

Iskandar Malaysia

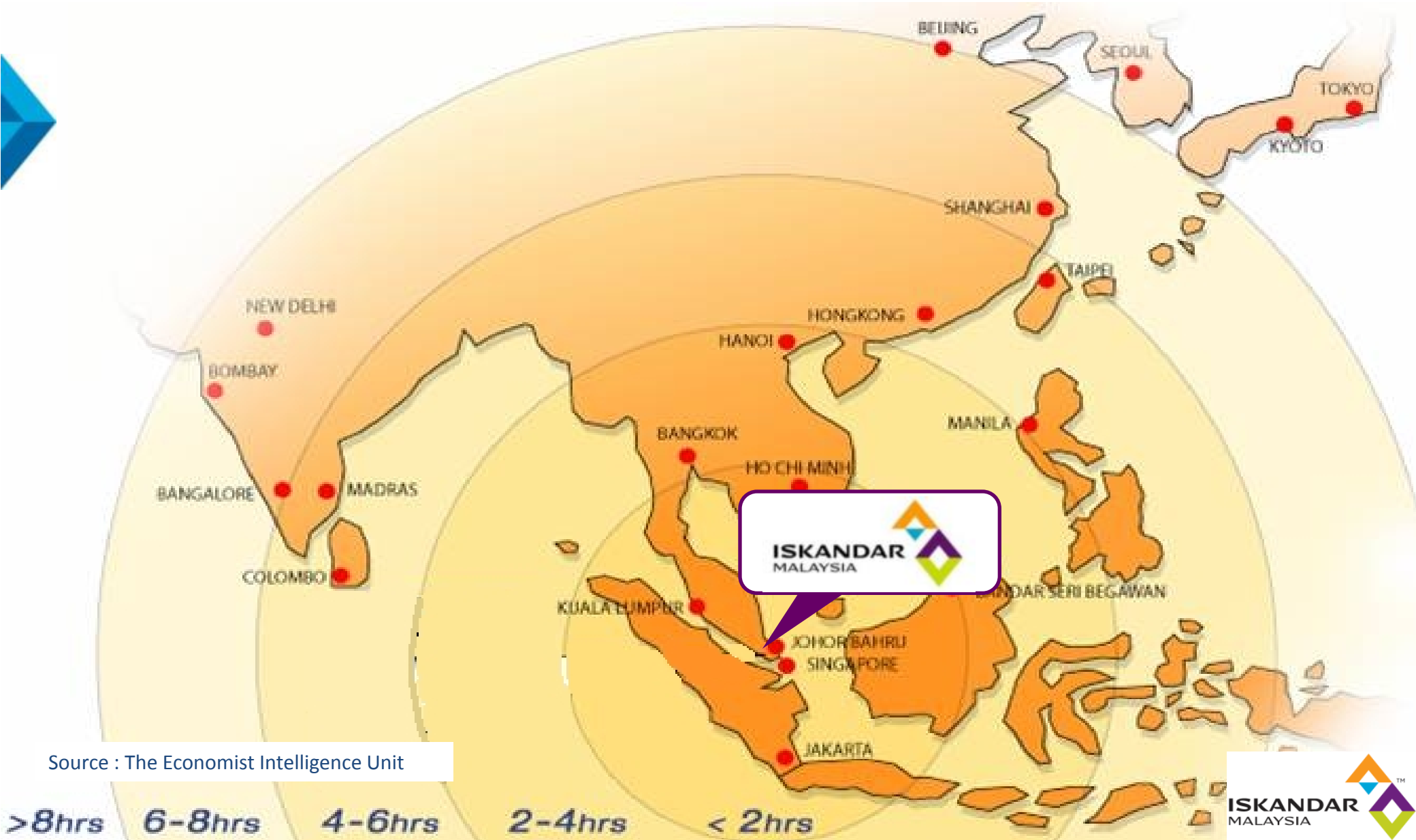
Strong Sustainable Metropolis of International Standing



