

# ASEAN BUSINESS CENTRE



KCSB KONSORTIUM SDN BHD

LOT 139, MUKIM TEBRAU – LOT 1876, MUKIM PLENTONG, JOHOR BAHRU





KCSB KONSORTIUM SDN BHD



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## **INTRODUCTION OF THE LAND & BUSINESS CONCEPT**

### **ASEAN BUSINESS CENTRE**

KCSB Konsortium Sdn Bhd (KCSB) is an affiliate company of **Al-Hidayah Group of Companies**, was incorporated on 22<sup>nd</sup> August 1996 with paid-up capital of RM11.0 million to carry out property development and construction activities. The company currently owns 313.97 acres of land, comprising two lots which are located at Lot 1876(251 acres) under the district of Plentong, Johor and Lot 139(63.1 acres) under the district of Tebrau, Johore Bahru, Johor. The lands have been officially acquired by KCSB Sdn Bhd via the Privatisation Agreement signed between KCSB Konsortium and the Ministry of Defence (MINDEF) in 1997 to construct the Skudai Army Camp. The Tebrau land is located about 10 km away from the causeway to Singapore, and gazetted as part of Iskandar Development Region (IDR). The current market price of Tebrau Land is estimated at RM220 per square feet equivalent to RM3.01 billion in value.

KCSB intend to develop Lot 139 and Lot 1876 of Tebrau land to be as new **ASEAN Business Centre(ABC)** for Johor Bahru. The ASEAN Business Centre consists of three main development zoning known as **Asean Commercial Centre** at Land Lot 139, Asean Market Place at Land Lot 1876, and the Retirement Home Services at Services Apartment component in the Land Lot 139. The new ASEAN Business Centre will house the head offices of Malaysia's financial industry governing bodies and agencies, private local and international financial institutions, banks and related commercial and businesses comprising signature office suites, designer duplexes and modern lifestyle retail units, conference, hotel, high rise residential, educational institutions and parking space. It will be the throbbing arteries of Johor trade and investment/commerce, creating the second financial district of the capital.

For the Lot 1876, we propose to transformed the place to become the hub and center of economic and commercial activity to be known as **Asean Market Place**. We will become the centre to market Asean products based on Furniture, Food & Agriculture, Sports & Entertainment, Textiles & Apparel, Electrical & Electronic, Machinery & Equipments, Automobile, Services, Healthcare, Mineral and Energy product.

### PROJECTS OWNER

KCSB Konsortium Sdn Bhd is the owner of 2 parcels of land approximately measuring 320.66 acres in Johor Bahru, i.e. Mukim Tebrau (63.16 acres) and Mukim Plentong (257.5 acres). The lands, being gazetted under commercial development by the Planning Department. The lands are located within the prominent area of Johor Bahru, Southern Peninsular Malaysia which is regarded as one of the busiest city in Malaysia after Kuala Lumpur.

Johor Bahru is set to emerge as the leading prospering city, where elements of business, education, entertainment, environment and living shall seamlessly converge within the vibrant metropolis. The city of Johor Bahru has its own unique advantage of being strategically accessible within the proximity to leading ASEAN economic growth corridor, inviting the influx of discerning corporate investors seeking high business growth potentials.

Considering the lands' high development potentials, this paper intends to highlight the land owner's offer for the purpose of **Joint Land Development**.

### LOCATION – HEART OF JOHOR BAHRU

- ❑ Strategically located near to Johor 's Prestiques residential and industrial development Iskandar Malaysia
- ❑ Surrounded by International tourist destinations and sport facilities, including shopping and healthcare
- ❑ 20km to the city of Singapore within 45 minutes driving

## **EXECUTIVE SUMMARY**

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KCSB Konsortium Sdn Bhd, a member of Al-Hidayah Group Of Companies is the owner of 2 plots of land, measuring approximately 382.156 acres, comprising Lot 1876 (310.7515 acres) under the district of Plentong, Johor and Lot 139 (71.406 acres) under the district of Tebrau, Johore Bahru, Johore. To-date, Al-Hidayah group of companies has completed major government projects locally amounting to approximately **RM1.1 billion** worth of government contracts particularly with the Malaysia's Public Works Department, Ministry of Defense and the Ministry Of Education. Al-Hidayah group of companies has also registered their presence at the international level by establishing its vast global network and G to G partnerships with various governments by way of privatization related projects abroad.

## **VISION**

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Our vision is to create new integrated developments, centralizing our developed lands as the commercial focal point, encapsulating Johore, Singapore and Indonesia as the regional renowned commercial and financial center.

## **MISSION**

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Our development shall beacon the new 21st century of Johor Bahru outlook, in line with the ASEAN & SIJORI Growth Triangle Economic Growth, development agenda, promoting the location as the most preferred place to live, work, study and play, well equipped with sophisticated amenities and infrastructure with assured security, harmoniously blending mankind with nature, promising sustainably perpetual return on assets for astute investors.

## **LOT 139 & LOT 1876**

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The land is strategically located within 10km radius from Johor Bahru causeway to Singapore. Lot 139 is set for the new southern landmark city & Lot 1876 is set for the new ASEAN market place, whereby KCSB Konsortium is please to invite any interested party ( ies ) to jointly develop the land.

### BACKGROUND OF MALAYSIA

Malaysia covers an area of about 330,803 square kilometres, consisting of 16 states. It lies entirely in the equatorial zone and the average daily temperature throughout Malaysia varies from 21°C to 32°C. Malaysia is a multi-ethnic country. It practises a system of Parliamentary democracy with constitutional monarchy. The Malaysian Parliament is made up of His Majesty Yang Dipertuan Agong, the Senate with 70 members and the House Of Representatives with 222 members.

### MALAYSIA FOREIGN DIRECT INVESTMENT (FDI)

During the 1980s, the industrial sector grew significantly driving the economy forward and achieving strong growth rates where there was a significant rise in FDI with many foreign industrial players being attracted to Malaysia's strong workforce and infrastructure. Despite the Asian Financial Crisis in 1997-1998, the country continued to attract investment from abroad and has generated significant private sector investment locally in recent years. Foreign Direct Investment (FDI) flows in Malaysia expanded to RM31.7 billion in 2019 as compared to RM30.7 billion in the previous year. Foreign Direct Investment in Malaysia averaged 7334.04 MYR Million from 2005 until 2020, reaching an all time high of 19388.96 MYR Million in the first quarter of 2019 and a record low of -1982.56 MYR Million in the fourth quarter of 2009.

### MALAYSIA MY SECOND HOME PROGRAMME (MM2H)

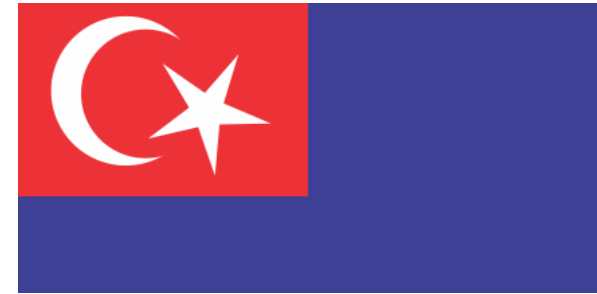
Malaysia My Second Home Programme is promoted by the Government Of Malaysia to allow foreigners who fulfill certain criteria, to stay in Malaysia for as long as possible on a multiple entry social visit pass. Malaysia has been ranked as the top retirement destination in ASIA by international living.com. The Malaysia My Second Home (MM2H) is a program promoted by the Malaysia Tourism Authority and the Immigration Department of Malaysia, to allow foreigners to stay in Malaysia for a period of ten years. Foreigners who fulfill certain criteria may apply, and a successful applicant is allowed to bring a spouse, an unmarried child under the age of 21, and parents who are over 60 years old. Since the program started in 2002, a total 40,000 applications have been approved.

Johor Bahru is set to emerge as the leading prospering city, where elements of business, education, entertainment, environment and living shall seamlessly converge within the vibrant metropolis. The city of Johor Bahru has its own unique advantage of being strategically accessible within the proximity to leading ASEAN economic growth corridor, inviting the influx of discerning corporate investors seeking high business growth potentials. It is one of the most developed states in the nation and is bounded by Melaka, Negri Sembilan and Pahang in the north, South China Sea in the east, Straits of Johor in the south and Straits of Melaka in the west.

Considering the lands' high development potentials, this paper intends to highlight the land owner's offer for the purpose of **Joint Land Development**.

## LOCATION – HEART OF JOHOR BAHRU

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- ❑ 20km to the city of Singapore within 45 minutes driving



**ADVANTAGES**

**CLOSE PROXIMITY TO LARGEST MARKETS IN ASEAN**

**RM93.7 BILLION GDP IN 2014**

**3.61 MILLION PEOPLE**

**3 MAJOR SEAPORTS**

**10 UNIVERSITIES**

**2 ACCESSIBLE INTERNATIONAL AIRPORTS**

**6 HOURS FLIGHT RADIUS TO MAJOR ASIAN CITIES & MARKET**

**STRONG, MULTILINGUAL, DIVERSE TALENT POOL**

**BE PART OF THE NEXT GROWTH CENTRE**

**ENJOY THE ADVANTAGES OF A DEVELOPED STATE WITHOUT ITS BURDEN**

**MOST LIVEABLE DEVELOPED STATE IN MALAYSIA**

**HOME TO TWO ECONOMIC CORRIDORS**

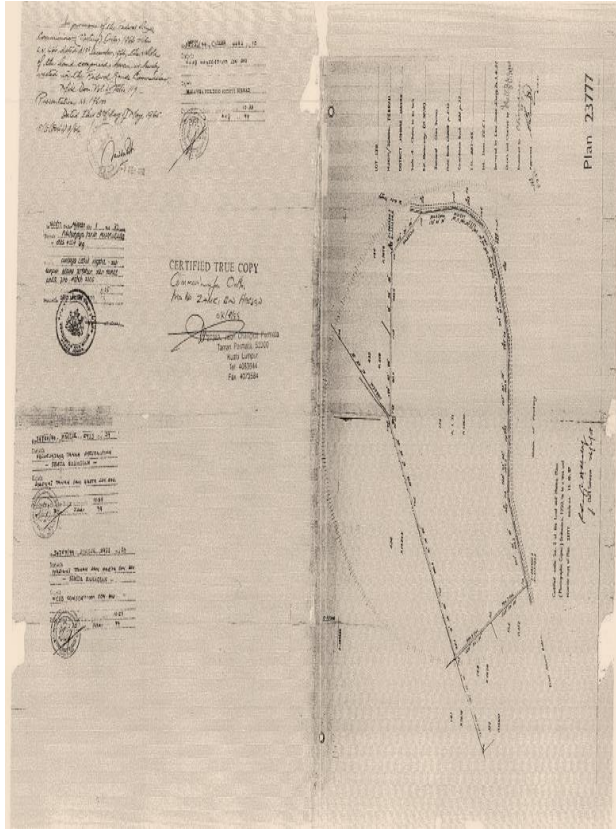
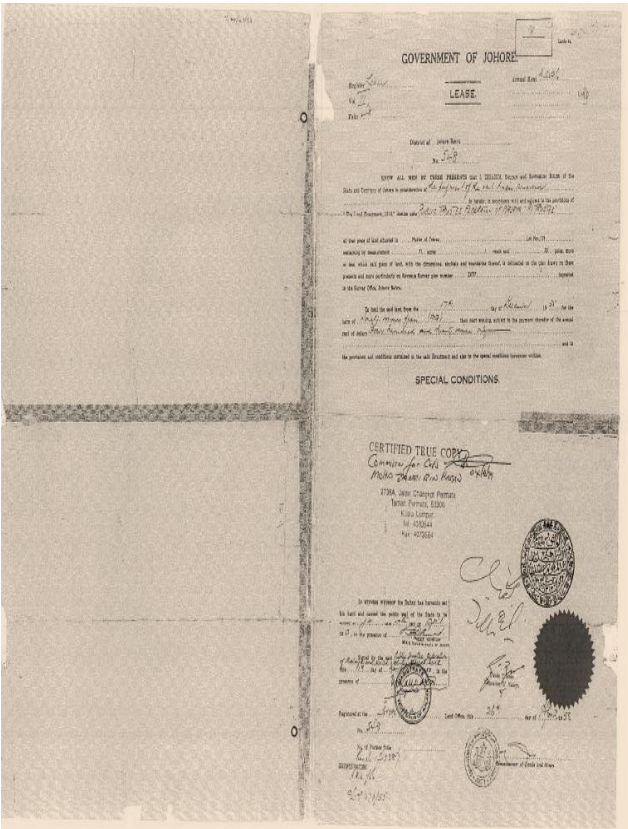
**GREENFIELD DEVELOPMENT FOR NEW GROWTH IDEAS & INNOVATIONS**



# LAND INFORMATION

## ASEAN BUSINESS CENTRE

<b>LAND OWNER</b>	<b>KCSB KONSORTIUM SDN BHD</b>
<b>TOTAL LAND SIZE</b>	<b>320.66 ACRES (SUBJECT TO FINAL MEASUREMENT)</b>
<b>LAND STATUS</b>	<b>LEASEHOLD 99 YEARS</b>
<b>LAND CATEGORY</b>	<b>COMMERCIAL LAND</b>



**Land Info:**

Land Use: Commercial  
Restriction of Interest: NIL  
Type of Holding: Leasehold 99 years  
(Ended in the year 2121)  
Type of Holding: Mixed Development  
for Commercial with a Plot Ratio 6.

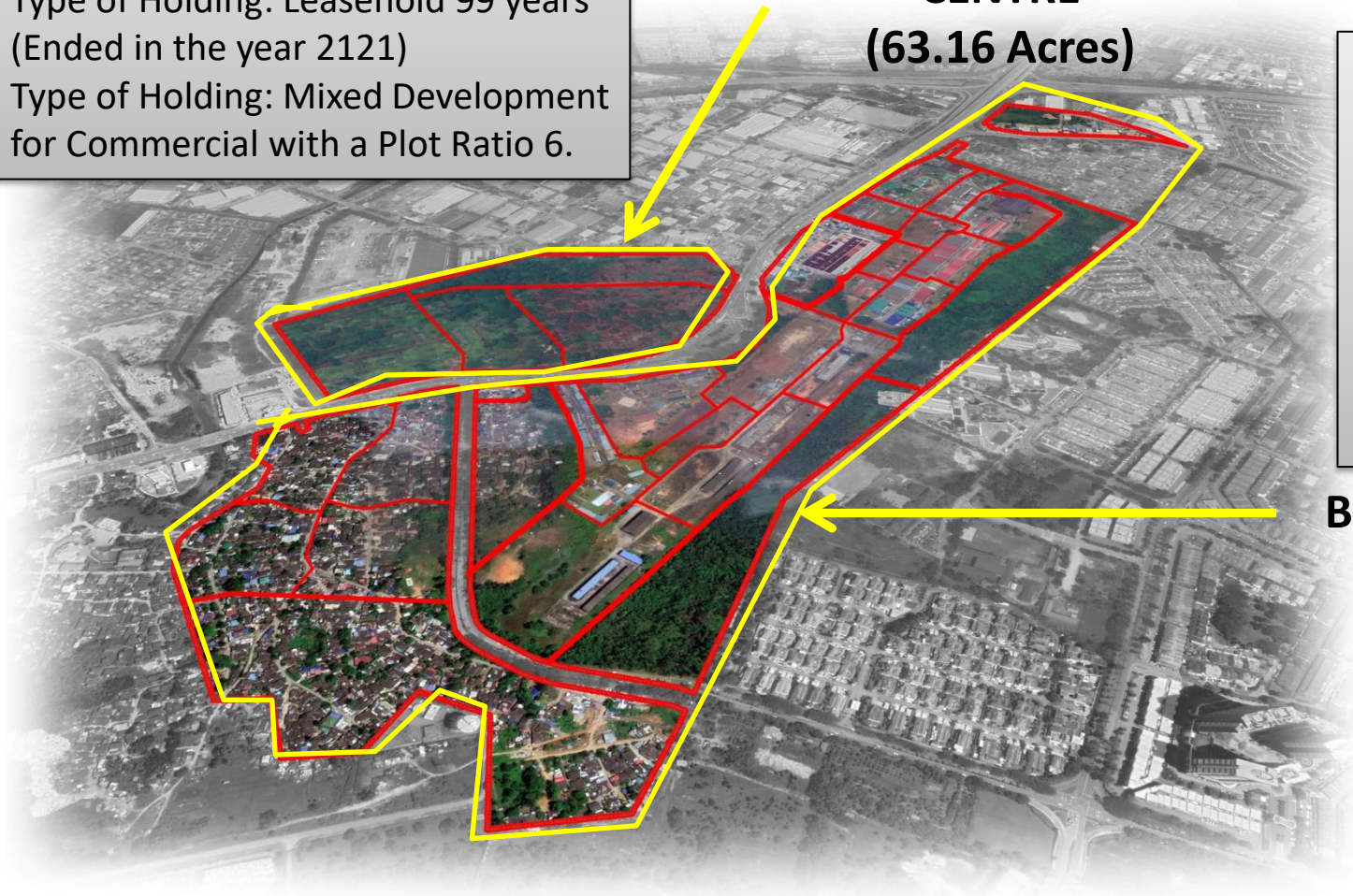
# ASEAN BUSINESS CENTRE

## A. Lot 139 – ASEAN COMMERCIAL CENTRE (63.16 Acres)

**Land Info:**

Land Use: NIL  
Restriction of Interest: NIL  
Type of Holding: Leasehold 99 years (Ended in the year 2121)  
Type of Holding: Mixed Development for Commercial with a Plot Ratio 4.

## B. Lot 1876 – ASEAN MARKETPLACE (257.5 Acres)



# SIGNIFICANT – POINT LOCATION

## ASEAN BUSINESS CENTRE

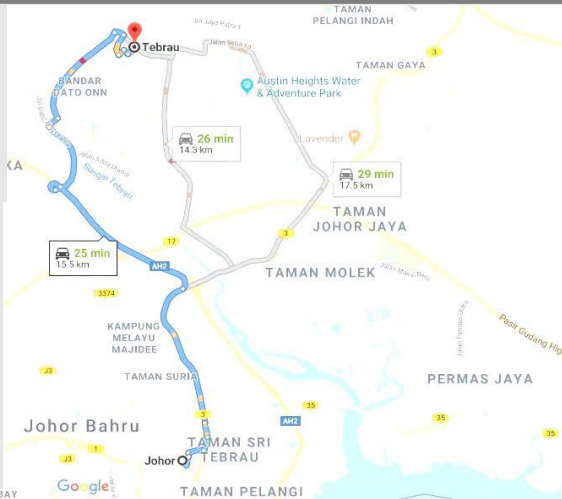
### JOHOR BAHRU TO TEBRAU

**Population** – 802,489

**Tourist arrival** – 16.6M

Ranked at No.3 in terms of attracting foreign and domestic tourists

Connected by air to 11 domestic cities in Malaysia and 8 international cities (Bangkok, Ho Chi Minh, Jakarta, Surabaya, Guangzhou, Macao, Kolkata and Seoul)



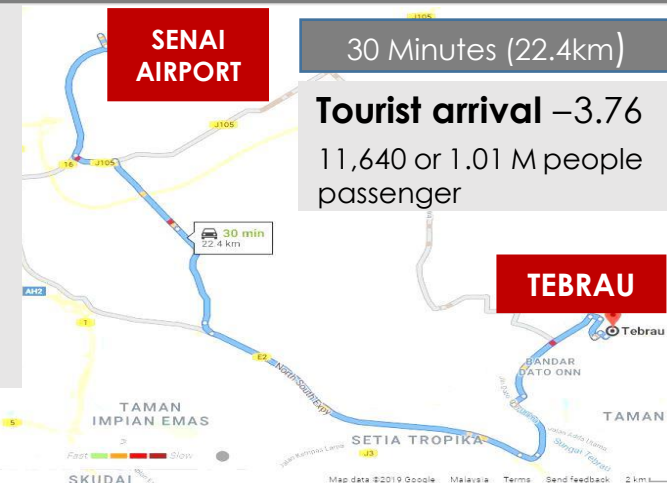
### SENAI AIRPORT TO TEBRAU

International passengers rose by 36.9% from 297,660 to 407,468

Serves as the aviation gateway for Iskandar Malaysia and southern region

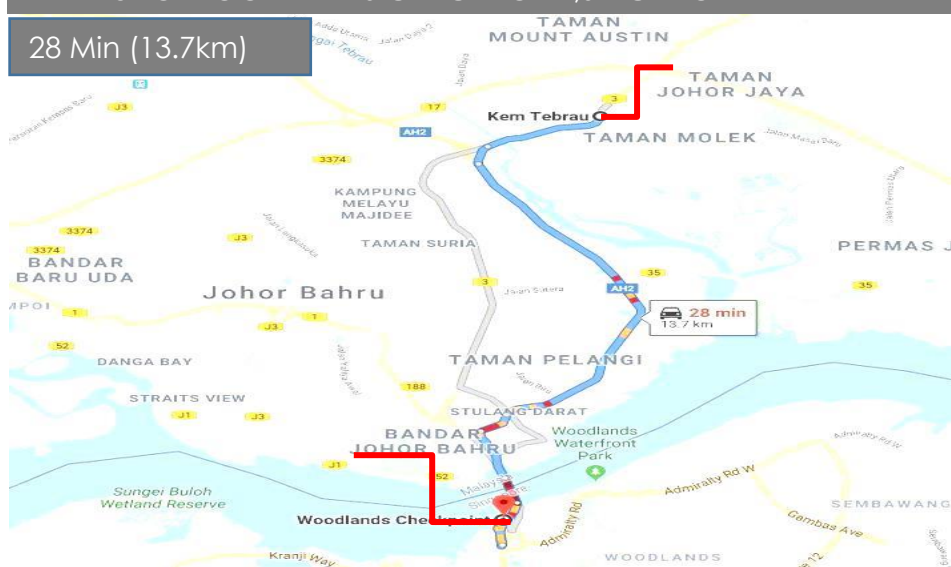
Domestic passengers increased from 1.77 million to 1.85 million

Connected to Shanghai, China, its newest international route in the fourth quarter of the year



