

For Immediate Release
Oct 27, 2025

ASUENE Announces Decarbonization Partnership with Malaysian Rubber Council at Japan-led Asia Zero Emission Community

ASUENE Inc. participated in the MOU Ceremony held during the 3rd Asia Zero Emission Community (AZEC) Ministerial Meeting on October 17, 2025, at the Grand Hyatt Kuala Lumpur, Malaysia. At the ceremony, ASUENE's overseas subsidiary, ASUENE APAC Pte. Ltd., announced the signing of a Memorandum of Understanding (MOU) on decarbonization with the Malaysian Rubber Council (MRC), a company limited by guarantee under the Ministry of Plantation and Commodities (KPK) of Malaysia

This MOU aims to promote industrial decarbonization and advance GHG emissions reduction across entire supply chains in the Asian region.



About the 3rd Asia Zero Emission Community Ministerial Meeting

The Asia Zero Emission Community (AZEC) is a Japan-led framework for regional cooperation toward achieving carbon neutrality and net-zero emissions. It brings together 11 partner countries across the Asia-Pacific region, including Japan, to advance collaboration on energy transition, decarbonization technologies, and supply chain resilience.

The 3rd AZEC Ministerial Meeting was held on October 17, 2025, at the Grand Hyatt Kuala Lumpur in Malaysia, co-hosted by Japan's Ministry of Economy, Trade and Industry (METI) and the Ministry of Energy Transition and Water Transformation of Malaysia. Ministers and corporate

representatives from across Asia gathered to discuss strengthened regional cooperation on decarbonization and energy transition.

Announcing MOU with the Malaysian Rubber Council

At the MOU Ceremony held during the AZEC Ministerial Meeting, ASUENE participated alongside the Malaysian Rubber Council (MRC), a company limited by guarantee under the Ministry of Plantation and Commodities (KPK) of Malaysia to announce the signing of the MOU on Decarbonization Cooperation.

ASUENE is Asia's leading carbon accounting platform that enables companies and municipalities to measure, reduce, and report GHG emissions (Scope 1–3) across their entire supply chains. It helps organizations accelerate their journey toward net-zero and advance decarbonized management.

MRC plays a central role in enhancing the international competitiveness of the Malaysian rubber products industry and promoting exports.

This MOU represents a public–private collaboration to promote GHG emissions measurement and reduction across the supply chain of Malaysia's key export, the rubber industry. It marks an important step toward aligning the country's climate action initiatives with sustainable corporate practices.

ASUENE will continue to work with governments, businesses, and organizations across Asia through international frameworks such as AZEC, building effective business collaboration models that contribute to regional decarbonization.



(From left) Shu Setogawa, ASUENE APAC Director of Sales and Business Development, Former Minister of Economy, Trade and Industry, Yoji Muto, Malaysia Minister of Science, Technology and Innovation, Mr. Chang Lih Kang, Muhammad Eizaaz bin Muhammad Redzuan, MRC CEO

ASUENE Company Profile

ASUENE Inc. is a leading Climate Tech company in Japan with the mission of "Changing the world for the next generation". We provide "ASUENE", a carbon accounting platform to measure, report and reduce carbon emissions of companies and we contribute to the net zero society.

Company name: ASUENE Inc.

Representative: Founder, CEO & COO Kohei Nishiwada

Date of establishment: October, 2019

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