Iskandar Malaysia's Smart City Framework

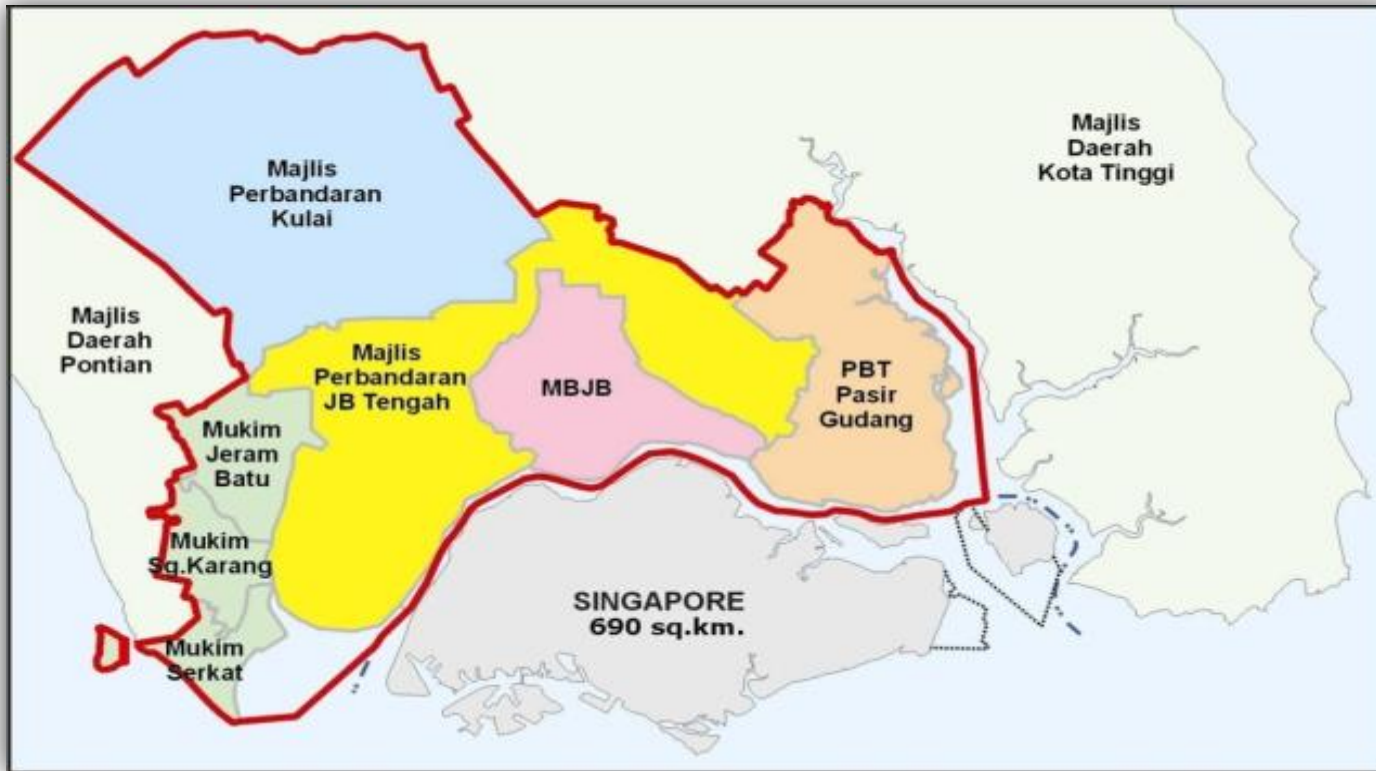
Presented by Boyd Dionysius Joeman
SVP Environment Division,
21-22 March 2013, 4th HLS ESC, Hanoi

Iskandar Malaysia Is Strategically Located



Source : The Economist Intelligence Unit

Geographical Coverage



- Area: 2,217 km² / 550,000 ac.
- 3 times the size of Singapore
- Population: 1.4 million
- Five PBTs and 3 districts

Region	Area (km ²)	Population (million)
Iskandar Malaysia	2,217	1.4 (Projected 2025: 3.0 million)
Singapore	690	4.1
Dubai	3,885	1.2
Hong Kong	1,095	6.9

Economic Growth targets

“To develop Iskandar Malaysia into a strong, sustainable metropolis of international standing”

Both Federal and State Governments are committed in realising the vision of Iskandar Malaysia.

Economic Benefits to the Rakyat →

Indicators	2005	2025	% change from 2005
Population	1.4 m	3.0 m	↑ 222%
GDP (PPP) in USD (billion)	20.0	93.3*	↑ 465%
Per capita GDP (PPP) in USD	14,790	31,100*	↑ 210%
Workforce	0.624 m	1.46 m	↑ 233%
Employment	0.610 m	1.428 m	↑ 234%
Unemployment	3-4%	1.8%	↓ 166%

* Annual growth of minimum of 8% y-o-y (at constant 2005 price)

