



A Report on Malaysia CEO Network Enhancing Project 2016 March



Between March 15th through 17th, SME Support, JAPAN hosted a CEO Network Enhancing Project in collaboration with SME Corp. of Malaysia in Tokyo and Osaka for Malaysian business owners operating in transportation devices, electric and electronic equipment parts, industrial machinery and medical equipment industries to meet with Japanese companies. The event included “1 on 1 Business Meetings” and “Mixer Events”.

29 Malaysian companies visited Japan, seeking collaboration with Japanese SMEs as well as their technology and products. 106 Japanese SMEs in total participated, resulting in 396 business meetings in addition to seminars with topics on collaborating with Malaysian

companies as well as holding Mixer Events during the evening.

I hope Malaysian and Japanese companies will build long-term partnerships



Mr. Amrul Abdullah
Deputy Director
SME CORPORATION MALAYSIA

I have high expectation that these meetings of Malaysian and Japanese companies through this CEO Network Enhancing Project will not end in simple buy and sell deals, but that we could mutually share technological know-how and build a win-win relationship on a long term basis. Since it would be a formidable task for SME Corp of Malaysia to create this sort of opportunity, I hope that as many as possible businesses will be actually born.

Japanese SMEs possess such an advanced technology that it astonishes me. I would be more than glad if Malaysian companies could learn many issues from Japanese companies through this Networking Event and utilize the acquired knowledge to step up their game in production output among other areas.

As for Japanese companies, I hope that they discover what Malaysian businesses can offer such as motivated youthful labor force and abundance of creative manpower as our main strength.

Malaysia is located in the heart of ASEAN economic region, and has built business network with other ASEAN countries, so it is more than possible to have Malaysia function as a gateway for operating businesses in ASEAN region. When companies are at a loss, not knowing how to market and distribute products in ASEAN, I strongly suggest not going about your business alone but team up with Malaysian companies to overcome the issues.

Currently, the industries that Malaysian government is prioritizing are in LED, aerospace, bio-technology, medical, shipbuilding, and oil & gas sectors. I have high hopes that these sectors will achieve even greater progress from collaborative relationship between Japanese and Malaysian companies.



Opinions from the Participants



Mr.Hiroo Nakagawa
President
Nara Seiko INC.

-It is an invaluable platform where I can actually meet in person to talk business-

Our company provides manufacturing and precision processing of medical and optical equipment, as well as OA equipment parts, among others. We are proactively engaging in overseas development by participating in tradeshows in Germany and Singapore, as well as joining in business meeting events such as these.

With a hope that I could build relationships with potential partners to go as far as co-develop products, I met with three companies. With two companies that I met, I felt potential for collaboration due to their business size and technology standards. It is difficult to capture other parties' specific needs just from the prepared information, so I took an outgoing approach in proposals to draw out their needs.

When communicating via email, difficulties may arise at times without a specific goal, so a business networking event such as these where I can meet them in person is an invaluable platform that lead the way for taking the next step. I would like to follow up with the companies I met today and speak specifics over emails.



Mr. Masaaki Koga
Manager, Reuse Business Division
Toyo Hitec Co.,Ltd.

- I was able to confirm needs of local companies in my targeted region-

Our company specializes in sales of powder equipment and powder plant engineering. We began an environmentally conscious “re-use business”, what you would call a “second-hand equipment sales business”, about ten years ago for not only online sales but we also operate an exhibition platform that displays 1,500 equipment at all times.

Currently, our experience in overseas sales of second-hand equipment is still scarce and because the customers overseas are mainly Japanese companies, we decided to participate in this business networking event to expand our business to Asia’s local companies.

I met three companies for meetings but since all of them did not have powder processing unfortunately they were not potential customers. However, we were able to conduct market research and found out that all three companies did not have any issues with used-machineries, and knowing local companies’ needs made this experience very valuable.



Mr. Masayoshi Endo (Right)
Deputy General Manager
Production and Procurement Dept.
Mr. Hirohisa Ogawa (Left)
Chief, International Operations
TOHO ELECTRIC CO.,LTD

-Networking event with Asian countries and their upside is very meaningful-

Since our founding in 1955, our company has been involved in manufacturing and sales of power distribution equipment and electric machines. As for household circuit breakers, we have 50% share among domestic electricity suppliers, such as TEPCO, and have also gained high

credibility for smart meters, which is increasing in demand, and for our solenoid manufacturing.

We joined this CEO Network Enhancing Project to purchase parts. We are aiming to deliver parts directly to factories in China from Malaysia to reduce logistic cost. Many companies I met today had many previous business history with Japanese companies in the past so I felt relieved.