### TEBRAU TO WOODLANDS CHECKPOINT, SINGAPORE

**28 Min (13.7km)**



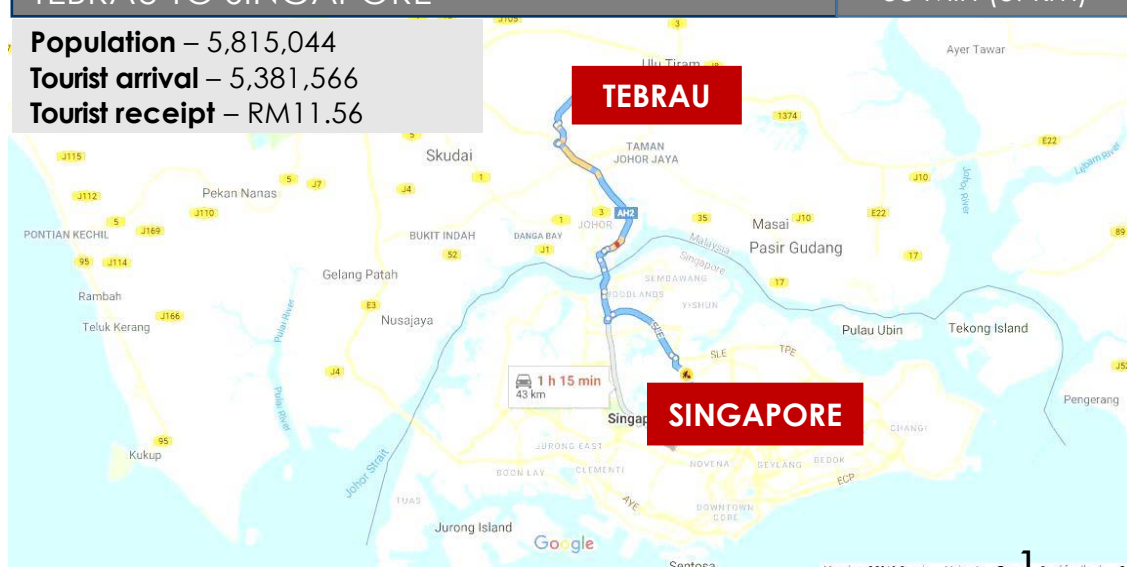
### TEBRAU TO SINGAPORE

**55 Min (37km)**

**Population** – 5,815,044

**Tourist arrival** – 5,381,566

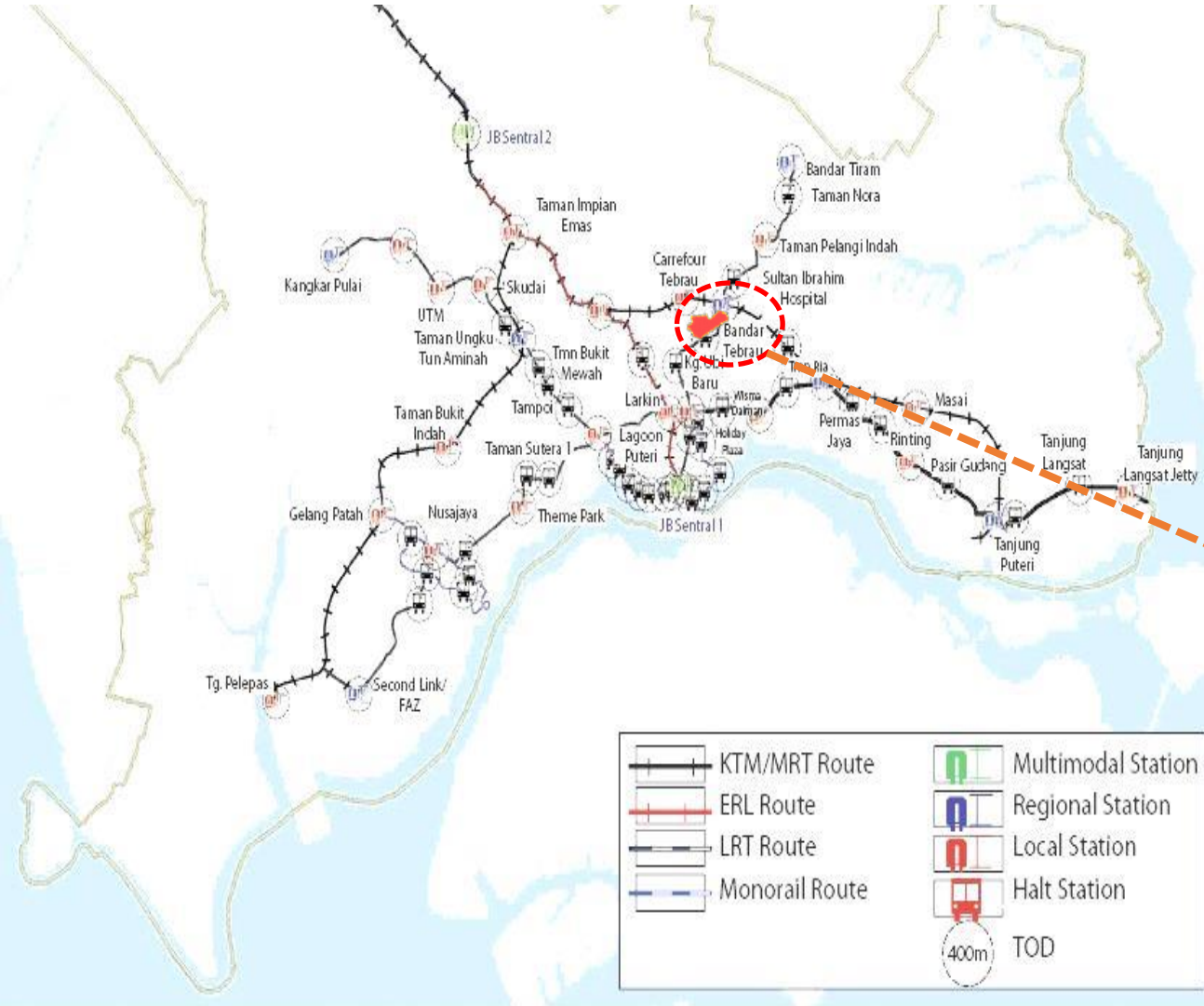
**Tourist receipt** – RM11.56



# CONNECTIVITY & ACCESSIBILITY

## ASEAN BUSINESS CENTRE

LRT ROUTE



AIR ROUTE



MAJOR HIGHWAY



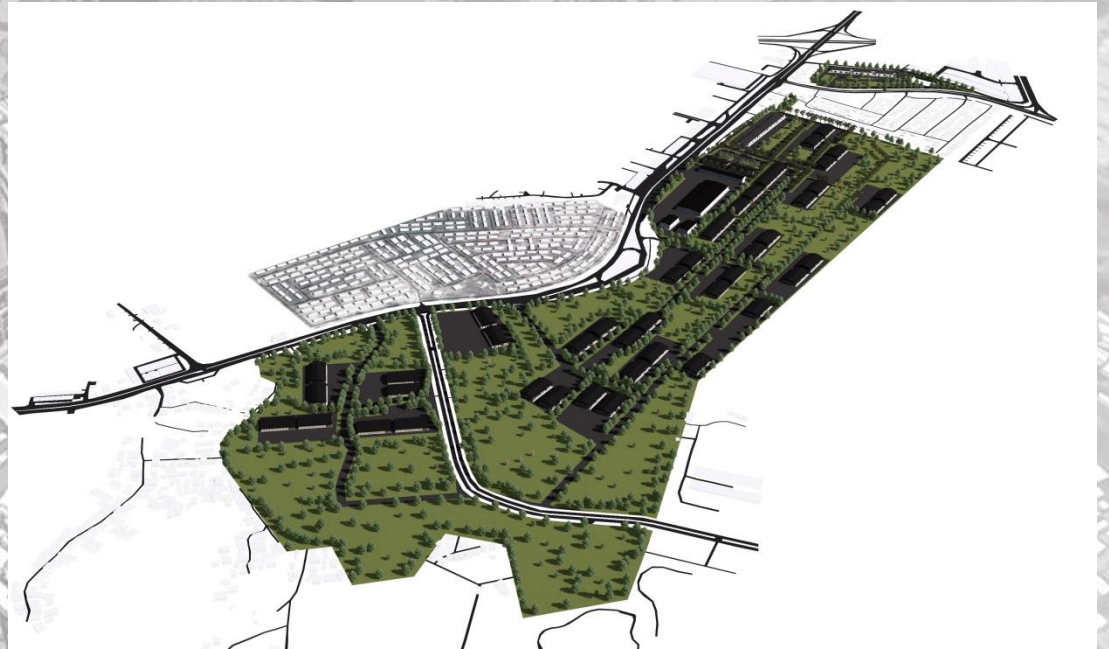
# OUR OFFER TO ASEAN BUSINESS COMMUNITY

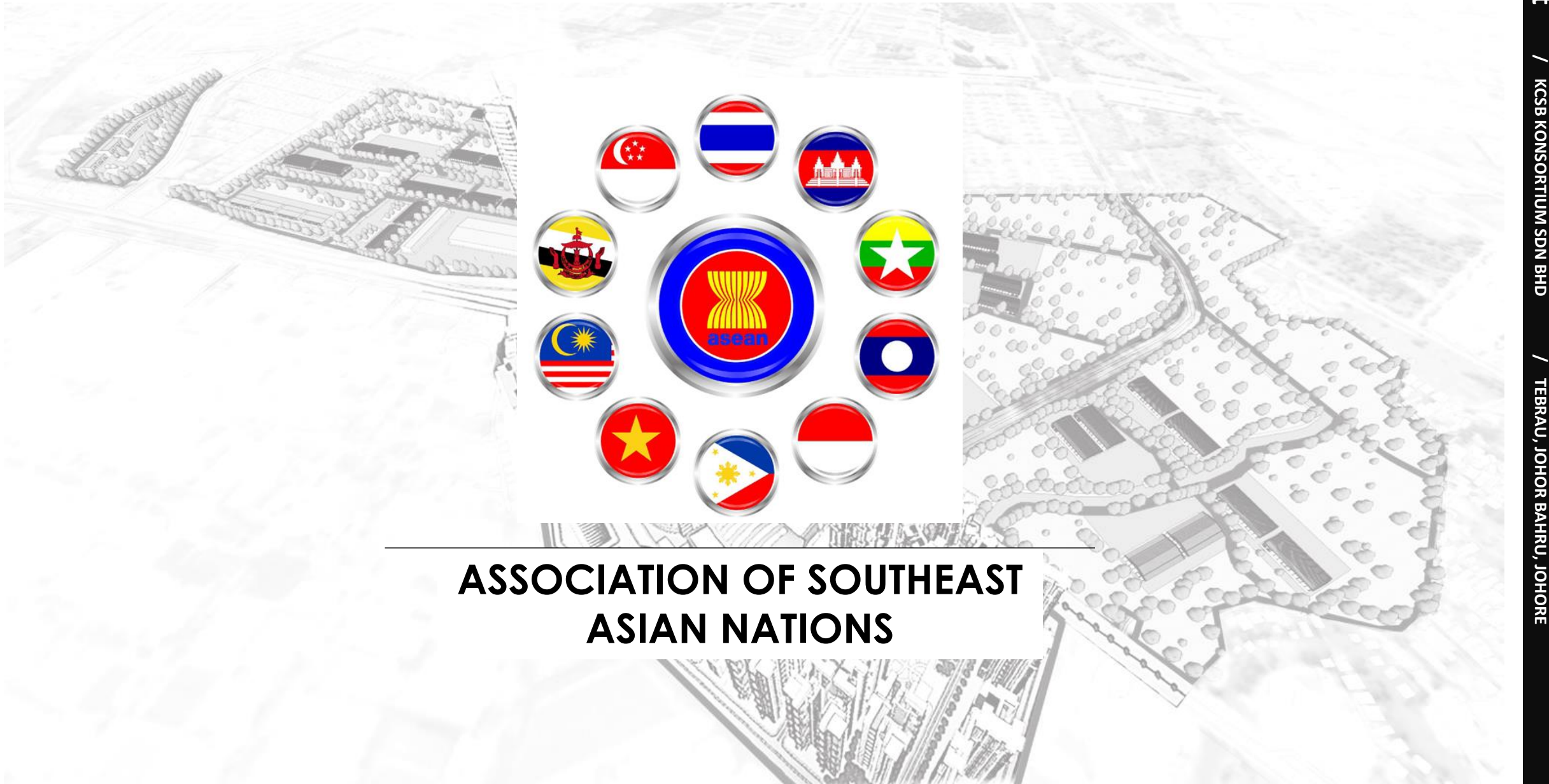
## ASEAN BUSINESS CENTRE

A. ASEAN COMMERCIAL CENTRE



B. ASEAN MARKETPLACE





**ASSOCIATION OF SOUTHEAST  
ASIAN NATIONS**

## ABOUT ASEAN

### ASEAN BUSINESS CENTRE

## ASEAN Aims

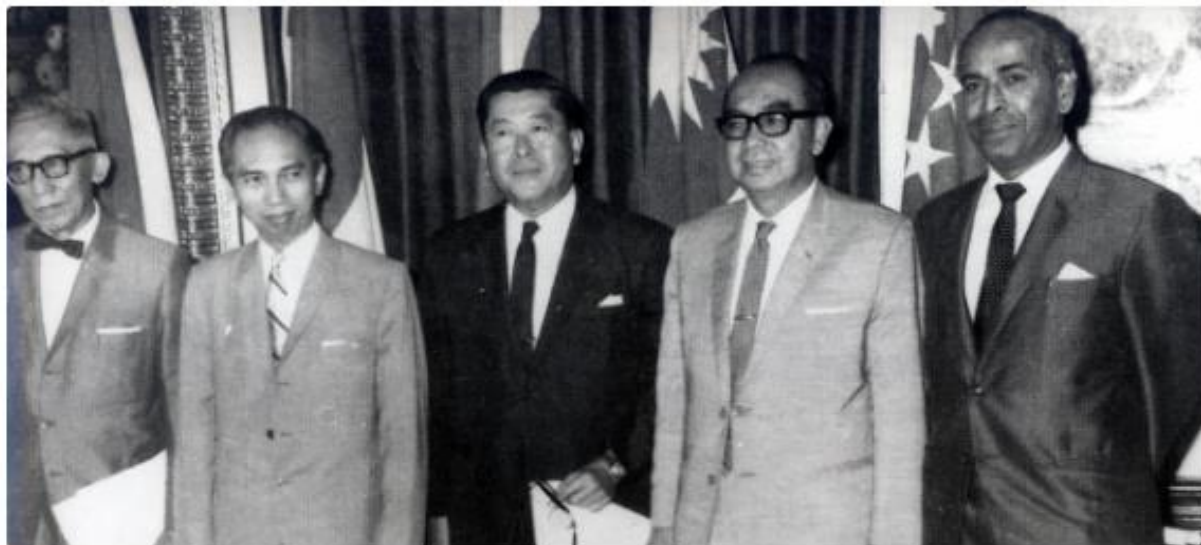
As set out in the ASEAN Declaration, the aims and purposes of ASEAN are:

- accelerate the economic growth, social progress and cultural development in the region through joint endeavours in the spirit of equality and partnership in order to strengthen the foundation for a prosperous and peaceful community of Southeast Asian Nations;
- promote regional peace and stability through abiding respect for justice and the rule of law in the relationship among countries of the region and adherence to the principles of the United Nations Charter;
- promote active collaboration and mutual assistance on matters of common interest in the economic, social, cultural, technical, scientific

and administrative fields;

- provide assistance to each other in the form of training and research facilities in the educational, professional, technical and administrative spheres;
- collaborate more effectively to encourage further growth in the agriculture and industry, and trade sectors. This includes improving transportation and communications facilities and conducting studies on international commodity trade with the overarching goal of raising the living standards of ASEAN peoples;
- promote Southeast Asian studies; and
- maintain close and beneficial cooperation with existing international and regional organisations with similar aims and purposes, and explore all avenues for even closer cooperation among themselves.

## The Founding of ASEAN



On 8 August 1967, five leaders – the Foreign Ministers of Indonesia, Malaysia, the Philippines, Singapore and Thailand – sat down together in the main hall of the Department of Foreign Affairs building in Bangkok, Thailand and signed a document. By virtue of that document, the Association of Southeast Asian Nations (ASEAN) was born. The five Foreign Ministers who signed it – Adam Malik of Indonesia, Narciso R. Ramos of the Philippines, Tun Abdul Razak of Malaysia, S. Rajaratnam of Singapore, and Thanat Khoman of Thailand – would subsequently be hailed as the Founding Fathers of probably the most successful inter-governmental organization in the developing world today. And the document that they signed would be known as the ASEAN Declaration.

ASEAN Organs always strive to achieve ASEAN's goals and objectives. The Secretary-General of ASEAN and the ASEAN Secretariat shall be functioned as coordinating Secretariat to help facilitate effective decision-making within and amongst ASEAN bodies. In Addition, each Member States shall appoint a Permanent Representative to liaise with the Secretary-General of ASEAN and ASEAN Secretariat.

## Highly Integrated and Cohesive Economy

The ASEAN Economic Community envisions ASEAN as a single market and production base. Free flow of goods, services, investments, capital, and labor will allow the development of production networks in the region and enhance ASEAN's capacity as the global supply chain.

🎯 Trade & Market Integration

📦 Trade In Goods

📋 Rules Of Origin

🚚 Trade In Services

🌱 Investment

🏢 Trade Facilitation

📡 Customs

📄 ASEAN Single Window

🏦 Finance Integration

🌐 Standard & Conformance





# THE ASEAN ECONOMIC COMMUNITY

## ASEAN BUSINESS CENTRE



This map is without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area.

### Economic

- Rules-based economic integration; market economy
- Adherence to multilateral trade rules and ASEAN's rules-based regimes
- Progress reduction towards elimination of all barriers to regional economic integration

### Enhanced Connectivity and Sectoral Development

Regional economic integration under the AEC necessarily demands greater connectivity between ASEAN Member States as well as within the countries. Transport, ICT, energy connectivity and tourism are key elements of physical and people-to-people connectivity in the region. Additionally, other sectors such as agriculture, forestry, fisheries, science and technology all play an important and complementary role to achieve an integrated market under the AEC.

- > Energy
- > Minerals
- > Food, Agriculture and Forestry
- > ICT
- > E-commerce
- > Tourism
- > Science and Technology
- > Transport
- > Standard and Conformance
- > Services



### Economy

	Brunei Darussalam	Cambodia	Indonesia	Lao PDR	Malaysia	Myanmar	Philippines	Singapore	Thailand	Viet Nam	ASEAN
GDP at current price (US\$b)	12.0	25.4	1,059.1	19.1	337.3	70.2	361.5	339.9	501.5	271.8	2,997.8
GDP per capita (US\$)	25,885.3	1,528.5	3,928.5	2,636.0	10,328.1	1,285.8	3,323.6	59,784.8	7,361.8	2,785.3	4,533.2
Real GDP growth (%)	1.1	(3.1)	(2.1)	3.3	(5.6)	3.2	(9.6)	(5.4)	(6.1)	2.9	(3.3)
Inflation rate, average (%)	1.9	2.9	1.7	5.1	(1.2)	5.7	2.6	(0.2)	(0.8)	3.2	-



### Trade

	Brunei Darussalam	Cambodia	Indonesia	Lao PDR	Malaysia	Myanmar	Philippines	Singapore	Thailand	Viet Nam	ASEAN
Total trade in goods (US\$m)	11,950.9	36,380.1	304,875.3	10,100.5	423,661.7	34,753.6	154,638.0	704,420.8	439,090.0	542,751.0	2,662,621.9
- Intra-ASEAN (%)	39.1	30.5	21.8	58.7	25.2	32.9	22.1	24.7	22.3	9.9	21.3
- Extra-ASEAN (%)	60.9	69.5	78.2	41.3	74.8	67.1	77.9	75.3	77.7	90.1	78.7
- Total exports (US\$m)	6,607.7	17,412.1	163,306.5	5,086.9	233,931.1	16,806.2	63,879.4	374,824.8	231,388.2	281,441.5	1,394,684.4
- Total imports (US\$m)	5,343.2	18,968.1	141,568.8	5,013.6	189,730.6	17,947.4	90,758.6	329,596.0	207,701.8	261,309.5	1,267,937.5
Total trade in services (US\$m)	1,558.6	3,791.3	39,408.6	791.7	55,351.0	7,473.8	49,741.2	360,395.2	78,493.5	39,987.0	618,661.0
- Total exports (US\$m)	352.2	1,767.4	14,906.5	346.2	22,031.5	4,219.1	31,410.4	187,638.1	31,703.3	21,600.0	315,974.7
- Total imports (US\$m)	1,206.4	2,023.9	24,502.1	445.5	33,319.5	3,254.7	18,330.8	172,757.0	46,790.2	18,387.0	302,686.3



### Investment

	Brunei Darussalam	Cambodia	Indonesia	Lao PDR	Malaysia	Myanmar	Philippines	Singapore	Thailand	Viet Nam	ASEAN
Total FDI inward flows (US\$m)	577.4	3,624.6	18,581.1	967.7	3,511.8	1,907.2	6,542.3	90,597.7	(4,767.9)	15,800.0	137,341.9
- Intra-ASEAN (US\$m)	4.0	640.3	8,197.8	79.9	2,528.3	877.2	98.0	2,433.8	2,152.5	6,278.2	23,290.0
- Extra-ASEAN (US\$m)	573.4	2,984.3	10,383.3	887.8	983.5	1,030.0	6,444.3	88,163.9	(6,920.3)	9,521.8	114,051.9



### Socio-Demography

	Brunei Darussalam	Cambodia	Indonesia	Lao PDR	Malaysia	Myanmar	Philippines	Singapore	Thailand	Viet Nam	ASEAN
Population ('000)	453.6	16,338.1	270,203.9	7,231.2	32,584.0	54,817.9	108,772.0	5,685.8	68,127.8	97,582.7	661,797.0
Unemployment rate (%)	7.4	2.4	7.1	9.4	4.5	0.5	10.3	4.1	1.7	2.3	5.4
Life expectancy (years)	77.4	72.0	71.5	65.0	75.1	66.6	72.7	83.9	75.7	73.7	72.2



### Connectivity

	Brunei Darussalam	Cambodia	Indonesia	Lao PDR	Malaysia	Myanmar	Philippines	Singapore	Thailand	Viet Nam	ASEAN
Internet subscribers per 100 persons	95.0	73.4	53.7	52.1	89.6	52.1	81.9	88.9	77.8	70.3	65.7
Cellular phones per 100 persons	120.4	129.9	130.1	60.8	135.1	113.8	154.8	144.1	166.6	142.7	138.0
Visitor arrivals ('000)	62.3	1,306.1	4,052.9	886.4	4,332.7	903.3	1,482.5	2,742.4	6,702.4	3,686.8	26,158.1
- Intra-ASEAN (%)	52.3	38.0	37.5	62.7	68.1	54.6	5.6	32.7	24.7	13.8	35.1
- Extra-ASEAN (%)	47.7	62.0	62.5	37.3	31.9	45.4	94.4	67.3	75.3	86.2	64.9

Source: ASEAN Secretariat

- Notes:
- For Unemployment rate, the latest available data for Cambodia and Myanmar is 2019, Lao PDR is 2017
  - For Life expectancy, the latest available data for Brunei Darussalam, Myanmar and Thailand is 2019, Lao PDR is 2017, Philippines is 2015
  - Cellular phone, the latest available data Cambodia, Lao PDR, and Philippines is 2019, Myanmar is 2018
  - Internet subscriber, the latest available data Singapore and Brunei Darussalam is using 2019 figures

ASEANstats data and its statistical publications can be accessed at: <http://www.aseanstats.org/>

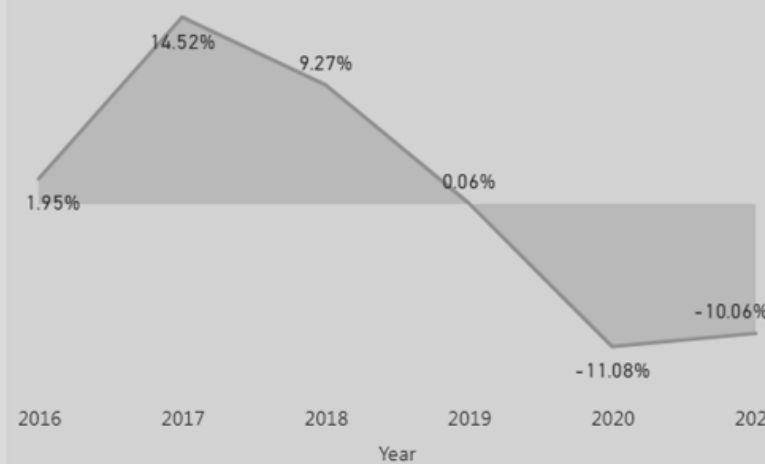
# THE ASEAN ECONOMIC COMMUNITY

## ASEAN BUSINESS CENTRE

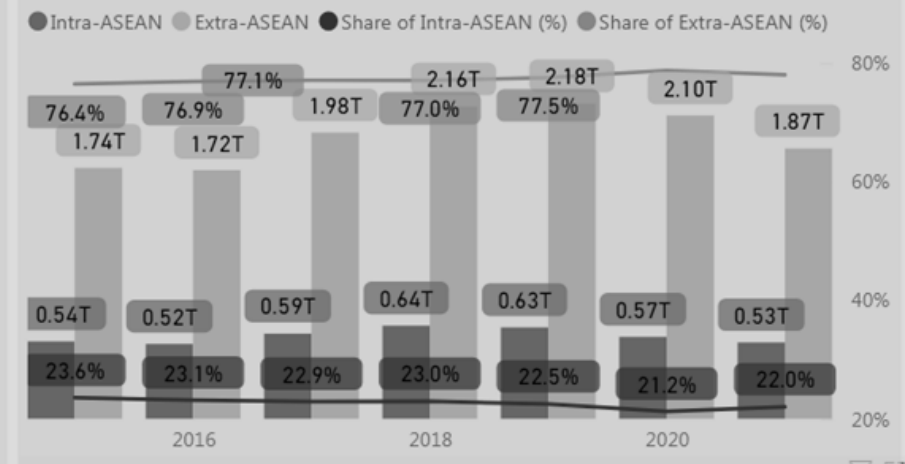
Trade Balance (in USD), by Selected Reporters, Partners & Prod...



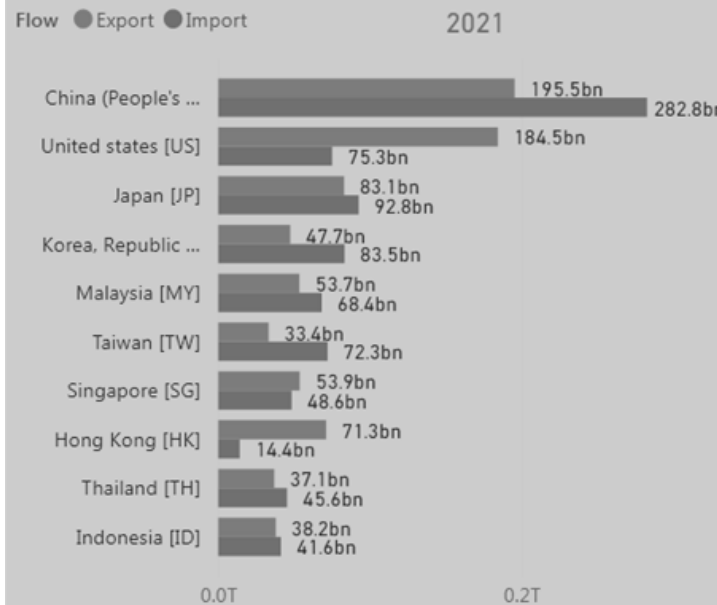
Annual Growth (%), by Selected Reporters, Partners & Prod...



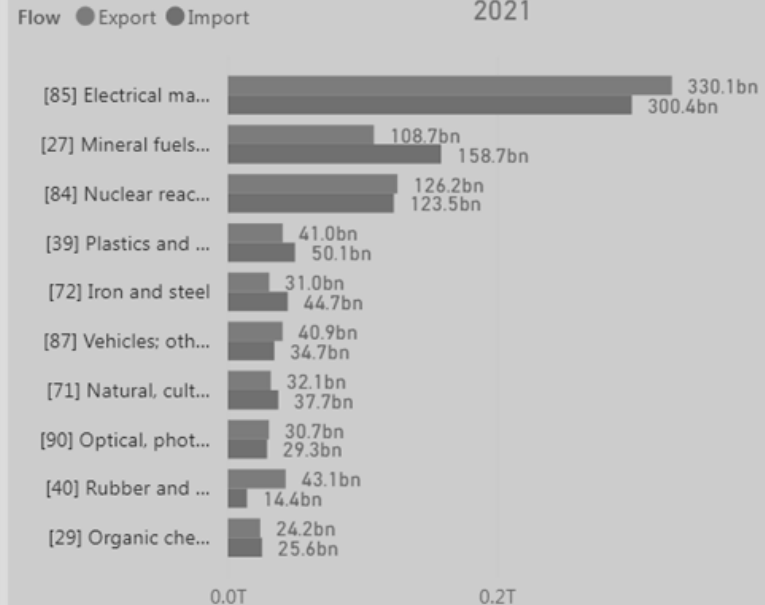
Intra-Extra ASEAN Trade, by Selected Flows, Reporters & Prod...



