

INTERVIEW SERIES WITH REPRESENTATIVES OF JAPAN-RELATED ORGANIZATIONS (No. 2)

ROSILA BT. MOHD ROSIDI

Alumni Look East Policy Society (ALEPS)

Introduction of your organization

I founded Dhuha Tensai Resources in 2015, which produces and promotes the local HALAL Japanese food brand “DokiDoki Okonomi”. I am passionate about starting with Okonomi Yaki (Japanese Pizza). This dish offers a wide variety of flavors (お好み) that bring excitement (ドキドキ) to the plate, providing a delicious and mouthwatering experience and embodying the meaning of “Whatever we like”. We want all Malaysians to enjoy fond memories through these delightful dishes, which are still a rare menu item in the “Street Food” category, unlike Takoyaki, which is now widely available.



At our “Kimochi Café” in Cyberjaya, we offer Malaysians various flavors of HALAL Okonomi Yaki in a comfortable eatery environment, featuring a Japanese “muji” concept of decoration. We focus on food quality and our own-brand Okonomi Sauce, a multipurpose Japanese Fusion Sauce (Japan + Malaysia).



We are committed to maintaining high hygiene standards, as evidenced by our MeSTI certification from the Ministry of Health in early 2024. We support local suppliers by sourcing most of our ingredients locally while ensuring the main ingredients are Japan brands that have certified HALAL by JAKIM, Malaysia. Additionally, our staff are carefully selected, trained, and highly dedicated to running both our production and cafe operations.

All this I have learned from my experiences and lessons related to Japan since my studies from 1994 until now. I value these lessons and want to share them with my community and customers.



What is your relationship with Japan?

I am looking forward to collaborating with Japanese food producers to exchange manufacturing technology and recipes, and to expand our network both domestically and global markets.

How is your involvement in Japanese related activities?

I am a former Executive Committee (Exco) member and current member of the Alumni Look East Policy Society (ALEPS). I have represented ALEPS for seven years in activities organized by the Japan Club Kuala Lumpur (JCKL), including the Bon Odori Festival at Stadium Matsushita in Shah Alam, Selangor. I am always eager to engage with the Japan enthusiast market through our business products and share my experiences of the Japanese lifestyle.

Tell us about your study in Japan

Studying in Japan has been very challenging for me, as I needed to quickly improve in both the Japanese language and adopt Japanese culture. Fortunately, my Japanese friends at college were always very supportive, sharing their knowledge and guiding me through the process.

Additionally, my college introduced me to a helpful host family during my studies, which greatly aided my adaptation.



What is the most interesting element about Japan?

Japanese people write their Kanji, Hiragana, Katakana, and even the alphabet using similar strokes, which creates a uniform appearance in their handwriting. This is obviously different from Malaysians, who have many different styles and characters when they write using the alphabet and numbers.

Who is the Japanese person who influence you the most?

My host family's mother "野本お母さん (ウサギの母)", has been very sincere in teaching me about the Japanese

lifestyle. I deeply respect her warm and encouraging advice regarding my studies and making friends in Japan.



What is your favorite place in Japan?

Hokkaido, Japan. It is beautiful with white snow covering the land and the delicious, fresh and warm seafood served.

What is your favorite Japanese food?

Sanuki Udon and Okonomiyaki.

What is the Japan custom/culture that you like the most?

People respect each other and appreciate one another.



What are the future plans of your organization in terms of promoting Japan?

Malaysia and Japan have a promising future in promoting a HALAL Hub for Japanese food in Malaysia that serves both domestic and global markets. Therefore, we look forward to cooperation from Japanese companies, particularly in micro-businesses. We believe we have a compelling reason to choose Japan, supported by our credibility and experiences related to the country.



Look East Policy & You

The governments of Malaysia and Japan must continue this policy and strengthen their cooperation. Malaysians have learned valuable Japanese values, such as fostering harmony and emphasizing the importance of cleanliness and obeying the rules.

Future of Malaysia and Japan

Malaysia and Japan share similar values, with Japan leading as a developed country. There are many opportunities for both countries to learn from and benefit each other.