

# Iskandar Insight



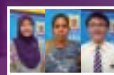
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## Harrington the Hero at Iskandar Johor Open



**SUN, 17 OCT 2010 – Irishman Padraig Harrington completed a stylish victory parade with a closing three-under-par 69 at the US\$1.25 million Iskandar Johor Open to comfortably snap a two-year winless run on Sunday.**

The three-time Major winner, who held an overnight five-shot lead, was never threatened by the chasing pack at the Horizon Hills Golf and Country Club as he returned to the winner's rostrum for the first time since lifting the US PGA Championship in 2008.

His winning score of 20-under-par 268, worth US\$198,125, was three shots clear of second-placed Noh Seung-Yul of Korea, who stretched his lead on the Asian Tour's Order of Merit with his runner-up cheque of US\$135,625 after a superb 65.

Chinese Taipei's Lin Wen-Tang finished third, four back, after a 68 while Singaporean Mardan Mamat was fourth following a 68 as well. Kiradech Aphibarnrat of Thailand and Australian Scott Barr shared fifth place on 274.

It was Harrington's third title on the Asian Tour following victories in Taipei and Hong Kong previously. "Two years is a long time, especially when you're reminded most weeks you play. It's nice and very important for me to win. It's somewhat a monkey off your back," said the smiling Irishman, who held at least a share of the lead for the first three rounds.

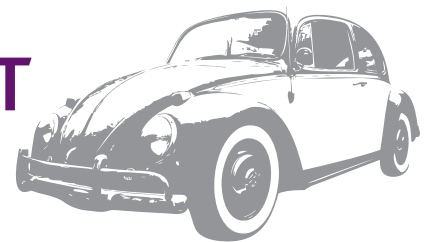
"Winning is a habit. Every time you win, it is important but when you haven't won for a while it does add a bit more emphasis to it. It makes it all the more memorable," added Harrington, who was presented a purple Iskandar Johor Open jacket along with the top cheque and gleaming Iskandar Cup.

Noh and Kiradech, touted as the future of Asian golf, fought brilliantly and got within four strokes of Harrington with matching birdies on 11. But the Irish star shifted into fifth gear with birdies on 11, 13 and 14 to lead by seven. Two bogeys over his closing three holes mattered little in the end for the new champion.

Last year's champion K.J. Choi of Korea finished tied eighth while Europe's victorious Ryder Cup captain Colin Montgomerie of Scotland finished equal 11th on 278. Retief Goosen of South Africa, winner of the Iskandar Johor Open in 2008, was a further shot back in joint 14th position.



## Over 20,000 visit BUGFEST Iskandar Malaysia 2010



**MON, 8 JUL 2010 – Iskandar Malaysia received overwhelming support at BUGFEST Malaysia 2010 which was held on the grounds of The Sutera Mall, here from Friday, 4 June 2010 to Sunday, 6 June 2010.**

The event which was organized by Kelab Pemilik VW Johor Bahru saw owners of over 300 Volkswagen cars of differing makes and models gathering to share their love of Volkswagen cars, Beetles in particular, by showing them off, comparing “war” stories as well as checking out the competition.

Held over three days, the event received partial support from Iskandar Regional Development Authority (IRDA) as part of its stakeholder engagement programme focusing on promoting hobbies and lifestyle events. “Iskandar Malaysia’s tagline is ‘Invest,

Live, Work and Play’. With the BUGFEST, we are looking at the ‘Play’ aspect of our lives. People living in Iskandar Malaysia cannot always be working without having any social activities. Healthy and positive hobbies like this should be encouraged and supported,” said Nor Hisham Hussein, IRDA Acting Head of Strategic Communications.



In balance to Nor Hisham’s statement, two participants of the event took inspiration from a presentation about Iskandar Malaysia that they attended and decided to decorate their prized rides to showcase Iskandar Malaysia.

Ismail Adnan, owner of a pristine 1958 oval window Volkswagen Beetle remarked, “As a Johorean, especially one who is living in Iskandar Malaysia,

I feel it is also our duty to spread the word about Iskandar Malaysia. What is happening here is going to benefit our next generation.”