Source: Iskandar Malaysia Comprehensive Development Plan 2006 - 2025

Iskandar Malaysia Development Strategy

Vision

A Strong Sustainable Metropolis of International Standing

Five Strategic Pillars

1

International Rim Positioning

2

Economic Drivers & Catalyst Projects

3

Socio Economic Equity

4

Institutional Framework & Regulatory Authority

5

Infra-structure Enablers

Three Foundations

Equitable & Fair Distribution Among Stakeholders

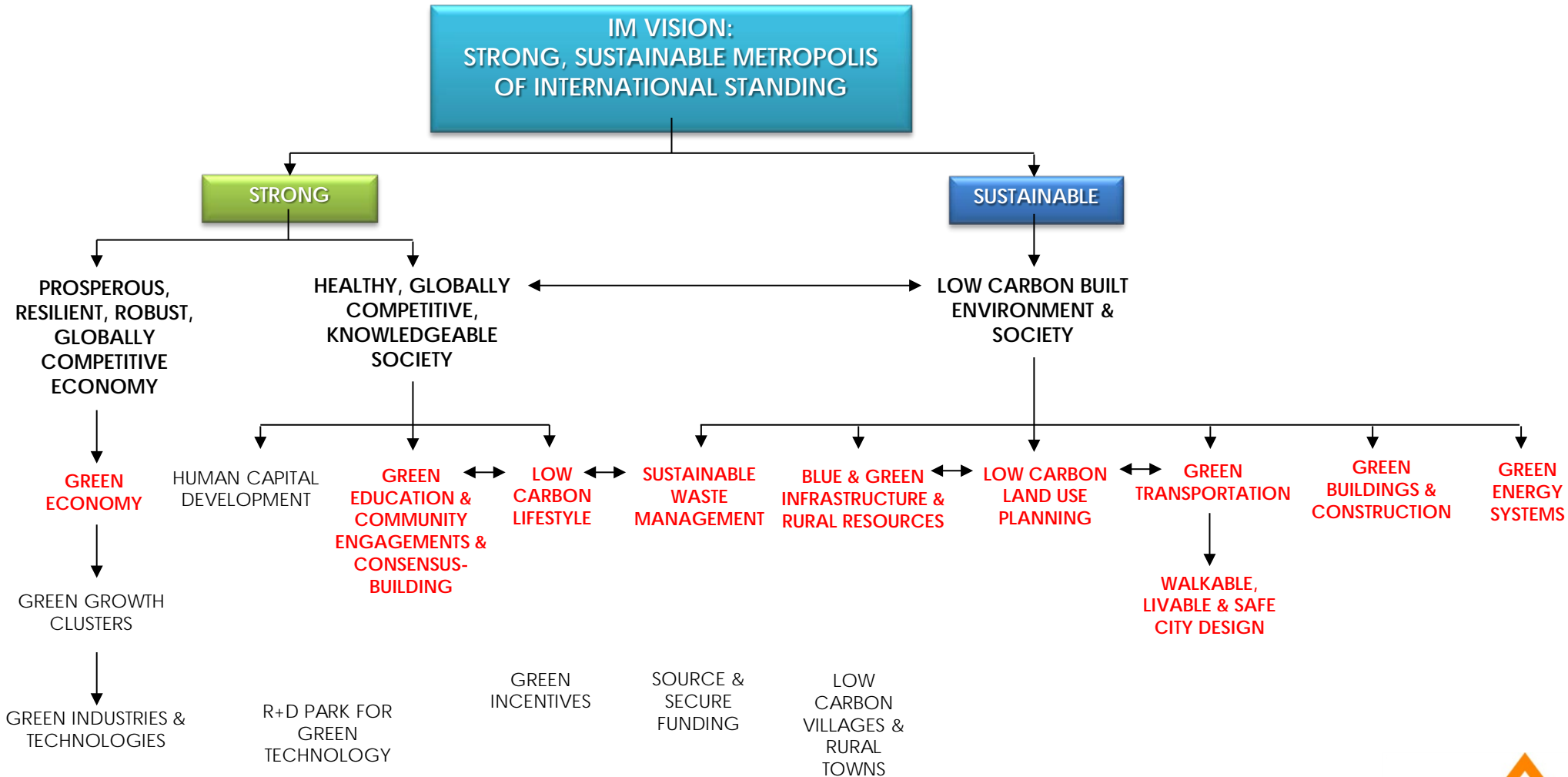
Growth and Value Creation

Nation Building



Green-focused Agenda - Rationale

Iskandar Malaysia's Strategic Environmental Policy Approach



IRDA's Environmental Policy

1. To provide excellent and robust **strategic** environmental policy advice and directions for Iskandar Malaysia through the Green-focused Agenda; and
2. To oversee the **implementation** of the Low Carbon Society Blueprint for Iskandar Malaysia.

Rationale on why Iskandar Malaysia has adopted the Green-Focused Agenda

Astute planning & management – on Issues of climate change and global warming; setting targets for a low carbon footprint; and positive support and promotion of a green economy through increased investments in environmental assets, green technology and production.

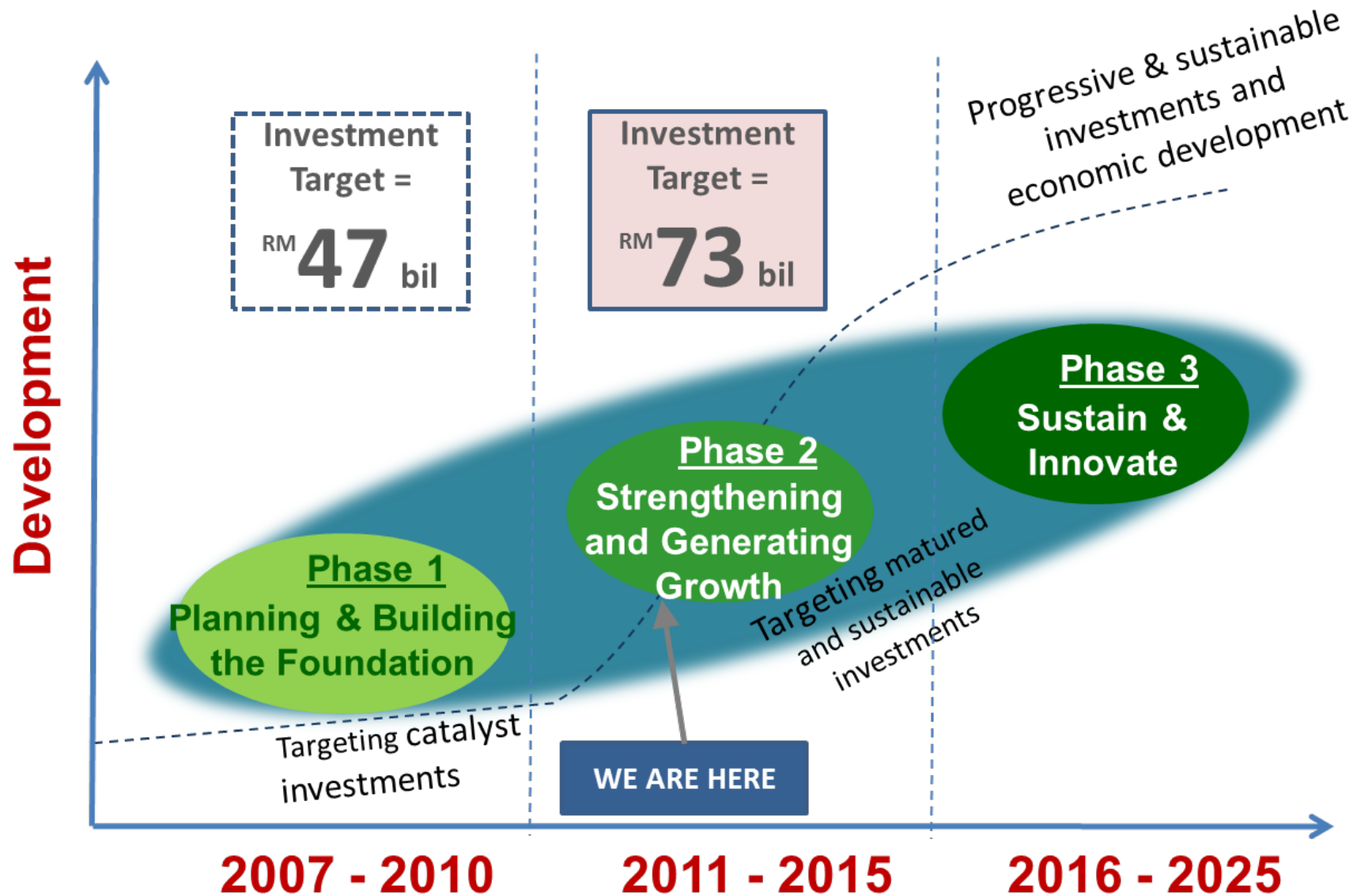
Without the GREEN, there is no SUSTAINABLE DEVELOPMENT

And it is guided by a Comprehensive Development Plans and its accompanying blueprints...