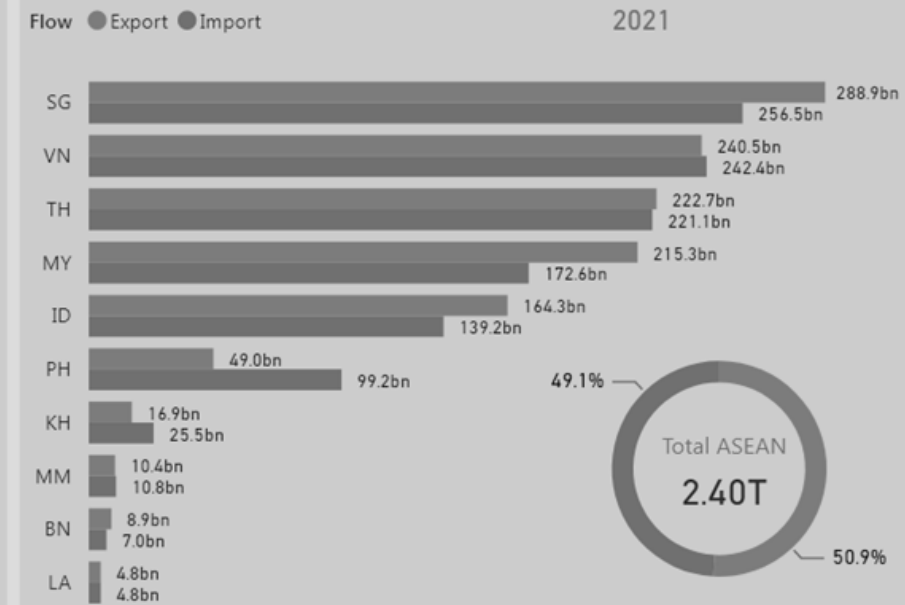
Top Partners by Selected Year, Reporters & Products



Top Products by Selected Year, Reporters & Products



Top Reporters by Selected Year, Partners & Products



# THE ASEAN ECONOMIC COMMUNITY

## ASEAN BUSINESS CENTRE

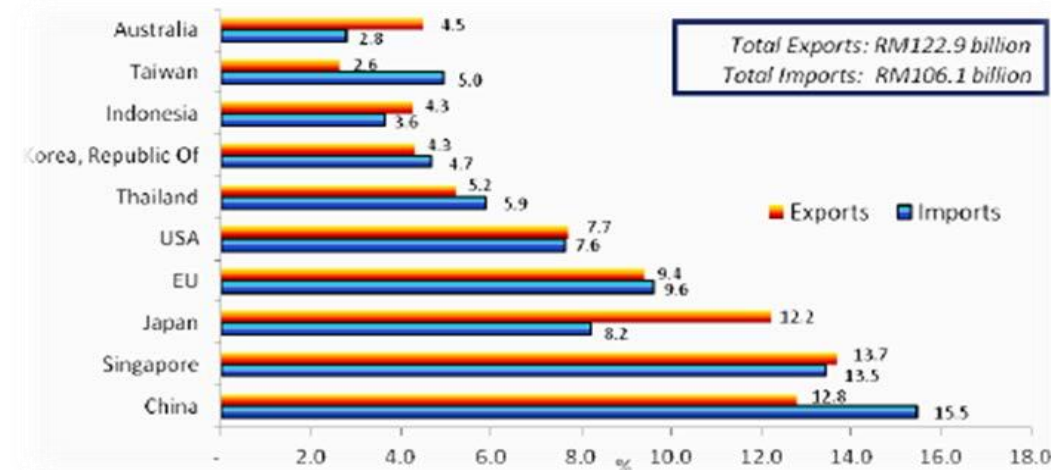
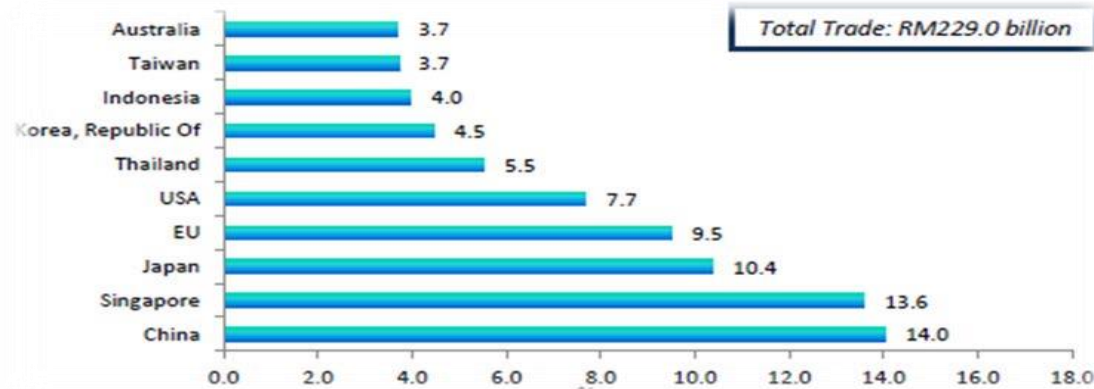
### Why ASEAN?



Malaysia is recognized as the one of the world's investment destination due to its compounded annual investment growth rate, backed by sound economic fundamentals and conducive business environment.

It is indeed the time when ASEAN is poised to seize the moment where investors look forward to utilize as their market destination or as the regional gateway with myriad of abundance opportunities. Located at the heart of ASEAN, the country attracts a gateway to a regional market of over 600 million people, surpassing the population of the US and Japan.

### MAJOR TRADING PARTNERS





### Reasons for Investing in ASEAN

ASEAN is a choice destination for ASEAN and international investors. Investors enjoy profitable operations and commit to deeper engagement in the region as shown by strong reinvestment and sustained growth in foreign direct investments (FDI). FDI stock in the region has quadrupled within a little more than a decade. In 2011, FDI stock exceeded US\$1 trillion compared with only US\$266 billion in 2000.

### BENEFIT

ROBUST MARKET

ACTIVE CONSUMERS

GROWING MIDDLE CLASS

GOOD LIFE IN ASEAN

INTEGRATED SUPPLY CHAIN

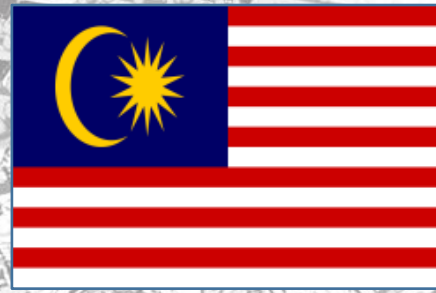
INFRASTRUCTURE SUPPORT

PREFERRED WORKFORCE

SUSTAINED ECONOMIC GROWTH

BEST PRACTICES IN INVESTMENTS

HIGH RETURN ON INVESTMENTS



## GROWTH TRIANGLE (SIJORI)

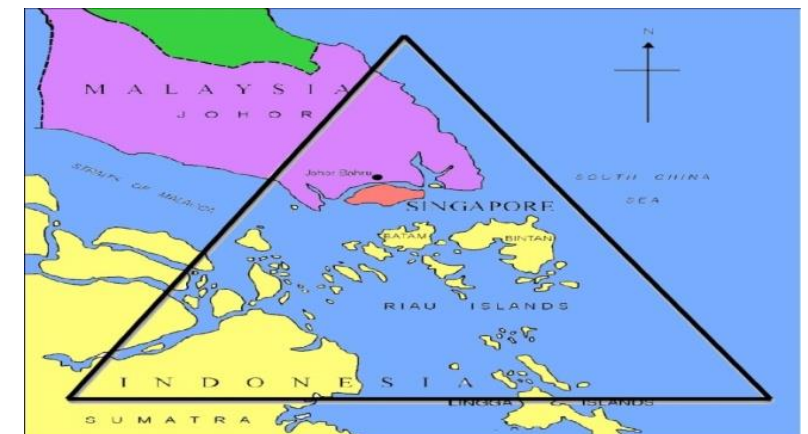
# INDONESIA-MALAYSIA-SINGAPORE GROWTH TRIANGLE ( SIJORI )

The SIJORI Growth Triangle is a partnership arrangement between Singapore, Johor (in Malaysia), and Riau Islands (in Indonesia) that combines the competitive strengths of the three areas to make the sub-region more attractive to regional and international investors. More specifically, it links the infrastructure, capital, and expertise of Singapore with the natural and labour resources and the abundance of land of Johor and Riau.

The SIJORI Growth Triangle was first publicly announced in 1989 by Singapore Deputy Prime Minister Goh Chok Tong. The 'triangle of growth' was envisioned to be a key component of the Singapore regionalisation scheme of the 1980s and 1990s, relocating labour-intensive industries to neighbouring places such as the Malaysian state of Johor (known as the Iskandar Development Region) and the island of Batam in the nearby Indonesian province of Riau (at the time, before splitting off as a part of Riau Islands province in 2004).

As more Malaysian and Indonesian states joined the grouping, the IMS-GT was formed to formalise the new grouping. A Memorandum of Understanding (MOU) was signed on 17 December 1994 by the representatives of the participating countries; Singapore's Deputy Prime Minister Lee Hsien Loong, Malaysia's International Trade and Industry Minister Datuk Seri Rafidah Aziz and Indonesia's Coordinating Minister for Trade and Industry Hartono.

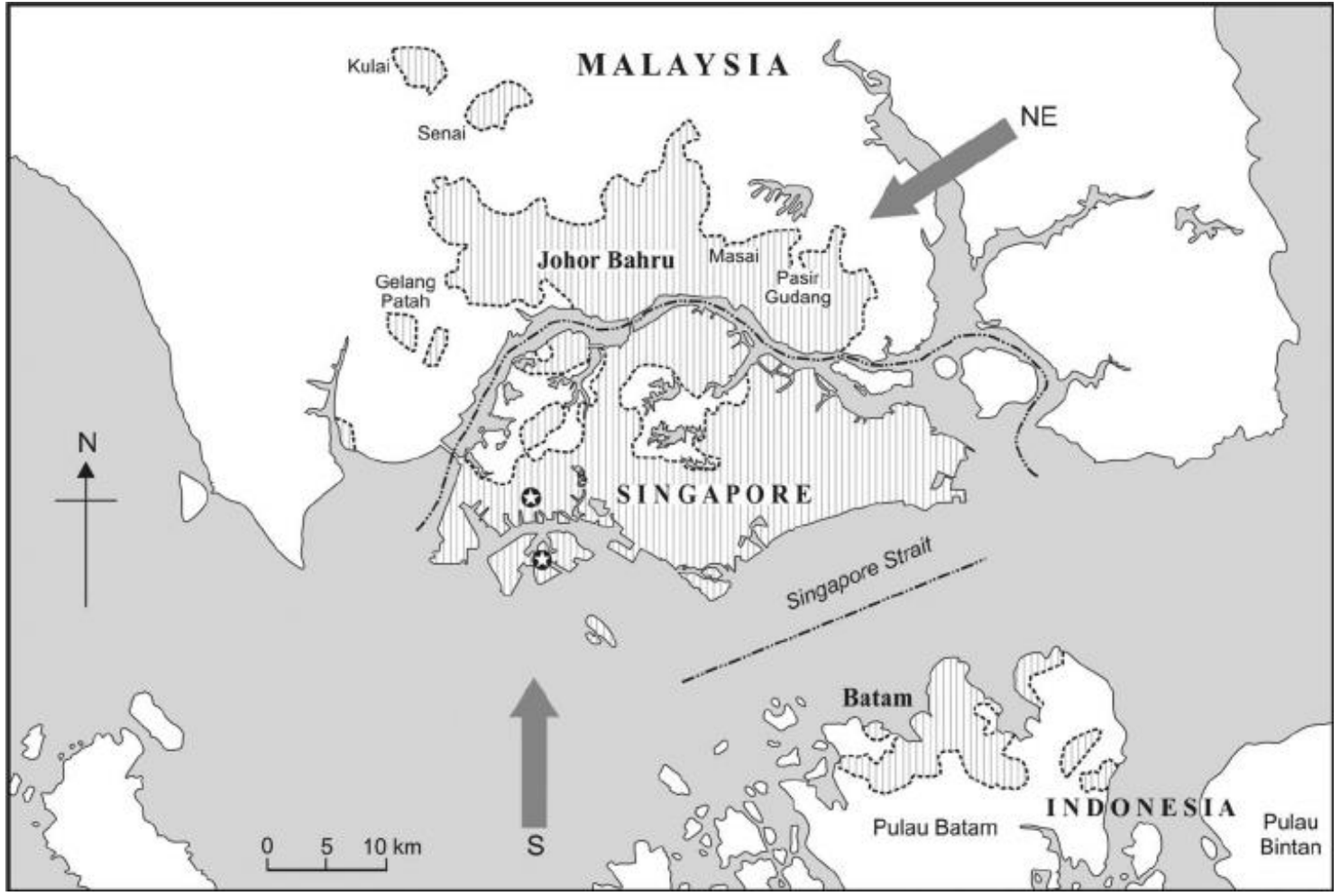
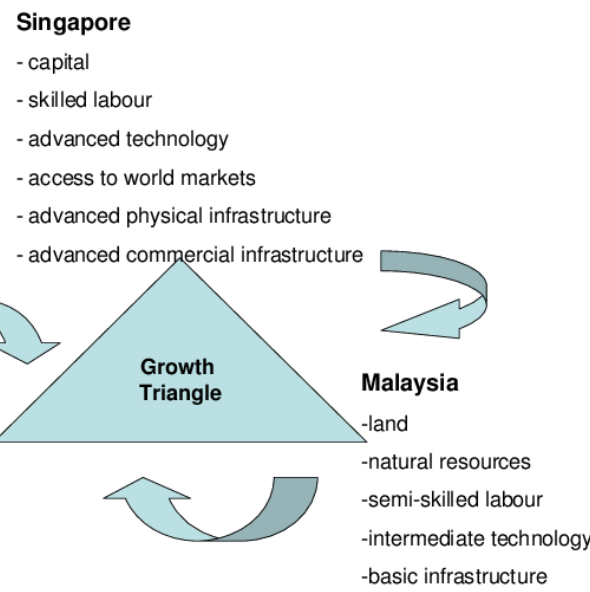
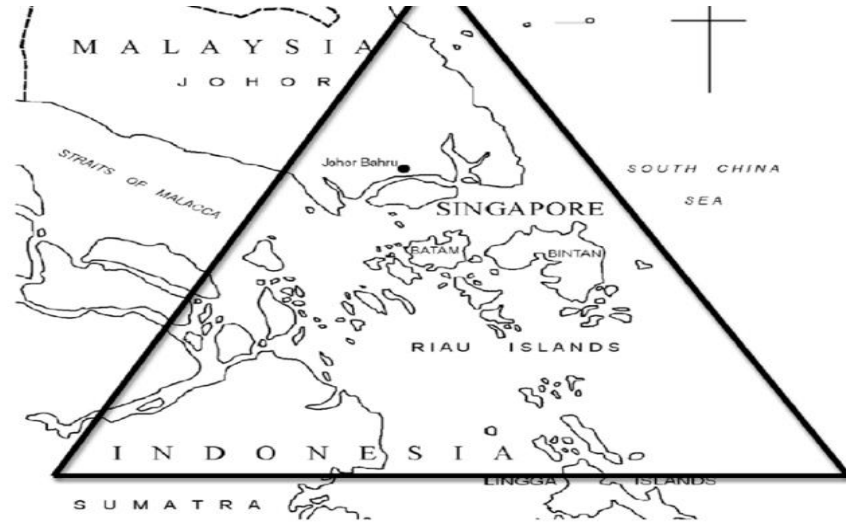
Even with the low wages on Batam, some companies find themselves struggling with rising costs. Nidec, a Japanese conglomerate, has moved its factory from Batam to Vietnam due to labour costs.





# INDONESIA-MALAYSIA-SINGAPORE GROWTH TRIANGLE ( SIJORI )

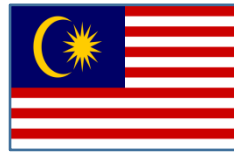
1. Regional Progress in Retrospect
2. Resources, Redistribution , Industrial Relocation & Infrastructure Reconstruction
3. Capital & Labor Flows



# PROPOSED GROWTH TRIANGLE ECONOMIC COMPLEMENTARY ( SIJORI )



Logistics



Commercial  
Development



Manufacturing



Capital  
Skilled Labour  
Access to World Markets  
Advanced Technology  
Advanced Infrastructure  
Advanced Commercial Infrastructure

Land  
Natural Resources  
Semi Skilled Labour  
Intermediate Technology  
Basic Infrastructure

Unskilled Labour  
Basic technology  
Natural Resources  
Undevelopment Land

- ✓ *Regional Progress in Retrospect*
- ✓ *Resources, Redistribution , Industrial Relocation & Infrastructure Reconstruction*
- ✓ *Capital & Labor Flows*

Table 1. Basic Indicators for the IMS-GT, in 1994, 2003-2017 (selected years)

	1994	2003	2005	2007	2009	2011	2013	2017	
<b>Singapore (S\$ billi.)</b>									
GDP (at current price)	112.7	170	212.1	271.2	279.9	346.7	378.5	408.1	422.7
Growth rate (2010 constant price)	10.9%	4.4%	7.5%	8.9%	-0.1%	6.2%	5%	1.9%	3.6%
<b>Johor (RM billi.)</b>									
GDP (at current price)	16.6	46.1	50	59.8	62.5	80.3	91.4	106.7	119.8
Growth rate (2005 constant price)	9.6%	4.1%	4.2%	4.1%	-3.0%	6.4%	4.7%	5.6%	6.2%
% of total national GDP	6.3	9.0	10.2	9.8	9.4	9.6	9.2	8.5	8.2
<b>The Riau Islands (IDR trilli.)</b>									
GDP (at current price)	143.2	32.8	40.9	51.8	63.9	80.2	100.3	124.9	133.8
Growth rate (2000 constant price)	12.1%**	-	6.6%	7.0%	3.5%	6.7%	6.1%	6.0%	2.0%
% of total national GDP	-	1.67	1.53	1.46	1.37	1.33	1.32	1.29	1.27

Note: \* at 2010 constant prices; \*\* data of the Riau Province, 1993

(The higher growth rate was mainly due to the exploitation of petroleum around Dumai on the mainland)

Source: Department of Statistics Singapore (<http://www.singstat.gov.sg/>), Department of Statistics Malaysia (<http://www.statistics.gov.my/>), Statistics Indonesia (<http://www.bps.go.id>).

### *Unsolved Problems*

Firstly, GDP growth was much slower in the first decade of the present century than in the 1990s and growth rates of the three regions kept declining after the announcement of SIJORI. Notably, the lower growth rates of Johor and Riau Islands than that of Singapore indicated an enlarged gap between them.

Secondly, the declining proportion of regional GDP of Johor and the Riau Islands in the total of Malaysia and Indonesia further affirmed the unsatisfactory economic performance, as their economic status did not get enhanced or was still marginalized. For instance, the core area of the triangle, the Riau Islands, remains one of the poorest provinces in Indonesia.

Thirdly, the intended capital and advanced technology from Singapore flowed much more into tourism rather than that into manufacturing sectors. As a result, the upgrade of industry and optimisation of economic structure in Johor and the Riau Islands was delayed.

Fourthly, the industrial transfer of Singapore did not help solve the problem of unemployment in Johor and the Riau Islands. In the latter, rates of regional unemployment were higher than the national average. Especially in the 1990s when SIJORI-GT was just initiated, such stimuli resulted in the rise of unemployment rate ironically.


The last, the economic connections between the three regions were not intensified evenly. From a historical perspective, the economic connection between Singapore and Johor was much stronger than that between Singapore and the Riau Islands, while the connection between Johor and the Riau Islands was negligible. Such a pattern remains unchanged from then up to the present day. Therefore, the three regions did not form a complete form of “triangle,” but an “hourglass” with Singapore as its neck. Within the once mighty unified empire in this area, the Johor-Riau Sultanate, there are still intensive social, cultural and religious relations between Johor and the Riau Islands, but their economic connections were not maintained.

 **TheStar** New opportunities with growth triangle

## New opportunities with growth triangle

By MOHD FARHAAN SHAH



METRO NEWS 

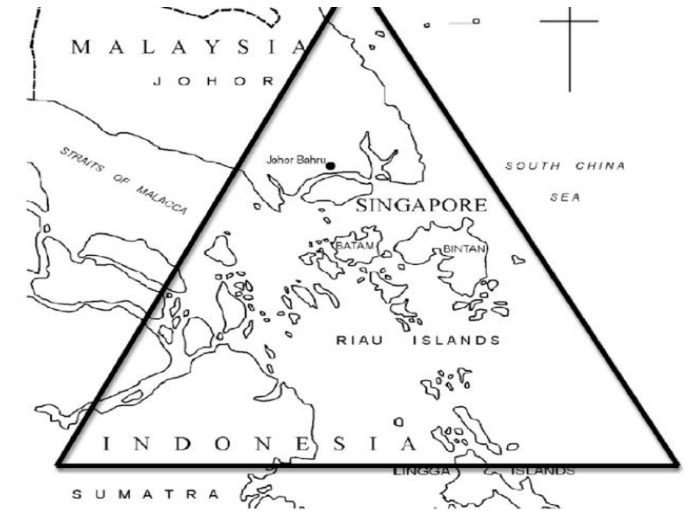
Saturday, 27 Nov 2021

JOHOR's inclusion in the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) will open up new opportunities for economic growth in the state.

Mentri Besar Datuk Hasni Mohammad said Johor was invited as a new member of the subregional cooperation initiative, along with Terengganu and Pahang, following the 13th IMT-GT Summit in last month which was chaired by Malaysia.

He expressed confidence that with Johor's involvement in the IMT-GT, the potential economic spillover to the state, especially in various areas of investment, would be expanded with discussions involving the government and private sector.

Hasni said being part of this initiative would also open up opportunities for improvement in the existing Singapore-Johor-Riau (Sijori) economic growth triangle, by strengthening direct links in various fields between the three areas.



He said this in his speech during the tabling of the Johor 2022 Budget at Bangunan Sultan Ismail in Kota Iskandar.

Sijori, launched in December 1989, is a tripartite agreement between Singapore, Johor (in Malaysia) and Riau (in Indonesia) that seeks to capitalise on their respective competitive strengths and make the sub-region attractive to regional and international investors.

The growth triangle links the logistics, transportation and financial facilities of Singapore with the natural and labour resources of Johor and Riau.

Hasni said to further boost investment activities in Johor, efforts to attract potential investors to the state must be continued.

 **TheStar** New opportunities with growth triangle

**METRO NEWS** 

Saturday, 27 Nov 2021

The growth triangle links the logistics, transportation and financial facilities of Singapore with the natural and labour resources of Johor and Riau.

Hasni said to further boost investment activities in Johor, efforts to attract potential investors to the state must be continued.

Following Ibrahim Johor Economic Council's (IJEC) recommendation, the state government would be using an investment consulting service to do this, he said.

"In the context of the current dynamic and changing economy, efforts to attract investors to Johor will be implemented in a more focused and organised way to yield optimal results to the government in the near future.

"To maintain the state's status as a high investment centre, the government will expand its investment promotion globally through Invest Johor where we would be launching the Johor Go Global programme soon," said Hasni.

The programme is expected to increase Johor's online presence with an allocation of RM450,000.

Hasni added that Invest Johor would also be carrying out the Friendly Johor programme to attract new and existing investors with an allocation of RM470,000.

"As a start, the state government will be allocating RM10mil to prepare the investment facilitation fund.

"The fund will enhance the capacity and competitiveness of investors in Johor in various fields," he said.

Hasni also said the state government would continue with its trade mission to identify business opportunities to increase the inflow of foreign investment into Johor.

He added that the government would also strengthen the Johor Convention Exhibition Bureau (JCEB) by streamlining its role and responsibilities in planning and coordinating more business events in the state.

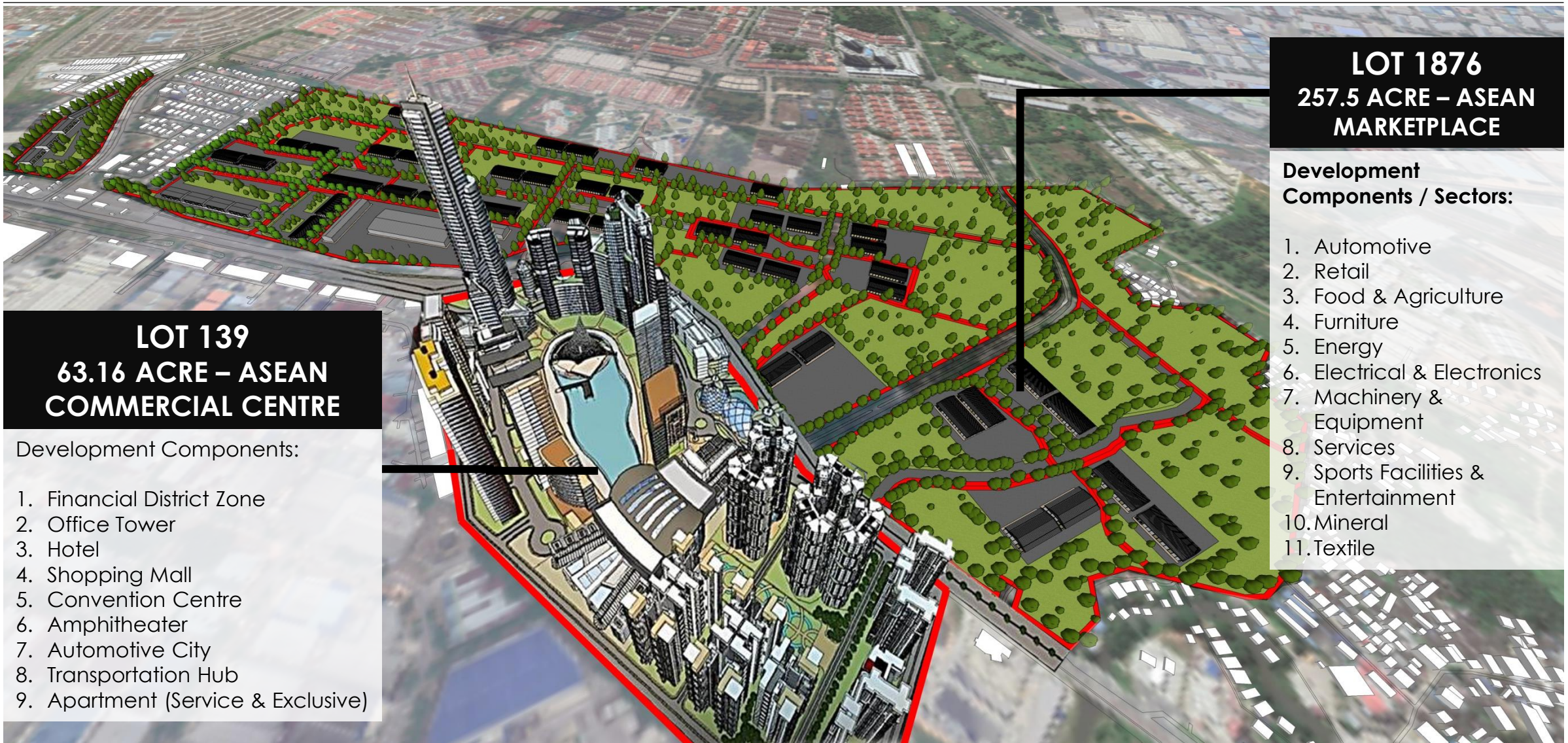
An aerial, grayscale photograph of a city grid, showing streets and building footprints. The image is slightly blurred and serves as the background for the title text.