Khalid Sharif, owner of a Volkswagen Safari Kombi Van, who spent over three years rebuilding his rare Safari Kombi Van said, “When I found out about what Iskandar Malaysia was all about, I felt that even though I had spent so much time rebuilding my Volkswagen, sharing the vision of Iskandar Malaysia was more meaningful, and at the same time more satisfying. My Safari is decorated with a map of Iskandar Malaysia and showcases its tagline of Invest, Live, Work, Play.”

Iskandar Regional development Authority’s (IRDA) tent which showcased a scale model of Iskandar Malaysia also attracted a lot of attention, with staff manning the booth giving out brochures and answering a non-stop flow of questions from visitors to BUGFEST 2010 as well as from the shopping centre’s normal walk-in crowd.



## Iskandar Malaysia Open Day

**FRI, 2 JULY 2010 – The 4th Iskandar Malaysia Open Day with the theme “A Vision For All” was held for the first time at Pasir Gudang, which falls under the Flagship D development area of Iskandar Malaysia.**

Coincidentally, the Open Day activities were held in conjunction with the Majlis Perbandaran Pasir Gudang (MPPG) (Pasir Gudang City Council) Semarak celebrations. This provided the opportunity to spread more information about the developments in Iskandar Malaysia to the rakyat, especially those living in the eastern section of Iskandar Malaysia.

One of the main attractions at the Open Day was the special appearance of Upin & Ipin, popular Malaysian animated characters, which are a fine example

of how local talents have used their creativity and skills to develop animated characters, while delivering a variety of fun-filled moral lessons for children.

Other attractions included special performances by local Akademi Fantasia singers Farah and Dina, who livened up the atmosphere of the Open Day and



attracted a large number of local youth to join the activities and obtain information about the ongoing developments in Iskandar Malaysia.

In conjunction with the Open Day was also a job fair, which saw the participation of more than 20 companies from the service and manufacturing sectors in Pasir Gudang as well as from around the region.

Through this Open Day event, visitors were not only entertained by our outstanding local talent, but they were also better able to understand their individual roles, responsibilities and contributions in realising the development that is going on in Iskandar Malaysia.



## Local Entrepreneurs Trained on Business Start-Up



**THURS 27 OCT 2010 – More than 100 entrepreneurs came together to learn how to transform their ideas into viable businesses through the Iskandar Malaysia Entrepreneur Programme: Business Startup held in Johor Bahru.**

The programme was a collaborative effort between Iskandar Regional Development Authority (IRDA), the United States Government, the American Embassy in Malaysia and Global Entrepreneur Sdn Bhd through the 'Startup Weekend' series of workshops and programmes.

Brought for the first time to Malaysia, the 'Startup' weekend was introduced as "Ignite Your Startup Tour", a 10-day programme visiting 4 cities nationwide – Kuala Lumpur, Penang, Kota Bharu and Iskandar Malaysia.

Through the programme, young aspiring entrepreneurs not only learned how to take their ideas further, but they also learned how to test and explore their ideas as well as craft a venture strategy. IRDA Chief Executive Ismail Ibrahim, who launched the event, said such a programme would not only help entrepreneurs and investors to start off their business ideas, but also serve as a platform for networking.

"We are very pleased to be associated with this programme as IRDA and other state agencies are committed to creating and developing entrepreneurs to meet the future demands of Iskandar Malaysia. With the tipping point for development in Iskandar Malaysia just one year away, there are more and more business opportunities being created as investments flow in," said Ismail, adding there was a lot of opportunity for the community not only to start up businesses but to expand their businesses as well.

During the event, Global Entrepreneurship Sdn Bhd, the

Malaysian Country host for the Global Entrepreneurship Week (GEW) 2010 with StartUp Weekend, a U.S.-based non-profit organisation that is focused on creation of startup and entrepreneurship education; signed a Memorandum of Understanding (MoU) to roll out the Startup Weekend programme in the Asian region.

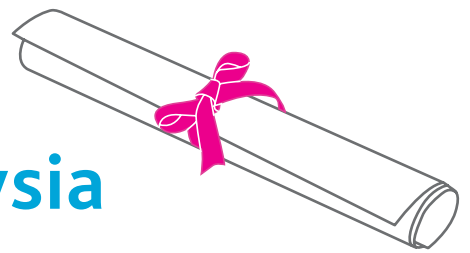
Ismail, who witnessed the signing, said with the MoU, the people of Iskandar Malaysia can now look forward to more international entrepreneurship programmes.

