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7th Afro-Asian Entrepreneurs Program (AAEP) 2012



AAEP participants with EXCO members

The Persatuan Alumni AOTS Malaysia (PAAM) had successfully concluded the 7th series of its Afro-Asian Entrepreneurs Program (AAEP). Initially AAEP was proposed to be held on 4th October 2011 - 11th October 2011 but due to the slow response, it was rescheduled to 7th - 14th February 2012.

AAEP, first started in 1999, was originally intended for members of the African Federation of AOTS Alumni Societies (AFAAS). However as AAEP progressed, FOSAAS and SAFAS members were admitted into the programme.

For the 2012 AAEP, participants were:

From Egypt

- Mr. Eslam Abdelhady Ab-

delmoneim Elsayed, Chairman, Multi M Group

- Mr. Mahmoud Ahmed Mostafa Sultan, Managing Director, Egypt Japan Steel Work
- Mr. Mohamed Nagy Abdelghany Hassan, Accountant, Arab British Dynamics
- Mr. Ayman Aboeella Mahmoud Aboeella, Assembly Shop Engineer, Suzuki Egypt SAE
- Mr. Rateb Mohamed Samir El Hussein, Assistant Manager, Kobba Dyers
- Mr. Ashref Mohamed Mohamed Abdallah Ahmed Elboudi, Production Manager, Suzuki Egypt SAE
- Mr. Abo El Matti El Sayed Abdel Naeem Abdalla, Production Loading Manager, A.O.I Electronics Factory
- Ms Neveen Anwar Soliman, Quality Control Engineer,

Engine Factory

- Ms Huda Khairallah Mohamed Khairallah, Quality Control Engineer, Engine Factory

From Pakistan

- Mr. Mushtaq Ahmed Aftab, Chief Executive Officer, Al-Aftab Metals Engg. Ind. (Pvt) Ltd

From Bangladesh

- Mr. Mohibbul Quader Asheq ul Islam, Director, Limo Electronics Ltd
- Mr. Zahed Chowdhury, Chief Executive Officer, Limo Electronics Ltd
- Mr. Golam Sarwar, Managing Director, Chemist Laboratories Ltd

Unfortunately, just about

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Annual General Meeting

**Date & Time : Sunday, 22nd April 2012
9:30am - 1pm**

**Venue : Function Room Pahlawan 3,
The Summit Hotel Subang USJ**

Lunch Provided



President Message



I would like to extend a warm welcome to everyone and thank you for the support in realizing the many projects undertaken during the year.

The 2010-2011 year has been very busy. There have been many budgetary challenges as well as some great opportunities. The reality of today is that funding levels have not kept up with rising operational costs, and difficult decisions need to be made in order to provide the highest levels of service while staying within budget parameters.

For the information of our members .AOTS Japan had merged with Japan Overseas Development Corporation (JODC) on 30th March 2012. It is now officially known as the Overseas Human Resources & Industry Development Association (HIDA). As we observed, most of the non profit or social service organizations are looking at amalgamations

or strategic alliances to mitigate the effects of current funding levels to ensure services continue to be available to serve its members.

I would also like to take this opportunity to welcome our 2 new staff to PAAM' family. Namely: Pn. Nurbaizura the administrator and Mr. Jeyapal to lead the business development section. This is a new challenge for us as we will have to embark on some joint collaboration programs with third party to achieve our objectives.

As for the fiscal year, our Alumni is still able to embark on some meaningful activities with the support of our committee.

I would like to highlight some of our activities and achievements in the past year.

- 5S Kaizen for University of Technology Johor - 19th March 2011
- Tanabata held jointly with

our Sarawak Branch- 3rd July 2011

- Promote 5S Kaizen for High School - 7 Aug 2011
- Social activity- Visit Friendship Vessel "Fujimaru" at Port Klang - 1st Dec 2011
- Social activity jointly organized with TAM. Visit to German-Malaysian Institute on 20th July 2011
- 30th Anniversary of Malaysia' Look East Policy Committee with the Embassy of Japan on 10th January 2012
- Afro Asian Entrepreneurs Program 7th -14th Feb 2012

I would like to express my appreciation to our committee members and the staff for their hard work and contributions.

It has been a great learning experience and a wonderful opportunity and I look forward to the year ahead with your continuous support.