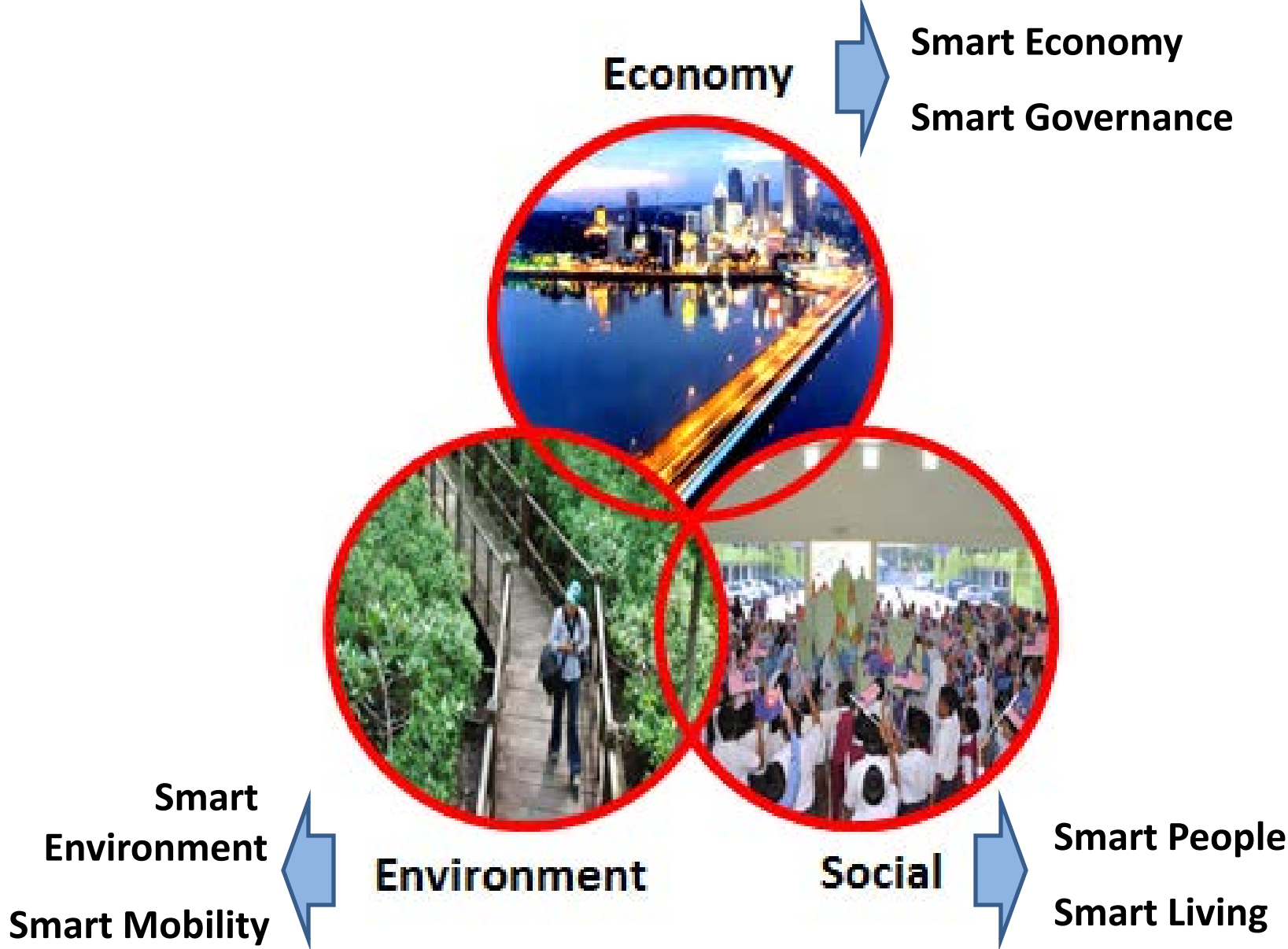


22 Approved 13 with focus on ENVIRONMENT

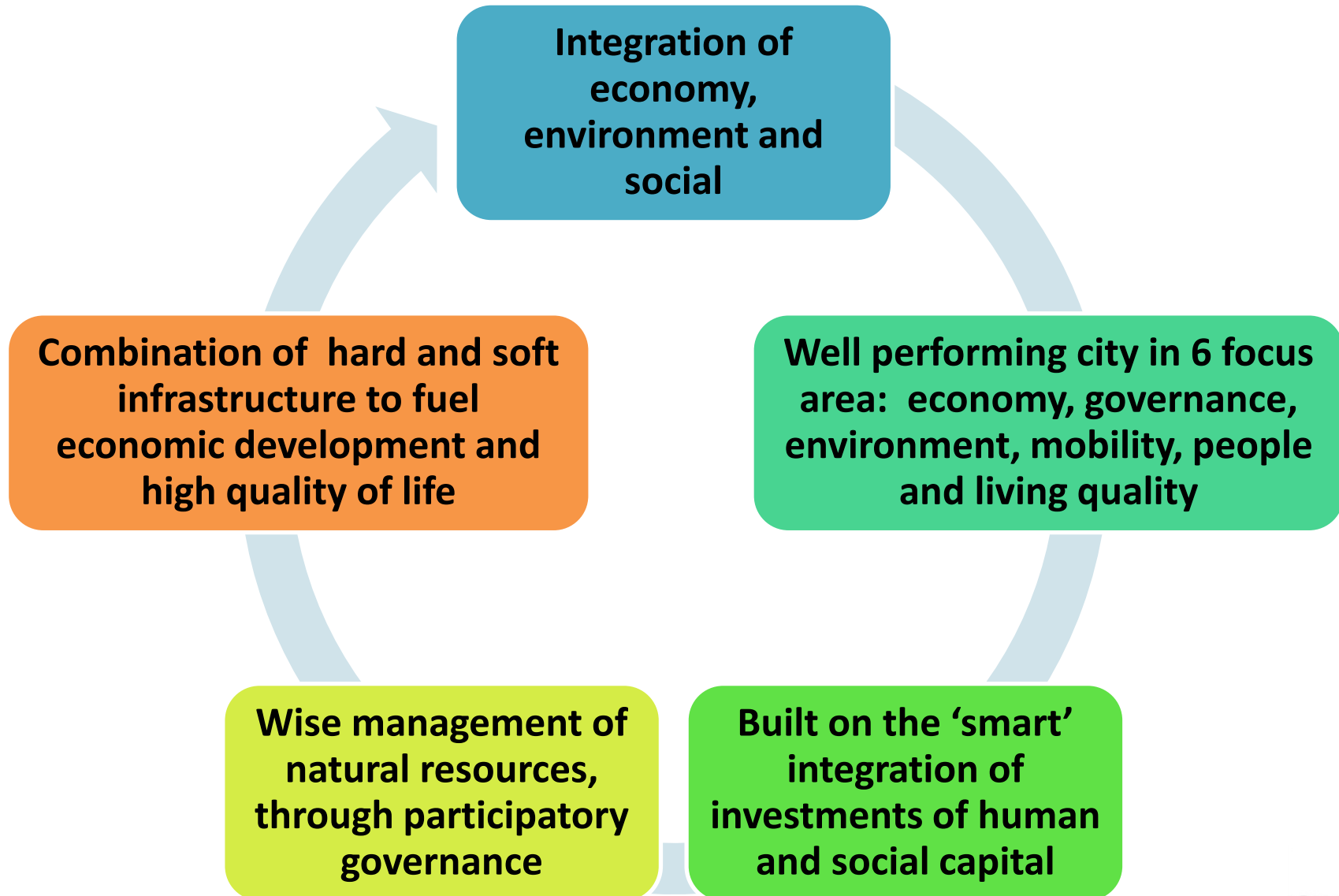
IM currently in Phase 2 of development with new challenges to strengthen and generate growth ...



In line with Iskandar Malaysia strategic pillars, definition of Smart City is an integration of economy, environment and social, focusing on 6 factors



SMART City - transforming living standards of the people through sustainable economic and technology ecosystem towards smart & inclusive socio-economic growth



Smart City: not a new concept; it is about HOW we focus, think and implement



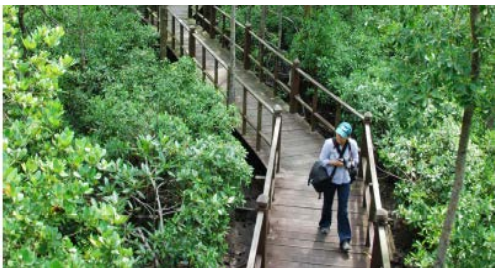
- Catalytic projects, complementing Singapore and meeting global requirements

i) HOW TO ATTRACT ECONOMY IN A **SMART** WAY



- New channels of communication , utilize website to reach out
- Public participations for public feedback,
- Encourage private sector to work together with public sector in providing necessary infrastructure

ii) HOW TO GET BUY IN FROM PUBLIC THROUGH **SMART** MEDIUM



- Entice developers/investors to share responsibility in in environment conservation
- Provide incentives for green technology and infrastructure
- Introducing green economy and carbon credits.

iii) HOW TO MANAGE ENVIRONMENT IN A **SMART** COLOBORATION



- Focus on public transport for ease of movement
- Improve ICT to ease process of doing business and productivity

iv) HOW TO PROVIDE FOR A **SMART** MOBILITY AND CONNECTIVITY



- Talking to grass roots and younger generation,
- Provide trainings and event to promote harmony living,
- Provide jobs opportunity and reach out programs

v) HOW TO PRODUCE **SMART** PEOPLE AND MIND SET



- Promote shared responsibility
- Provide diversified and choices in education and health for a better lifestyle,
- Provide diversified recreational facilities

vi) HOW TO PROVIDE A **SMART** QUALITY OF LIVING,

There are 6 factors and 28 characteristics that define IM Smart City

SMART ECONOMY

Growth & Competitiveness



- Economic Growth and Value Creation
- Innovative economic growth
- Equitable Wealth Distribution
- Entrepreneurship

SMART ENVIRONMENT

Natural resources



- Clean environment
- Environmental protection
- Green development
- Green infrastructure
- Smart Growth
- Green Economy

SMART PEOPLE

Social and Human Capital



- Caring community
- Racial Harmony
- Skilled and Talented Human Capital

SMART GOVERNANCE

Efficient & Participation



- Public Participation
- Efficient Public and social services
- Private Public Partnership
- Transparent governance

