



MINISTRY OF PLANTATION AND COMMODITIES WEEK OPENS AT MALAYSIA PAVILION

Osaka, 9 June 2025 – The Ministry of Plantation and Commodities (KPK) today officially opened KPK Week at the Malaysia Pavilion, Expo 2025 Osaka, spotlighting Malaysia’s commitment to advancing sustainability, innovation and market access across its key commodities sectors.

The event was marked by **the signing of five significant Memoranda of Understanding (MoUs) between Malaysian agencies and Japanese companies, signalling growing bilateral cooperation and shared ambitions in sustainable development.**

In his opening remarks, the Ministry of Plantation and Commodities Deputy Secretary General (Strategic Planning and Management) The Honourable Dato’ Abdul Hadi Omar, underscored the importance of leveraging Expo 2025 Osaka as a global platform to foster strategic partnerships.

“These MoU agreements not only reflect Malaysia’s leadership in sustainable and value-added commodities, but also pave the way for innovative cross-border collaborations with Japan’s forward-looking business community,” he said.

A key highlight of the day was the signing of an MoU between the Malaysian Sustainable Palm Oil (MSPO) and the Global Alliance for Sustainable Supply Chain (ASSC). Through this partnership, **both organisations will collaborate to raise awareness of MSPO certification and sustainable palm oil practices among Japanese companies, including promoting deforestation-free supply chains and human rights standards.** ASSC will advocate MSPO to its wide corporate network in Japan, offering MSPO access to members such as Ajinomoto, Nissin Foods, AEON, Shiseido, Meiji Holdings, and KAO, further strengthening market linkages.

In another important step toward sustainable innovation, the Malaysian Palm Oil Board (MPOB) signed an agreement with Panasonic Housing Solutions Co. Ltd. to jointly conduct research and consultancy on the development of insulation boards made from oil palm biomass, specifically Empty Fruit Bunch (EFB) fibres. **The project aims to transform agricultural waste into valuable and environmentally friendly building materials, contributing to circular economy objectives within Malaysia's palm oil sector.**

Additionally, **MPOB entered into a collaborative agreement with Japan's Asano Gear Factory Co. Ltd. to advance mechanisation technologies for Malaysia's palm oil industry.** The partnership will focus on improving the design and performance of the Cantaz harvesting tool, supporting greater efficiency and technology adoption among Malaysian palm oil producers. **The collaboration is expected to generate a minimum of RM5 million per year in potential value, through the budgeted sales volume of technology and spare parts as well as direct investment into Malaysia.**

Saraspice Sdn Bhd also strengthened Malaysia-Japan trade ties with the signing of an MoU with Vox Trading Co. Ltd. of Japan. The agreement aims to promote the sustainable supply of Sarawak black pepper to the Japanese market. Both parties will cooperate in areas such as market development, capacity building for farmers, and meeting Japanese market requirements, thereby supporting Sarawak's pepper farming communities while expanding market opportunities.

Rounding out the day's signings, Green Advantex Sdn Bhd and SIIX Co. Ltd. of Japan entered into a non-binding MoU to explore collaboration on the development and application of kenaf-based sustainable advanced materials. The initiative will focus on utilising kenaf across sectors including aerospace, automotive, construction, packaging, and robotics, aligning with global efforts to promote innovative, low-carbon materials. The collaboration holds the potential to generate RM6 million across targeted high-value sectors, with further market assessments to be conducted in the next phase of development.

In conjunction with KPK Week, the premium Malaysian chocolate brand Le Bourne introduced two new products to the Japanese market — Cacao Tea and a Bean-to-Bar Chocolate series — both made from 100% Malaysian cacao beans. Supported by the Malaysian Cocoa Board

(MCB), Malaysia External Trade Development Corporation (MATRADE) and the Malaysian Investment Development Authority (MIDA), this launch reflects Malaysia's ongoing efforts to promote its high-quality cacao in Japan and expand its market presence, with Expo 2025 Osaka serving as a key platform to showcase Malaysian cacao to Japanese consumers.

Running from 9–14 June 2025, KPK Week will feature a series of business forums, B2B networking sessions, product showcases, and cultural engagements aimed at deepening collaboration between Malaysia and Japan in key commodity sectors.

To date, Malaysia has successfully secured more than 65% of the overall RM13 billion target in trade and investment that has been set. These outcomes are the result of a whole-of-government approach, with active participation from 21 federal ministries and around 70 agencies. The Pavilion continues to serve as a collaborative platform that unites national and subnational efforts to drive meaningful, long-term economic partnerships.

MINISTRY OF INVESTMENT, TRADE AND INDUSTRY (MITI)

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About the Malaysia Pavilion at Expo 2025 Osaka

The Malaysia Pavilion at Expo 2025 Osaka spans 2,654.52 square meters across three floors, reflecting the nation's diverse culture and dynamic economy. Designed by renowned Japanese architect Kengo Kuma, the pavilion draws inspiration from Malaysia's weaving tradition and iconic songket, symbolising heritage interwoven with innovation. With the theme "Weaving a Future in Harmony", the Pavilion highlights Malaysia's commitment to a sustainable, inclusive and forward-looking future.

The Pavilion is shaped by three narrative pillars: Human and Human, showcasing Malaysia as a cultural bridge and heritage champion; Human and Technology, positioning the country as an innovation-ready partner; and Human and Nature, emphasising environmental

stewardship. These narratives are guided by four core principles: harmony, diversity, progress and sustainability.

Over 26 weeks, the Pavilion will be a hub for international collaboration and dialogue. Business weeks will feature participation from 21 ministries, 70 agencies and 10 state governments, with programmes including pocket talks, product launches, MoU signings and business matching sessions. The Pavilion will also host forums, summits and networking events that position Malaysia as a dynamic global partner. The Ministry of Investment, Trade and Industry (MITI) leads Malaysia's participation at Expo 2025 Osaka, overseeing the Pavilion's design, programming and international engagement. To find out more about the Malaysia Pavilion and its programmes, visit the official website at <https://expo2025-malaysia.miti.gov.my>

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MITI is the key driver in making Malaysia the preferred destination for quality investments and enhancing the nation's rising status as a globally competitive trading nation. Its objectives and roles are oriented towards ensuring Malaysia's rapid economic development and help achieve the country's stated goal of becoming a developed nation.

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