Newsletter PAAM No. 68 April 2012

Newsletter PAAM quarterly bulletin, first published in 1988, is distributed to ex-trainees under the AOTS training programs and to participants of PAAM activities in Kota Kinabalu, Kuching and Johor Bahru. It is also distributed to AOTS oversea offices, AOTS alumni societies in other regions and local corporate members. The newsletter aims to improve communication between PAAM and readers by providing information on PAAM activities. PAAM editorial staff always make efforts to further improve the quality of its content, making it a pleasure to read and would be more than happy to receive articles on personal experiences and news. We welcome comments and suggestions.

Central Committee Members of PAAM

President

Mr. Yang Chor Leong P.J.M

Vice President

Mr. Tan Teng Ek

Honorary Gen. Secretary

Ms. Maggie Yap

Honorary Asst. Gen. Secretary

Mr. Yap Choon Ming

Honorary Treasurer

Mr. Khor Kai Tong

Committee Members

Mr. Lim Eng Swee

Mr. A. Aziz Y. Kamaruddin

Hj. Mohd. Hakim Mohd Nor

Welcome Aboard

Two new staff have joined PAAM with effect from

December 2011, as Administrator and Business Development Manager respectively. They are Pn. Nurbaizura Baharudin and Mr. Jeyapal Servai.

PAAM members wish you welcome and

please do not hesitate to ask if any assistance is required.



7th Afro-Asian Entrepreneurs Program (AAEP) 2012

By : Maggie Yap

continued from front page

a day before departure, Mr Golam Sarwar informed that his Government was conducting an audit on his business and as Managing Director, he was required to be present during the audit. Thus, Mr Golam was unable to attend the program.

The Organising Committee took less than two months to plan and eventually was able to successfully implement the following course schedule:-

Day 1

Creating Value & Marketing by Dr Rudy Chiu and Entrepreneur Dialogue by Tan Su Cheng and Orientation and Program Expectation by Maggie Yap. Welcome Dinner at Saloma Cultural Restaurant

Day 2

Total Quality Management by Mr. A. Aziz Y. Kamaruddin

Day 3

Factory visit to AjiNoMoto and Panasonic Manufacturing Berhad and accompanied by Mr Sato, Representative from Japan Embassy of Kuala Lumpur

Day 4

Practice of Entrepreneurship by Ir A K Woo and Japanese Organisational Learning by Ms Au Yong

Day 5

The participants were taken



Group photos at the factories that hosted the AAEP 2012



for a visit to Kuala Lumpur and Putrajaya and lunch at Madam Kwan Restaurant, Putrajaya

Day 6

Off Day

Day 7

Strategic Supply Chain Management by Mr. Vizayer Raj and Farewell Dinner at Lake Club, Kuala Lumpur

Day 8

AAEP closed with a Factory visit to Autoliv Hirotako Sdn Bhd on "Autoliv Production System" Lunch experience in a Kopitiam franchise outlet and in the afternoon an individual presentation and program evaluation

On the first day evening, participants were feted with Welcome Dinner at Saloma Cultural Restaurant. The participants enjoyed the cultural show and even took part in a dance on stage.

Throughout the program,

participants interacted with the speakers and during the factory visits with enthusiasm, lots of questions and answers. Name cards and email contacts were exchanged with speakers and factory representatives.

The participants were encouraged by speakers to keep in touch should the participants require further help or assistance on the topics covered in the class.

During the farewell dinner at Lake Club of Kuala Lumpur, the participants were also privileged to interact with our Advisor, Dato Lim and Mr Akira Sato, Director, Japan Information Service.

The participants were also given some insights from Dato Lim on his past entrepreneur experiences and skills. Each participant was rewarded with the Certificate of Participation.

It is without doubt the hard-work and cooperation put in by the respective countries'

alumni societies, the organising team members and PAAM Secretariat, partner companies, AOTS/WNF committee members, Japan Information Service, PAAM CCM and Berjaya Time Square Hotel's staff made a tremendous contribution towards the smooth implementation of the programme.

Tourism Malaysia and Tourism Selangor has show case Malaysia in the form of leaflets, pin, shopping bag and bag tag for participants to know more about Malaysia and all places of interest. The sacrifices made were small in comparison to the new friendships and happy faces which are results of a successful program.

The Committee hope that the participants benefited a lot from this programme and will be able to "kaizen" the many ideas and suggestions gathered and learned and that they will continue to enterprise further into their ventures.

Farewell Dinner

Arisaka Isao Sensei, a Japanese Language Teacher with PAAM, decided to pursue a career back in Japan. With a heavy heart, he bade farewell to all his friends and students in Malaysia.

He also thanked PAAM for the platform to promote the Japanese culture and language. PAAM wished him well and good luck in his future undertakings.

