

Royal Visit to Iskandar by The Crown Prince of Perak Darul Ridzuan

Accompanied by President & Members of Kuala Lumpur Business Club

Monday, 11th January 2010

A group of 19 KLBC members went to Johor Bharu on Monday 11 January 2010, for an exclusive insight into developments taking place within Iskandar Malaysia (Iskandar). The visit was hosted by YBhg Tan Sri Azman Haji Mokhtar, Managing Director of Khazanah Nasional and his team.

The KLBC delegation was headed by its Royal Patron, His Royal Highness the Crown Prince of Perak Darul Ridzuan Raja Nazrin Shah Ibni Sultan Azlan Muhibbuddin Shah and KLBC President, Datuk Rohana Tan Sri Mahmood.

We were privileged to have YAB Dato' Haji Abdul Ghani Othman, Chief Minister of Johor who was in attendance during our visit.

The one day business visit began at Seri Medini, which is set within Medini, a 2,300 acre international mixed-use urban development, located on prime greenfield land in the heart of Nusajaya which lies between Malaysia's second crossing to Singapore and the country's southern Johor State's New Administrative Centre (JSNAC). Two and a half times the size of neighbouring Singapore, Iskandar's strength lies in its strategic location as the centre of the Johor-Singapore-Indonesia Triangle. As such, Iskandar is intended to be a fully integrated region of global standard, where all aspects of living – business, entertainment, accessibility and the environment – are integrated as one to create a world-class metropolis.

At Seri Medini, KLBC members received very detailed briefings from:

- *En Ismail Ibrahim, CEO of Iskandar Regional Development Authority (IRDA), the statutory body established to regulate and coordinate the needs of the various stakeholders in line with the intended objectives of Iskandar.*

En Ismail outlined IRDA's role in receiving, processing and expediting the various proposals received from

investors in Iskandar. He noted that IRDA's role is also to identify and develop strategies to enhance infrastructure, skills, science and technology research towards developing Iskandar.

- *Pn Arlida Ariff, CEO of Iskandar Investment Berhad (IIB)*, which is the sole developer assigned to be the catalytic driver for Iskandar via public-private partnerships.

IIB has todate spearheaded the signing of a definitive agreement with Newcastle University, UK, where the university will invest a total of US\$118 million over 30 years, to develop a strong presence within EduCity in Iskandar.

IIB has also signed a US\$221 million joint venture landmark agreement with Merlin Entertainments to build East Asia's first LegoLand park in Iskandar.

- *En Wan Abdullah, MD of UEM Land Berhad*, the master developer of the 24,000 acre Nusajaya township.

To catalyse the development of Nusajaya are the seven signature developments - Kota Iskandar (Johor state new administrative centre), Southern Industrial and Logistics Cluster(SILC), Afiat Healthpark, EduCity, Puteri Harbour Waterfront Development, International Destination Resort and Nusajaya Residences.

To add value to the trip, Members were taken to key sites within Iskandar after a tranquil lunch at Puteri Harbour Clubhouse. Puteri Harbour, the jewel of Nusajaya, is an integrated waterfront and marina development that spans 688 acres with a panoramic view of the Straits of Johor.

Key sites included EduCity, LegoLand and the residential property developments at East Ledang and Horizon Hills.

All in all, the visit to Iskandar was a very useful day trip for participating members. In thanking our hosts for a memorable visit, the KLBC President volunteered the services of KLBC members as “unofficial ambassadors” for Iskandar.