SMART MOBILITY

Connectivity & ICT



- Efficient Road accessibility
- Efficient Public transportation
- Non motorized accessibility
- Availability of ICT infrastructure

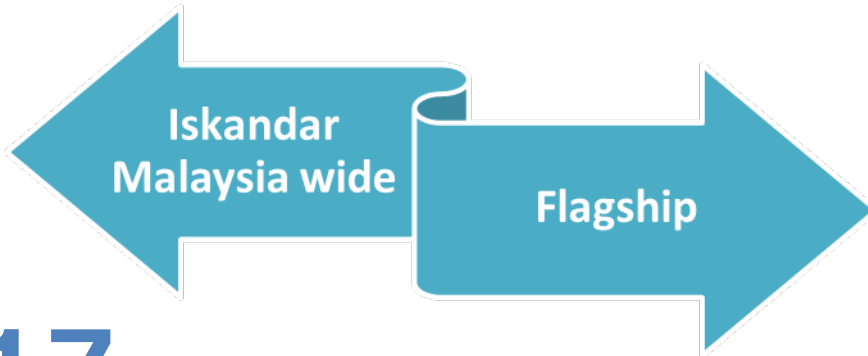
SMART LIVING

Quality of Life



- Safety and security
- Low Carbon lifestyle
- Housing quality
- Educational quality
- Health Conditions
- Cultural facilities
- Tourist/rec attractiveness