As the saying says "Farewell is not forever, nor are they the end". Your departure will be clearly missed with many fond memories. A farewell dinner was arranged on 26th November 2011 and Isao Sensei left for Japan on 1st December 2011.

From left: Sejima Sensei, Ms Maggie, Mr Yang Chor Leong and Mr. Yap Choon Ming, Arisaka Isao Sensei, Misako Sensei and Toshima Sensei



Tanabata Goes to Kuching, Sarawak



Ⓐ The Organizing Committee together with PAAM member from Peninsular Ⓑ About 300 guests attended the festival and were very involved in the various activities especially the Origami Ⓒ Guest were kindly guided to work on the Origami Ⓓ Wishes were written on color ribbons to be hanged and become an displayed Ⓔ Some Japanese friend from Peninsular attended the occasion to celebrate with our friends in Kuching Ⓕ Origami can be a little tricky on your first try, but soon you expert Ⓖ Some of the ornament put on display

The inaugural Tanabata Festival in Kuching was held at the Crown Square on 3rd July 2011. It was jointly organised by the Overseas Technical Scholarship (AOTS) of Japan, PAAM Malaysia, PAAM Sarawak Branch, Embassy of Japan and Sarawak Koh Yang Association Youth Section.

Mr Victor Hii, the President of Koh Yang Association and PAAM Sarawak Branch said that he was pleased to hold the Festival in Kuching which gave the opportunity to promote the rich Japanese cul-

Tanabata Festival is an annual event in Japan marking the reunion of the 2 stars, Orihime(Vega) and Hikoboshi(Alter).

ture to the people in Sarawak especially those living in Kuching. Also attending the event were Koh Yang Association Secretary Mr Henry II and PAAM Malaysia President Mr Yang Chor Leong.

Tanabata Festival is an annual event in Japan marking the reunion of the 2 stars, Orihime(Vega) and Hikoboshi(Alter).

The story goes back a long time ago when the two stars who were very much in love but were separated by the Milky Way and only to be

PAAM Malaysia wish to congratulate the Sarawak branch and Koh Yang Association for successfully organised this year Tanabata Festival and hope they will undertake to organise more events in the near future.

allowed to meet only once a year and that is on 7th day of the 7th Lunar month.

Ever since it has been celebrated by all Japanese. At the same time loving couples mark the occasion by writing

wishes or profess eternal love for each other on "tanzaku", a piece of colored paper and hang them on a bamboo tree, while praying that their wishes will come through. Similarly in Kuching, it was the highlight of the Festival



where "tanzaku" was written by participant's young and old marking their wishes and were hanged on bamboo trees prepared by the organisers, flooding 2nd Floor of Crown Square with a sea of beautiful colour papers.

At the same time the guests were made busy with Origami or paper folding. In the background children were singing Tanabata songs and were entertained with stories from famous Japanese legends.

Many participants came wearing Japanese costumes and proudly had their photographs taken against a scenic Japanese backdrop marking a memory that they will cherish for a long time.

PAAM Malaysia wish to congratulate the Sarawak branch and Koh Yang Association for successfully organised this year Tanabata Festival and hope they will undertake to organise more events in the near future.

Itadakimasu (an expression said before a meal)

By : Tan Teng Ek



If we happen to be in the home of a staunch Christian, at meal time, we will most likely witness their saying "grace" ie giving thanks to God for the food before them.

On the other hand, when in a Muslim home, most likely we will also witness our Muslim hosts saying: "Bismillah" before commencing their meals.

Likewise, if you go to a Japanese home, most likely you will also witness an expression said before meals ie "Itadakimasu".

Itadakimasu is not a prayer offered to God for the provision of the food. But rather it is an expression meaning "I will now help myself to the meal".

From young, Japanese children are taught to say "Itadakimasu" before commencing a meal. Itadakimasu is sometimes said to the person who presents a gift especially a senior or an elder.

Saying Itadakimasu before a meal means telling everybody around the table that you are going to help yourself to the meal.

At the same time, you are telling the one who prepares the food (your hosts if you are invited to their home or parents in the case of Japanese children) that you appreciate their providing the food and the efforts put in to cook a good meal.

So the next time you are having a meal with Japanese, just say "Itadakimasu" before eating your meal and the Japanese friend would be much impressed. With gusto, he or she will also respond with the same expression "Itadakimasu!!!!"

What is the Definition of Quality?

