

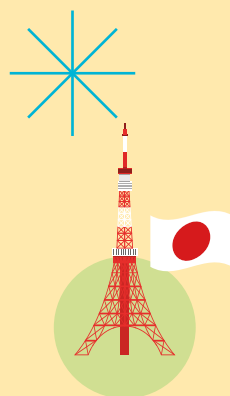


Embassy of
Japan
in Malaysia



Be TOWARDS THE FUTURE Vo

FRIENDSHIP OF JAPAN & MALAYSIA



Beyond the Milestone of the
40th Anniversary of the Look East Policy

FOREWORD



TAKAHASHI Katsuhiko
Ambassador Extraordinary and
Plenipotentiary of Japan to Malaysia

This special brochure is to share with our Malaysian friends how the year 2022 was fruitful to boost the relationship between Japan and Malaysia, with a number of events and celebrations for the 40th anniversary of the Look East Policy (LEP) taking place.

Throughout the year, we have observed high-level visits exchanged between our two countries, signifying our cordial relationship based on the achievements of the LEP so far. Special mention should also be made that our embassy approved more than 180 projects as official commemorative events of the LEP 40th anniversary. I believe these events well reflect our longstanding friendship. Taking this opportunity, I would like to express my deepest appreciation to everyone who contributed to the LEP40 celebrations.

On numerous occasions last year, I have discussed the future development of the LEP with our respective Malaysian counterparts and friends. For the sake of our mutual benefit, we have agreed to further develop the LEP in areas beyond economic cooperation and across a wide range of areas including aging society and disaster risk reduction.

The world we are living in today is not the same as 40 years ago. We must take the changes into account and update the areas as well as approaches of the LEP. Japan looks forward to further collaboration with Malaysia under the strong leadership of Prime Minister, YAB Dato' Seri Anwar Ibrahim.

I hope you find this brochure informative, and we welcome you to be a part of the Japan-Malaysia relationship towards the decades to come.

Terima kasih.



**YB Senator Tengku Datuk Seri Utama Zafrul
Tengku Abdul Aziz**
Minister of International Trade and Industry



Last year was a momentous year for Malaysia and Japan as we celebrated the 40th Anniversary of the Look East Policy (LEP), as well as the 65th Anniversary of Malaysia-Japan diplomatic relations. The increasingly productive trade-economic linkages are a testament to the continuous effort in strengthening the foundations of our strong partnership based on common objectives and aspiration over the years. Indeed, over the last 40 years, the LEP has been instrumental in fostering stronger bilateral relations between Malaysia and Japan beyond the economic and human capital spheres.

These common interests and objectives have resulted in constructive and productive collaborations in various areas via the LEP platform. As Japan is one of our key trading partners, we welcome future endeavours with Japan to utilise this platform in addressing new and emerging challenges – such as global supply chain disruptions and geopolitical issues – for our mutual benefit.

Given the growing interest on the inclusivity and sustainability agenda in the global economy, Malaysia also looks forward to working with Japan in areas such as renewable energy, digital economy and green technology, powered by key 4IR enabling technologies such as robotics, quantum computing, Internet of Things, machine learning and Artificial Intelligence (AI). Building on our past achievements, Malaysia is committed to pursue such collaborations with Japan by leveraging on the LEP as a strategic platform.

On a final note, I applaud the efforts and commitment by various stakeholders in organising the commemorative programmes for the 40th Anniversary of the LEP and my profound appreciation to the Embassy of Japan in Malaysia for this special publication to mark this historic occasion.

Thank you.



WHAT IS LOOK EAST POLICY?

The Look East Policy (LEP) is a Malaysian policy launched in 1982, with the aim to develop Malaysia's economy and society through learning from Japan. The idea was that economic development of modern Japan was supported by Japanese values, such as work ethic, enthusiasm for learning and working and morality. Since then, more than 26,000 Malaysian students and government officials have studied or trained in Japan at universities, colleges of technology (KOSEN), private companies, local governments, and the Japan International Cooperation Agency (JICA). After returning to Malaysia, these alumni have been active in a wide range of public and private industries. The LEP will continue to evolve to cope with the changing times. The Government of Japan and the Embassy of Japan in Malaysia will continue to support the LEP for our future generations.

