

# @Nusajaya

BIOTECHNOLOGY  
**BIG BOYS**  
ANCHORED IN  
BIO-XCELL, NUSAJAYA



bio-xcell

Heritage Wall,  
A Legacy Cast In Stone

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Transport Woes  
No More

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Experience The Chemystery

## FROM THE EDITOR

The sun will be setting on 2010 and soon we will be entering the next decade of the 21st century. However, in Nusajaya, so many interesting things have been happening that we just realised that we are coming to year's end.

Recently, big names in the global biotechnology industry – Biocon from India, Glycosbios from the U.S. and Metex from France, have committed to set up at Bio-XCell, the regional biotechnology hub in SiLC Nusajaya. Biocon is the largest biotech company in Asia and this will translate to ample job opportunities for knowledge workers in the region. Commuting woes for the Nusajaya community are now addressed with the Bas Iskandar Malaysia service that plies previously unserved routes from Nusajaya to Johor Bahru and back. To entertain friends and guests, a new restaurant – Chemystery, has opened at The Ledang Urban Retreat, serving appetizing meals within tranquil ambiance.

Kota Iskandar, the iconic government administration complex had recently been awarded the FIABCI Malaysia award in the 'Public Sector' category. This is something that the Nusajaya community can be proud of – another award-winning development within the regional city.

Like I was saying... Great things are happening here and we are privileged to be a part of it all.

Sincerely,

Zamry Ibrahim  
GM Strategic Marketing

# BIOTECHNOLOGY BIG BOYS ANCHORED IN BIO-XCELL, NUSAJAYA



Bio-XCell – An artist impression of Bio-XCell's many facilities

Just six months after its global launch at the international Bio Conference & Exhibition in Chicago, this year and the international biotechnology circuit is abuzz with the latest developments in Bio-XCell, Nusajaya.

A custom-built biotechnology park and eco-system strategically located in SiLC Nusajaya, Bio-XCell has secured three anchor clients for their biotechnology park. These global biotechnology players are Biocon Ltd of India, Metabolic Explorer (Metex) from France and Glycos Biotechnology (GlycosBio) from United States, all planning to set up operations in Bio-XCell between 2012 to 2014 .

The key factors that make Bio-XCell and Malaysia a compelling global destination for biotechnology, attracting attention from the likes of Biocon are its industry ready world-class infrastructure, the 10-year tax exemption, a biodiversity that affords accessibility to ample biomass and its sustainable knowledge workforce in the biotechnology field.

Biocon Ltd, one of Asia's largest biotechnology enterprises is investing RM500 million in Bio-XCell with the intention of building facilities for bio-manufacturing as well as research and development (R&D).

Metex is looking to set up a 1,3 Propanediol (PDO) manufacturing plant. It will be the first plant in the world to produce PDO using crude glycerine. Meanwhile, GlycosBio will be setting up an R&D facility as well as an industrial biochemical plant, using proprietary platform technology to produce technical grade ethanol using crude glycerine.

Collectively, Bio-XCell has successfully amassed investments to a tune of RM750 million and are currently in talks with other parties to set up base in Bio-XCell. Bio-XCell is a joint-venture company of the Malaysian Biotech Corporation (Biotech Corp) and UEM Land. For more information, feel free to visit Bio-Xcell's website at [www.bio-xcell.com.my](http://www.bio-xcell.com.my)

# HERITAGE WALL, A LEGACY CAST IN STONE



Kota Iskandar – (i) Chief Minister of Johor, Dato' Haji Abdul Ghani bin Othman; Johor State Secretary, Dato' Haji Abd. Latiff Bin Yusof and CEO of Cahaya Jauhar, Mohd Auzir Mohd Tahir with the FIABCI Malaysia Award, 'Public Sector' Category (ii) Heritage Wall at Dataran Mahkota, Kota Iskandar

The Heritage Wall at Kota Iskandar's Dataran Merdeka is a historical tome that comprises 38 stone panels, tracing Johor's history back to the birth of the Johor-Riau-Lingga empire.

A narration that dates back to 1528, the crescent-shaped memorial tells the story of Johor's early years as it grew from a successor of the Muslim-Malay Sultanate to the height of the empire's glory when Singapore and the Riau Islands were part of its realm.

The stones are more than just a mere record that tells the empire's past glory, it is a tribute to Johor's past accomplishments and past heroes. Stories of a turbulent era, regional fighting and colonialism are etched in gold on black granite slab in both English and Malay. The stories are also written in Jawi scripts to reflect the writings that was once used by the former empire itself.

Kota Iskandar is Johor's distinctive administrative centre that recently won the FIABCI (Federation Internationale

des Administrateurs de Biens-Conselis Immobiliers) Malaysia Property Award 2010 for the Public Sector Category. This acknowledgement for Kota Iskandar will further elevate it to greater recognition, to compete globally at the FIABCI International Prix d' Excellence Award, the pinnacle of worldwide real estate Awards.

Developed by Cahaya Jauhar Sdn Bhd, a subsidiary of UEM Land Holdings Berhad, this architectural art is a unification of Moorish-Andalusian and the Johor-Malay elements for a majestic but earthly centre of administrative governance that echoes the aspiration of its people.

## Trivia!

How did Johor get its name?

