, I cannot help sparing one last paragraph in expressing my sincere admiration for the unfailing efforts made by the two outstanding and brilliant octogenarians, on whom we have long relied and we will have to rely for many more years to come for the growth of Asia. May I ask those present here in this room to join me in giving big applause to their achievement and their contribution not just made in the past but also to be made in the future.