

05
ISSUE

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@Nusajaya

**DELIVERING
NUSAJAYA'S
PROMISE**

Bridging Malaysia And Singapore

And The Award Goes To...

**Experience Lifestyle And Leisure
Medini North-Style**

NUSAJAYA
Malaysia

FROM THE EDITOR

A joyous New Year greeting one and all as we welcome 2011 with grand optimism.

We hope that 2010 was as great for you as it was for us here in Asia's new regional city.

The Rabbit is said to be the luckiest sign in the Chinese Astrology Chart. Specifically for 2011, the Rabbit combined with its Metal element is said to give it more strength, resilience and determination. Taking the lead from this, our New Year resolution for 2011 is to work harder with your continual support and pro-active participation in all that we do here. This is the fifth issue of our humble newsletter – how time has flown. We trust that it had served you well, in keeping you abreast with the ongoing activities, updates and progress of Nusajaya. However, we would like to serve you even better in 2011 and we can only do this right with your valued and anticipated feedback.

What kind of stories would you like to see more of? We welcome your views. Drop us a message at the comment section of @Nusajaya, through email, or snail mail, or simply call us at Marketing. For those who had written to us in the past, your inspiring feedback is much appreciated. – Terima Kasih. We would also like to take the opportunity to wish everyone Happy Chinese New Year, may it be an auspicious year blessed with the luck of the Rabbit and many happy returns.

We look forward to bring you more good tidings through @Nusajaya.

Sincerely,

Zamry Ibrahim
GM Strategic Marketing

DELIVERING NUSAJAYA'S PROMISE



Nusajaya Residences – Nusa Idaman



Nusajaya Residences – East Ledang



Horizon Hills 18-hole golf course



Columbia Asia Nusajaya Hospital

Since its official launch in 2007, there has been much buzz about this regional city in the making and the burgeoning metropolis it nestles in – Iskandar Malaysia. The bustle began with speculation of all forms abounding across the region. Nusajaya, the key driver of Iskandar Malaysia, is poised to be Asia's new regional city.

Fast forward to the present – the landscape of south-west Johor is now accentuated by Nusajaya's signature developments, transformed with the actualisation of its master plan. The physical realisation of the Nusajaya master plan is progressing at breakneck speed. This is further cemented by the rapid take-up of the Nusajaya Residences, namely East Ledang, Nusa Idaman and Horizon Hills; as well as its industrial offering at SiLC Nusajaya.

The popularity of these residences has surpassed every critic's nay saying. East Ledang's latest launch, Harmony Park Phase 8, saw 70% out of its total units snapped up on the day of its launch to registrants. Nusa Idaman is now home to many families while Horizon Hills has promptly handed over keys to their new homes to more than 800 proud owners. Ujana Apartments, the first executive apartment in Nusajaya is sold out. SiLC Nusajaya, the premier managed clean and green industrial park in Nusajaya is now spoilt for choice in potential investors and tenants, with its completed and under development industrial lots all sold out.

Aptly the magnum opus of UEM Land, three of Nusajaya's signature developments were nationally and internationally acknowledged through accolades awarded by FIABCI Malaysia, FIABCI Prix d'Excellence as well as the CNBC and Bloomberg Property Awards.

Now, public perception has advanced from 'wait-and-see' to believing. This is driven by the on-ground progress prevalent around Nusajaya. The completed access roads and interchange to the Second Link; the Coastal Highway due to complete by 2012; Columbia Asia Hospital being fully operational at the Afiat Healthpark; the almost complete Newcastle University's medical faculty at EduCity and Puteri Harbour's public marina already welcoming yachts from across the globe; the Ujana at East Ledang steadily shifting Nusajaya's skyline, Horizon Hills' world-class golf course and the majestic Kota Iskandar – all of which contribute to driving the positive perception of the delivery of Nusajaya's promise.

It has been four years since and we are right on track. Steadily but surely we are paving our way toward the 'Tipping Point' in 2012, whence desire for investment will be fuelled by the perception of Nusajaya, bringing us closer to realising our goal.

BRIDGING MALAYSIA AND SINGAPORE



The Singapore-Malaysia Joint Ministerial Committee, co-chaired by Minister in the Prime Minister's Department, Tan Sri Nor Mohamed Yakcop (second from right) and Singapore's National Development Minister Mr. Mah Bow Tan (middle).

The inception of Iskandar Malaysia was a significant groundbreaking socio-economic project for Malaysia, specifically South Johor, as well as its closest neighbour – Singapore. Sharing the Straits of Johor, the historical collaboration between these two nations goes back well into its earliest history. The importance of a harmonious and more effective bilateral relationship between Malaysia and Singapore has become integral to regional co-operation and economic success – now more than ever.

In May 2007, the Prime Ministers of Malaysia and Singapore announced the establishment of the Malaysia-Singapore Joint Ministerial Committee (JMC) for Iskandar Malaysia. The JMC is responsible in facilitating co-operation between both countries on matters related to Iskandar Malaysia. As of 2010, seven working meetings were held, where initiatives in the area of transportation, immigration, environment, tourism and iconic development were extensively discussed and deliberated. The seventh working meeting, participated by over 55 senior officials and representatives from both countries, was held in Nusajaya last December where the

JMC also took the opportunity to visit the city and its new developments.

One of the more significant initiatives helmed by the JMC is the Rapid Transit System (RTS) link that will connect Iskandar Malaysia and Singapore, to be jointly developed by both countries. The JMC also reached a consensus for a co-located Customs, Immigration and Quarantine (CIQ) facility in Johor and Singapore to enable one-time immigration clearance each way. In addition, Iskandar Malaysia will also see an iconic wellness township project undertaken as a joint-venture project between Khazanah Nasional Bhd and Temasek Holdings (Pte), both of which are the investment arms for the Malaysian and Singaporean governments.