The time allocated for the meetings were efficiently organized which gave us a sense of fulfillment, but with a few companies, we felt that 30 minutes was too short. But it means that we had specific matching that could lead to possible partnerships. Our company is also planning on increasing overseas share in direct sales, making this CEO Network Enhancing Project with Asian countries, where power industry is growing, a truly meaningful event.



Mr. Kazuya Otsuka (Right)
Manager, Sales Promotion Office
Group Marketing • Sales

Mr. Tokushichi Kidokoro (Center)
Director, Group Marketing • Sales

Mr. Yasunori Takekawa (Left)
General Manager, Sales Dept.

Musashi Paint Holdings Co., Ltd.

-Acquisition of local customers while maximizing local production system is our goal-

Musashi Paint Holdings Co., Ltd. is a manufacturer of special paint used on automobile, mobile phones, consumer electronics, PCs, among others. Currently, we have 13 business locations in 9 countries and we maximize this network to build a system for developing and producing equally high quality paint on a global basis.

We have a production base in Malaysia as well, and although we have Japanese electronics makers as our clients, we participated in this networking event to acquire Malaysian companies as our customers. With the two companies of the four that I met, we recognized each other so we were able to have meetings on specific matters. The other two meetings ended as information exchange sessions, but since the amount of information on overseas SMEs online is limited, so the opportunity to meet in person is very meaningful. I have a sense of security towards overseas companies that participate in official networking events, and many companies

are used to conducting business with Japanese companies, so I would like to participate in CEO Network Enhancing Projects with other energetic Asian countries in the future.



Mr. Baskaran Anandan
Managing Director
KPT MANUFACTURING

-It was a great opportunity to meet Japan's outstanding SMEs-

We are a precision plastic parts manufacturer, and we have business history with Japanese companies mainly in AC parts, as well as plastic parts for automobile and medical equipment. In my previous work, I was the Director of factory in Malaysia for Casio, so I lived half of my life together with Japan.

I was very impressed with Japan's sincere approach to making-of-things, so we adopted the 5S methodology from Japanese culture and our concept is to always change with the current needs.

It is nice to be able to communicate these "feelings" rather than just technology at these CEO Network Enhancing Projects. I had a sense of security having SME Support, JAPAN as a mediator and I did not have any language problems because interpreters were provided for everything. I met 3 companies in Tokyo and for one company we discovered that our technology could solve the challenge that they were facing, which made this business meeting event very valuable.



Mr. Y.A. Liew
Managing Director
Poly parts Sdn. Bhd.

- I am grateful for this platform of "encounter" which will lead to future business-

We are a manufacture of metal molding for plastic products with 60 years of experience in injection molding of high precision engineered plastic parts. We already have business history with Japanese companies for auto-parts, cameras, and medical sectors, and I joined this program with high hopes to collaborate in more sectors.

We met with 4 companies and they entailed exchange of corporate information, but we were able to increase our interest level about each other. From the experience I have of last year's Japan/ASEAN CEO Network Enhancing Project, I know that although the reaction might not be optimal on the spot, specific conversations could be held over time, so I concentrated on communicating the merits of manufacturing in Malaysia such as saving costs.

I like the philosophy in which the Japanese companies operate under, so I would like to maximize our technology and follow-up with them. I am truly grateful for a platform to have such encounters.



Mr. Stanly Goh
Marketing Director
CCB Medical Devices Sdn. Bhd.

-It was a networking event where I felt that I want to speak more-

We are the only company in Malaysia that specializes in artificial airway tubes and most of our products are exported to Europe. Currently, we are developing medical products covering the whole body, so I participated in this CEO Network Enhancing Project to find manufacturers that could produce even higher quality parts.

When thinking of Japan, it is a country that makes things. So the five companies I met also had outstanding technology and I was intrigued. Hence, naturally the 30 minutes felt "short". I know that there were some booths where 30 minutes felt long, but I felt impatient because I wanted to know more about their needs. Given this, I believe that having the Mixer Event after the meeting sessions is very effective.

I felt a strong determination from SME Support, JAPAN that they did not want this event to simply be a place to exchange business cards but a platform to deepen understanding of each other to lead into more specific business conversations.

Scenes from Mixer Events



During the Mixer Event which was held after the business meeting sessions, Malaysian companies were pre-arranged in groups by tables to make it easier for Japanese companies to conduct seamless exchange of information with the Malaysian companies of their preference.

Outline for Malaysia CEO Network Enhancing Project 2016 March

<Tokyo Site>

Event Date: March 15th, 2016

Venue: Royal Park Hotel

<Osaka Site>

Event Date: March 17th, 2016

Venue: Rihga Royal Hotel Osaka

Sponsor & Contact Information

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