YEAR

1982



Japanese Government Scholarship recipients



KOSEN students



AAJ students



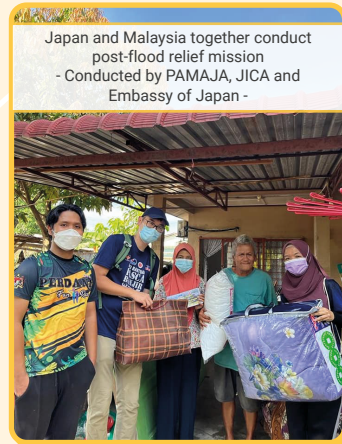
Look East Policy 40th batch students

2022



FRUITFUL YEAR OF 2022

Even closer Japan-Malaysia relationship through the memorable year



Japan and Malaysia together conduct post-flood relief mission
- Conducted by PAMAJA, JICA and Embassy of Japan -



Symposium hosted by Institute of Malaysian and International Studies (IKMAS), National University of Malaysia (UKM)



Ambassador Takahashi visited Malaysia National Badminton Team



Penang Bon Odori Festival 2022



Visit to Malaysia by Former Prime Minister of Japan, His Excellency Mr. ABE Shinzo
- Lecture on "Commemorating the 40th Anniversary of the Look East Policy" at IIUM -



COVID-19 Prevention Equipment from United Nations Office on Drugs and Crime (UNODC) to Prison Department through Japan's contribution budget



The 39th MAJECA-JAMECA Joint Conference



THE LOOK EAST POLICY IN PRESENT TURBULENT TIMES

Ambassador Takahashi's lecture at Sunway University



Visit to Japan by then Prime Minister of Malaysia - Japan-Malaysia Summit Meeting -



Anime Fest at Paradigm Mall Petaling Jaya



Grassroots Cultural Grant for Malaysia-Japan Research Centre (MJRC) at Universiti Malaysia



"Japanese Ambassador's Cup" Kendo Tournament



Japan Travel Fair 2022
- Japan resumes visa-free entry for Malaysians from 11 October 2022 -



Kelantan-Japan Cultural Festival 2022



46th Bon Odori Festival in Shah Alam, Selangor



LEP40 event for 200 preschool kids
- Organized by two MEXT postgraduate scholars -



Visit to Malaysia by Minister for Foreign Affairs of Japan, His Excellency Mr. HAYASHI Yoshimasa



National TVET Instructor's Seminar by the Centre for Instructor and Advanced Skill Training (CIAT)



Search and Rescue Communication Exercise (SARCOMEX) with MMEA
- Co-ordinated by JICA -



Visit to flood control facilities in Malaysia by a delegation from the Tokyo Metropolitan Government



LEP40 event hosted by the Institute of Strategic and International Studies (ISIS) Malaysia



Suzuki Konomi's Special Live Performance in Malaysia @ Comic Fiesta



Visit to Malaysia by Minister for Economy, Trade and Industry, His Excellency Mr. NISHIMURA Yasutoshi

MY JAPAN STORIES

Interviews with Malaysians who studied in Japan



Ms. Mazlyn Mena
Associate Director of the Public Relations and Science Division in Yakult (Malaysia) Sdn. Bhd. BSc (Hokkaido University)

When a young Ms. Mazlyn was keenly searching for scholarships to study abroad in the UK or in New Zealand, her high school teacher suggested an option to study in Japan. She decided to take it because

“Japan offers beautiful nature with four distinct seasons, and there are good Japanese universities that offer the education I wanted.”

Before travelling to Japan, she spent two years at Ambang Asuhan Jepun (AAJ), Universiti Malaya for preparation.

“Imagine learning a completely new foreign language in a year, and then studying pre-university subjects in that language the following year!”

It was hard, but everything was well worth the challenge, she said.

After landing a position in Yakult Malaysia, she earned a Master’s Degree in Gut Health, but she highlighted that the research she conducted at Hokkaido University helped to build her foundation knowledge.

“From the time of the factory opening in 2004 to this day, I am working with Yakult with an ardent hope that more people will know and come to like Yakult”.

Mr. Koo Kon Hen
Founder and Director of New Ideas Design House,
The designer of the LEP40 Official Logo
Diploma in Design and Art (Ochabi Institute)

Becoming a graphic designer had always been Mr. Koo’s dream since he was a student.

After graduating from high school, he took the challenge to pursue his passion and studied in the Design and Art Department at the Ochabi Institute in Japan.