# **A DEVELOPMENT PROPOSAL**

**BY KCSB KONSORTIUM**

# ASEAN BUSINESS CENTRE

## A HOLISTIC DEVELOPMENT COMPLEMENTING SIJORI GROWTH TRIANGLE & ASEAN COMMUNITY



### LOT 139 63.16 ACRE – ASEAN COMMERCIAL CENTRE

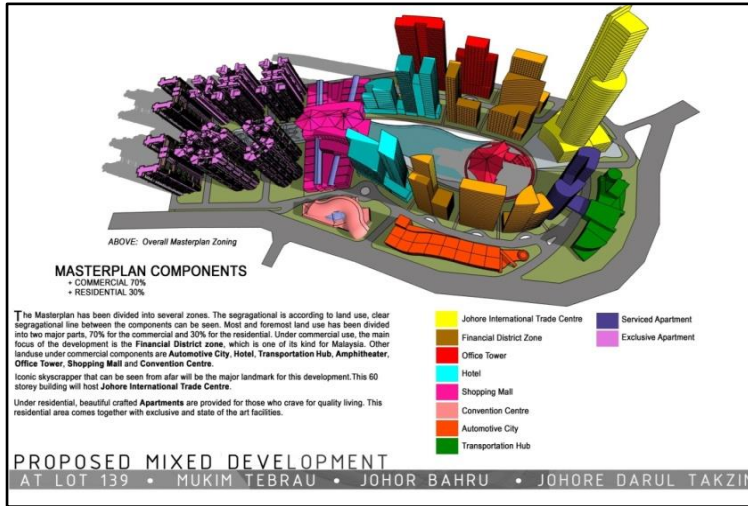
- Development Components:
1. Financial District Zone
  2. Office Tower
  3. Hotel
  4. Shopping Mall
  5. Convention Centre
  6. Amphitheater
  7. Automotive City
  8. Transportation Hub
  9. Apartment (Service & Exclusive)

### LOT 1876 257.5 ACRE – ASEAN MARKETPLACE

- Development Components / Sectors:
1. Automotive
  2. Retail
  3. Food & Agriculture
  4. Furniture
  5. Energy
  6. Electrical & Electronics
  7. Machinery & Equipment
  8. Services
  9. Sports Facilities & Entertainment
  10. Mineral
  11. Textile

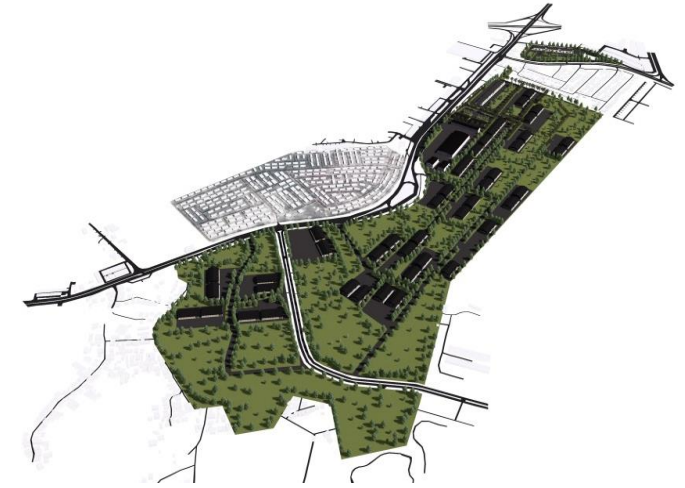


# ASEAN BUSINESS CENTRE



## KCSB CONSORTIUM OFFER:

1. Land
2. Development Concept with Approval
3. Basic Infrastructure
4. Facilities Maintenance
5. Business Operation Management
6. E-Commerce Platform



Complementing



### • ASEAN COMMERCIAL CENTRE

1. Financial District Zone
2. Office Tower
3. Hotel
4. Shopping Mall
5. Convention Centre
6. Automotive City
7. Transportation Hub
8. Apartment (Service & Exclusive)

### Benefits :

1. Access to local talent
2. Increased business growth
3. Improved finances
4. Entry new markets
5. Regional center
6. Foreign investment opportunities
7. Job opportunities & lower unemployment
8. Increase research & development
9. Economic development

### • ASEAN MARKETPLACE

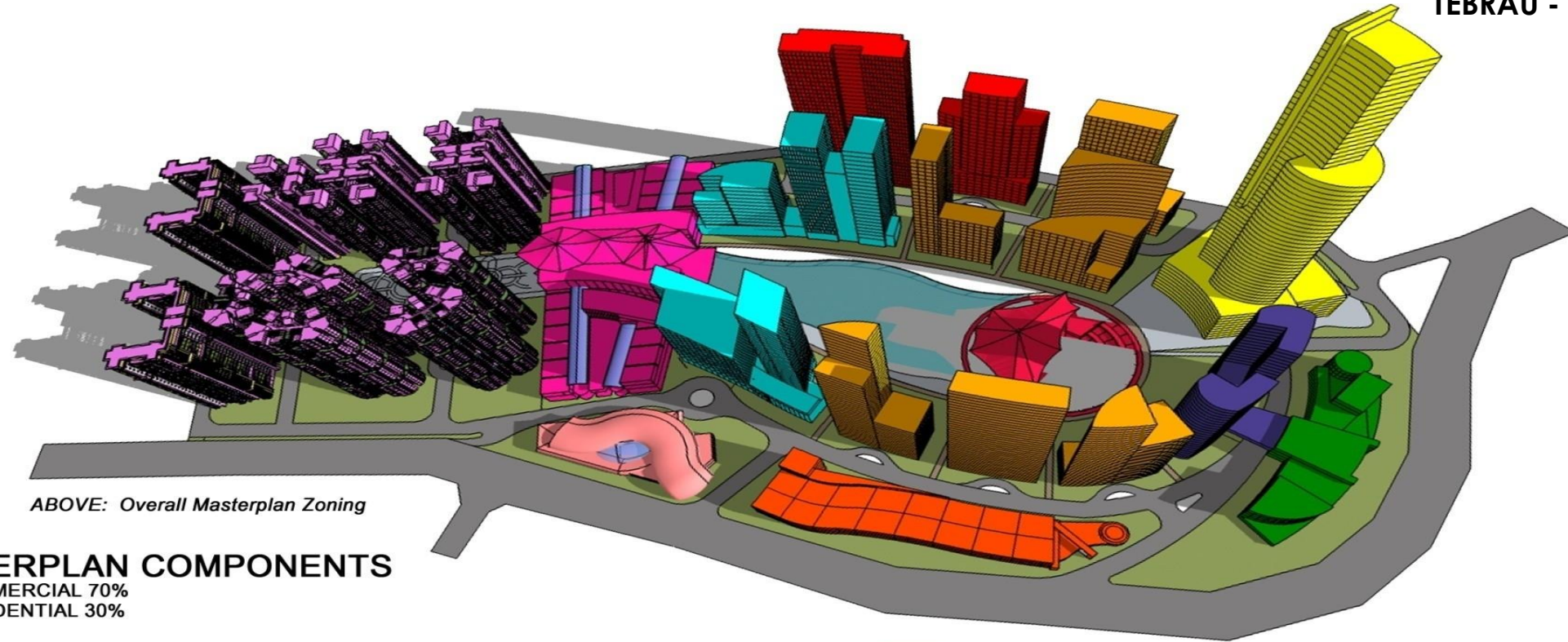
1. Automotive
2. Retail
3. Food & Agriculture
4. Furniture
5. Energy
6. Electrical & Electronics
7. Machinery & Equipment
8. Services
9. Sport facilities & Entertainment
10. Mineral
11. Textile

An aerial photograph of a city grid, showing streets and buildings. A white rectangular text box is centered over the image.

**PLOT 139  
DEVELOPMENT PROPOSAL**

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**ASEAN COMMERCIAL CENTRE**



ABOVE: Overall Masterplan Zoning

**MASTERPLAN COMPONENTS**

- + COMMERCIAL 70%
- + RESIDENTIAL 30%

The Masterplan has been divided into several zones. The segregation is according to land use, clear segregation line between the components can be seen. Most and foremost land use has been divided into two major parts, 70% for the commercial and 30% for the residential. Under commercial use, the main focus of the development is the **Financial District zone**, which is one of its kind for Malaysia. Other land use under commercial components are **Automotive City, Hotel, Transportation Hub, Amphitheater, Office Tower, Shopping Mall** and **Convention Centre**.

Iconic skyscraper that can be seen from afar will be the major landmark for this development. This 60 storey building will host **Johore International Trade Centre**.

Under residential, beautiful crafted **Apartments** are provided for those who crave for quality living. This residential area comes together with exclusive and state of the art facilities.

- Johore International Trade Centre
- Serviced Apartment
- Financial District Zone
- Exclusive Apartment
- Office Tower
- Hotel
- Shopping Mall
- Convention Centre
- Automotive City
- Transportation Hub

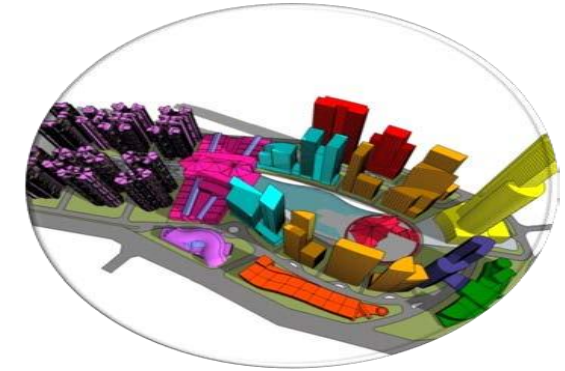
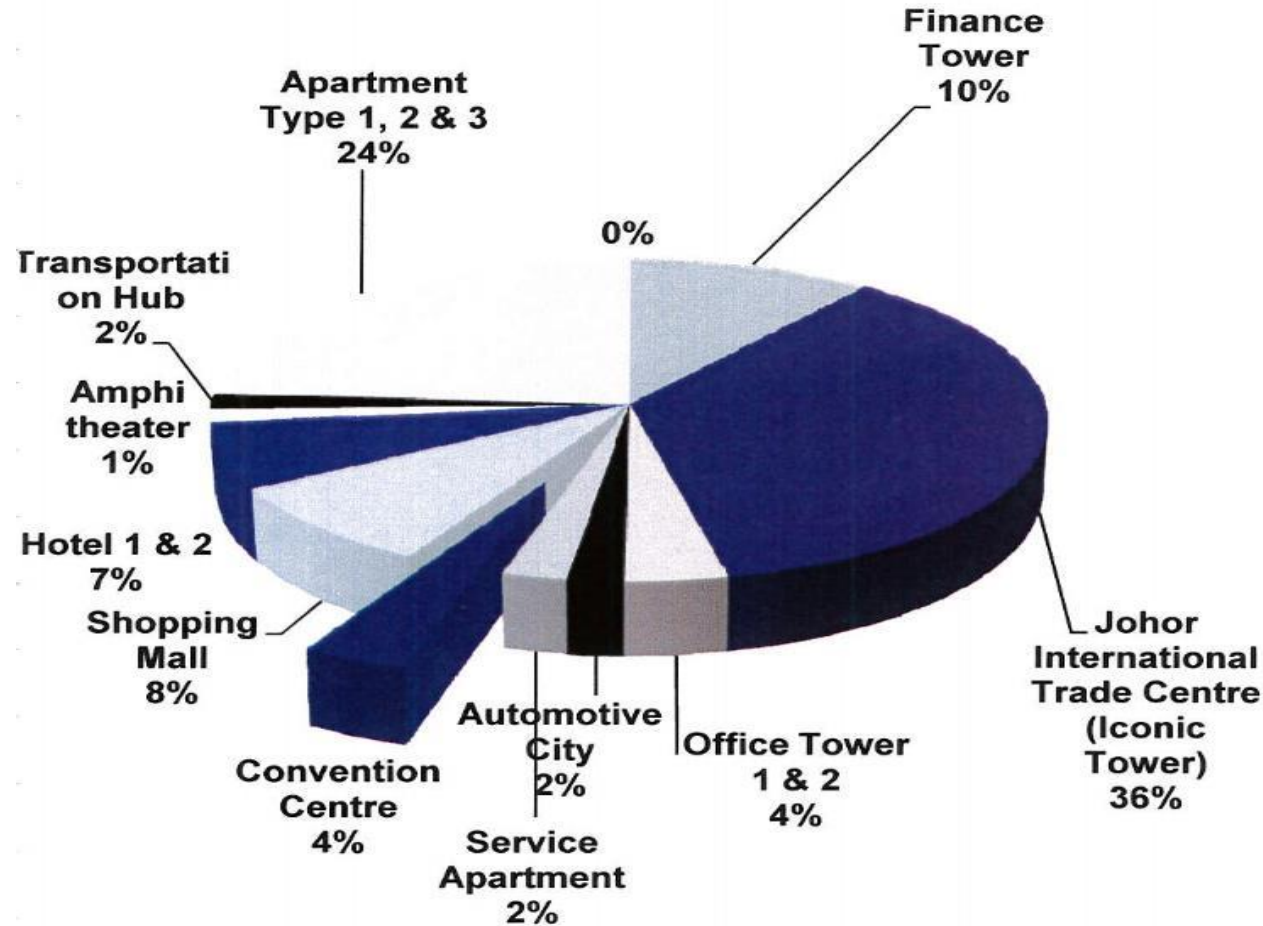
**PROPOSED MIXED DEVELOPMENT**

AT LOT 139 • MUKIM TEBRAU • JOHOR BAHRU • JOHORE DARUL TAKZIM

# ASEAN COMMERCIAL CENTRE - COMPONENTS

TEBRAU - PLOT 139

LOT 139 (PLOT RATIO 1:6) ✓



# NEW IMAGES OF JOHOR BAHRU

## CONNECTIVITY AS THE MAIN KEY

Conceived as the new modern and upcoming focal point of Johor Bahru, this new township is a new high density mixed-use city where leisure, work and living are integrated. This new landmark development capitalises on its location, situated 14.5 km away from Danga Bay, travellers can reach there via Tebrau Highway. Johor Bahru city centre is located 9.2 km away. The Senai International Airport and residential districts will provide major boost to support the retail intensive nature of the development. The proposed mixed-use development is a departure from generic land use zoning parameters in Johor Bahru.

## THE DISTINGUISHED DEVELOPMENT FEATURES

The new Southern Financial District will be the throbbing arteries not only for Johor Trade, but to Malaysia as well. Beaconing for international investors looking east, the development shall create tens of thousand jobs and billions of Ringgit Malaysia investment for the economy. The new financial district will house the head offices of Malaysia's financial industry governing bodies and agencies, private local and financial institution, banks and related commercial and businesses.



## DESIGN CONCEPT & APPROACH

SOUTHERN FINANCIAL DISTRICT – LOT 139

### AXIS AND DATUM

The masterplan look nature and quality surrounding as a major features in this development. The masterplan features landscape and lake as the 'heart' of the development. This will provide beautiful scenery as well as enhancing the building surroundings it as it is situated at the very prominent and strategic location. The masterplan will provide pedestrianised retail street set out in an axial pattern. The idea of a 'walk-able city' is another high priority in this masterplan. The continuous pedestrian is designed to be sheltered and will form the key circulatory spine that unifies the surroundings. urban greenery is designed to complement the pedestrian patterns enhancing the city experience.



Clear axis can be seen for the masterplanning



Amphitheater as the datum or focal point. It will create a visible node for visitors.

### GREEN DESIGN

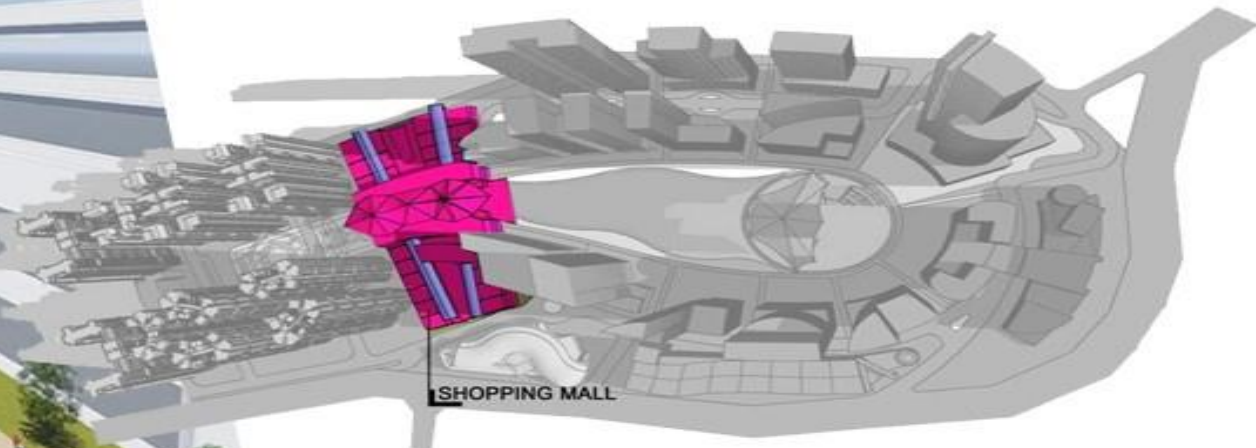
The orientation of all the buildings has taken into account the aim of maximizing available vistas. Along with it, the masterplanning also takes into consideration the direct and indirect impact to the natural environment. Persevering this in the design, the buildings and structure in the city are fortified with design strategies that serve to save energy and resources, whilst adapting to the local climate, traditions, cultures and the surrounding environment.



Overall planning surrounding man-made water feature.

### QUALITY LIVING

To enhance this development and its immediate vicinity, an upscale commercial development has been planned as a 'Ying' that will surround the central water feature, with the aim of creating a niche lifestyle office area.



# SHOPPING MALL

TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
SHOPPING MALL	7.77 acres / 338,461 sf	1,597,407.37 sf



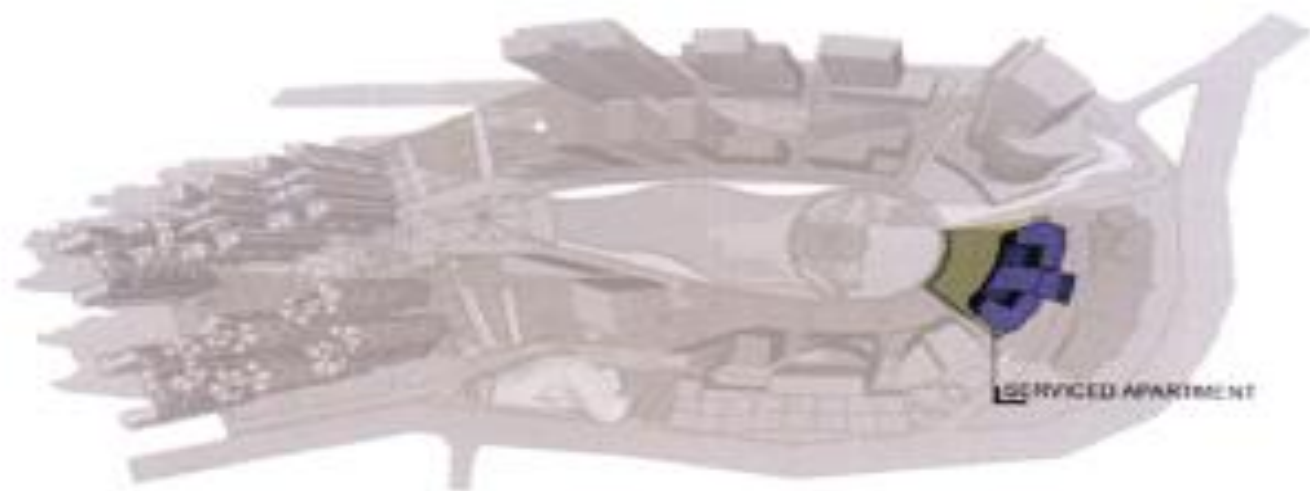


# OFFICE TOWER



TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
OFFICE TOWER 1	1.17 acres / 50,965 sf	407,721.43 sf
OFFICE TOWER 2	1.46 acres / 63,598 sf	508,780.77 sf
<b>GRAND TOTAL</b>		<b>916,502.20 sf</b>





# SERVICED APARTMENT

TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
SERVICED APARTMENT	1.68 acres / 73,180.8 sf	585,384.5 sf





**TOWER 1**  
FINANCIAL DISTRICT



**TOWER 2**  
FINANCIAL DISTRICT



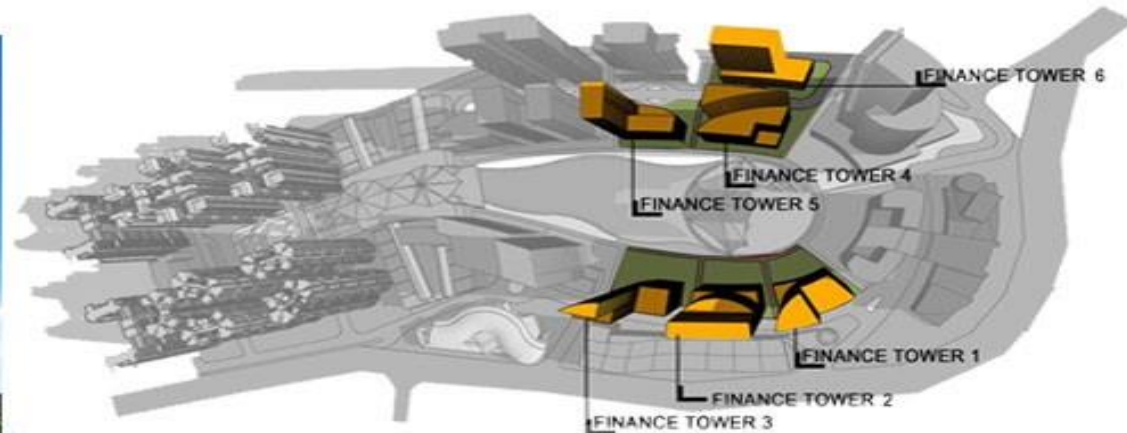
**TOWER 3**  
FINANCIAL DISTRICT



**TOWER 4**  
FINANCIAL DISTRICT



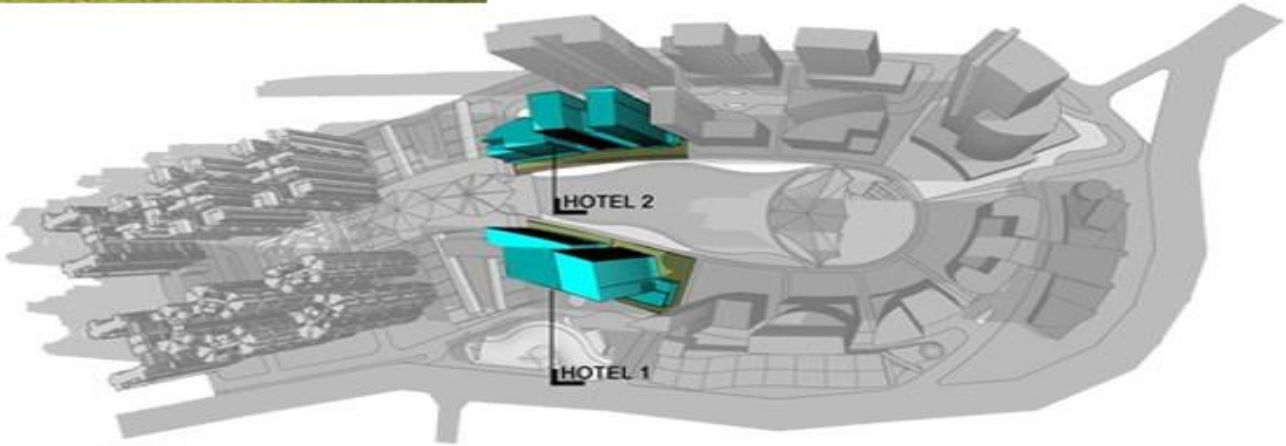
**TOWER 5**  
FINANCIAL DISTRICT



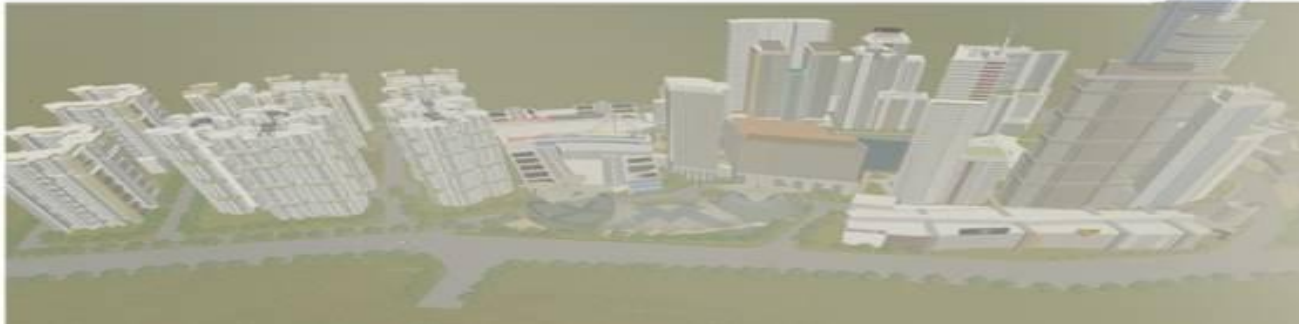
# FINANCIAL TOWER

TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
FINANCE TOWER 1	0.90 acres / 39,204 sf	313,631.93 sf
FINANCE TOWER 2	1.01 acres / 43,996 sf	351,964.37 sf
FINANCE TOWER 3	1.32 acres / 57,499 sf	459,993.56 sf
FINANCE TOWER 4	1.50 acres / 65,340 sf	522,719.60 sf
FINANCE TOWER 5	1.25 acres / 54,450 sf	435,593.93 sf
FINANCE TOWER 6	1.53 acres / 66,647 sf	533,389.65 sf
<b>GRAND TOTAL</b>		<b>2,617,083.79 sf</b>