The JMC meets bi-annually and the progress reports as a result of this bilateral cooperation are certainly promising. Symbolic of a positive and cordial relationship between both nations, the JMC is working towards realising the success of Iskandar Malaysia – bringing about economic and social benefits to both Malaysia and Singapore in the longer term.

AND THE AWARD GOES TO...



Puteri Harbour - Runner-up for FIABCI Prix d'Excellence Awards 2010, Master Plan Category

A wise man once said, "A firm foundation is necessary for any building, institution or individual to endure". True to this, the foundations of Nusajaya were scrutinised and made to endure. The regional city's ideal was entrusted upon a solid master plan meticulously crafted to drive its vision and deliver on its promise.

Each step we took from the conceptualisation of this ideal, to where we stand today is benchmarked against the world's best. Every action, every decision is executed on par with the *crème de la crème* of the industry to ensure the positive growth of Asia's largest regional city. Much of our journey has been punctuated by various highlights but none was as rewarding as Nusajaya's world-class acknowledgement and recognition.

Puteri Harbour's master plan was acclaimed by the world-renowned FIABCI Prix d'Excellence awards. Nusajaya residences – Horizon Hills, won Best Golf Development by CNBC Asia Pacific Property Awards

2009 and the Design Award in the Commercial category at the 10th Singapore Institute of Architects Architectural Design Award 2010.

Most recently, Kota Iskandar won the FIABCI Malaysia 2010 Award under the Public Sector Category. Together with Puteri Harbour's achievement in the Master plan Category in 2009, Nusajaya had been acknowledged by the FIABCI Malaysia Property Awards – one of the most widely recognised and credible property awards in the country, not only once but twice in a row. East Ledang, in turn, walked away with the Bloomberg Asia Pacific Residential Property Awards for Best Development Malaysia (highly commended) Award in 2010. These accolades have given us the assurance that we are heading in the right direction.

Winning awards, we believe, is just the tip of the iceberg: 2011 promises to be an exciting year for Asia's new regional city, and we can't imagine what is in store for Nusajaya in the New Year.

EXPERIENCE LIFESTYLE AND LEISURE MEDINI NORTH-STYLE



Artist Impression of Medini North

Artist Impression of Medini Square

The south-eastern part of Nusajaya holds a unique development project that consists of four distinct development clusters, collectively known as Medini Iskandar Malaysia. These development clusters are Medini North, Medini Business District, Medini Central as well as Medini South.

Medini North is home to Asia's first ever LEGOLAND theme park and South Malaysia's largest retail mall. Situated within Medini and adjacent to Kota Iskandar, it is poised to be the premier lifestyle and leisure development of Iskandar Malaysia. Announced in October 2009, it is earmarked by several key developments – namely LEGOLAND Malaysia, Lifestyle Retail Mall and Medini Square.

The highly anticipated LEGOLAND theme park is expected to welcome visitors across the region in 2012. The 70-acre theme park featuring over 40 different rides and attractions is a part of the integrated complex that includes the mall, offices, hotels, service apartments and condominiums.

The Medini North Lifestyle Retail Mall is an award-winning mall that is due to open in 2012. The mall is planned with a high ratio of entertainment and F&B tenants to ensure that it complements the adjacent LEGOLAND Malaysia theme park.

Medini North's flagship commercial development, Medini Square, spans 6.9 acres comprising retail and shop offices, and two 23-storey towers that amount to a gross floor area of 1.05 million sq ft. The first phase of Medini Square will feature approximately 50 shop offices.

Supporting these lifestyle and leisure development projects, Global Capital Development (GCD) and Pantai Group has recently announced the building of Gleneagles Medini Hospital within Medini North. The 300-bed private tertiary healthcare complex is expected to house a nursing home, a rehabilitation centre, a hospital residency, and a 150-suite medical office block among others.

EAST LEDANG'S HARMONY PARK EXCLUSIVE LAUNCH PACKAGE



Harmony Park at East Ledang



Kicking off the New Year with a bang, East Ledang launched Harmony Park comprising 81 units of double-storey link duplexes on 9 January 2011. In conjunction with the New Year Celebration at Nusajaya Centre, the exclusive launch event hosted 220 invited guests from Malaysia and Singapore. Guests were taken on a grand tour around Nusajaya and treated to a feast of Johor's specialty cuisine.

The overwhelming response displayed by invited guests towards Harmony Park and its offering was tremendous. The clincher was its special sales package offered exclusively to our invited guests which entailed a RM10,000 Jusco voucher, courtesy of UEM Land, for those who signed the Sales and Purchase Agreement with the 10% down payment on the day of the launch. Approximately 70% of Harmony Parks' total units were sold on the same day.

With a built-up area of more than 3,000 square feet per unit, Harmony Park is relatively larger than the typical link houses available in the market. The overall concept is based on a modern tropical design, each with four

spacious en suite bedrooms, family area, wide car porch, high ceiling, wet and dry kitchen and a maid's quarters. Harmony Park offers three different types of home design with its intermediary units dubbed as the "Garden Inspired Homes". Characteristic only to the intermediary units is its courtyard, designed specially to facilitate better ventilation and allows natural sunlight into your homes. This high ceiling courtyard can also be fashioned into an indoor garden.

East Ledang is one of UEM Land's prestigious residential offering in Nusajaya. Its design concept is based on a combination of contemporary and spacious luxury resort homes within seven parks, surrounded by 31 private and lush gardens. Harmony Park homes are priced within the range of RM661,888 to RM793,888. For more information on Harmony Park and East Ledang, their Sales Manager, Mr. Patrick Yeoh is reachable at 019-7732055/scyeoh@uemland.uemnet.com for further assistance.