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# @Nusajaya

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**NUSAJAYA**  
Malaysia

# FROM THE EDITOR

Hello everyone!

In our inaugural issue last month, it was mentioned that what really makes a city is its citizens - the communities that we live and interact in. Nusajaya is planned and designed to be home to a global multinational community - a city where the lives of all the communities within it are enhanced and enriched.

Communities need spaces to grow and prosper in. These spaces must be safe, secure, comfortable, convenient, accessible etc. In this issue, we have highlighted the Nusajaya Security Masterplan and some other initiatives we have and will continue to undertake to elevate the safety and security within Nusajaya.

I am excited that our 'talk back' page is now live. This page is for you to share with us your feedback and suggestions on how to make Nusajaya the BEST place to live in!

Finally, the holy month of Ramadhan is sadly coming to a close for Muslims the world over. Here in Nusajaya, we have reached out to those less fortunate in the hope that the coming celebration of Hari Raya Aidil Fitri will be of significance too.

To all Muslims, we wish you Selamat Hari Raya and Maaf Zahir Batin. To all our non-Muslim friends, enjoy the long weekend!

Stay safe everyone!

Sincerely,

Zamry Ibrahim  
GM Strategic Marketing

# KOTA ISKANDAR - A LANDMARK IN JOHOR'S HISTORY



The first sitting of the Johor Legislative Assembly in Kota Iskandar on June 18, 2009 marked a monumental moment in the history of Johor after having 69 years of assembly sittings at the Sultan Ibrahim Building at Bukit Timbalan. Named after Almarhum Sultan Iskandar, Kota Iskandar is set to be the administrative heart of the Iskandar Malaysia development corridor.

Part of a 320-acre integrated development comprising Bangunan Sultan Ismail, where the Johor State Assembly convenes, and Federal Government offices, Kota Iskandar is designed to facilitate efficient governing of the Johor state. The building designs are inspired by the Moorish and Andalusian architectural style which articulates the magnificent Islamic architecture.

One will be impressed with the Dataran Mahkota located between the Bangunan Sultan Ismail building and Bangu-

nan Dato' Jaafar, the Menteri Besar's and state secretary complex. Dataran Mahkota which comprises a ceremonial ground, central water plaza and amphitheatre includes a memorial wall detailing the state's history and glory days. The three main parks within the area – Atrium Jauhar, Laman Kasturi and Laman Bunga Rampai complement the unique setting of Kota Iskandar.

The development of Kota Iskandar encompasses various phases. The first phase comprises the fully operational Bangunan Sultan Ismail, Bangunan Dato' Jaafar, the Johor State offices and the ceremonial plaza, Dataran Mahkota. Subsequent phases involve the development of a mosque with a capacity to accommodate 6,000 'jemaah'.

# LEGOLAND® MALAYSIA



LEGOLAND® MALAYSIA is the first LEGOLAND® theme park in Asia. Located in the northern area of MEDINI ISKANDAR MALAYSIA and spanning 76 acres, LEGOLAND® will open its doors to visitors in mid 2012 and is expected to host 1.2 million visitors a year.

Gearing up for this, 1,000 hopeful candidates applied for the 22-positions in Merlin Entertainments as model builders. As a model-builder, they would have to create over 15,000 LEGO® models for LEGOLAND® MALAYSIA. They would also be the first batch of model builders recruited for Asia.

The successful candidates from the first hiring competition were sent to LEGOLAND® CALIFORNIA and LEGOLAND® BILLUND in Denmark for a 10-week overseas training stint. There, they learned how to build models designed to meet the highest international quality and safety standards.

Meanwhile, construction work on site is progressing undeterred to meet the target opening date. Upon com-

pletion, the RM700 million (USD224 million) theme park will feature more than 40 interactive rides, shows and attractions for families with young children between the ages of two and twelve. It offers families the opportunity to let their imagination run free, and be immersed in LEGO® experiences with a unique mix of building challenges and interactive attractions.

LEGOLAND® MALAYSIA will be similar to Merlin Entertainment's four other hugely popular and successful LEGOLAND Parks in Germany, Denmark, United Kingdom and America. LEGOLAND Parks are based on the universally popular LEGO® construction toy range.

This exciting joint venture between Iskandar Investment Berhad and Merlin Entertainments is located in the lifestyle and leisure cluster of Medini North. The LEGOLAND® theme park will be the centerpiece of an integrated complex comprising a unique one million square feet lifestyle retail centre, offices, hotels, service apartments and residential suites.