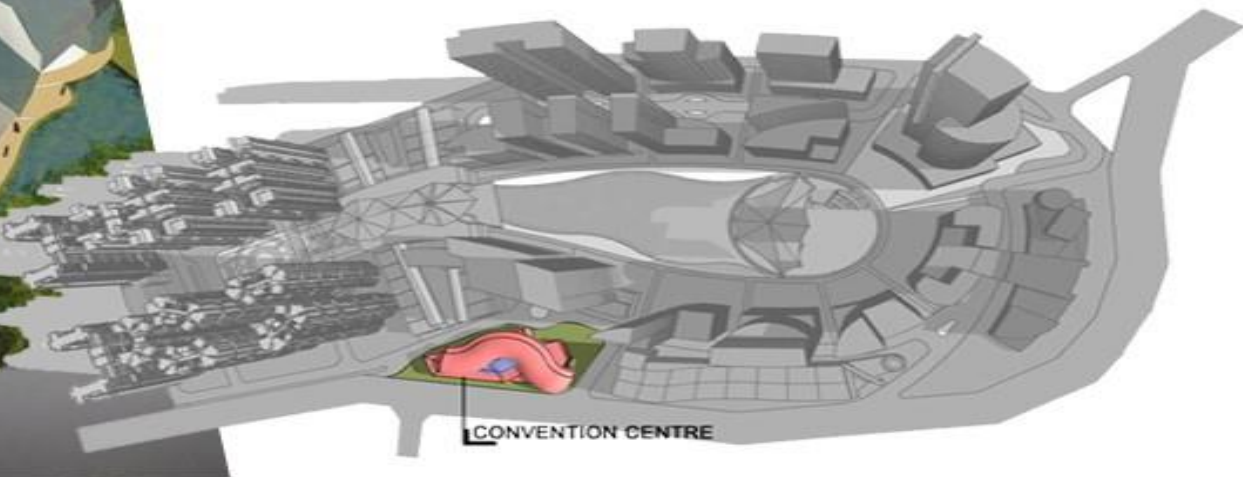
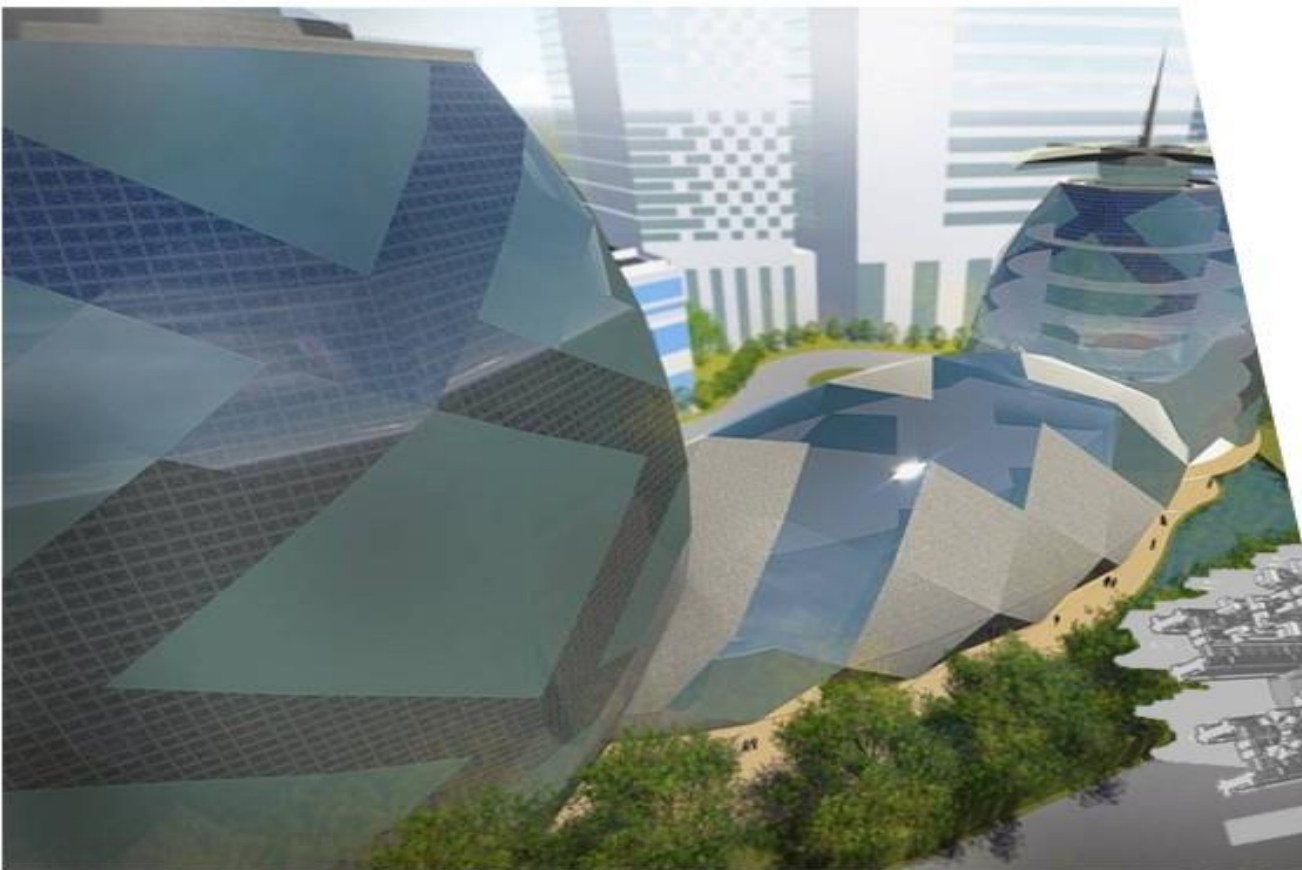




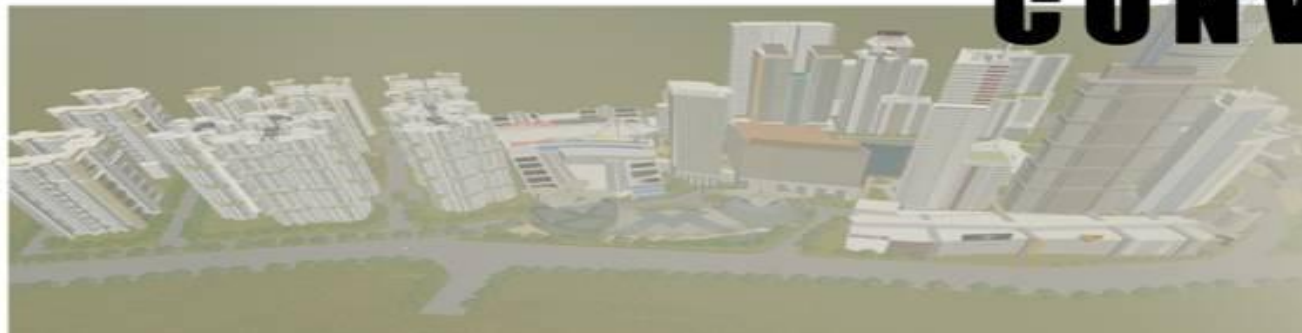
# HOTEL



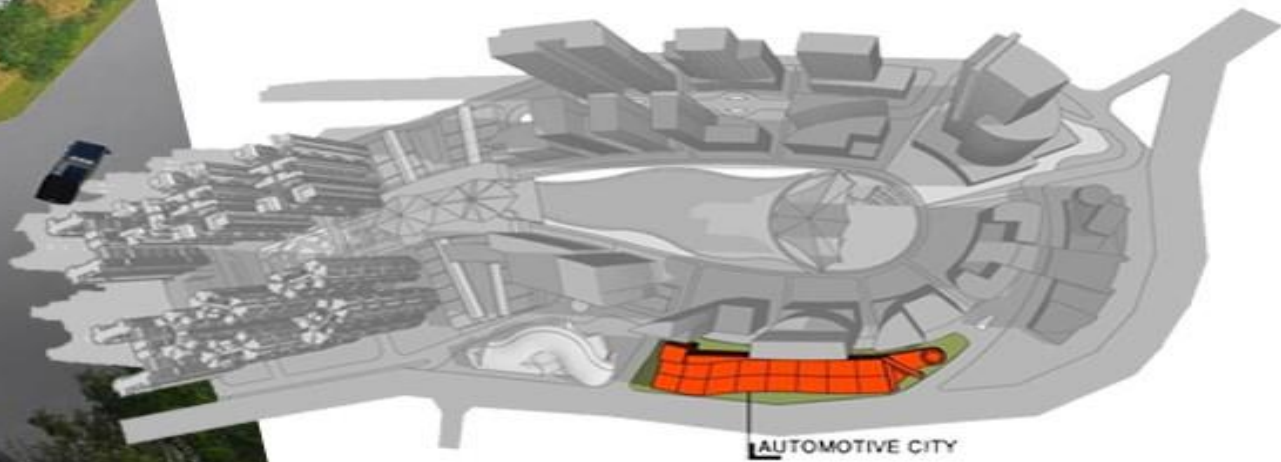
TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
HOTEL 1	2.3 acres / 100,188 sf	801,504.02 sf
HOTEL 2	2.55 acres / 111,078 sf	888,623.67 sf



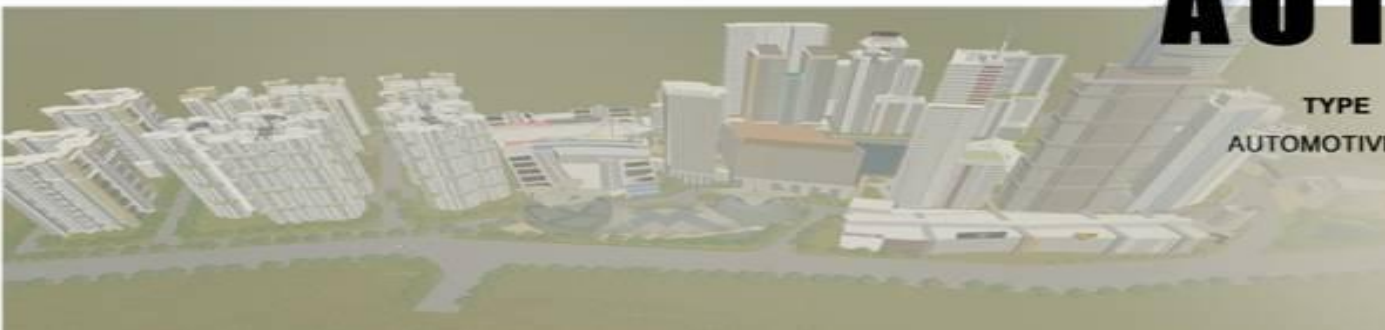
# CONVENTION CENTRE



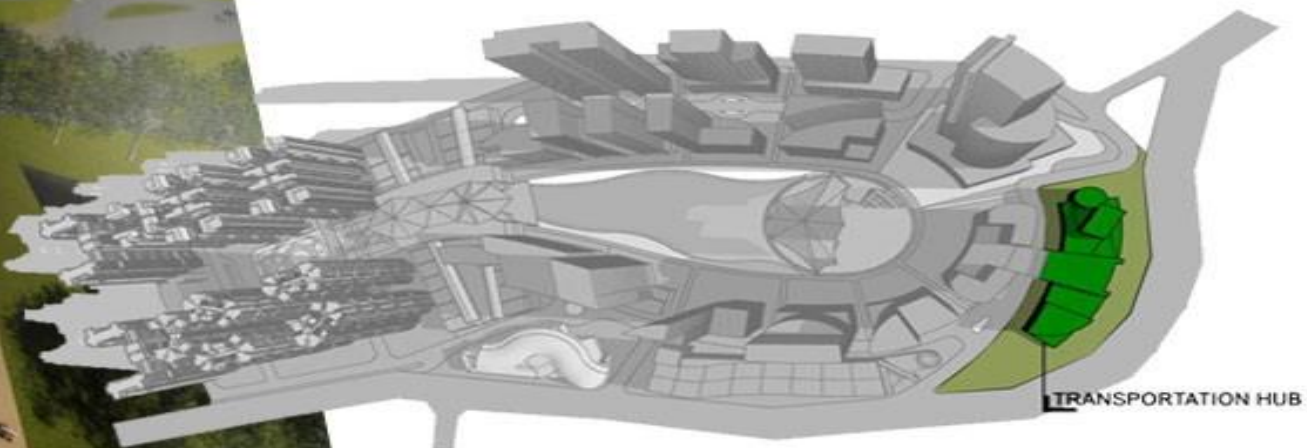
TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
CONVENTION CENTRE	2.61 acres / 113,691 sf	909,507.37 sf



# AUTOMOTIVE CITY



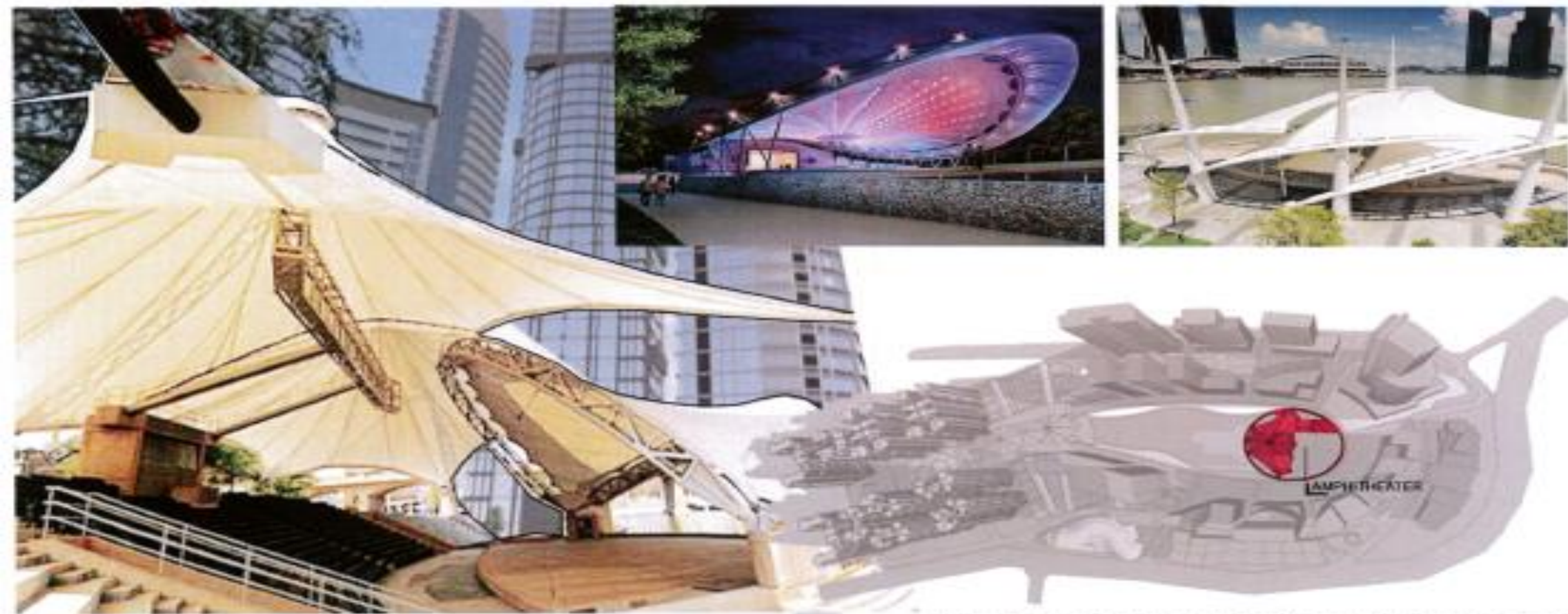
TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
AUTOMOTIVE CITY	4.19 acres / 182,516 sf	377,932.20 sf



# TRANSPORTATION HUB

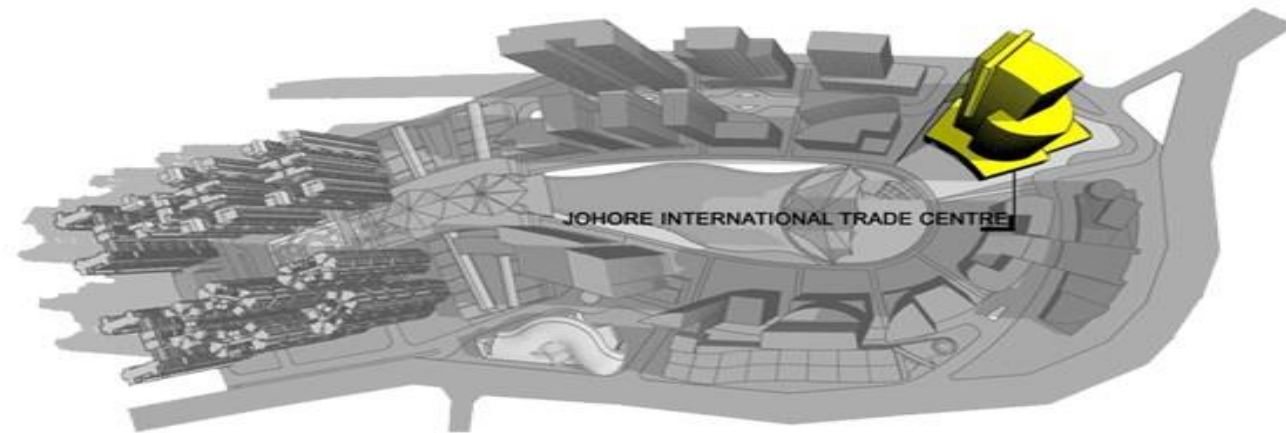


TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
TRANSPORTATION HUB	3.49 acres / 152,024 sf	288,608.96 sf

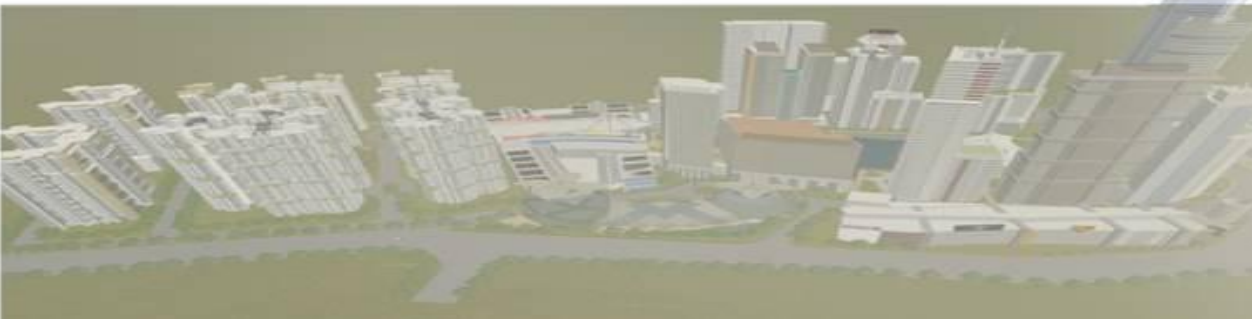


# AMPHITHEATER

TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
AMPHITHEATER	2.62 acres / 114,127 sf	228,254.32 sf
	<b>GRAND TOTAL</b>	<b>228,254.32 sf</b>



# JOHORE INTERNATIONAL TRADE CENTRE



TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
JOHORE INTERNATIONAL TRADE CENTRE (ICONIC TOWER)	1.5 acres / 65,340 sf	6,847,532.65 sf



An aerial photograph of a residential development, showing various building footprints and road layouts. A white rectangular box is centered over the image, containing text. The text is in a bold, black, sans-serif font. The background image is slightly blurred.

**PLOT 139  
APARTMENT**

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**HOME RETIREMENT CENTRE**

The concept of retirement home / assisted living is relatively new in Malaysia. The thought of entrusting paid-strangers to care for elder members of the family is something not culturally rooted in most Asian societies.

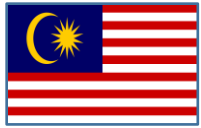
In this model, home like environment is created for personalized retirement home / assisted living, where residents age with dignity, respect and self-reliance.

## **OBJECTIVES**

- Providing professional senior care services to our residents with a personal touch
- Treating our residents with respect at all times
- Encouraging residents to be as independent as they wish
- Helping residents to lead an active lifestyle that suits their individual needs

## **PHILOSOPHY OF CARE**

- Creating a safe, secure and homely environment
- Delivering the highest standards of care services
- Preserving the dignity, individuality and privacy of all residents
- Building trust and respect with family members and friends of residents



**FOCUS ON RETIREMENT HOME FOR MALAYSIA & SINGAPORE COMMUNITY**

**APARTMENT 1**

- Married
- 850 sqft.
- 2,000 units

**APARTMENT 2**

- Single
- 700 sqft.
- 1,215 units

**APARTMENT 3**

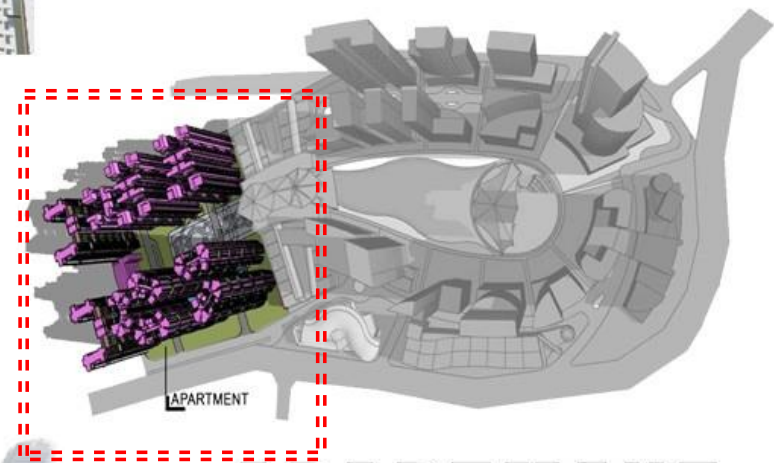
- Single & Married
- 1,000 sqft.
- 690 units

**Total numbers of Apartment = 3905 units**



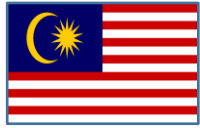
**Percentage of Space Provided**

- 51% - Married
- 31% - Single
- 18% - Luxury Mix



**APARTMENT**

TYPE	LOT SIZE	TOTAL GROSS FLOOR AREA
APARTMENT TYPE 1	1.9 acres / 82,764 sf	708,267.78 sf
APARTMENT TYPE 1	1.9 acres / 82,764 sf	708,267.78 sf
APARTMENT TYPE 1	1.9 acres / 82,764 sf	708,267.78 sf
APARTMENT TYPE 1	1.9 acres / 82,764 sf	708,267.78 sf
APARTMENT TYPE 2	1.44 acres / 62,726 sf	708,695.86 sf
APARTMENT TYPE 2	1.44 acres / 62,726 sf	708,695.86 sf
APARTMENT TYPE 3	2.0 acres / 87,120 sf	1,156,019.00 sf
<b>GRAND TOTAL :</b>		<b>5,406,481.84 sf</b>



## FOCUS ON RETIREMENT HOME FOR MALAYSIA & SINGAPORE COMMUNITY

- Providing professional senior care services to our residents with a personal touch
- Treating our residents with respect at all times
- Encouraging residents to be as independent as they wish
- Helping residents to lead an active lifestyle that suits their individual needs
- Creating a safe, secure and homely environment
- Delivering the highest standards of care services
- Preserving the dignity, individuality and privacy of all residents
- Building trust and respect with family members and friends of residents

### MALAYSIA & SINGAPORE RETIREMENT HOME

- Malaysia & Singapore Citizens ( 3,905 Units )
- Single & Married

#### Home Facilities

1. Indoor
  - Jacuzzi
  - Multi - Function room
  - Library
2. Outdoor
  - Pool
  - Forest Garden
  - Yoga Deck
3. Health Services
  - ALC
  - RCS
  - ADC

#### Corporate

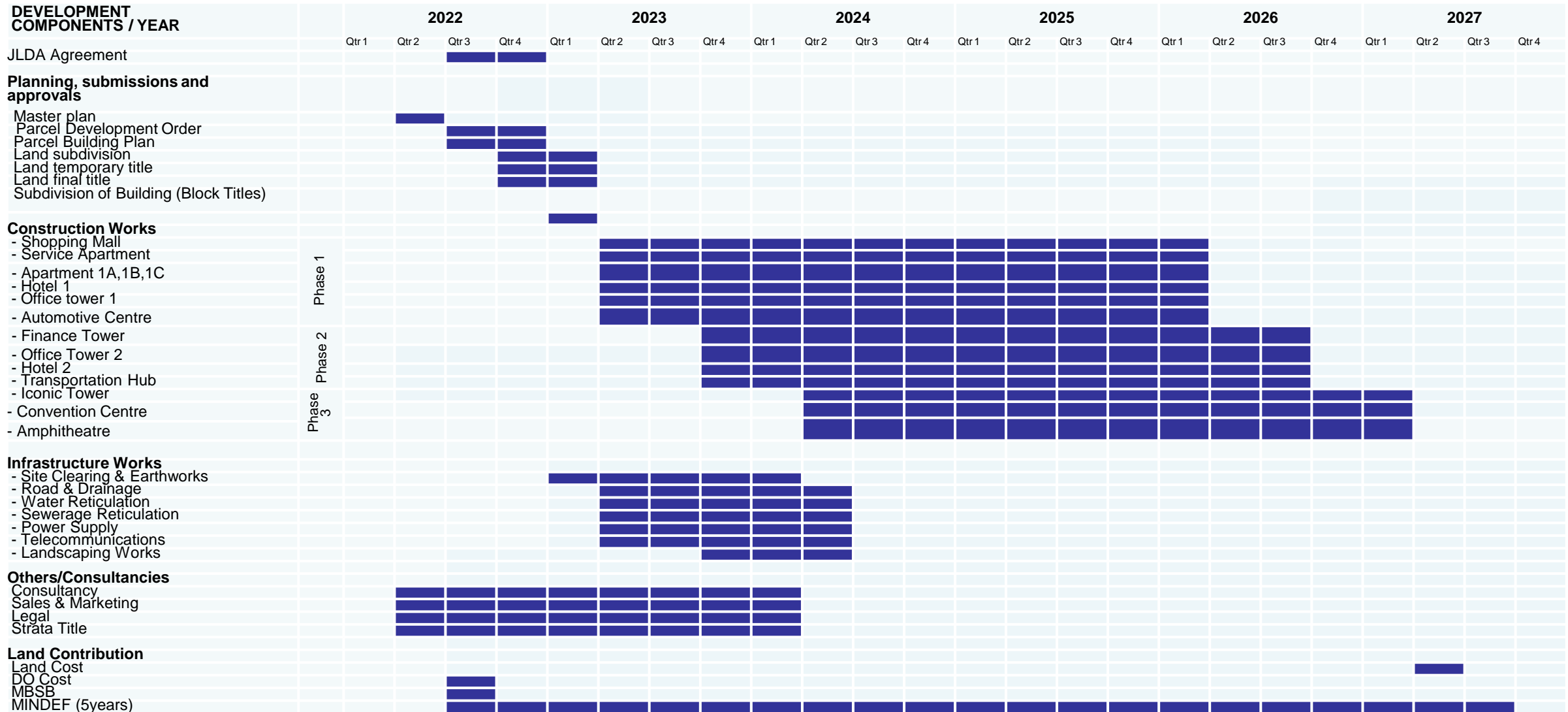
1. IT Services
2. Financial
3. Marketing & Sales

#### Government Roles

- ✓ Singapore  
Provide citizens, capital & expertise.
- ✓ Malaysia ( Johor Bahru )  
Provide land, infrastructure, building & facilities.
- ✓ Indonesia ( Riau )  
Provide man power & goods amenities.

# PROPOSED DEVELOPMENT PROGRAMME

TEBRAU- LOT 139



Phase 1  
Phase 2  
Phase 3



**PLOT 1876  
DEVELOPMENT PROPOSAL**

---

**ASEAN MARKET PLACE**

We propose to transformed the place to become the hub and center of economic and commercial activity to be known as ASEAN Market Place. We will become the center to market ASEAN products based on Food & Agriculture product, Textiles/Apparel, Sports & Entertainment, Machinery & Electronics, Digital, Automobile, Mineral and Energy product and help to boost the population's local economy and providing quality essential products and services to the surrounding ASEAN communities with minimal prices and making it an iconic tourism destination worldwide.