17 Smart City indicators implemented Iskandar Malaysia-wide; 22 in each Flagship Zone

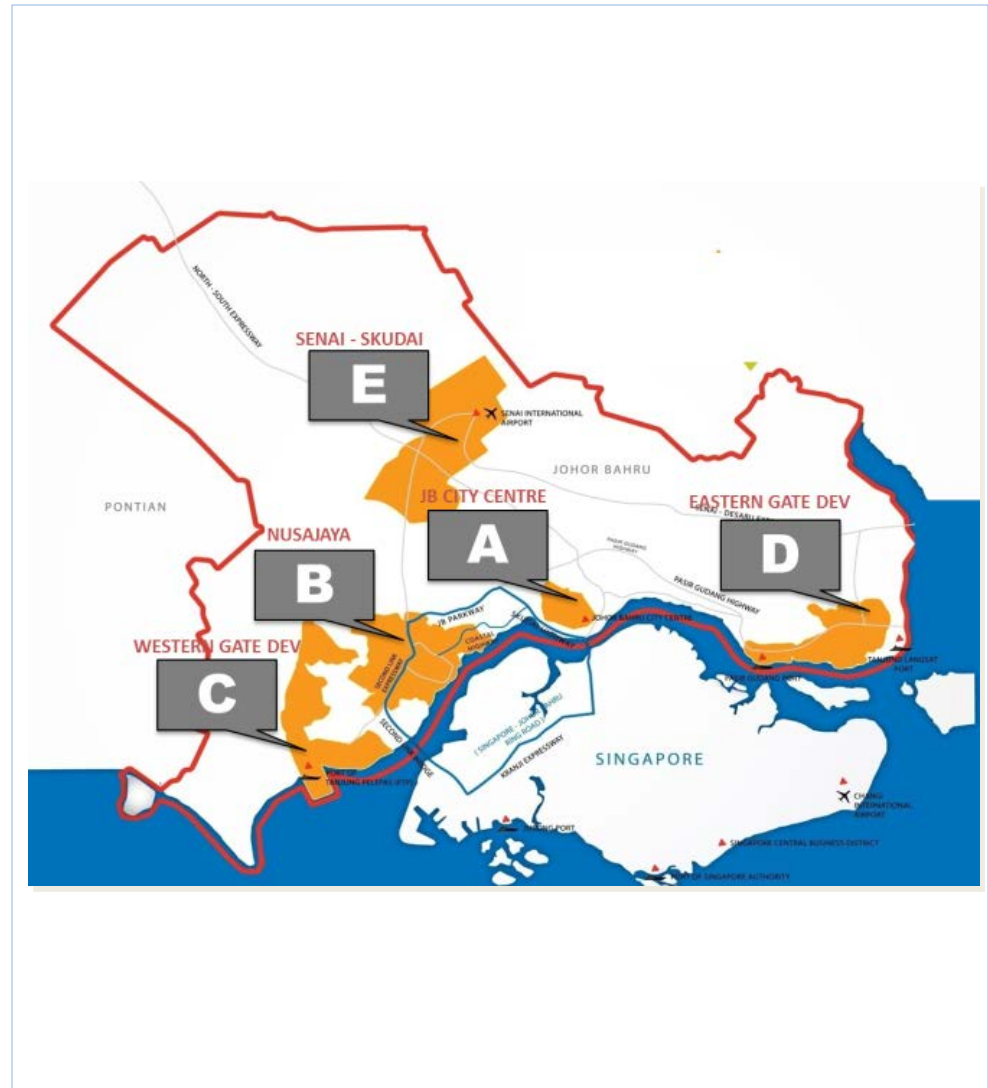


17 INDICATORS FOR IM WIDE,

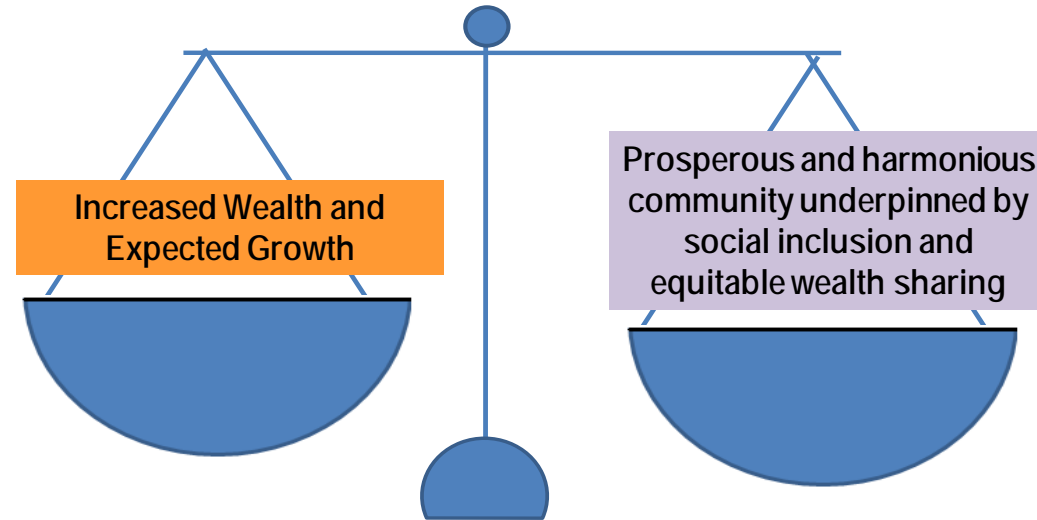
2 on Smart Economy , **3** on Governance, **1** on Environment

3 on Smart Mobility, **3** on Smart People and **5** on Smart living

22 INDICATORS FOR FLAGSHIP IMPLEMENTATION WITH FLAGSHIP B - NUSAJAYA AS PHASE 1



Social Inclusiveness and Human Capital are Key Components of Smart City and IM Social Development Framework



Background

- There will be significant growth and development in Iskandar Malaysia. By year 2025, GDP per capita is projected to be USD31,100 and 650,000 to 800,000 employment to be created.
- However, there is also fear that a small proportion of the local population would be left behind by the thrust and pace of the development. It is therefore imperative that strategic social intervention initiatives be put in place and implemented in order to mitigate the negative impacts of the above risks on Iskandar Malaysia's aspiration of a holistic and sustainable socio-economic development

Housing quality is one of the Smart Living characteristics in Iskandar Malaysia, focusing on affordable housing

1) Perumahan Rakyat Iskandar Malaysia (PRISMA)



- **1500** units of quality rental housing
- Eligibility –Working within 20km radius, with household family income RM3000
- Type:
 - (88%) 900sf, 3 rooms, (RM360 – 420/mth)
 - (10%) 1200sf, 4 rooms for family of 6 (RM480 – 560/mth)
 - (2%) 900sf, 3 rooms for OKU (RM420/mth)



Affordable housing policy for development in IM to ensure houses of RM150k – RM300k built for the local market

2) Iskandar Malaysia Affordable Housing Policy

Type	Break	Built Up	Plot Size	Type	Selling Price	Proposed Eligibility	
PKJ Type A	5%	750sqft	NA	Strata	RM42,000	RM2,500	
PKJ Type B	10%	850sqft	NA	Strata	RM60,000 – RM80,000	RM4,000	
			16'x55'	Landed (Terrace Courtyard Homes)			
Johor Affordable Housing	20%	1,000sqft	18'x60'	Landed (Terrace Courtyard Homes)	RM120,000	RM5,000	
			20'x70'	Townhouse			
Medium Cost Shops	5%	1,200sqft	NA	Landed	RM150,000	RM5,000	
Total	40%	From total development					



Perspective – Cluster Configuration



In generating smart citizen or smart people, racial harmony and caring community are key to social balance in Iskandar Malaysia



FISHERMEN KG SG MELAYU – Income Generating Activities: Ecotourism Project



ORANG ASLI – Collaborative Outreach and Mindset Change Programmes

40

Orang Asli youths trained in construction industry and certified by CIDB

140

Local youths trained and certified by CIDB

4,200