"I urge all our local entrepreneurs, especially the young talents who are just venturing into business, to take the opportunity of such programmes to develop themselves towards being entrepreneurs of international standing," he said.

So far 15,000 entrepreneurs have gone through this hands-on programme all over the world, and have started up 560 new companies after the event.



# Grooming the Future Leaders of Iskandar Malaysia



**THURS, 29 JULY 2010 - Iskandar Regional Development Authority (IRDA) and the Johor Education Department have formed a smart partnership in a collaborated effort to groom students to excel as potential leaders for today's globalised world.**

An initiative under the Internationalisation Programme, 20 'creme de la creme' Fourth Former students were selected as the pioneer group of the Johor Student Leaders Council (JSLC) out of more than a hundred nominations from schools all over Johor.

The establishment of the JSLC was the brainchild of Johor Education Director, Haji Sufa'at Tumin, who was instrumental in setting-up the council to groom future leaders who are

brilliant and competent in spearheading the rapid development in Johor, especially Iskandar Malaysia.

Through JSLC, students will undergo various development and training programmes to ensure that they are equipped with the right skills in areas such as leadership and diplomacy, international relations, protocol and etiquette, diplomatic communication, presentation and negotiation and programme management.

The training will be conducted either internally by the Education Department experts, or by the professionals from the Institute of Diplomatic and Foreign Relations (IDFR), Wisma Putra and also through attending international leadership camps overseas.

The first group of 10 students were sent to a two-week camp in Neuberg, Germany in August 2010 where they had the opportunity to gain international exposure and experience while expanding their international

networking through peer groups.

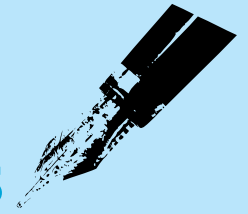
The JSLC capabilities and team spirit will be tested as they are not only tasked to lead their respective schools' internationalisation programme, but they are also mandated to organise at least one international level event which must benefit all students in Johor.

Chief Executive of IRDA, Ismail Ibrahim, said this programme fits in and is aligned with the Iskandar Malaysia Human Capital Blueprint strategies to nurture and develop talents, especially in shaping future leaders who will be filling in the key positions in Iskandar Malaysia.

"We are confident that the strong collaboration between the Johor Education Department and IRDA will yield local talents who will be the future leaders and drivers of Iskandar Malaysia and further bring this region to another level," he said.



# Skills Development Opportunities for School Leavers



**FRI, 12 NOV 2010 – School leavers who are unable to further their studies will now have the opportunity to undergo skills development training to help equip them with the skills needed to secure good employment.**

Through the Iskandar Malaysia School Leavers Tracking System, all students will be made aware, through their teachers, the training opportunities provided by the Skills Development Department and other training providers as well as the career opportunities before them.

A total of 44 schools participated recently at the launching ceremony in Johor Bahru, which was officiated by State Education Director Markom Giran, who said such an initiative would bring a great and positive impact to the state and country as a whole.

“With the development of Iskandar Malaysia, many job opportunities would be generated and we will need a ready, talented and skilled pool of workers to meet the demands. It is unfortunate that not all students have the chance to pursue tertiary education, but this system is something which could open up a whole new opportunity for them to get good employment even if they do not have that opportunity,” said Markom.

Markom’s sentiments were echoed by A. Lely Murugammah, who said such an initiative would motivate the students to continue to upgrade themselves and step up to meet market demands even if they are unable to further their studies after SPM.

“I am very enthusiastic about this system as I am sure our students will benefit from it. Most of them who are unable to pursue higher education may just get any job they can find after leaving school. Now, with this system, they are able to learn new skills which are relevant for them to pursue the industry which they may be interested

in,” said the Senior Assistant of Student Affairs from SMK Taman Desa Tebrau.

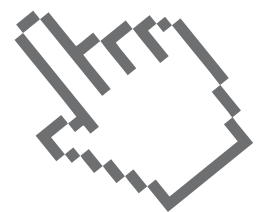
Lim Khin Yan, a Guidance and Counselling teacher with SMK Taman Mutiara Rini said it was the right move to channel such information through the school as the teachers would be able to advise weaker students so that they would not be de-motivated about not being able to pursue their studies.