## **CONCEPTS OF ASEAN MARKET PLACE :**

- One Stop Center /OSC – One terminal of all ASEAN related products. (Imported or Local Products)
- Sales center that provides a wide variety of goods and services products
- Advisory and referral center service based on product
- The strategic location of the focal point for the convenience of customers to obtain goods
- Variations of products readily available at an affordable price.
- Central wholesale products from overseas that offer items that can serve as substitute and complementary products
- Planned Zones/plot – Divide into different zoning or plot.

# MASTERPLAN-ASEAN MARKET PLACE-LOT 1876

## SITE VIEW





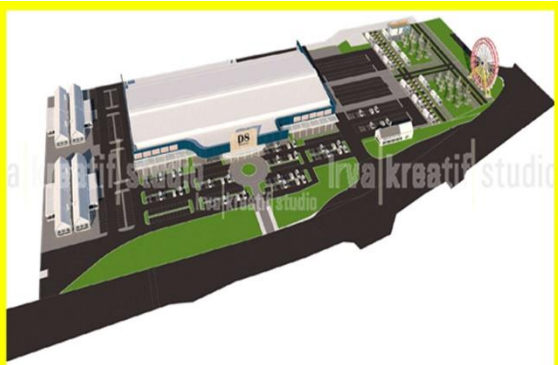
# MASTERPLAN-ASEAN MARKET PLACE-LOT 1876

ARIAL VIEW

project

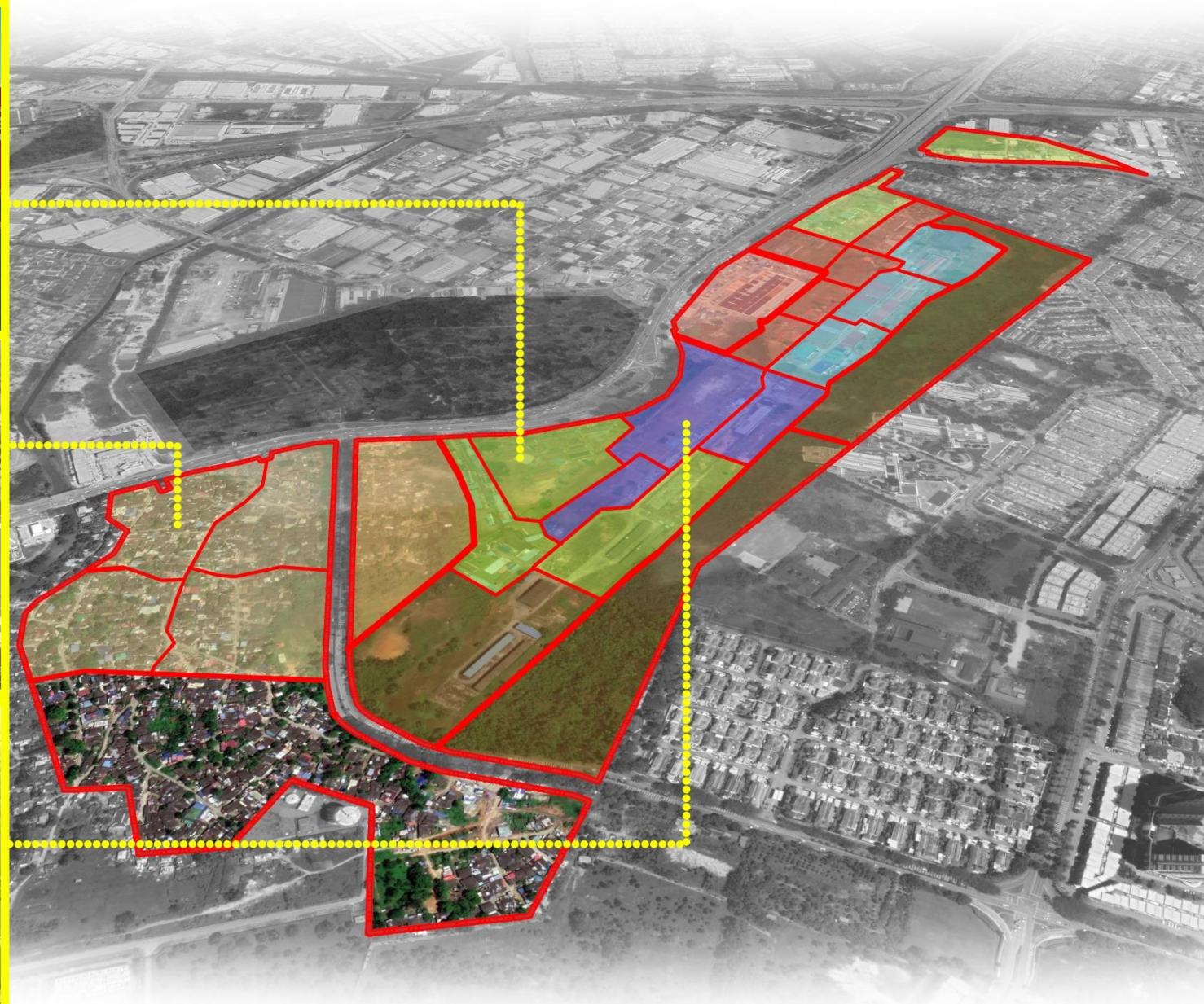
/ KCSB KONSORTIUM SDN BHD

/ TEBRAU, JOHOR BAHRU, JOHORE



# MASTERPLAN-ASEAN MARKET PLACE-LOT 1876

ARIAL VIEW

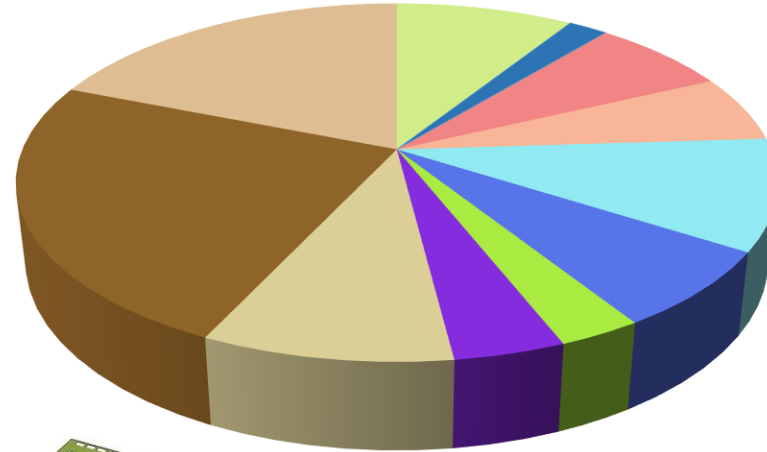


# MASTERPLAN COMPONENTS

## ASEAN MARKET PLACE – LOT 1876

### LEGEND

- Automotive 9%
- Retail 2%
- Food & Agriculture 7%
- Furniture 6%
- Energy 10%
- Electrical & Electronics 7%
- Machinery & Equipment 3%
- Services 4%
- Sports Facilities & Entertainment 9%
- Mineral 24%
- Textile 19%



# MASTERPLAN COMPONENTS

## ASEAN MARKET PLACE – LOT 1876



LEGEND: ASEAN TRADE MARKETPLACE @COMMUNITY BUSINESS CENTRE (CBC)	COUNTRY	PROPOSED BUSINESS COMPONENT	PLOT	LAND AREA
	MALAYSIA	AUTOCITY	PLOT 1	10.5 acre
	THAILAND	SPAREPART PRODUCT	PLOT 2	8.9 acre
	MALAYSIA	HALAL FOOD / MIXE RETAIL	PLOT 3	4.0 acre
	MALAYSIA / INDONESIA	HALAL FOOD & COCONUT OIL	PLOT 4	6.0 acre
	THAILAND	FOOD PRODUCT	PLOT 5	2.6 acre
	MYANMAR	FOOD PRODUCT	PLOT 6	2.7 acre
	LAOS	RUBBER PRODUCT	PLOT 7	3.3 acre
	MALAYSIA	FURNITURE HUB / MIX RETAIL	PLOT 8	12.9 acre
	SINGAPORE	ENERGY	PLOT 9	8.2 acre
	BRUNEI	PETROLEUM PRODUCT	PLOT 10	7.2 acre
	LAOS	ENERGY	PLOT 11	6.3 acre
	SINGAPORE	ICT	PLOT 12	4.7 acre
	MALAYSIA / THAILAND	ELECTRONIC PRODUCT	PLOT 13	6.8 acre
	VIETNAM	TELECOMMUNICATI-ON & GADGET	PLOT 14	3.2 acre
	MALAYSIA / THAILAND	MACHINERY PRODUCT	PLOT 15	7.4 acre
	MALAYSIA / SINGAPORE	MEDICAL PRODUCT	PLOT 16	9.0 acre
	MALAYSIA	RECREATIONAL PARK - AIRCRAFT & HELIPAD	PLOT 17	5.9 acre
		SPORT FACILITIES & ENTERTAINMENT	PLOT 18	12.6 acre
	MALAYSIA	MINERAL	PLOT 19	15.0 acre
	INDONESIA	COAL	PLOT 20	17.0 acre
	LAOS	COPPER	PLOT 21	18.0 acre
	THAILAND	APPAREL / CLOTHES	PLOT 22	7.8 acre
	VIETNAM	TEXTILE / FOOTWEAR	PLOT 23	10.7 acre
	MYANMAR	COTTON BASE PRODUCT	PLOT 24	13.0 acre
	CAMBODIA	TEXTILE	PLOT 25	9.6 acre
<b>TOTAL AREA</b>				<b>213.3 acre</b>
<b>55' ROAD SURRENDER</b>				<b>14.2 acre</b>
<b>RESERVED PLOT</b>				<b>30.0 acre</b>
<b>GRAND TOTAL</b>				<b>257.5 acre</b>

## LIST OF SECTORS & PRODUCTS

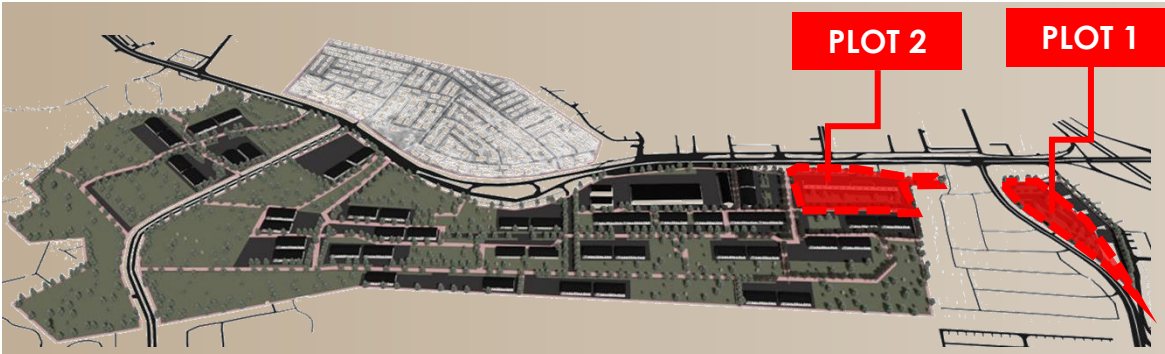
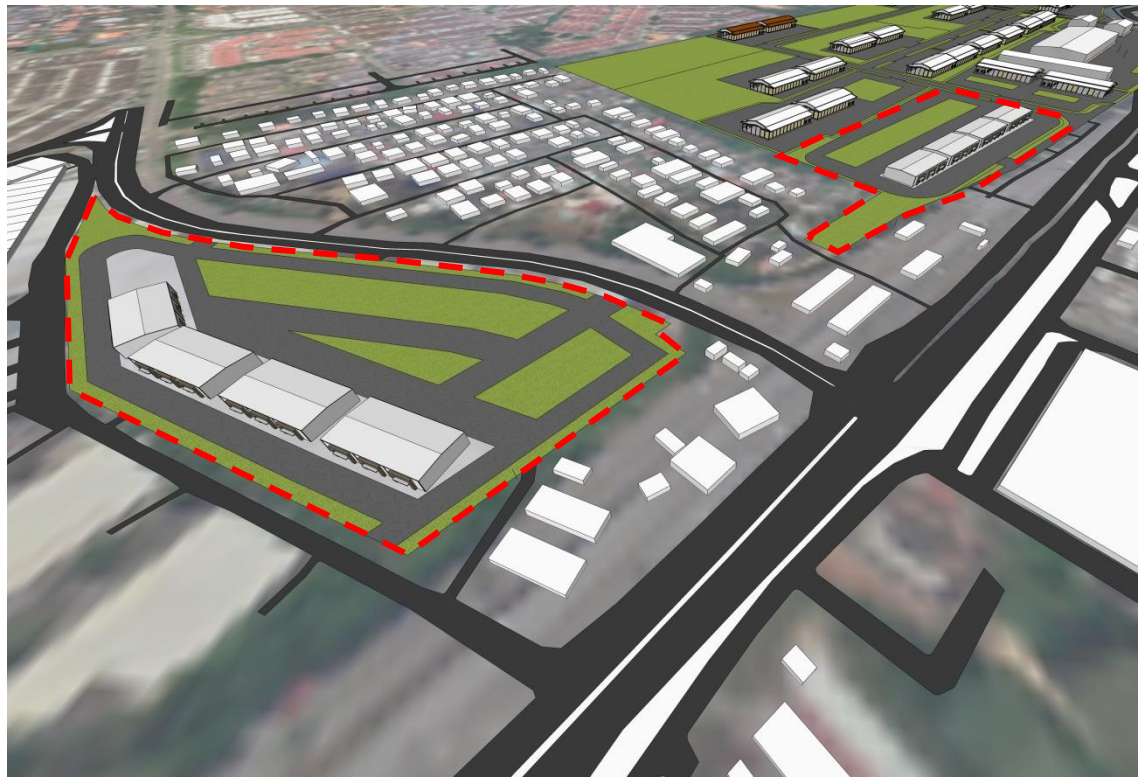
ASEAN MARKET PLACE – LOT 1876

No	Sector	Country	Business Component/Product	Plot	Land Area
1	Automotive	Malaysia Thailand	Auto-city Spare-part Product	Plot 1 Plot 2	10.5 acre 8.9 acre
2	Retail	Malaysia	Halal Food / mix retail	Plot 3	4.0 acre
3	Food & Agriculture	Malaysia/ Indonesia Thailand Myanmar Laos	Food & Coconut Oil  Food Product Food Product Rubber Product	Plot 4  Plot 5 Plot 6 Plot 7	6.0 acre  2.6 acre 27 acre 3.3 acre
4	Furniture	Malaysia	Furniture hub / mix retail	Plot 8	12.9 acre
5	Energy	Singapore Brunei Laos	Energy Petroleum Product Energy	Plot 9 Plot 10 Plot 11	8.2 acre 7.2 acre 6.3 acre
6	Electrical & Electronics	Malaysia Singapore Vietnam	Electronic & Digital Product ICT / Digital Product Telecommunication & Gadget	Plot 12 Plot 13 Plot 14	4.7 acre 6.8 acre 3.2 acre
7	Machinery & Equipment	Malaysia / Thailand	Machinery Product	Plot 15	7.4 acre

## LIST OF SECTORS & PRODUCTS

ASEAN MARKET PLACE – LOT 1876

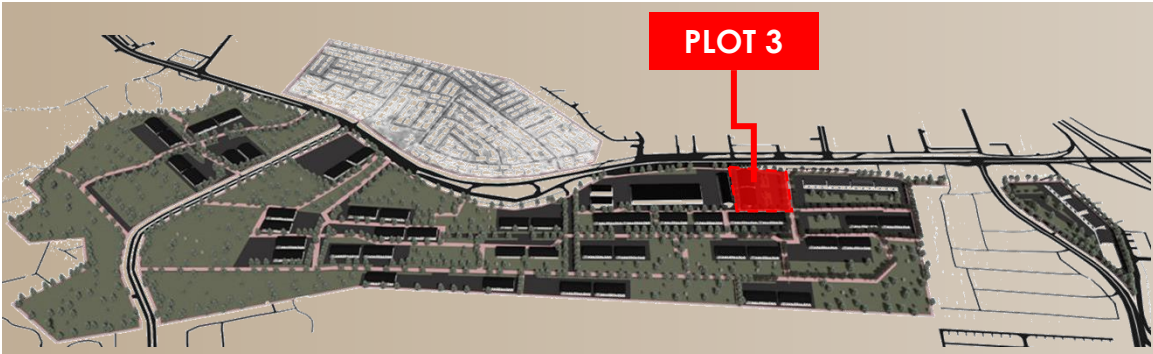
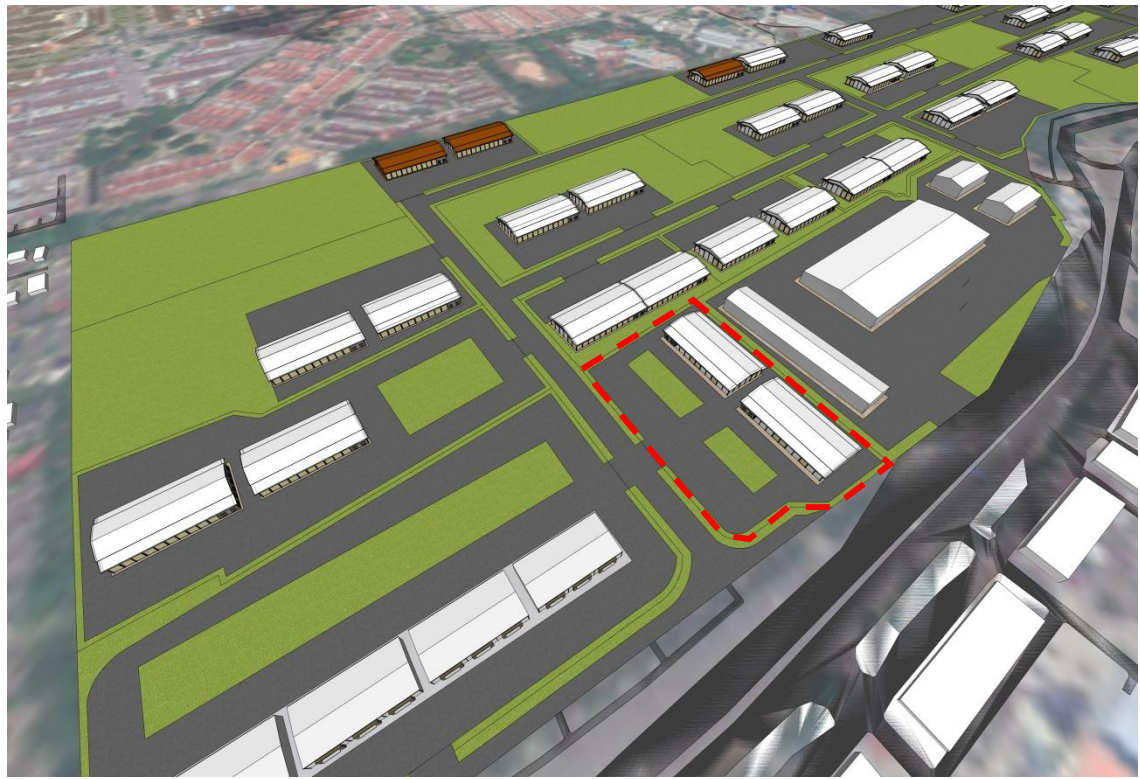
No	Sector	Country	Business Component/Product	Plot	Land Area
8	Services	Malaysia / Singapore	Medical Product	Plot 16	9.0 acre
9	Sport Facilities & Entertainment	Malaysia	Recreational Park – Aircraft & Helipad	Plot 17	5.9 acre
			Sport Facilities, Recreation Centre & Entertainment	Plot 18	12.6 acre
10	Mineral	Malaysia	Mineral	Plot 19	15.0 acre
		Indonesia	Coal	Plot 20	17.0 acre
		Laos	Copper	Plot 21	18.0 acre
11	Textile	Thailand	Apparel/Clothes	Plot 22	7.8 acre
		Vietnam	Textile/Footwear	Plot 23	10.7 acre
		Myanmar	Cotton Base Product	Plot 24	13.0 acre
		Cambodia	Textile & Apparel	Plot 25	9.6 acre
Total Area					227.5 acre
55' Road Surrender					14.2 acre
Reserved Lot					30.0 acre
Grand Total					257.5 acre



**MALAYSIA**  
**THAILAND**

# AUTOMOTIVE

PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
AUTCITY	PLOT 1	10.5 acre	50,000 sqft
SPAREPART PRODUCTS	PLOT 2	8.9 acre	50,000 sqft
<b>GRAND TOTAL:</b>		<b>19.4 acre</b>	<b>10,000 sqft</b>

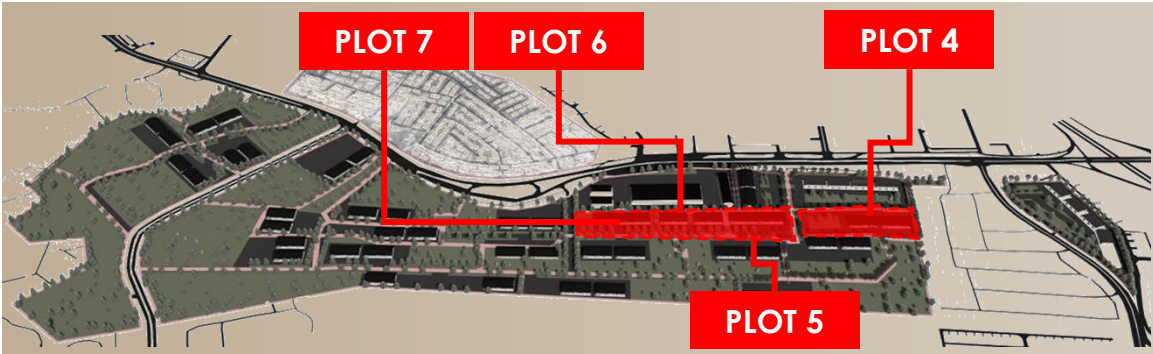
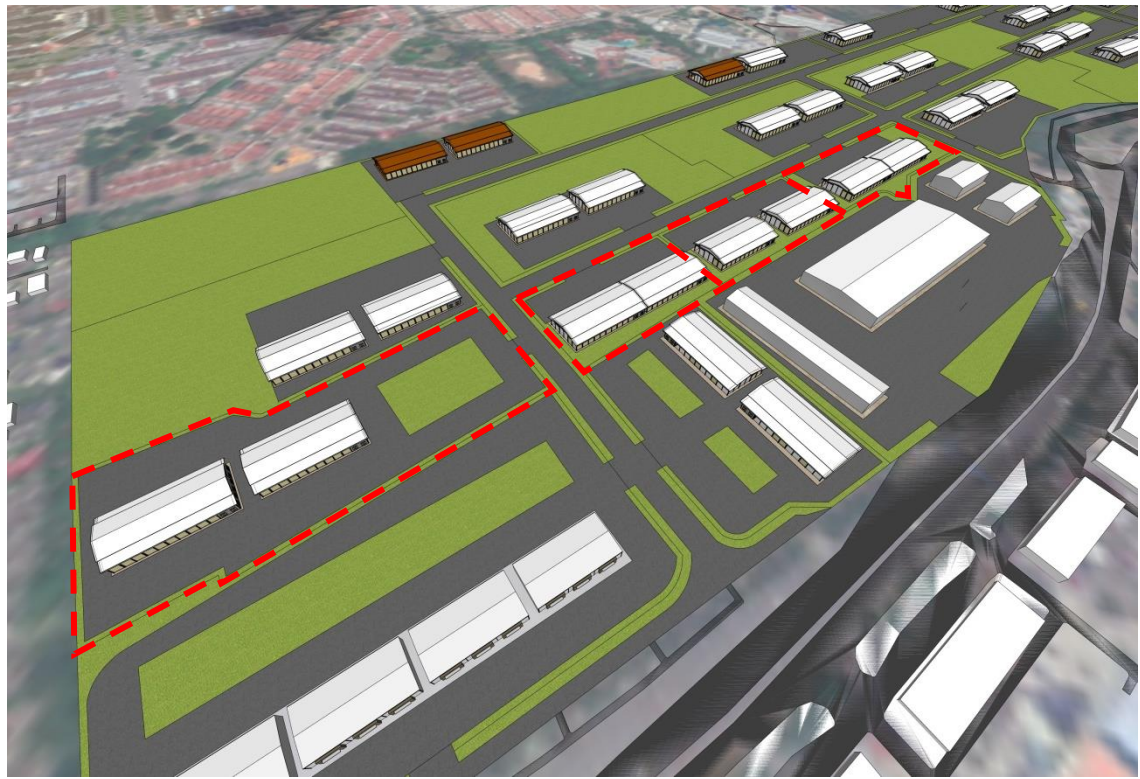