*The first correct answer via email to [sazela.safie@uemland.uemnet.com](mailto:sazela.safie@uemland.uemnet.com) will receive a RM50 Chemistry restaurant dining voucher, compliments of UEM Land Berhad.*

## TRANSPORT WOES NO MORE



Look out for the Iskandar Malaysia buses in your neighbourhood

Getting around South Johor has gotten easier and safer since the Iskandar Malaysia Bus Services began its services in December 2009.

With 34 buses bearing the name 'Bas Iskandar Malaysia', 17 previously under-serviced routes have been upgraded to provide convenient means of transportation for both workers and residents at an affordable cost. This transportation system also enabled greater accessibility for locals and visitors to key emerging areas within Iskandar Malaysia such as Nusajaya, Danga Bay and even Kampung Pendas Laut, which is famous for the seafood restaurants.

The services also opened more opportunities to overlooked areas such as Larkin, Tampoi, Taman Ungku Tun Aminah, Bukit Indah, Gelang Patah, Skudai, Sri Alam, Johor Jaya, Pasir Gudang, Masai, Ulu Tiram, Danga Bay, Taman, Senai Jaya and Felda Ulu Tebrau.

Initiated by the Johor State Government, the bus services were made possible by the Iskandar Regional Development Authority (IRDA) with an emphasis on services and performance. Well-trained and courteous drivers are employed from selected operators to ply the routes to ensure commuter's efficiency and safety of the averaged 50,000 commuters monthly.

These services are further equipped with Global Positioning System (GPS) and Close Circuit TV (CCTV) as part of the mandatory requirement to ensure the reliability and safety of the passengers. Additionally, monitoring centres will be commissioned to analyse the data and information to improve the services provided and increase efficiency.

For more information on the Iskandar Malaysia Bus Services, its 17 new routes and schedule, you can dial 1-800-88-3010 for further assistance.

## EXPERIENCE THE CHEMYSTERY



An intimate setting with one of Chemystery's many mouth watering dishes



The Ledang Urban Retreat is an exclusive lifestyle clubhouse located within the East Ledang residential development. Complementary to the comforts of its surrounding residents, The Ledang houses three distinct food & beverage outlets and this issue features one of them – the Chemystery All-Day Dining.

The Chemystery, a full serviced, mid-tier restaurant renders itself an intimate setting removed from the activities of the clubhouse. Our first step into its well-appointed dining place, decorated with a minimalistic interior concept was warmly greeted by Chemystery's waiting staff. Chemystery's menu features an assortment of western favourites and Asian delights, presenting an appealing fusion of dishes.

For some of us who indulge our carnivorous appetite, their Yakitori Lamb Rack is a must have. The lamb rack sitting on a bed of garlic mash potato and vegetables is so tender and well-seasoned, combined with the drizzle of tasty ginger wasabi sauce, giving the dish a refined edge of spiciness that is not overwhelming. This superb dish together with their Rendang Burrito is an excellent expression of the Asian-western fusion theme of this restaurant.

For the health nut in all of us, Chemystery serves a delightful dish they call the Salmon Horenso. It is a perfectly seared salmon

plated on a bed of risotto with a side of blanched horenso – a Japanese spinach. Served with lashings of garlic ginger oil dressing the dish is so satisfying, you forget that it is good for you!

In the array of desserts, we tried the Lava Melted Chocolate Mud Cake and the much talked about Durian Bread and Butter Pudding. The former is a warm dessert served with a rich chocolate sauce and strawberries, finishing off with a cup of steaming brewed coffee. The latter is sublime for durian lovers, a dessert combination that is sweet, fragrant and rich in durian flavour laced with vanilla custard sauce.

Its reasonable pricing for such a lavish fare of offering, coupled with the light ambiance and great service makes Chemystery a delightful setting for a wonderful dining experience with friends and family. The trained serving crew at Chemystery is also commendable with their distinct attentiveness to their patrons' needs.

This December, Chemystery shares with us their first ever Yuletide cheer beyond their regular menu with a special Christmas buffet on Christmas Eve, 24th December. For more information call (07-510 2020). Chemystery All-Day Dining restaurant is open daily from 11am to 5pm.

## ENHANCED ENVIRONMENT FOR THE FAMILY



Artist Impression: "Bird's eye view of Precinct 8's scenic lake"

An exclusive lifestyle development designed for discerning home buyers, Precinct 8 epitomises Nusa Idaman's tagline of Hillside Residences. For homebuyers seeking a secured living environment with a natural backdrop of a lake fringed by hillside, Precinct 8 presents families with an ideal choice.

Developed on a 61.31 acre site, this exclusive neighbourhood is characterised by the scenic view of the 6-acre Precinct Lake, a 6-acre Central Park, low-density at only nine units per acre and ample recreational areas – with a 4.8 jogging trail fitted with exercise equipment.

This 'gated and guarded' precinct features a dual layer perimeter fencing with a single entrance to maximise security in addition to manned guard posts and close circuit television (CCTVs).

Precinct 8, within the Nusa Idaman Hillside Residences, is a premium residential development in a choice location for families who want to upgrade their living environment. At the same time, it also caters to the discerning buyer who appreciates the finer things in life with an eye on affordability. The first phase was launched in June this year and the following five phases will be developed over the next two years.

Developed by UEM Land Holdings Bhd – the master developer of Nusajaya, this premium precinct is part of Nusa Idaman's 250 acre development where the eight precincts are designed with safety and security as a major consideration and enhanced living environment as a bonus.