By : Mr. Abd Aziz Youp Kamaruddin

When you define Quality differently from your colleague (or your boss), what happens? Yes, it appears as if you are talking in different languages. There will be miscommunication, because of different meanings attached to a 7-letter word.

Armand V Feigenbaum stated "Quality means best for certain customer conditions. These conditions are (2) the actual use and (b) the selling price of the product."

Joseph Juran said that "Quality means fitness for use."

Kaoru Ishikawa said "To practise Quality Control is to develop, design, produce and service a quality product which is most economical, most useful, and always

satisfactory to customers."

Edwards Deming defined Quality as "A predictable degree of uniformity and dependability at low cost and suited to the market."

Philip B. Crosby stated "Quality [means] conformance to requirements."

When you appreciate the various definitions as given out by the above Quality Gurus, you will be on your first step to enlightenment, of what Quality is really all about.

The majority of Japanese companies follow Kaoru Ishikawa's definition more closely. Not because it is better, but because they are more familiar with it. It is

more process-oriented, and thus may also be more easily understood by operations personnel.

Deming's definition, with emphasis on uniformity and dependability, may be more familiar with engineers and thus more acceptable to them in terms of understanding and implementing Quality.

Some of you (especially if you have read Crosby's book "Quality is Free") may be more comfortable with Crosby's definition, because it is short, and easier to remember.

At the end of the day, you can simply choose one of the above definitions (or modify them to your personal taste), and make it your organisation's definition.

The objective is that everyone is on the same wavelength, and will therefore be moving in the same direction!

Since the 1980s, the term Total Quality Management (TQM) has become more familiar and widespread. One definition is "TQM is a continuous improvement process, involving everybody, in a totally integrated effort, towards improving performance at every level, with the goal of total customer satisfaction."

This definition gives a comprehensive view of what you need to do, in your organisation's road to Quality Enlightenment. Wouldn't it be awesome when you memorise it?

The objective is that your organisation should have a system of activities to achieve: (1) empowered employees, (2) lower costs, (3) higher revenues, and (4) delighted customers!

How To Motivate Your People For Quality?

By : Mr. Abd Aziz Youp Kamaruddin

Many organizations state (in their Annual Report) that their employees (human resource) are their most important assets. As the saying goes, "Talk is cheap."

But the fact remains: employee motivation is one of the most effective ways of improving Quality!

But how do you motivate your employees? Get them in work teams! Give the team's training - to solve problems at their workplace!

Peter F Drucker said, "The first and most important component of management is training."

Kaoru Ishikawa wrote, "Quality begins and ends with



education."

Matsushita stated, "First we make people, then we make things."

One of the techniques which has improved Quality in Japanese factories is the setting up of Quality Control Circles (QCCs). A QCC is based on the concept that nearly all workers will take more pride and interest in their work, if they are allowed to make meaningful contributions, which

influence decisions made about their work.

As you are aware, small group activities can be formal or informal.

Informal small group activities are commonly associated with social or sports groups. All group members get together to have fun together, and interact with one another. This leads to understanding and happiness among the members.

In the formal groups (like a QCC), all members work together. They think together, and cooperate with one another. Their common goal is to improve productivity or Quality at the workplace.

The Japanese combined the informal and formal aspects of small group activities in a QCC, and thus obtained all the benefits of the formal and informal group dynamics.

A QCC has three objectives.

First, it works as a long range strategy for change - to increase people's productivity, and raising the Quality of working life.

Second, it acts as a management philosophy - that values people, and also values production.

Third, it acts as a value system. The concept is that people closest to the work are the ones best qualified to identify and solve problems.

The philosophy of a QCC is that it opens the door to communications, participation, innovative ideas, and problem solving.

When you set up a QCC, you are actually tapping the

creativity (and brainpower) of your workforce! Is it any wonder, that a QCC is considered part of a Japanese factory's culture?

What is the next best thing to a QCC (assuming that your or-

ganization's top management does not believe in it)?

The answer: Have a regular monthly meeting with staff who work in the same section. If you have never done this before, your staff will be

apprehensive, anxious (and suspicious) of your motives. They think that you are going to throw the books at them. They will just be in a state of shock, and will not say anything. By the second meeting, when they realize

that you are not going to eat them, they will open their mouths ... to give you inputs and ideas. They will then not work for you, but with you!

30th Anniversary of the Look East Policy



The year 2012 marks the auspicious occasion of the 30th Anniversary of the Look East Policy (LEP)

For the past three decades, more than 15,000 Malaysians had benefitted from the LEP through studies and trainings at Japanese universities and companies, especially in sectors that require skills and the use of advanced technology.