MALAYSIA

# RETAIL

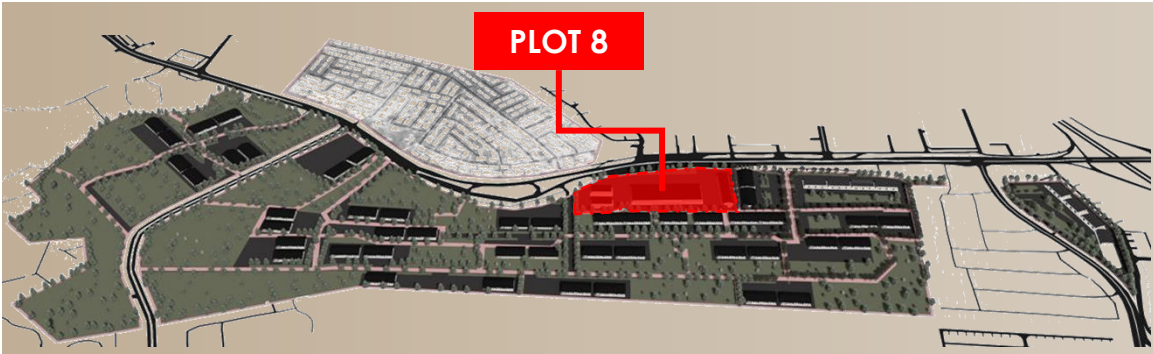
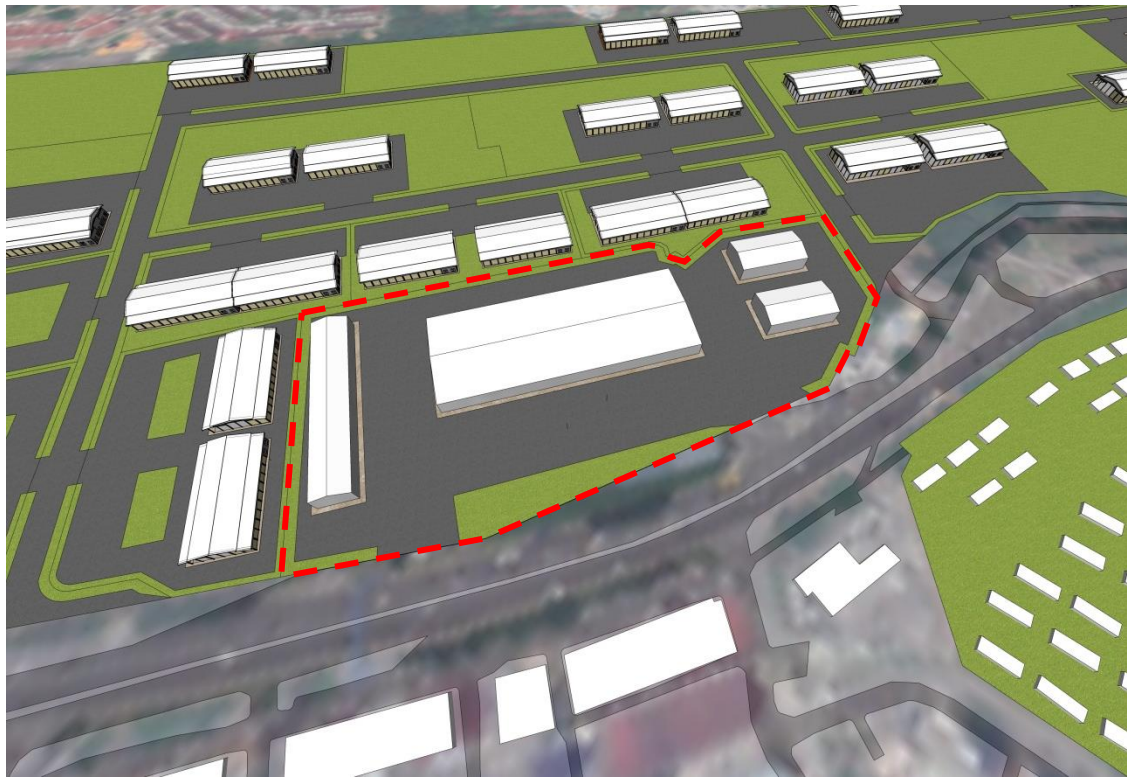
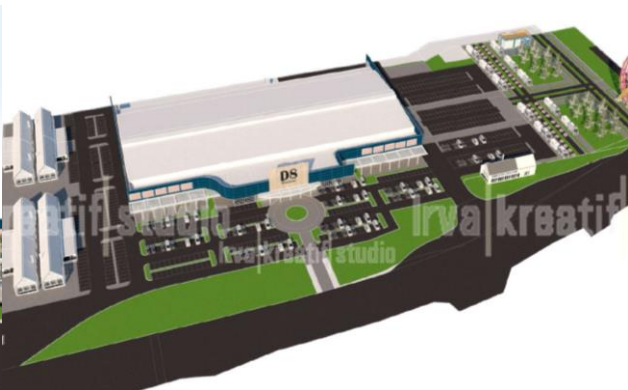
PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
MIX RETAIL & HALAL FOOD	PLOT 3	4.0 acre	50,000 sqft
<b>GRAND TOTAL:</b>		<b>4.0 acre</b>	<b>50,000 sqft</b>





# FOOD & AGRICULTURE

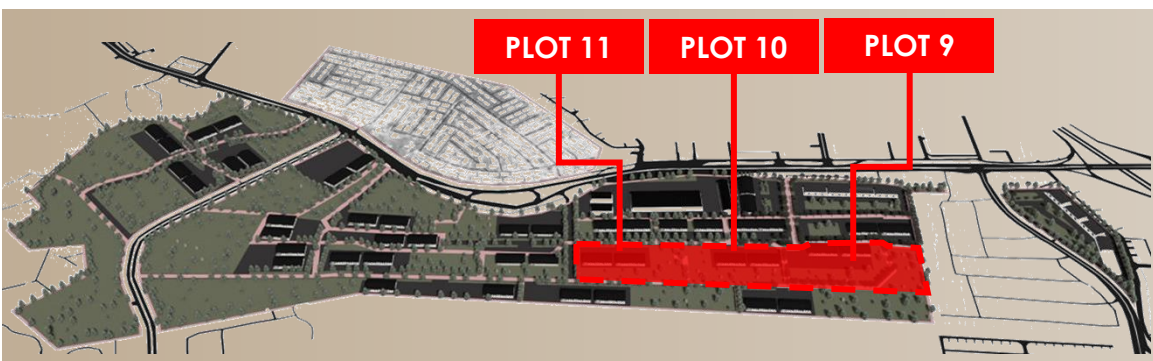
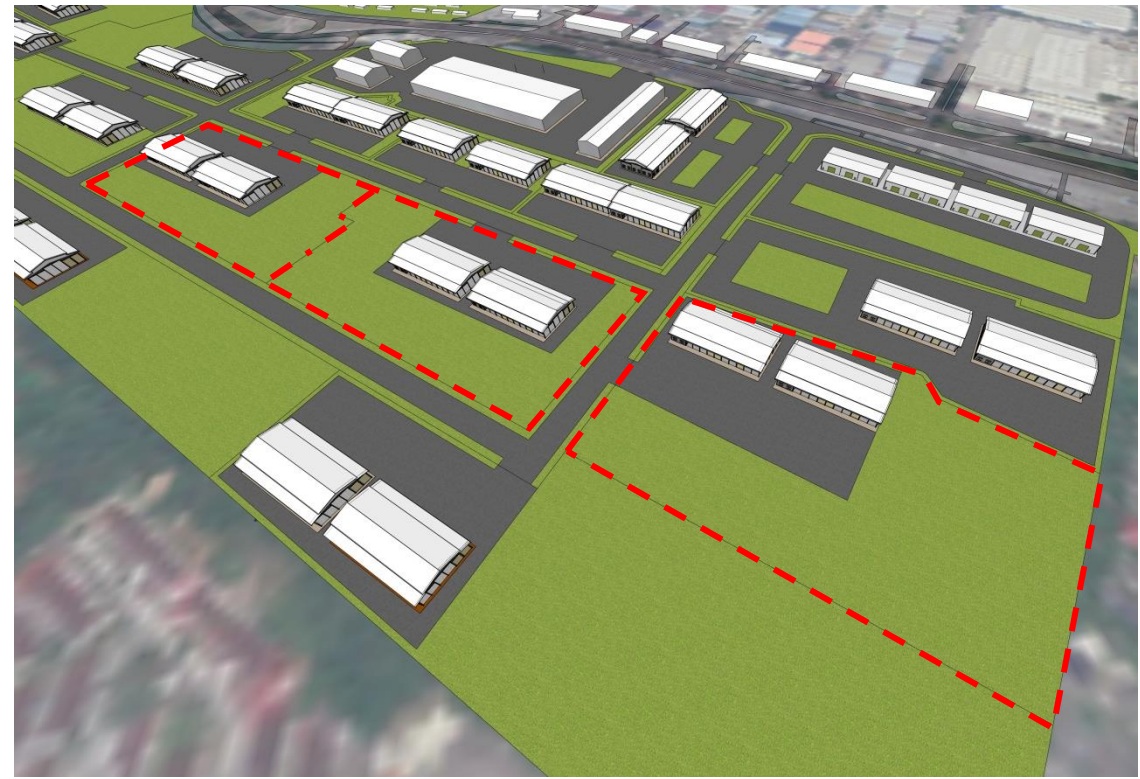
	PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
INDONESIA	FOOD & COCONUT OIL	PLOT 4	6.0 acre	50,000 sqft
THAILAND	FOOD PROCDUCT	PLOT 5	2.6 acre	50,000 sqft
MYANMER	FOOD PRODUCT	PLOT 6	2.7 acre	50,000 sqft
LAOS	RUBBER PRODUCT	PLOT 7	3.3 acre	50,000 sqft
	<b>GRAND TOTAL:</b>		<b>14.6 acre</b>	<b>200,000 sqft</b>



MALAYSIA

# FURNITURE

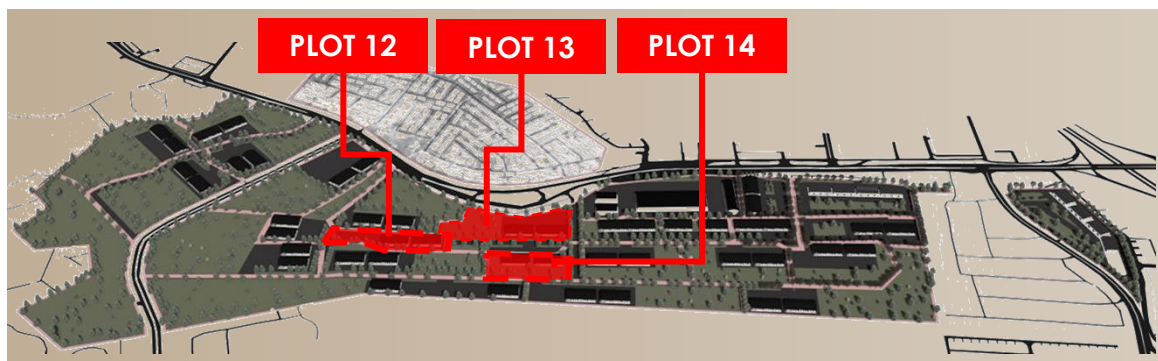
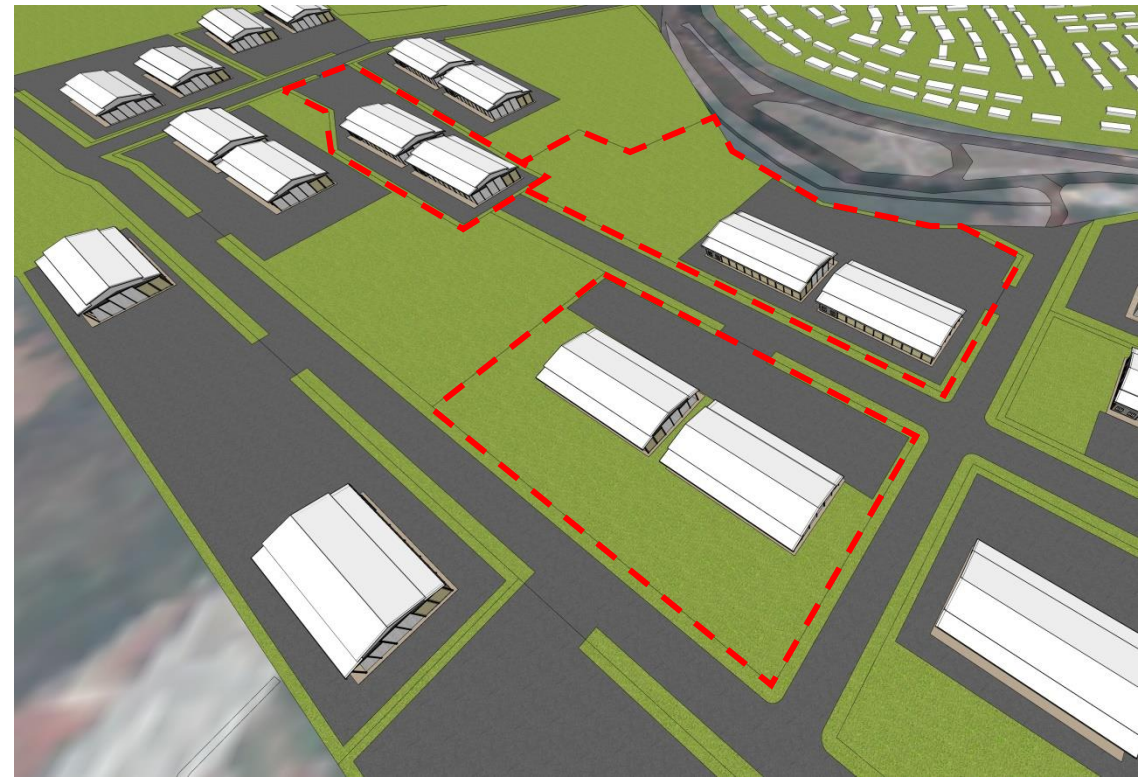
PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
FURNITURE HUB / MIX RETAIL	PLOT 8	12.9 acre	50,000 sqft
<b>GRAND TOTAL:</b>		<b>12.9 acre</b>	<b>50,000 sqft</b>



SINGAPORE  
BRUNEI  
LAOS

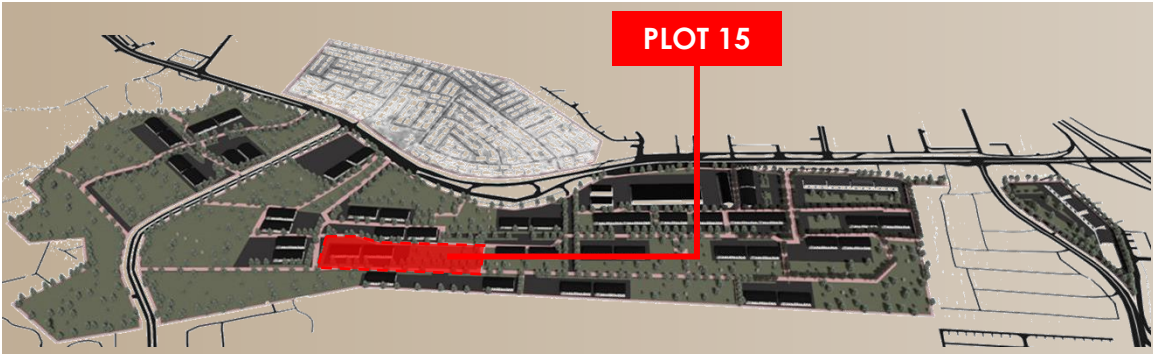
PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
ENERGY	PLOT 9	9.2 acre	50,000 sqft
PETROLEUM PRODUCTS	PLOT 10	7.0 acre	50,000 sqft
ENERGY	PLOT 11	6.4 acre	50,000 sqft
<b>GRAND TOTAL:</b>		<b>22.6 acre</b>	<b>150,000 sqft</b>

# ENERGY



## ELECTRICAL & ELECTRONICS

	PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
MALAYSIA SINGAPORE VIETNAM	ELECTRICAL PRODUCT	PLOT 12	4.7 acre	50,000 sqft
	ICT	PLOT 13	6.8 acre	50,000 sqft
	TELECOMMUNICATION & GADGET	PLOT 14	3.2 acre	50,000 sqft
	<b>GRAND TOTAL:</b>		<b>14.7 acre</b>	<b>150,000 sqft</b>

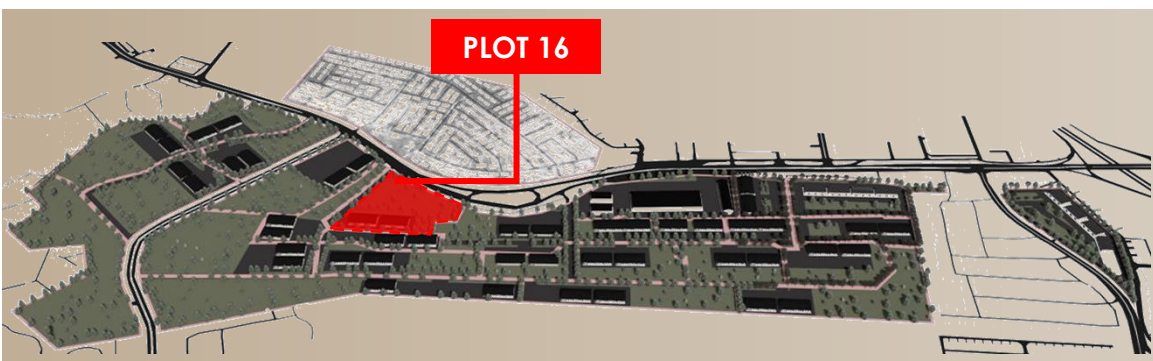
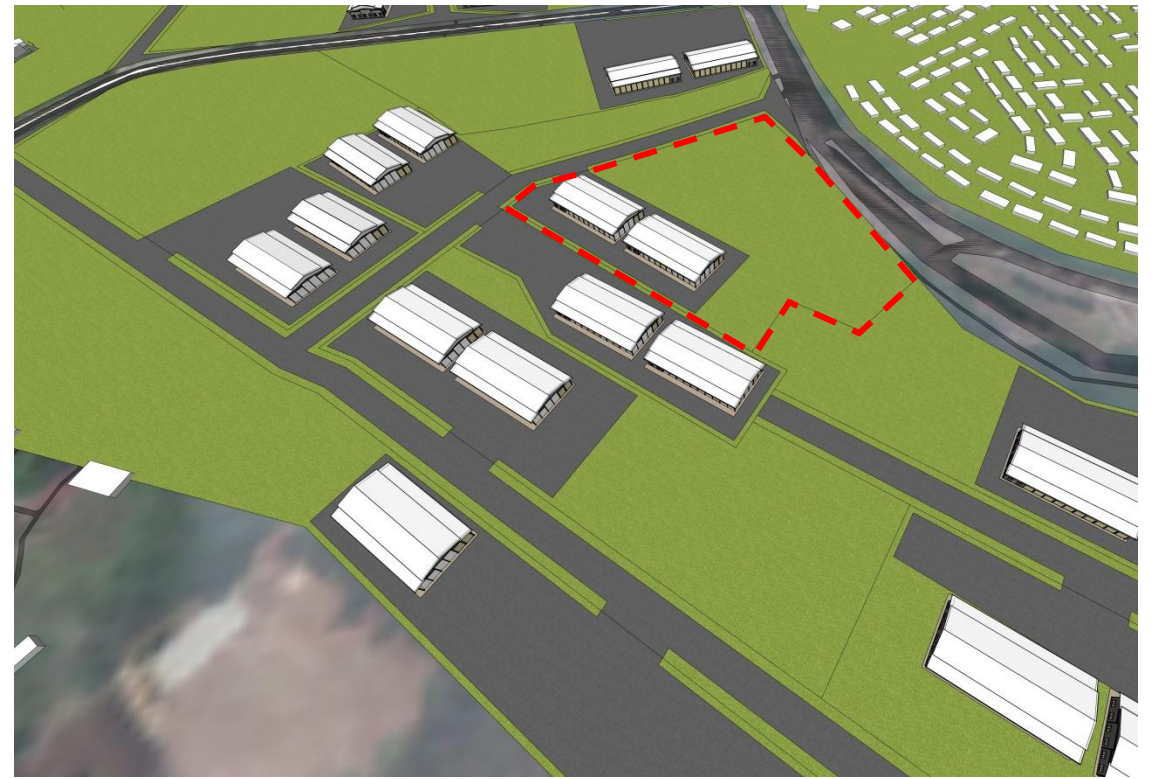


**PLOT 15**

**MALAYSIA/  
THAILAND**

# MACHINERY & EQUIPMENT

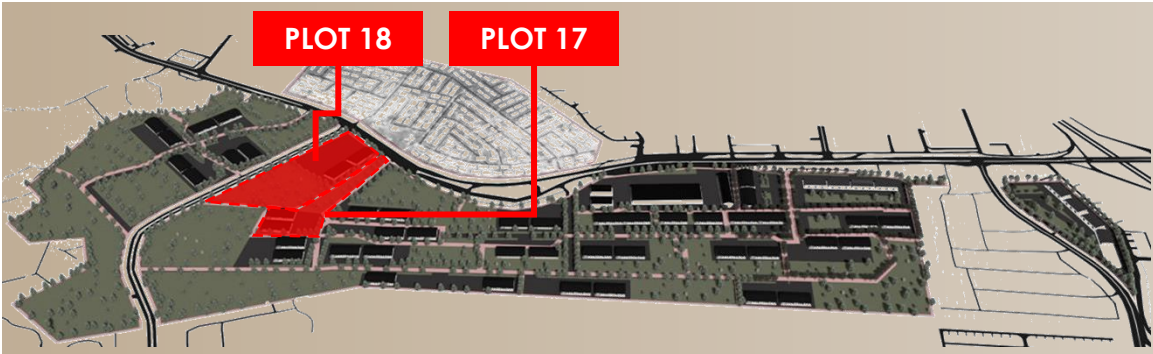
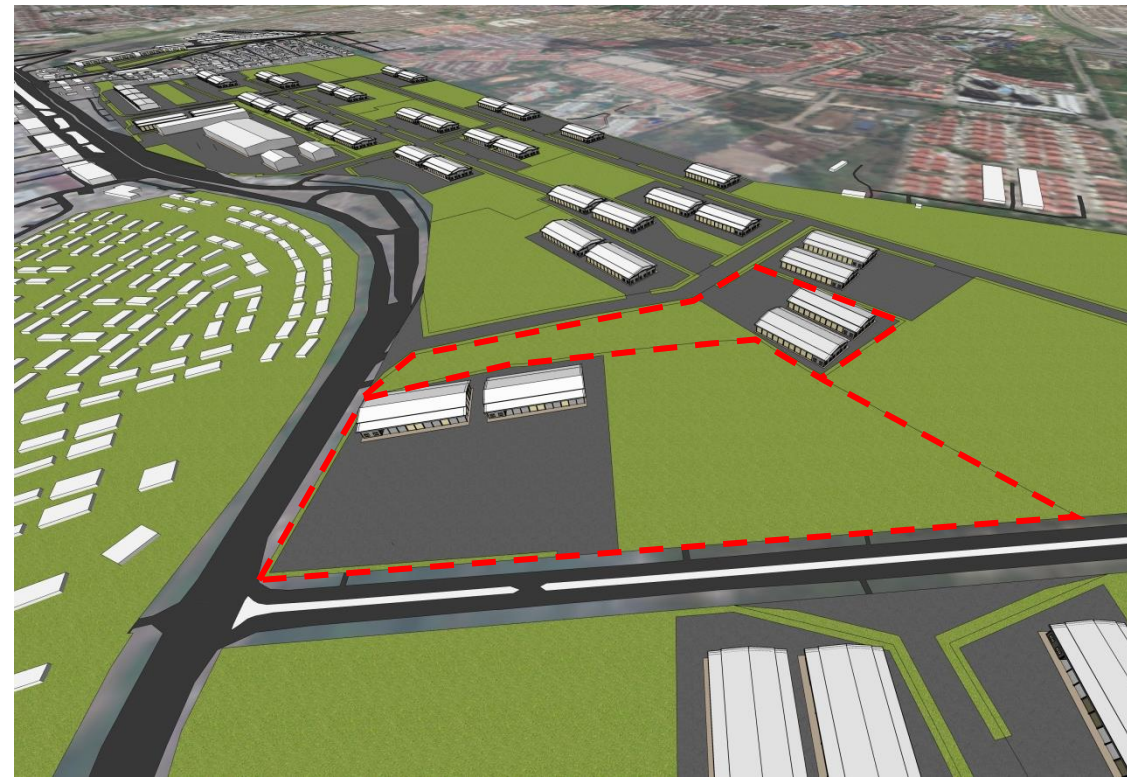
PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
MACHINERY PRODUCT	PLOT 15	7.4 acre	50,000 sqft
<b>GRAND TOTAL:</b>		<b>7.4 acre</b>	<b>50,000 sqft</b>



MALAYSIA / SINGAPORE

# SERVICES

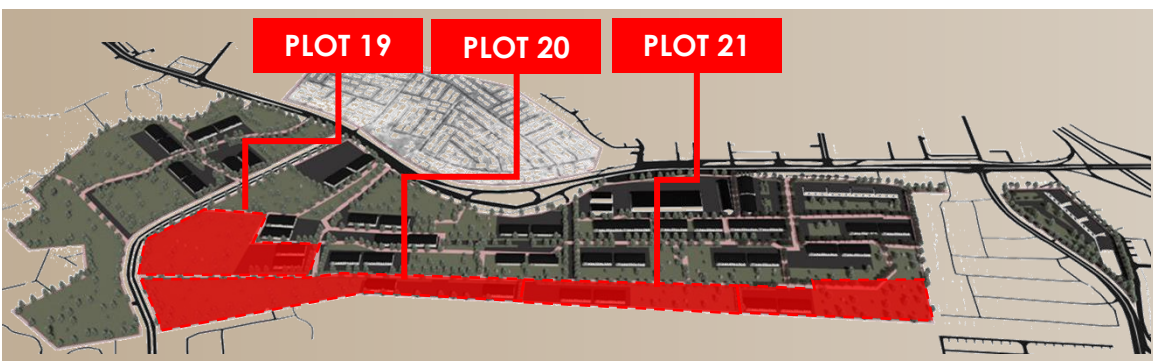
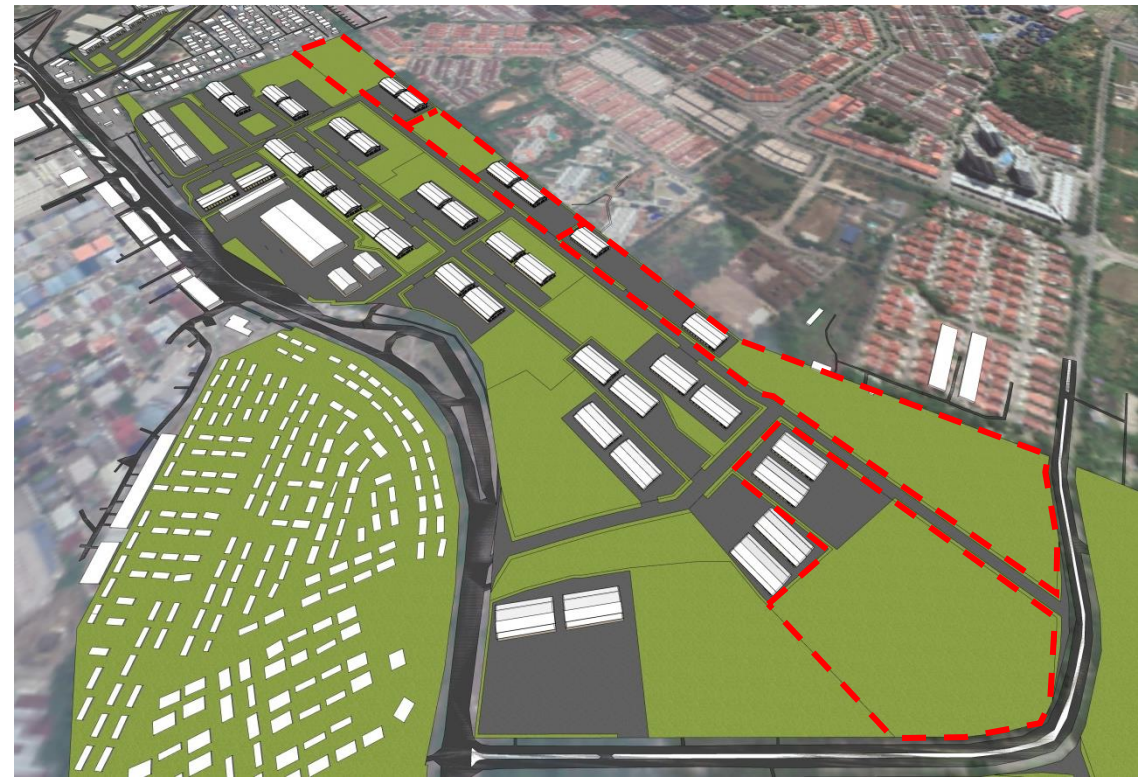
PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
MEDICAL PRODUCT	PLOT 16	9.0 acre	50,000 sqft
<b>GRAND TOTAL:</b>		<b>9.0 acre</b>	<b>50,000 sqft</b>



