



MEDIA RELEASE

OFFICIAL LOGO FOR THE 40TH ANNIVERSARY OF THE LOOK EAST POLICY BETWEEN MALAYSIA AND JAPAN

The year 2022 marks the 40th Anniversary of the Look East Policy (LEP) which was initiated by Malaysia in 1982. In commemorating this occasion, the Ministry of International Trade and Industry (MITI), as the National Secretariat of the LEP, had organised a Logo Design Competition from 26 October to 20 November 2021. The competition attracted a total of 171 entries, both from Malaysia and Japan.

The LEP was instituted to deepen bilateral relations between Malaysia and Japan which has steadily grown from strength-to-strength over the four decades. By drawing from the success and experience of Japan, the policy was aimed to elevate the standards of industrial management in Malaysia and create a community of workers with high moral values and positive work ethics, that will accelerate the economic and social development of Malaysia. The competition was an effort at creating awareness on the implementation of the LEP and its contribution to Malaysia's socio-economic development, besides identifying the official logo for the 40th Anniversary of the LEP.

A Judging Committee comprising MITI, Ministry of Foreign Affairs, Public Service Department and Embassy of Japan in Malaysia unanimously chose the logo designed by **MR. KOO KON HEN** from Kuala Lumpur, Malaysia, as the official logo for the 40th Anniversary of the LEP. The logo elegantly captures the robust economic and social connections between Malaysia and Japan depicted by the connecting lines and the colours representing the national colours of both countries.



The logo designed by Mr. Koo Kon Hen has been chosen to be the official logo for the 40th Anniversary of Look East Policy



**MINISTRY OF
INTERNATIONAL TRADE AND INDUSTRY**

Since its inception, the LEP has contributed significantly to the socio-economic development of Malaysia, especially in trade and investment, and human resource development. Over the span of 40 years, the total trade between Malaysia and Japan had increased by more than 290 percent reaching a total of RM124.14 billion (USD29.60 billion) in 2020, making Japan the 4th largest trading partner for Malaysia. From January to November 2021, the total trade between Malaysia and Japan increased by 20.8 percent to RM135.01 billion (USD32.63 billion) as compared to the corresponding period in 2020. Furthermore, Japan has been the largest foreign investor for Malaysia in terms of implemented projects. As of June 2021, a total of 2,768 manufacturing projects have been implemented with total investment worth RM91.5 billion (USD21.9 billion).

In terms of human resource development, the strategic collaboration between the Public Service Department (JPA) with Japanese institutions and organisations has benefited a total of 17,062 Malaysians, including 6,715 students who were granted scholarship to further their studies in Japan, particularly in engineering, science and technology. A total of 10,347 government officers participated in dedicated trainings and courses in multiple areas including management and technical skills.

In conjunction with the 40th Anniversary of the LEP, MITI would like to invite individuals, organisations and relevant parties to submit programme proposals to commemorate this memorable occasion throughout 2022. For more information, please visit <https://www.miti.gov.my/index.php/pages/view/8195>

**MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI)
12 JANUARY 2022**



**MINISTRY OF
INTERNATIONAL TRADE AND INDUSTRY**

About MITI

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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