

*Products of
The Month*

**It's the
Real Thing**

What Come **After the Look**
East Policy?

Malaysia and Japan
From Vertical Relations to
An Equal Partnership

ปริจาค

JAPAN CLOSE-UP

MARCH 2013

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SUPEREXPRESS *Omotenashi*

*The "7-minute"
Short Play with
Winning Applause*

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FEATURES

12 SUPEREXPRESS *Omotenashi*

The 7-minute Short Play with Winning Applause

The Shinkansen Superexpress "Bullet Train" is an immaculate collection of hardware fusing technology for which Japan can take genuine global pride. In the actual operation of the Shinkansen, furthermore, there is a certain type of expertise that is truly indispensable for keeping the trains running. Of late, this "soft" side of the train is also capturing keen attention overseas to U.S. Secretary of Transportation, the president of the French National Railway Corp, the California governor, and being profiled on CNN in the United States.

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17 What Comes After the Look East Policy?

Malaysia and Japan from Vertical Relations to An Equal Partnership

Tun Dr. Mahathir bin Mohamad, Malaysia's former Prime Minister, advocated "Look East Policy" 30 years ago. That policy called for learning from countries in the East, especially Japan. Since then, however, the region and the world at large have undergone numerous changes. China has overtaken Japan and emerged as the world's second biggest economy after the US. Is there anything still to be learned from Japan?

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