MALAYSIA

## SPORTS FACILITIES & ENTERTAINMENT

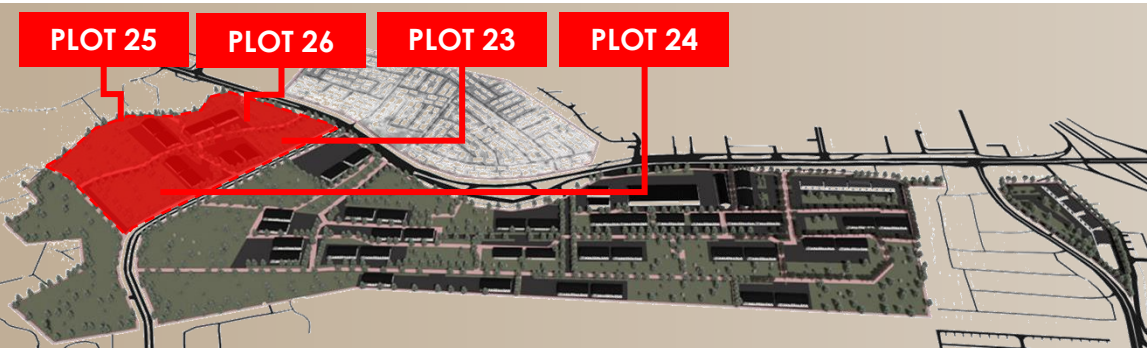
PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
RECREATIONAL PARK	PLOT 17	5.9 acre	50,000 sqft
SPORTS FACILITIES & ENTERTAINMENT	PLOT 18	12.6 acre	50,000 sqft
<b>GRAND TOTAL:</b>		<b>18.5 acre</b>	<b>100,000 sqft</b>



# MINERAL

	PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
MALAYSIA	RUBBER	PLOT 19	15.0 acre	50,000 sqft
INDONESIA	COAL	PLOT 20	17.0 acre	50,000 sqft
LAOS	COPPER	PLOT 21	18.0 acre	50,000 sqft
	<b>GRAND TOTAL:</b>		<b>50.0 acre</b>	<b>150,000 sqft</b>





# TEXTILE

	PROPOSED BUSINESS CONCEPT	PLOT	LAND AREA	TOTAL GROSS FLOOR AREA
THAILAND	APPAREL/CLOTHES	PLOT 23	7.8 acre	50,000 sqft
VIETNAM	TEXTILE/FOOTWEAR	PLOT 24	10.7 acre	50,000 sqft
MYANMAR	COTTON BASE PRODUCTS	PLOT 25	13.0 acre	50,000 sqft
CAMBODIA	TEXTILE	PLOT 26	9.6 acre	50,000 sqft
	<b>GRAND TOTAL:</b>		<b>41.1 acre</b>	<b>200,000 sqft</b>

# DEVELOPMENT PROGRAMME

ASEAN MARKET PLACE – LOT 1876

DEVELOPMENT COMPONENTS / YEAR	2022				2023				2024				2025			
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4
<b>Planning, submissions and approvals</b>																
Master plan		■	■													
Parcel Development Order				■												
Parcel Building Plan					■	■		■		■						
Land subdivision				■												
Land temporary title					■											
Land final title						■										
Subdivision of Building (Strata Titles)											■			■		■
<b>Construction Works</b>																
- Automotive				■	■	■	■	■	■	■						
- Retail				■	■	■	■	■	■	■						
- Sports Facilities & Entertainment				■	■	■	■	■	■	■						
- Food & Agriculture								■	■	■	■	■	■	■		
- Mineral								■	■	■	■	■	■	■		
- Electronic & Machinery									■	■	■	■	■	■	■	■
- Services									■	■	■	■	■	■	■	■
- Energy									■	■	■	■	■	■	■	■
- Textile									■	■	■	■	■	■	■	■
<b>Infrastructure Works</b>																
- Site Clearing & Earthworks			■	■	■	■	■	■	■							
- Road & Drainage			■	■	■	■	■	■	■	■	■					
- Water Reticulation									■	■	■	■	■			
- Sewerage Reticulation									■	■	■	■	■			
- Power Supply									■	■	■	■	■			
- Telecommunications									■	■	■	■	■			
- Landscaping Works											■	■	■	■	■	■
<b>Others/Consultancies</b>																
Consultancy		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Sales & Marketing	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Statutory									■	■	■	■	■	■	■	■
Management									■	■	■	■	■	■	■	■
Financing				■	■	■	■	■	■	■	■	■	■	■	■	■

## ECONOMIC IMPACT



### *The Generating Economic Growth*

*The Volume of Business Turnover within 10 years, Estimated 15 - 20 Billion MYR*



**POTENTIAL MARKET REPORT BY  
SECTOR**

**New Southern Financial District For Golden  
Triangle Economic Growth**

ASEAN was founded in 1967 by Indonesia, Malaysia, the Philippines, Singapore and Thailand. Later Brunei, Cambodia, Laos and Myanmar were also added to this economically motivated organization. Its prime goal is to increase trade and investments in the region and bring peace and prosperity. ASEAN is a global hub of manufacturing and trade, as well as one of the fastest growing retail markets in the world.

Together, the ASEAN countries are the 7th largest economy in the world, with a combined GDP of US\$ 2.4 trillion in 2013. Most important factor apart from strongly growing manufacturing sector and trade sector is 'Low Inflation'. Inflation adjusted at just 2.8% in ASEAN in 2013, which is one-third of India and lower than world average. ASEAN has surpassed the world in GDP growth, with an average growth of 5% year-on-year. Some members have shown exemplary growth, like Vietnam which doubled its GDP per capita from US\$ 1300 in 1995 to US\$ 2600 in 2006 in just 11 years.

The ASEAN countries are very different from each other. Singapore's GDP per capita is almost 30 times more than Laos and more than 50 times higher than Myanmar and Cambodia. Indonesia alone accounts for 40% of the GDP among ASEAN countries, and is also a member of G20.

FDI in ASEAN in 2013 continued to surge and was about on par with that in China, for the first time since 1993. FDI inflows exceeded US\$ 122 billion pushing the inward FDI stock to US\$ 1.6 trillion. ASEAN attracted more than 16% of global FDI during the same period.

ASEAN is home to more than 600 million people (larger than the EU and North America) and has the third-largest labor force behind India and China. Since its inception, the bloc has seen growth in myriad sectors, such as manufacturing, retail, transportation, and telecommunications. The bloc is expected to become the world's fourth largest economy by 2030 with domestic consumption expecting to reach US\$4 trillion.

However, the onset of the COVID-19 pandemic has severely impacted ASEAN states as protracted lockdowns resulted in sharp downturn in industrial production, exports, and consumptive expenditure. In response, ASEAN members have quickened the pace of key reforms to improve the ease of doing business and attract foreign investment in new areas, such as high-value manufacturing capabilities and digital technology. These new growth drivers, among others, will make ASEAN attractive to foreign investors, including for those looking to move a part or all of their manufacturing activities from China.

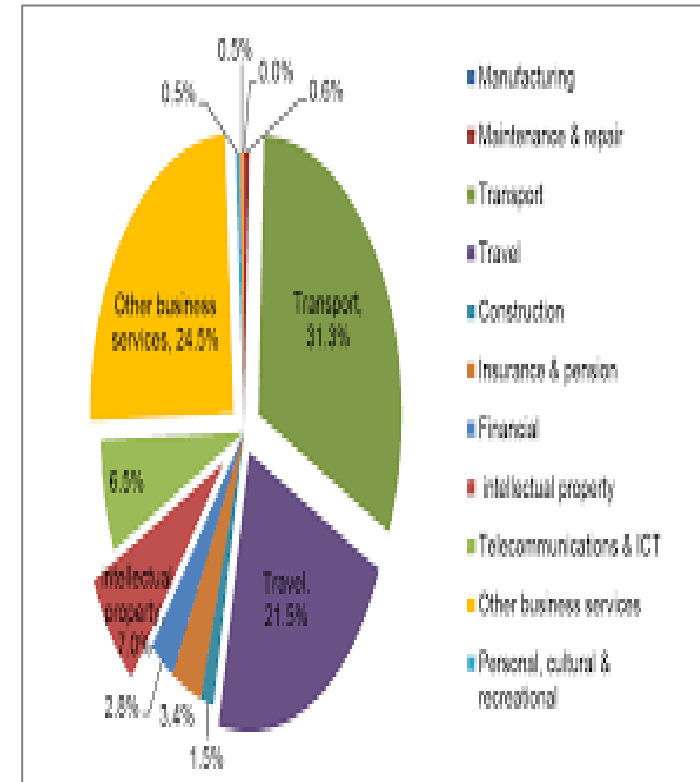
Regional economic integration under the AEC necessarily demands greater connectivity between ASEAN Member States as well as within the countries.

The key sectors of ASEAN countries are Agriculture, Banking & Finance, Dairy, Meat, E-Commerce, FMCG, Healthcare, ICT, Manufacturing, Mining, Transport & Logistics, Tourism and Water & Sanitation.

Additionally, other sectors such as food, forestry, fisheries, science and technology all play an important and complementary role to achieve an integrated market under the AEC.

As ASEAN continues its transition to greater economic integration with the implementation of the ASEAN Economic Community in 2015, the region is seeing strong growth in a number of industries. Among the key business areas are electronics, information and communications technology, textiles and apparel, and medical devices. Foreign investors seeking to find the next manufacturing destination after China, would be well advised to look closely at this dynamic region. In this article we provide a snapshot into each industry and provide context within the wider ASEAN region.

Based on our research and analysis, we propose to transformed the place to become the hub and center of economic and commercial activity to be known as **Asean Market Place**. We will become the centre to market Asean products based on Food & Agriculture, Sports & Entertainment, Textiles & Apparel, Machinery & Digital Electronics, Automobile, Mineral and Energy product.

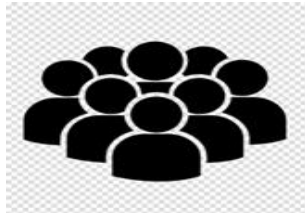


An aerial photograph of a city grid, showing streets and buildings, serves as the background. A white rectangular text box is centered on the image.

**AMP IMPLEMENTATION SCOPE  
WORK INCLUDE DEVELOPMENT,  
SERVICE, MAINTAINANCE**

**New Southern Financial District For Golden  
Triangle Economic Growth**

# ROLE OF PARTIES



## Consumer

- Spend & contribute
- Members & affiliates

**Asean Trade Market Place**

**Asean Country Member's**

- Deliver Asean Trade Market Place program
- Source of funding
- Promote Economic & Financing initiatives on Malaysian success stories
- Enhance economic cooperation for a shared prosperity



**Asean Members/Operator**

## Land owner/ PDP/Organizer

- Provide a land or basic structure of building and infrastructure (drainage, road, site clearance) as where is basis;
- Get masterplan approval from relevant authorities;
- Will assist the operator / tenant in acquiring the approval from relevant authorities
- Monitor performance of the operation;
- Sets a minimum standard, need statement and guideline;
- Marketing the place
  - Via IT Platform
  - Via Embassy/Travel agents
- Monthly events
- Revenue from monthly rental
- Create branded Asean market place
- Invest & deploy IT platform
- Marketing

## Investment

- Members may participate in the program
- Market for product & services through monthly events @ Asean Trade Market Place
- Another source of funding

## Operator/Vendor

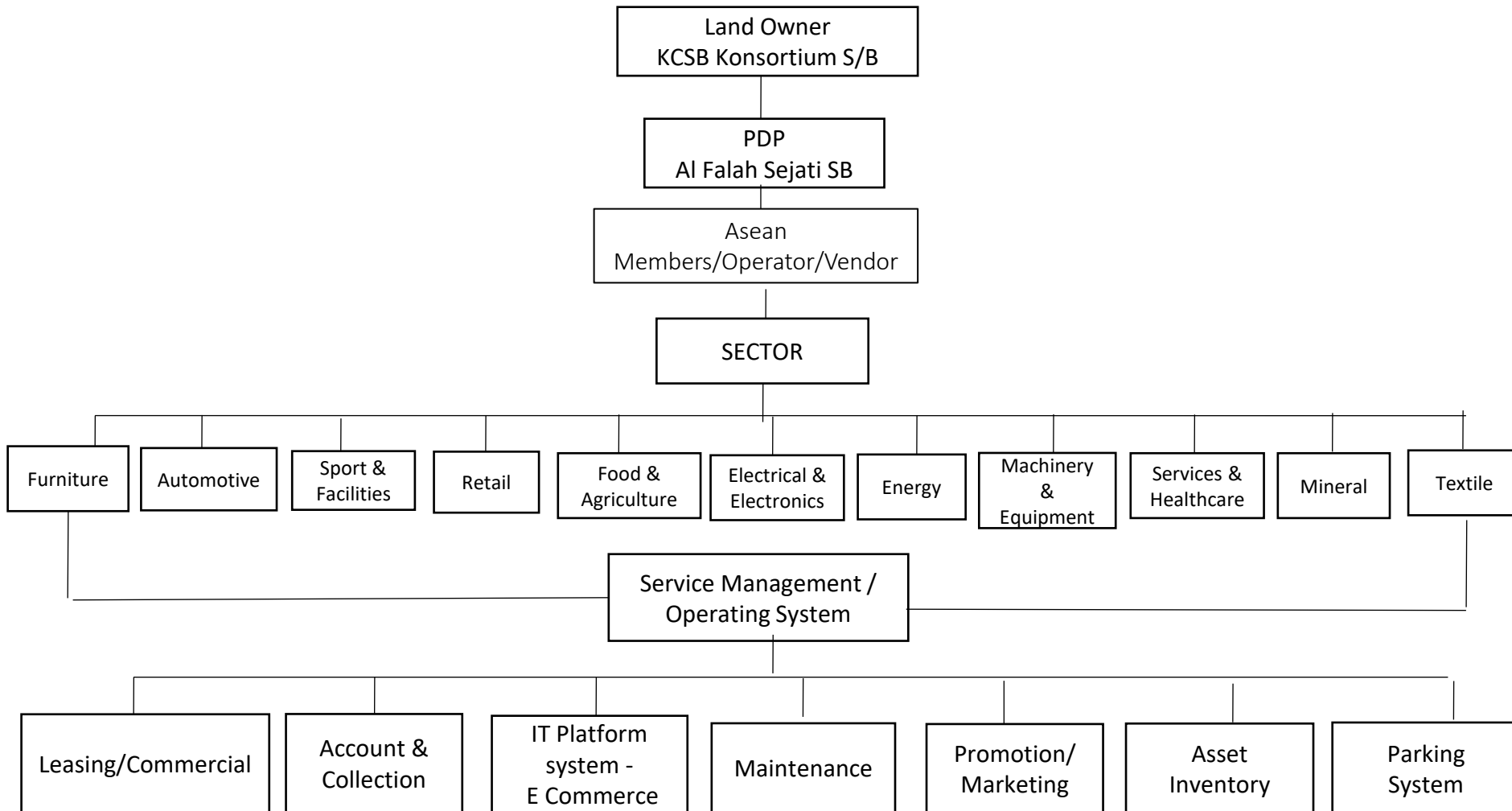
- Setting-up the site location as per the minimum need statements and parameters provided by AHG;
- Operator / tenant should, in their best capability, manage the business as per what agreed and do not cause any misconduct which against the law.
- Coordinate and manage the set-up and production of the operations & events on site, ensuring high quality delivery;
- Plan and propose daily operational workflows all-year-round;
- Ensure consistent smooth operation;



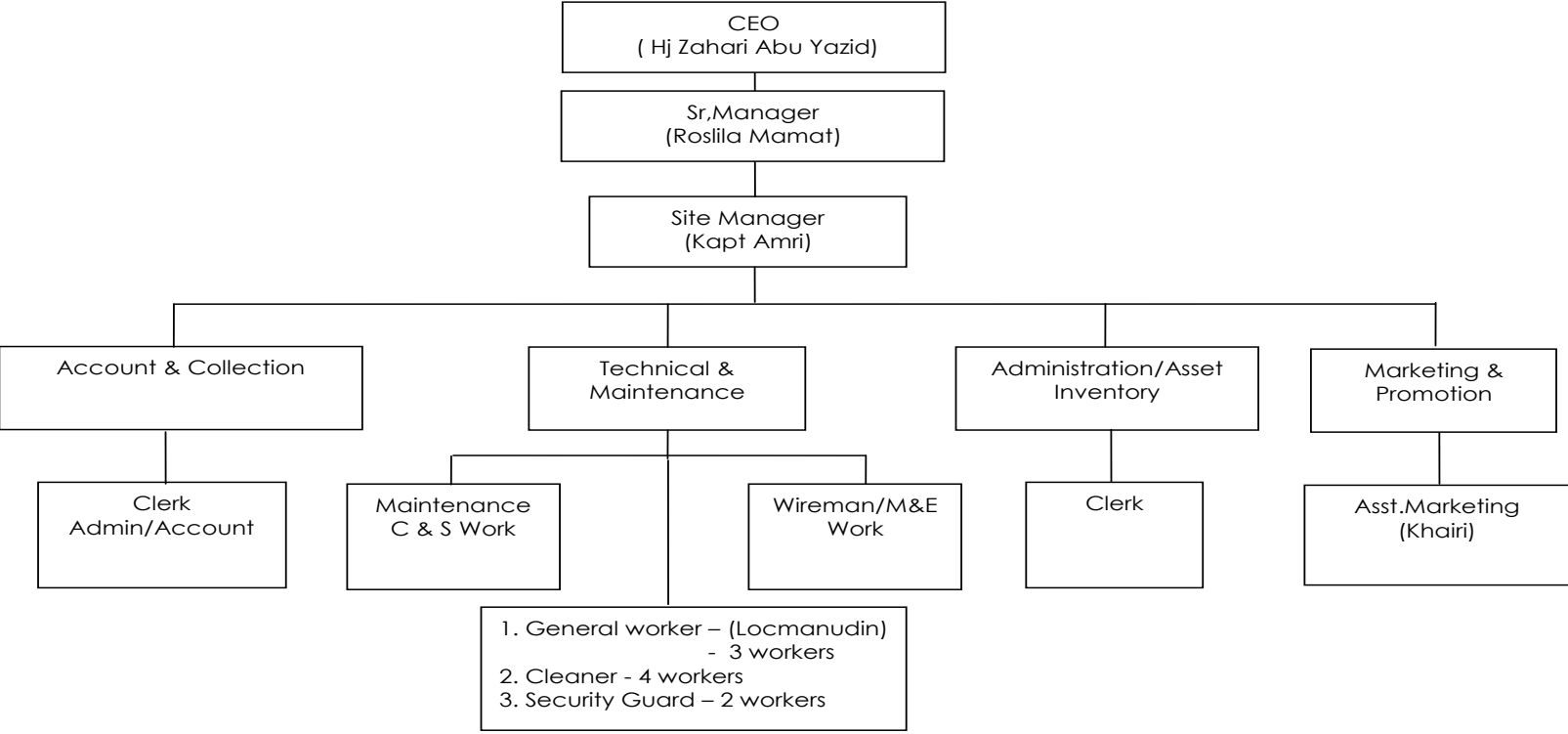
## ROLE & SCOPE OF WORK PARTIES

LAND OWNER	MANAGEMENT COMPANY / PDP	VENDOR / OPERATOR SCOPE OF WORKS
<ul style="list-style-type: none"> <li>▪ Provide a land or basic structure of building and infrastructure (drainage, road, site clearance) as where is basis;</li> <li>▪ Get masterplan approval from relevant authorities:</li> <li>▪ To provide a land free from encumbrances</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create branded Asean market place</li> <li>▪ Invest &amp; deploy IT platform</li> <li>▪ Will assist the operator / tenant in acquiring the approval from relevant authorities for temporary building permits, licenses, water and electricity supply.</li> <li>▪ Monitor performance of the operation;</li> <li>▪ Sets a minimum standard, need statement and guideline;</li> <li>▪ Responsible for the management, maintenance and to secure the tenant or any potential business to generate rental revenue of the property.</li> <li>▪ The Company also shall taking care and responsible to liase with the authority or other parties interested for this property that shall benefit to the Parties.</li> <li>▪ Marketing the place               <ul style="list-style-type: none"> <li>• Via IT Platform</li> <li>• Via Embassy/Travel agents</li> <li>• Monthly events</li> </ul> </li> <li>▪ Have the authority to act in engaging business activities or performing services for or on behalf of the Land Owner.</li> <li>▪ Rental rate – will be determine subject to the discussion</li> </ul>	<ul style="list-style-type: none"> <li>▪ Setting-up the site location as per the minimum need statements and parameters provided by AHG;</li> <li>▪ Operator / tenant should, in their best capability, manage the business as per what agreed and do not cause any misconduct which against the law.</li> <li>▪ Coordinate and manage the set-up and production of the operations &amp; events on site, ensuring high quality delivery;</li> <li>▪ Plan and propose daily operational workflows all-year-round;</li> <li>▪ Ensure consistent smooth operation;</li> <li>▪ Logistics management and inventory control of all equipment, materials and any other items;</li> <li>▪ To pay a monthly rental to AHG (land owner).</li> </ul>

# BUSINESS STRUCTURE – ASEAN MARKET PLACE



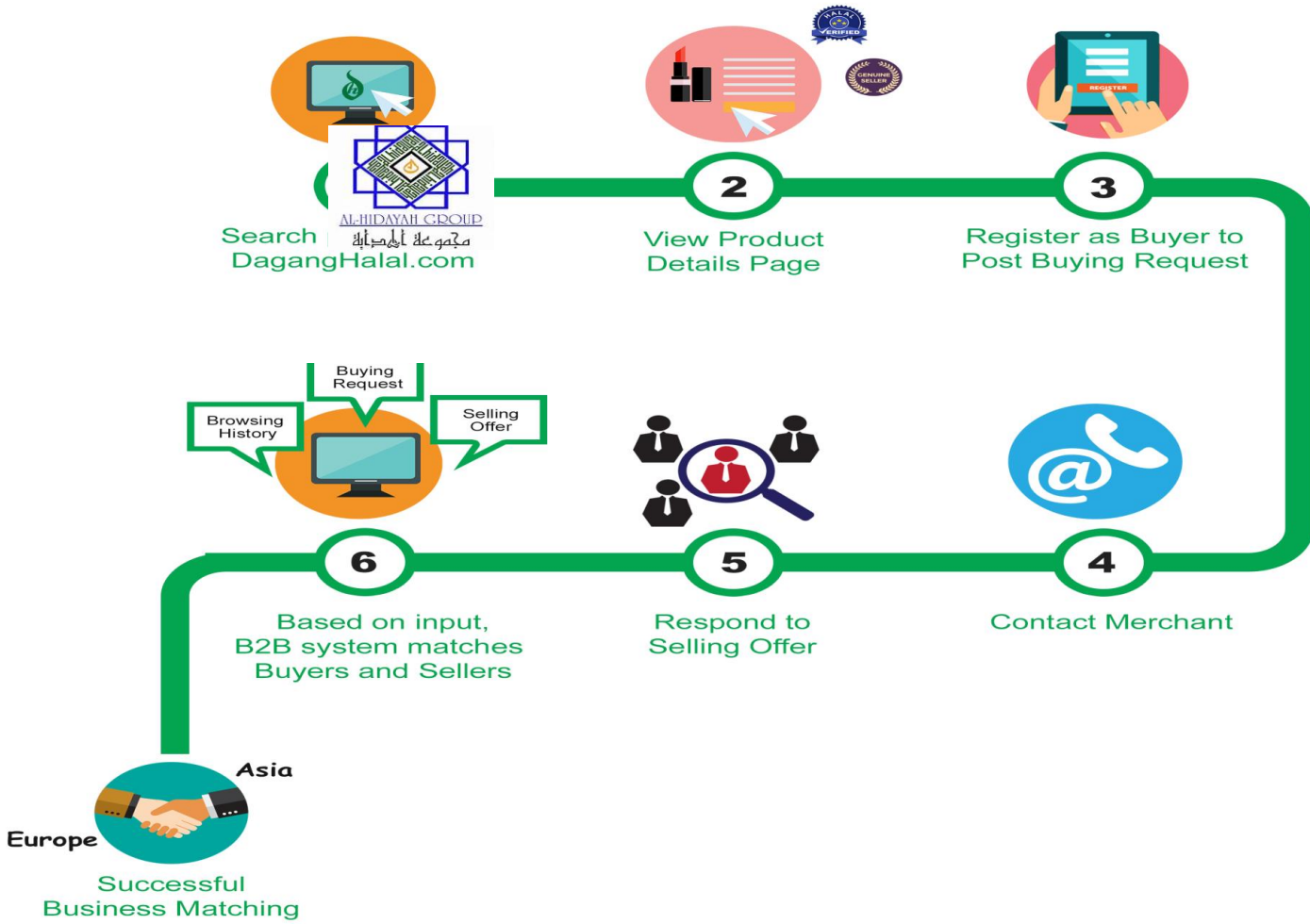
# ORGANIZATION STRUCTURE – ASEAN MARKET PLACE





**E-COMMERCE PLATFORM FOR A  
DIGITAL ASEAN MARKET PLACE**

# E-COMMERCE PLATFORM FOR A DIGITAL ASEAN MARKET PLACE



**This information memorandum was prepared for the KCSB Konsortium Sdn Bhd.**

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**Disclaimer:**

**This document has been prepared solely for the purpose of providing initial information to potential investors on property development within the Region. This document is intended to assist potential investors in deciding if they are sufficiently interested in proceeding with further investigations into such an investment.**

**Please note this publication may be of assistance to you but KCSB Konsortium Sdn Bhd does not guarantee that the publication is without flaw of any kind or are wholly appropriate for your purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in these publications.**

An aerial, grayscale photograph of a city grid, likely Johor Bahru, serves as the background. The grid consists of numerous rectangular blocks and streets, with some larger, more prominent buildings. The image is slightly blurred, giving it a soft, ethereal quality. In the center, there is a white rectangular box containing the text 'ASEAN BUSINESS CENTRE, JOHOR.' and 'Thank You'.

**ASEAN BUSINESS CENTRE, JOHOR.**

**Thank You**