Families (10,000 people) in dilapidated low-cost flats now living in a better environment

>50%

Increase in management fees collected from low-cost flats

3000

Took part in Racial Integration Programme

800

Villagers in Kg Sg Melayu to benefit from Sustainable Livelihood Project for Vulnerable Community

And Citizen participation in transformation projects such as JB Transformation Programme is vital for effective and smart governance



12-14 Oct 2012: JB Transformation Open Day has successfully created a platform of convergence between the government, businesses, and local communities



Transformation of JBCC emphasises both physical and economic improvements in an area of 1,500 ac

<p>JBCC Vision</p>	<p>TO REJUVENATE AND REVITALIZE JB CITY CENTER AS A LIVEABLE CITY THAT ATTRACTS VIBRANT ACTIVITIES AND POPULATION</p>	
<p>To be</p>	<p>LITTLE VENICE for canal, heritage and culture, and BILBAO for Rejuvenation Strategies/Initiatives</p>	
<p>Livability</p>	<p>Compact and conducive living environment</p> <p><i>ECA : (Asia) JB ranks 34 out of 240 cities (World) JB ranks 197 out of 252 cities</i></p>	
<p>Quality of life index measures for improvements</p>	<ul style="list-style-type: none"> ▪ Transport ▪ Culture ▪ F & B ▪ Housing ▪ Local Entertainment 	<ul style="list-style-type: none"> ▪ Green space ▪ Quality streetscape ▪ Low crime <div style="display: flex; justify-content: space-around;"> <div data-bbox="890 592 1201 785"> <p>JBCC Before</p>  </div> <div data-bbox="1232 592 1987 906"> <p>JBCC After</p>  </div> </div>
<p>Economic</p>	<p>Vibrant activities in conducive environment</p> <ul style="list-style-type: none"> ▪ Immediate:- <ul style="list-style-type: none"> - Retail - Heritage and cultural tourism ▪ Future:- <ul style="list-style-type: none"> - Professional back production offices - City Campus <div style="display: flex; justify-content: space-around;"> <div data-bbox="890 1021 1201 1213"> <p>JBCC Before</p>  </div> <div data-bbox="1232 1021 1987 1352"> <p>JBCC After</p>  </div> </div>	

The natural strengths of Johor Bahru City Centre (JBCC) result from its strategic location, in the past and today

STRENGTHS

1 Proximity to Singapore, leveraging 8 mil population

- 700 meters away from Woodlands CIQ
- On average, 7 foreign visitors entered through Johor every 10 minutes



2 Faces Straits of Johor for waterfront development

- 1.5km of waterfront frontage



3 JBCC rich in history and cultural as tourism content

- Established 1855, have more than 250 heritage buildings



Gudwara Sahid



Sultan Ibrahim Building



Abu Bakar Mosque

In 2010, IRDA, MBBJ and Johor State joined forces to rejuvenate JBCC.