To commemorate the 30th Anniversary, the Japan Embassy in Malaysia has requested all affiliated Japanese Societies and Organizations (PAAM and 15 others Societies) to come forward and organize programs to raise public awareness and to promote cultural events or events of corporate social responsibility.

We shall be tasked to organize "Tanabata Festival" in the month of July 2012 in Kuala Lumpur.

It is our fervent hope that the existing friendly and cordial relations between Malaysia and Japan will continue to strengthen and expand in the future.

Merger: AOTS and the Japan Overseas Development Corporation (JODC)

We are pleased to announce that AOTS and the Japan Overseas Development Corporation (JODC) have signed an agreement to merge and become one organization.

This merger will take effect on 30 March 2012. Following the merger, the organization will be named the Overseas

Human Resources and Industry Development Association (HIDA).

With this merger, we are highly convinced that this new organization will be able to generate synergy through coordinated efforts based upon our rich expertise and experiences over several decades.

PAAM & MIPMM Joint Programs

CERTIFICATE COURSES

New 6 Programs were launched jointly with PAAM and Malaysian Institute of Purchasing and Materials (MIPMM). These programs were approved and fully claimable under Human Resource Development Fund (HRDF). The Six programs are as below:

1. Certified Supply Chain Practitioners
2. Certified Logistics Management
3. Certified Warehouse Management
4. Professional Certificate in Marketing Management
5. Professional Certificate in Sales Management
6. Professional Certificate in Retail Management

The Intake for the programs will be on May, September and December 2012

PUBLIC WORKSHOP TRAINING

COURSE CODE	TRAINING PROGRAM	DATE	MEMBER PRICE
L101	COMPREHENSIVE LOGISTICS MANAGEMENT Improve Saving & Reduce Cost	13th & 14th June 2012	RM 900.00
S101	DEVELOPING & MANAGING SUPPLY STRATEGIES How to archive best results	11th & 12th July 2012	RM 900.00
W101	INVENTORY MANAGEMENT Key Factors for maintaining an efficient Inventory Management	17th & 18th July 2012	RM 900.00
N101	NEGOTIATION SKILLS Key Technique for Purchasing Strategies	11th & 12th Sept 2012	RM 900.00

**Note: Kindly request training brochures from us for registration.

TRAINING IN JAPAN

COURSE	INTENDED PARTICIPANTS	DATE	VENUE
Environmental Management	Top Executive, senior officer, management planning staff	16-20 April 2012	Kansai Kenshu Center (KKC)
Energy Efficiency for Factory	Plant Manager, Executive & Senior Manager	23-27 April 2012	Kansai Kenshu Center (KKC)
Enhanced Production Management	Production Managers, Engineers around the world	9-13 April 2012	Chubu Kenshu Center (CKC)

Ms Fuji Maru Has Arrived The 38th Ship For Southeast Asian Youth Program (SSEAYP)



Snapshots of our members on board MS FUJI MARU

MS Fuji Maru, the ship that is being used for the SSEAYP to house and journey the participants, arrived in Port Klang docking at the Star Cruise Terminal on 1st December 2011.

SSEAYP is an annual program sponsored by the Japanese Government and supported by the member-countries of ASEAN. The program brings together about 300 youths from ASEAN countries and Japan, providing them with the unique opportunity to in-

teract on board the Fuji Maru and at different ports-of-call for 53 days.

SSEAYP started in January 1974 based on Joint Statements issued between Japan and the five ASEAN countries, namely, Indonesia, Malaysia, Philippines, Singapore and Thailand. Brunei Darussalam joined in 1985.

Vietnam participated in the program in 1996 while Laos and Myanmar participated in 1998. Cambodia joined the

program in 2000. The aim of SSEAYP is to foster friendship and greater understanding among youths from ASEAN and Japan. It also seeks to broaden their international outlook.

The 38th SSEAYP 2011 was scheduled from 25 October to 16 December 2011. During the period, the participants will visit Japan and five of the ten ASEAN countries, namely Philippines (Manila), Brunei Darussalam (Muara), Indonesia (Jakarta), Malaysia (Port

Klang) and Vietnam (Ho Chi Minh).

A series of activities were lined up for the selected participants. The program during voyages includes discussions on social and youth matters, cultural introductions, sports, recreation and club activities. Activities at each port-of-call include interaction with the local youths, courtesy calls on dignitaries and institutional visits, as well as community service and homestay experience.