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Business

March 14, 2008 11:29 AM

Jetro Welcomes Enquiries From Malaysian Companies

By Minggu Simon Lhasa

TOKYO, March 14 (Bernama) -- Malaysian companies can seek help from the Japan External Trade Organization office in Kuala Lumpur regarding enquiries they may have on the Japanese market, an official of the organisation said.

"Please consult our Jetro office in Kuala Lumpur," its Director in Charge of International Trade Fairs in Japan, Trade Fair Department, Yoichi Kimura, told Bernama Thursday.

He said the KL office would forward them to Jetro's headquarters in Japan.

Among JETRO's activities include assisting Malaysian manufacturers and collaborating with the Malaysia External Trade Development Corporation (Matrade) to bring Malaysian automotive parts and accessories manufacturers to the annual International Auto Aftermarket Expo (IAAE) now being held here.

The seventh IAAE 2008 would end on Saturday.

Kimura said the JETRO-Matrade program to bring the automotive parts and accessories manufacturers to Tokyo is a five-year program which would continue until 2011.

It is into its second year.

Last year, 11 companies including national car manufacturer Proton participated and this year, the number rose to 14 including Proton.

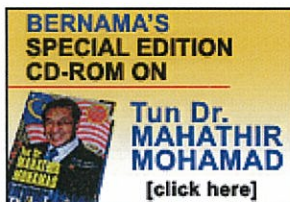
For most of the companies, it is the first time time that they participated at such expos in Japan.

Kimura said the participating companies were selected by Matrade and Jetro KL.

As part of the participation at the expo, a seminar on the Auto Industry in Malaysia was also held yesterday with over 100 participants attending.

In a speech at the seminar, Matrade's trade commissioner in Japan, Yuslinawati Mohd Yusof, said cooperation between Malaysia and Japan since the signing of the Japan-Malaysia Economic Partnership Agreement in July 2006 has increased in areas such as technical assistance, exchange of information, capacity building for Malaysian auto parts suppliers and business development program.

She said Malaysian and Japanese companies should use opportunities arising out of the Malaysia-Japan Automotive Industry Cooperation (MAJAICO) for collaboration not only in business but also joint research.





"This type of collaboration will help companies from both countries to reduce business cost and improve market access for automotive parts and components," she said.

She said Malaysian firms would gain from being able to comply with Japanese standards and technical regulations.



Yuslinawati also expressed Matrade's willingness to provide assistance to Japanese companies wanting to import products from Malaysia.

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March 08, 2008 18:08 PM

Strong Malaysian Presence At IAAE 2008

KUALA LUMPUR, March 8 (Bernama) -- Malaysia will again be strongly represented at the 7th International Auto Aftermarket Expo (IAAE) 2008 to be held in Tokyo on March 13-15.

National carmaker Proton and 13 automotive component & accessories manufacturers from Malaysia are participating in this year's event under a cooperative arrangement between Japan External Trade Organisation (Jetro) and Malaysia External Trade Corporation (Matrade). Proton is expected to exhibit the Persona at the event, according to a Jetro official here.

Last year, Proton brought the Proton Gen2 and Satria Neo models, the first time it had taken a complete car to Japan.

The Jetro-Matrade cooperation is part of the programme under the Malaysia-Japan Automotive Cooperation pact aimed at helping to lift the capability of Malaysian auto component parts manufacturers to be on par with their Japanese counterparts by 2015.

The cooperation is in line with the accord reached between the Japanese and Malaysian governments under the Japan-Malaysia Economic Partnership Agreement that went into effect on July 13, 2006.

The programme for the Malaysian delegation includes factory visits to expose them to the automotive component manufacturing sector in Japan and also its market.

A Malaysian Auto Industry Seminar will be held on March 13 to provide an insight to the Malaysian automotive component industry.

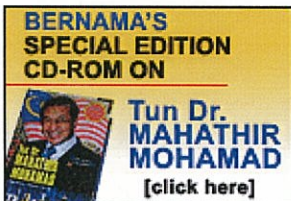
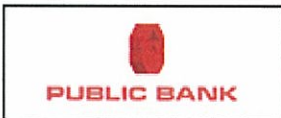
Exhibiting the Persona at the expo is aimed at showcasing the capability of Malaysian component manufacturers.

Last year, 10 Malaysian automotive component manufacturers and Proton participated in the IAAE.

According to a report by Jetro, participating Malaysian companies concluded potential or actual deals valued at US\$1.27 million (US\$1=RM3.16) at last year's expo.

They also conducted 380 business meetings, according to the report, which said that since last year's Jetro-Matrade collaboration had surpassed the initial expectations, this arrangement will be continued for several more years. IAAE 2007 featured displays by 261 leading foreign and Japanese companies, attracting 38,000 visitors from automotive parts manufacturers, accessories manufacturers, trading companies and other organisations.

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March 12, 2008 20:12 PM

IAAE 2008 Expects 40,000 Trade Visitors

From Minggu Simon Lhasa

TOKYO, March 12 (Bernama) -- The 7th International Automotive Aftermarket Expo (IAAE) 2008, starting today at Tokyo Big Sight here, is expected to attract 40,000 visitors, an increase from 38,552 visitors last year. The three-day event has the theme "Toward the Sound Development and Revitalization of the Automotive Aftermarket -- Portal to the Asian Market". Malaysia is again be represented with 14 companies, including national carmaker Proton, and their presence was made possible with the collaboration between Japan External Trade Organisation (Jetro) and Malaysia External Trade Development Corporation (Matrade). The collaboration is part of the Japan-Malaysia Economic Partnership Agreement which became effective in July 2006. Last year, they brought 11 companies, including Proton. Matrade Tokyo assistant director Naohiko Kitaura said it was important for Malaysian companies to participate in exhibitions such as IAAE 2008 in order to penetrate the Japanese market. He said it was an opportunity to get to know Japanese consumers and buyers, wholesalers, retailers and even mechanics as they may give clues on exporting products to Japan and also pointers on how to further improve the products. He emphasised the need for repeat participation in order to be successful in the Japanese market.

On Matrade's role in Japan, Kitaura said it was to help the Malaysian companies, particularly small and medium enterprises, which were eager to enter the Japanese market, and also to help Japanese buyers with information on Malaysian companies. "Japan is certainly one of the most difficult markets to come in as there are legal restrictions and also customers requirements that need to be met," he told Bernama. "High quality with competitive cost are the must-have," he said. Kitaura said the requirement by buyers in Japan included time delivery, commitments and how the Malaysian companies tackled environmental issues. He said there were many opportunities and ways to come to the Japanese market, including for those in the automotive sector. These, he added, included selling original equipment manufacturing (OEM) products to vendors in Japan, technical collaboration and going through distributors.

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