

Malaysia Fair

This year (2022), is the 40th Anniversary of the Look East Policy, the foundation of the friendly relations between Japan and Malaysia. To commemorate this, we are planning to hold various Malaysia-related events in Niihama City.

We look forward to your participation!

(Please see the reverse side for more info on Malaysia and the Look East Policy)

6/22 (Wed)
15:00 ~

Akagane Museum

Niihama × Subang Jaya Online Cultural Exchange
featuring “Shiki Hōgaku Gassō wo Tanoshimu Kai”

9/27 (Tue)
~10/2 (Sun)

Akagane Museum

Malaysian Week

~Malaysian Cultural Exhibition | “History of Niihama and Malaysia”
Exhibition~

10/1 (Sat)
• 2 (Sun)

Akagane Museum

Malaysian Film Screening
“Talentime” by Yasmin Ahmad

(TBC)

2022.11

Aeon Mall Niihama

Malaysian Booth

~ Selling Malaysian food and products at the Food Fair organized by
the Niihama City Tourism and Local Products Association ~

(TBC)

2022.12

Besshi Copper Mine
Memorial Library

Look East Policy 40th Anniversary Symposium

(TBC)

2023.1

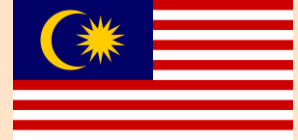
Akagane Museum

Niihama × Subang Jaya Online Cultural Exchange
Vol.2

※ Event(s) may be canceled due to the spread of COVID-19.



Malaysia



Malaysia, made up of the Malay Peninsula (West Malaysia) and the northern part of Borneo (East Malaysia), is located in the heart of Southeast Asia, approx. 7 hours by plane from Japan.

With a total population of 32.7 million, Malaysia takes pride in its diversity, with various ethnic groups such as Malays, Chinese, Indians, and other indigenous groups living side by side.

In contrast to the skyscrapers lining up in the capital city, Kuala Lumpur, approximately 60% of the country is covered with tropical rainforest. Blessed with majestic mountains and islands boasting white-sand beaches with clear blue sea, Malaysia's beautiful nature is one of the reasons why it was selected as the "No.1 Country to Live in"* by the Japanese people for 14 consecutive years since 2006!

Population	Approx. 32.7 million (1/4 of Japan)
Area	Approx. 330,000km ² (0.9 times the size of Japan)
Race	Malay (including other indigenous groups) 70%, Chinese 23%, Indian 7%, etc.
Language	Malay (national language), English, Chinese, Tamil, etc.
Religion	Islam (official religion) 61%, Buddhism 20%, Christianity 9%, Hinduism 6%, Confucianism/Taoism 1%, etc.

*Long Stay Foundation Research



What is the Look East Policy?



Tun Dr. Mahathir bin Mohamad

Term of Office

1st Term: 1981-2003

2nd Term: 2018 to 2020

The Look East Policy, implemented in 1982, was the brainchild of former Prime Minister of Malaysia, Tun Dr. Mahathir Mohamad.

Based on the idea that Japanese work ethics, learning and working desire, morale, and management capability are the key to Japan's success, this policy was introduced with aims to develop Malaysia's socio-economy by learning these traits from Japan.

Since its inception 40 years ago, more than 26,000 Malaysians have been dispatched under this policy to Japanese universities, National Institute of Technology (KOSEN), private companies, local governments, and Japan International Cooperation Agency (JICA).

Niihama KOSEN is also one of the hosts!