Efforts reflected in year 2012 are ...



Repositioning and rebranding



Promotion on tourism



Provision of comprehensive pedestrian linkages



Promotion for private partnership and participation



Ensure comprehensive Transportation Movement and Facilities



Incentive to stimulate new economy, business and communities



Enhancement of Heritage



Establishment of food and cultural activities



Upgrade Utilities and Social Infrastructure



Promotion of art and related activities

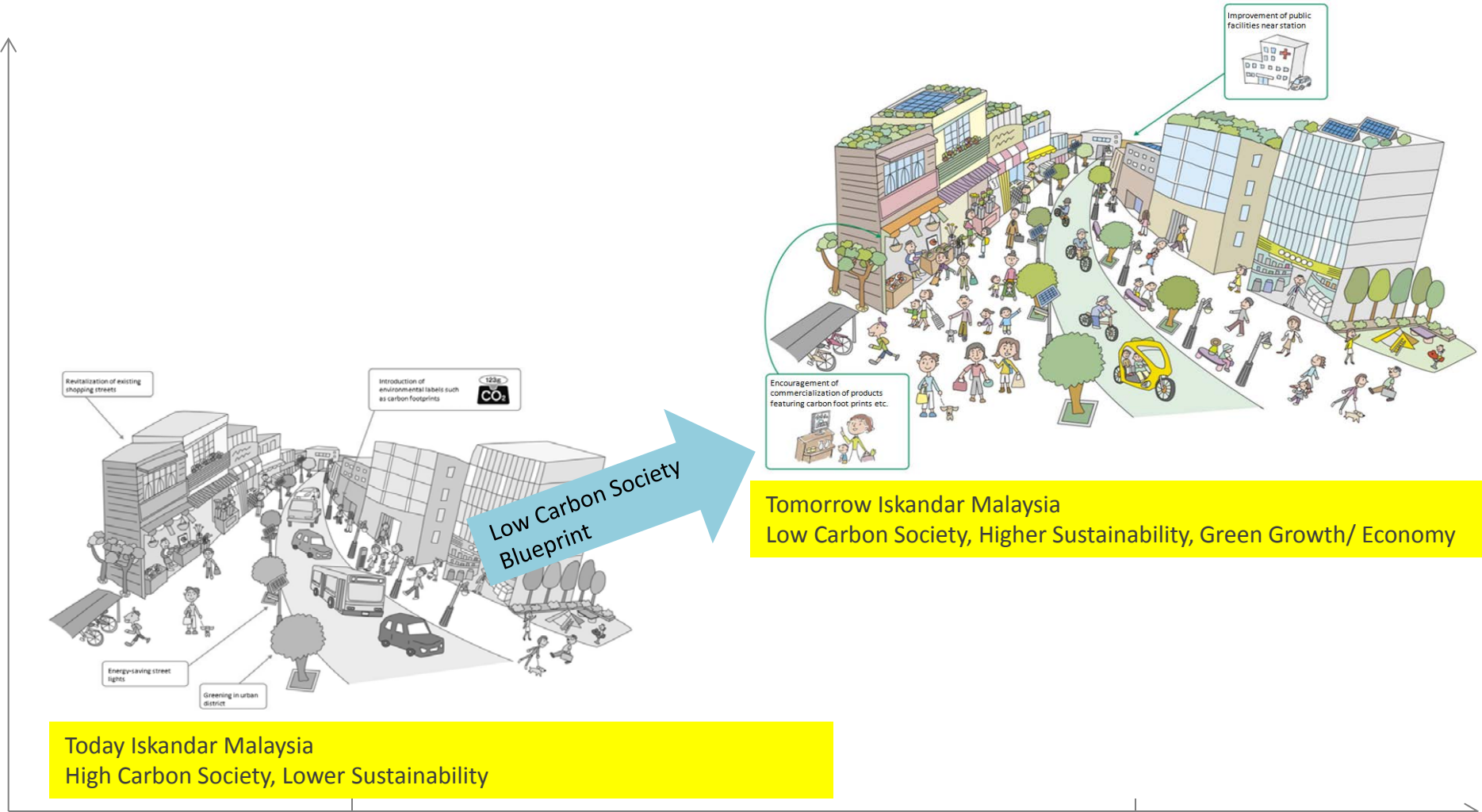


Enhance existing commercial activities

- Increase in Development Submission 124% from base year 2010
- Increase investment and in anticipated Property Assessment for MBBJ of RM2.7 mil
- Successfully gain buy-in, support and participation from locals, business communities and investors
- 1 of 3 key abandoned projects has new owner (Pacific mall)

Iskandar Malaysia: Today and Tomorrow

Sustainability



Today Iskandar Malaysia
High Carbon Society, Lower Sustainability

Tomorrow Iskandar Malaysia
Low Carbon Society, Higher Sustainability, Green Growth/ Economy

Present
2010

Future
2025



THANK YOU

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