

Opening Remarks by Shukuri Masafumi,
Chairman, Japan Transport and Tourism Research Institute (JTTRI)

Ladies and gentlemen, everyone from Malaysia and from Japan, good afternoon. I am Masafumi Shukuri, the chair of the Japan Transport and Tourism Research Institute (JTTRI). Thank you very much for your participation in this seminar today.

Prior to the opening remarks, I would like to express my deepest condolences to those people who suffered from the flood that occurred in Malaysia in December of last year, and I pray for the swift recovery and reconstruction of the disaster-hit areas.

First, in opening this seminar, I would like to express my great appreciation to Under Secretary Dr. Rahman and the staff of the Ministry of Transport Malaysia, as well as to Mr. Terada, Deputy Minister for Public Transport and Logistics Policy, and the staff of the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) of Japan, for giving us the greatest support and collaboration. In addition, I would like to express my great appreciation to so many attendants who joined the seminar today from the logistics field in Malaysia, other ASEAN countries, and Japan.

JTTRI is a transport policy think tank launched in 1968 with the support of the Ministry of Transport of Japan (currently MLIT), industries, and academia. Since its inception, we established the Japan International Transport and Tourism Institute, USA (JITTI USA), another office in Washington, D.C., back in 1991, and have strengthened our relationship with the North American region. We have also been engaged in information gathering, research, and surveys in the field of transport and tourism, and

have strengthened our relationships overseas, including both Western and Asian countries. And we have worked on international activities through exchanges and collaboration with the governments of foreign countries and international organizations.

On April 1 of last year, in order to strengthen exchanges and collaboration in transport and tourism in Southeast Asia and South Asia, we launched the ASEAN-India Regional Office (AIRO), which was established in Bangkok, Thailand. Taking the opportunity of opening AIRO, we would like to further strengthen our relationship with ASEAN and the Southeast Asia region, including Malaysia, so that we can make further contributions.

Specifically, on top of research, surveys, and information gathering, we would like to disseminate useful information to various parties, including governments, businesses, and academia, and hold seminars and symposia. In the future, through meticulous activities that take into account the needs of each country and region, by establishing stronger cooperation and collaboration based on a strong relationship of trust with diversified stakeholders, we would like to make practical and useful contributions.

In order to promote in the ASEAN region this cold chain logistics service standard JSA-S1004 which was mentioned by Deputy Minister Terada, it is necessary to create an enabling environment for the promotion of certification through smooth and fair audits based on this standard. Therefore, at our institute, through close collaboration with MLIT and the relevant parties in related industries and academia, we set up a study committee, with Professor Mori of the University of Marketing and Distribution Sciences as the chair, who will also deliver a keynote speech today, and we have actively worked on this since 2020. As an outcome of

this study committee, our institute prepared and published the JSA-S1004 Certification Audit Guidelines in March 2021, illustrating the audit procedures to be conducted and the items to be confirmed at the time of audit by certification bodies. These audit guidelines were already approved at the ASEAN and Japan Transport Ministers Meeting held in November 2021. I hope that many certification bodies in Malaysia and other ASEAN countries will make use of them.

For everyone who joined this seminar today, the Malaysian government, shippers, logistics operators, and certification bodies, I sincerely hope that today's meeting will be a meaningful one for your problem solving.

Thank you very much again for your participation today.