“I simply enjoyed my life studying graphic design in Japan and spending time with my friends there.”

After coming back to Malaysia in 1995, he entered the graphic design industry and started his own design company in 2000, the New Ideas Design House. In 2021, he and his team joined and won the logo design competition for the 40th Anniversary of the Look East Policy.

“We intended the design to describe the bond between Malaysia and Japan by using the colours of Jalur Gemilang and Hinomaru, and by making the design seamless as if drawn in one stroke.”

“My message to anyone considering studying in Japan is to experience it yourself. If you want to go, just go. If you want to try, just try. Do not place limits on yourself.”

Nothing beats experience, he said.



Prof. Dr. Nafarizal Nayan
Director of the Institute for Integrated Engineering at Universiti Tun Hussein Onn Malaysia (UTHM)
PhD (Nagoya University)



“When I was in high school, there were Japanese electronic appliances at my house. I was always wondering how these devices are made and thought it would be awesome to make one.”

Dr. Nafarizal who spent a quarter of his life studying and researching at Nagoya University expressed that he was fortunate to receive scholarships from LEP, the Japanese Government and his current employer, UTHM.

When he started working for UTHM, he was determined to help improve the institution’s research facilities and to apply his experience with Japanese-style education in his teaching.

“Japanese universities have an excellent system from the university lab facilities to the way the professors guide their students.”

Dr Nafarizal is proud that the employment rate of graduates from the Integrated Engineering Institute at UTHM is 100%. While he acknowledges that it is the result of the students’ hard work, he also believes that the Japanese-style education that he is practicing is effective.

“Don’t be shy when you start your studies in Japan. Start conversations and make new friends. **Challenge yourself till the very end.** I hope my *kohais* will get all kinds of chances.”

Prof. Moi Meng Ling
Researcher at the Graduate School of Medicine, University of Tokyo, Japan
PhD (University of Tsukuba)



Prof. Moi Meng Ling is a Malaysian virologist whose research focuses on the innate immune system’s response to mosquito-borne virus infection (such as dengue) and field epidemiology.

Prof. Moi had a few pulling factors as to why she chose to study in Japan. She said that one of them was the advancement of science and technology, and she found that she could learn much more not just in her research, but also in the culture.

“It’s interesting because there’s no dengue in Japan, and yet, I chose to do my research here. It can only be done in Japan because of the adequate technology. The country is also a hub for collaborators coming in from different countries in Asia.”

It will be a very good chance for the younger generation to be exposed to the Japanese education system, and to see how these subjects are taught in Japan, she said.

“Challenge yourself to experience more different cultures, and to take in cultures which you are not able to experience when you are in Malaysia.”



Mr. Muhammad Firdaus
Economics major at Shiga University, Japan

After living in Japan to study for quite some time, Mr. Firdaus expressed that he is constantly impressed by the attentiveness and courtesy of the Japanese people.

“I became very interested in the Japanese concept of *omoiyari*, which is an expression of care and consideration for others. I think that when the concept of *omoiyari* is promoted from childhood, it becomes the norm to practice it as an adult.”

Although the culture of Omoiyari exists in Malaysia as well, it can be seen more clearly in Japan and their great consideration still surprises him sometimes, said Mr. Firdaus.

“What I enjoy the most is interacting with different cultures and people. This kind of interaction allows us to see the world from a broader perspective and in the future, it could also support the peaceful relations between countries.”

“The Japanese people are very kind and welcoming towards foreigners, and I consider it a very good place to live. And for these reasons, please come and experience Japan!”

Japan Information Board

Embassy of
Japan
in Malaysia



Website



Facebook



Ambassador Takahashi's
Official Twitter

Embassy of Japan in Malaysia



**Japan International
Cooperation Agency**

For more
information on the
cooperation projects
from Japan
to Malaysia...

Planning to
travel to
Japan?

JNTO



**Japan National Tourism
Organization**

Looking for
scholarship
to study in
Japan?



Embassy
(Japanese
Government
Scholarships)



JASSO
(Japan Student
Services
Organization)

Thinking of
Japanese companies
as business partners,
or to expand your
business to Japan...

JETRO



**Japan External Trade
Organization**

Interested in
Japanese
culture and
language?

JAPAN FOUNDATION
KUALA LUMPUR



**Japan Foundation,
Kuala Lumpur**



**The 50th Year of
ASEAN-Japan Friendship
and Cooperation**