

INTERVIEW SERIES WITH REPRESENTATIVES OF JAPAN-RELATED ORGANIZATIONS (No. 3)

NAZURIA RUSETA BT. TAJUDDIN

Alumni Look East Policy Society (ALEPS)

Introduction of your organization

As the founder of Fikrisz (M) Sdn. Bhd., which I established with my husband in 2004, we have nurtured the brand over the past 20 years and successfully expanded our global footprint to cover 21 countries. Our products range includes instant coffee, instant noodles, pasta, and packed healthy foods.

The knowledge in Global Trading that I learned during my studies at Nagasaki University's Economic Faculty has been an invaluable asset in my professional journey. My husband and I, incorporate Japanese values such as perseverance and commitment to excellence into our daily operations, enhancing the competitiveness of the teams and managers.



Our factory operations are based on the Japanese Operation Management concept. We apply automation to ensure minimal human touch, making

our products clean, safe, and healthy until packaging. This approach helps us maintain quality, plan the output, and ensure operational efficiency. The raw material inventory is always kept at lower levels, supported by the Just-In-Time (JIT) system from incoming materials to export. As a result, we have a highly satisfied customer base who receive their orders on time and can plan a smooth and efficient supply chain fulfillment for their next customer.

Continues kaizen is fully applied by our operations team and is a routine activity to improve production standards. They are able to prioritize their activity and anticipate of the next improvement which contribute to a flawless operation. As a result, we acquired an ISO 22000 Food Safety Management System Certification, MeSTI certification from the Ministry of Health Malaysia and Food and Drug Administration (FDA) and HALAL Malaysia certification. Kaizen activity is important for us to comply with these certifications.

Continuously striving for self-improvement, I engage in independent research and participate in coaching sessions organized by Malaysian government agencies. In 2021, I authored a book titled "SECRETS TO EXPORT SUCCESS: 12 Steps to become a Millionaire." and I am excited that the second edition will be released later this year.

MYGERAK

LIMITED EDITION & SPECIAL OFFER DURING PANDEMIC CRISIS

Join Dewan MyGerak export Malaysia to get discounted price and become our Export Consolidations Family.

MODULES IN THIS BOOK:

- 1) Negotiation Skills in Exporting
- 2) Cost Analysis
- 3) Effective Quotation
- 4) INCO Terms & Conditions
- 5) Target Market
- 6) Bonus In Exporting
- 7) Export Barriers
- 8) Import Restrictions
- 9) Solutions To Export Success
- 10) Export Fundings
- 11) Export Solutions During Pandemic
- 12) Millionaires To Billionaires In Export Business

12 STEPS TO BECOME MILLIONAIRES SECRETS TO EXPORT SUCCESS
Now Everyone Can Export
ROSE FADROL



What is your relationship with Japan?

I am collaborating with Japanese Small and Medium-Sized industry players and Restaurant owners to explore the market opportunities together. We aim to penetrate a new HALAL market both locally and globally.



insights into the social standards of a developed nation.

What is the most interesting element about Japan?

Work ethics, Japanese are very hard working and efficient in their teamwork. They firmly believe, teamwork is the key to success in all projects.

Who is the Japanese person who influence you the most?

I respect and highly admire Japanese politicians for their commitment and sense of responsibility. They will resign from their positions if the public is not satisfied with their performance or if they believe they can no longer contribute effectively to Japanese society.

What is your favorite place in Japan?

I like Nagasaki for its historical landmarks and beauty, and I also like Tokyo for its modern, high-tech, and convenient lifestyle.

What is your favorite Japanese food?

Japanese Cha Soba (Japanese soba infused with green tea) served cold. I also learned how to make it and cook it at home. My children love it, and it has become our family's favorite food.

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

I enjoy the Bon Odori festival, where all the Japanese attend together with their families and friends, wearing beautiful and colorful kimonos and yukatas. There are many small stalls selling delicious Japanese food and games. Fireworks are also displayed at night, making the event full of fun and memorable.

How is your involvement in Japanese related activities?

I am a member of the Alumni of Look East Policy Society (ALEPS) and actively support its activities in Penang, Kedah, and Perak. We organize gatherings and get together session among the members to exchange ideas and stay updated on the latest personal and career development.

Tell us about your study in Japan

I studied in the Faculty of Economics at Nagasaki University, Japan, from 1986 to 1989. Nagasaki University, founded in 1857, is one of the oldest national universities, with its Faculty of Economics established in 1905. My professors and lecturers were highly experienced and well-known figures who provided strong support for both my studies and my relationships with my colleagues. We regularly gathered to discuss the subjects being taught and exchanged ideas in both Japanese and English.

They were sincere, cooperative, and accommodating, fostering a strong sense of friendship among us. I am grateful for the opportunity to have studied there, as it exposed me to a higher level of knowledge and provided

I also like Japanese kimonos because I truly appreciate the beautiful art drawn on them, which makes me feel very comfortable and confident when wearing them.

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

I aim to enhance cooperation with Japanese companies by leveraging my knowledge and experience to successfully penetrate both domestic and global markets. This success will mark a new milestone in international cooperation, appreciating best practices, developing new products, and creating new markets.

Look East Policy & You

The Look East Policy provided me with the greatest opportunity to study and live in Japan. The knowledge and experience I gained were immensely valuable. I witnessed firsthand the commitment of the Japanese people to building their nation and contributing globally through values such as trust, harmony, cooperation, and commitment. The importance of sincerity and humility in sharing, learning, and supporting others became clear as personal commitments.

I always strive to share these experiences so that more Malaysians understand these values and can together adopt best practices for community and national development.

Future of Malaysia and Japan

Malaysia and Japan share many common values and cultures. Cooperation among country leaders, businesses, and people is robust. Malaysians and Japanese closely collaborate in their daily lives, thoughts, values, and idea-sharing. This strong cooperation continues to strengthen over time. Japan and Malaysia have a promising future together.