## UJANA EXECUTIVE APARTMENT– PREMIER RESIDENTIAL APARTMENT IN NUSAJAYA



Ujana Executive Apartment located next to the garden-themed residential development of East Ledang is set to benchmark apartment living experience in Nusajaya. The premier residential apartment tower promises an environment of calmness, tranquility and quietness, combined with the best amenities available.

Ujana Executive Apartment comprises 168 executive apartments and four penthouses housed within a single 23-storey tower. This residential tower offers one to three bedroom apartments, each featuring a variety of unique floorplans and resort-style community amenities.

Facilities within the residence includes two lounges convertible to function or meeting rooms, a professionally equipped gymnasium, Ujana's signature pools - the infinity and childrens' wading pool. Residents can also enjoy the soothing greenery of the landscaped gardens

while jogging along the Runner's Path. Designed with the upwardly mobile executive in mind, Ujana also provides an exclusive concierge service for its residents.

5 minutes walk away from Ujana is the Anjung Neighbourhood Centre where shopping, dining, education and business are made convenient to homeowners. One can get a quick sip of coffee after grocery shopping or dine in style at one of the excellent restaurants available.

Ujana Executive Apartments garnered interest not only from the locals but also homebuyers from the central region of Malaysia. Ujana's prime placement within the vast potential of Nusajaya is poised to appreciate in value as the surrounding landscape develops. To date, Ujana has sold 80% to buyers from Johor, Singapore and Kuala Lumpur.

## CHARITY AND GENEROSITY PREVAIL DURING THE HOLY MONTH OF RAMADHAN



During the holy month of Ramadhan - the month of months, Muslims the world over are encouraged to increase good deeds. It is a month where charity and generosity are especially urged. In Nusajaya, it has become something of a tradition for UEM Land to bring Ramadhan cheers to less fortunate and needs members of the communities in Nusajaya.

On August 17, UEM Land held a Majlis Berbuka Puasa with villagers of Kampung Pulau in Gelang Patah. Bubur Lambuk – a dish traditionally served for breaking fast during Ramadhan, was prepared as a gotong-royong activity by the villagers and volunteers from UEM Land. Hari Raya goodies comprising food supplies and cash were distributed to 60 less fortunate families. Following

the breaking of fast and Maghrib prayers, the villagers were treated to a sumptuous dinner. The Majlis Berbuka Puasa was held in collaboration with UMNO Gelang Patah.

The charitable deeds of giving continued in the week for three days later on August 20, 200 less fortunate individuals - comprising the handicapped, senior citizens, single mothers and orphans around Gelang Patah, were presented with 'duit Raya' and Raya goodies at the Majlis Sumbangan Hari Raya UMNO Bahagian Gelang Patah. UEM Land was the main sponsor at the event organised by UMNO Gelang Patah.

Both events are part of UEM Land's Corporate Social Responsibility efforts to give back to the community.

# STAY SAFE -CO-ORDINATE, CO-OPERATE, COLLABORATE



A strong emphasis is placed upon the element of safety in the conceptualisation of Nusajaya, giving birth to the overarching Nusajaya Security Masterplan. It is a corporate responsibility aspect that UEM Land has vigorously adopted for Nusajaya's sustainability as Asia's new regional city.

The first implemented programme from the Nusajaya Security Masterplan is the Nusajaya Safe City programme. An initiative driven by the Royal Malaysian Police (PDRM) in collaboration with the Iskandar Regional Development Authority (IRDA), UEM Land Holdings Berhad and Iskandar Investment Berhad (IIB), its execution incorporates three core elements – Co-ordination, Co-operation and Collaboration; that serve as a foundation for all parties i.e. Royal Malaysian Police, Fire and Rescue Department, emergency services agencies, developers and owners in keeping the community of Nusajaya's wellbeing.

In March, UEM Land provided premises and fittings to establish the Anjung Police Station. The Anjung Police

Station was officially handed over to the Royal Malaysian Police (PDRM) at this time, under the purview of the Safe City Programme.

The Nusajaya Security Masterplan is implemented in phases parallel to the ongoing development of Nusajaya. The Nusajaya Security Masterplan was developed by UEM Land in collaboration with Sinclair Knight Merz (SKM) – Australia's leading consultancy group and facilitated by General Electric (GE) – one of the world's most admired companies.

All these initiatives, together with the establishment of the Nusajaya Police Station in the Anjung Neighbourhood Centre, underline UEM Land's commitment towards ensuring the safety and security of its residents and visitors alike.