“When such students come to us, we will now be able to tell them that such opportunities are available for them and counsel them on what are the areas they may be interested to pursue,” said Lim.

The system, a collaborative effort between the Iskandar Regional Development Authority (IRDA), Johor State Education Department and Ministry of Education, is one of the initiatives to address the Iskandar Malaysia Human Capital Blueprint findings that one of the key talent issues in Iskandar Malaysia is the mismatch of skills between industry and talent.



# Iskandar Malaysia's 1st Digital Storytelling Animation Project



**WED, 27 OCT 2010 – It was three days of fun-filled education when 30 students from 10 different schools came together to learn basic animation skills in a bid to develop talent for the creative industry in Iskandar Malaysia.**



"This is our first group of schools to participate in this workshop. Our vision is to extend this initiative to all schools in Iskandar Malaysia," said IRDA Chief Executive Ismail Ibrahim.



During the full three-day workshop, the students, aged 13 and 14 years old, were trained on the art of animating images using a combination of images and text to create new, creative and exciting ways to tell a story.

According to Ismail, based on Iskandar Malaysia's Human Capital Blueprint analysis, one of the key talent issues in Iskandar Malaysia's creative industry is the lack of advancement opportunity and low public awareness and exposure to the creative arts.

"As such, IRDA and the relevant agencies are committed to developing human capital in the creative industry through various initiatives such as this, especially since the creative sector is one of the nine sectors promoted in

Iskandar Malaysia.

"In 2013, Iskandar Malaysia will become the location for Pinewood Iskandar Malaysia Studios (PIMS). This filming studio is famous for producing films such as James Bond, Batman, Lara Croft and Superman," he said when launching the workshop.

Ismail said this investment had a very high social impact for Iskandar Malaysia as it would contribute to some RM1 billion towards the economy in the next eight years and create 3,000 direct employment opportunities and 5,000 indirect opportunities a year.

The Digital Storytelling Project was initiated in 2004 by the Creative Multimedia Department of the Multimedia Development Corporation (MDeC). The recent workshop here was organised by the Iskandar Regional Development Authority (IRDA) with the support of the MDeC and Johor State Education Department at SMK Tunku Abdul Rahman Putra in Kulajaya.



## Public Housing on Track for Completion in Q2 of 2011



**WED, 29 OCT 2010 – One year after construction started, the last wall panel for the Iskandar Malaysia Housing project, which utilises the Industrialised Building System (IBS), was successfully installed on Tuesday.**

Iskandar Regional Development Authority (IRDA) Chief Executive Ismail Ibrahim, who, on a working visit to the site yesterday, witnessed the installation of the last wall panel.

“We have reached a milestone in this project and are satisfied with its progress so far. The building project, which is scheduled for completion by the second quarter of next year, is now 85% completed and well on track,” said Ismail.

He added that the project consists of a

total of 1,500 unit of houses with the smallest unit having a built-up area of 900 square feet with 3 bedrooms (compared to the 680 square feet in existing public housing or low-cost units) and the largest unit having a built-up area of 1,200 square feet with 4 bedrooms.

The Iskandar Malaysia Public Housing is set to be an IBS benchmark for public housing projects in the nation as 95% of the project utilises the IBS system as compared to the Government’s target to utilise 70% in any Government project.

Of the total 1,500 units, 30 units would be disabled-friendly, situated at the ground floor of each block. The apartments are in the form of low-rise three and four-storey walk-up apartments. Each unit has at least three full size bedrooms and two bathrooms.

The rental based apartments are designed according to Crime Prevention through Environmental Design (CPTED) Standards for safety and security and

incorporates Green Building Index elements such as the usage of solar renewable energy, rain water harvesting facilities, cool roof system and green paint.

Compared to other public housing projects, the Iskandar Malaysia Public Housing is more holistic as it emphasises on more open spaces, with community facilities like kindergarten, surau, football fields, futsal, badminton and a community hall.

The primary target group is for married families with a monthly household income of less than RM3,000 a month. This project is internet ready and has broadband facilities. It has 2 Community Police Posts (CPP) and a Community Broadband Centre.

“The Iskandar Malaysia Housing is envisaged to be a showcase for the new implementation of public housing in Iskandar Malaysia,” said Ismail.