

# @Nusajaya



■ Premium Value For Properties  
in Nusajaya

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■ Johan Cruyff Institute Comes  
to Nusajaya

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■ A Mall Bigger Than Pavilion

## FROM THE EDITOR



Greetings everyone,

In the past four years, Nusajaya has attracted some of the best names from across the nation and in the case of EduCity, from around the world. In this issue, we highlight the participation of the Johan Cryuff Institute as part of EduCity@Iskandar. We are also featuring the man behind EduCity in our interview series, En. Khairil Anwar Ahmad, CEO of EduCity@Iskandar.

The residential property value in Nusajaya is healthily moving upwards and this is evident by all the media hype and coverage received. Get a glimpse of why Nusajaya is the most sought after property investment.

In our forthcoming issue of @Nusajaya, it is my pleasure to invite you to share your wonderful moments while in Nusajaya. You are welcomed to send in as many photographs and we will publish your most memorable moment for our readers to enjoy. We look forward to your contribution to the forthcoming exclusive "My Nusajaya Moment" album.

Please email your photographs to [sazela.safie@uemland.uemnet.com](mailto:sazela.safie@uemland.uemnet.com). File images should not be more than 3MB with a minimum resolution of 72ppi. The best entry would receive a special token from UEM Land.

We are delighted to update you on happenings at Nusajaya. We are energized by the friendly community, encouraged by your boundless support and inspired by your suggestions. Do drop us an email or chat with us via our Comments link at @Nusajaya. We know that without you, very little of these accomplishments would have been possible. As I had mentioned in our past issues – what really makes a city is its citizens.

We thank you for your loyal support. Keep connected for more exciting news in our next edition of @Nusajaya.

See you soon!

Sincerely,

Zamry Ibrahim  
The Editor  
GM, Strategic Marketing

# PREMIUM VALUE FOR PROPERTIES IN NUSAJAYA



From left, residences at East Ledang, Nusa Bayu, Ujana Executive Apartments (artist impression) and Horizon Hills

Property values in Nusajaya have been increasing since its launch in 2007—evident by the speed at which these residences are snapped up like pisang goreng panas (hot banana fritters).

"East Ledang provided a different lifestyle to people like us who look for space, nature and outdoor activities. If nothing ever changed, there'd be no butterflies", Erika - East Ledang resident and an active blogger. It is no surprise that residential property values have been strong with upward movements of between 30% and 40% over the past four years. Home owners are land-banking in Nusajaya as they see the potential that awaits Asia's first regional city in southern Malaysia.

Discerning homebuyers now consider factors such as location, security features and developer's track record as compared to conventional home buyers who take price as a crucial factor in their decision-making. Contemporary homebuyers have no qualms about investing more on their properties and as such place high expectations, including better designs, layout, amenities, fine landscaping and safety as well as security features.

At Nusajaya, well-appointed residences feature hints of modernity and tropical architecture located within a gated and guarded vicinity. The award-winning East Ledang enclave—recognized as one of South East Asia's 20 Best Resort Developments 2010 Property Report, deploys the unique East Ledang Security Intelligence System (ELSiS), dubbed as one of the most advanced security management system in Malaysia.

The incorporation of Crime Prevention Through Environmental Design (CPTED) concept is also prominent in a majority of the developments in Nusajaya.

"A Nusajaya residence is a sanctuary that promises you privacy, safety and exclusivity despite being in the heart of a township that is touted to be the future focal point of Johor." New Straits Times These signature residences are not mere structures of bricks and mortar but embodiments of lifestyle statements that combine the best that urban living can offer. These attributes are complemented by facilities and amenities such as the magnificent Puteri Harbour, Legoland and EduCity, enhanced by the convenience of nearby malls such as Tesco, Giant, Aeon Bukit Indah, Mydin and Anjung neighbourhood centre. The latest addition to these amenities would be the Johor Premium Outlet in Kulai that is due to launch in November 2011.

Nusajaya residential offerings are further strengthened by the premier location of Nusajaya – located 30 minutes from Johor Bahru city centre, 20 minutes from Senai International Airport and 10 minutes away from the Port of Tanjung Pelepas. The completion of several major road projects in Iskandar Malaysia such as the New Coastal Highway (due to complete end 2011), Eastern Dispersal Link Expressway and Senai-Pasir Gudang Desaru Expressway in the next one to two years would contribute to enhance connectivity with this southern-most tip of Asia.

# JOHAN CRUYFF INSTITUTE COMES TO NUSAJAYA



3rd from left, football legend Johan Cruyff

EduCity@Iskandar, the regional education hub that is gaining momentum, admits another illustrious educational institution into its fold. The internationally renowned Johan Cruyff Institute for Sports Studies (JCI) will be coming to Nusajaya to establish Asia's first institute for sports management – the Johan Cruyff Institute Malaysia (JCIM).

As the fifth international JCI following Barcelona, Mexico, Amsterdam and Stockholm, JCIM in Nusajaya is strategically positioned to capitalise on Asia Pacific's growing sports market as well as Malaysia's burgeoning sports industry.

Founded by Dutch football legend Johan Cruyff, JCI has been grooming athletes, former athletes, coaches and sports leaders the world over under its acclaimed Total Athlete Development programme, for more than a decade. This programme is geared at developing excellent sports management skills while cultivating educated leaders in the world of sports.

JCI graduates, who had successfully undergone the institution's rigorous tutelage and training, are highly sought after in the global sporting industry. Thus the future JCIM graduates, who will be accredited by the International Association for Continuing Education and Training, are presented with the potential to lead Asia's growth as a centre of sports and education excellence.

JCIM will join JCI's international network consisting of four Institutes, two Universities and six Colleges, with projects in Ecuador, Brazil, South Africa and the United States, among others. This sporting institution aims to provide an environment that cultivates both sporting and academic excellence while weaving a sense of camaraderie within the Asian sporting community.

# A MALL BIGGER THAN PAVILION



Dato' Wan Abdullah Wan Ibrahim, MD/CEO of UEM Land, Datuk Syed Mohamed Syed Ibrahim, CEO of IIB and Tan Sri Dr. Ahmad Tajuddin Ali, Chairman of UEM Land with the artist impression of the Lifestyle Retail Mall and Residences @ Medini North

Nusajaya's value proposition as Asia's new Regional City will receive a boost with opening of the Lifestyle Retail Mall and Residences @ Medini North – an award-winning design development. Strategically located adjacent to the LEGOLAND theme park, the mall is designed to complement the theme park while offering an all round leisure experience for the whole family.

As the southern region's largest retail mall, the Lifestyle Retail Mall @ Medini North is set to rival its counterparts in Kuala Lumpur and Singapore. With its sheer size – two million sq.ft, the mall out sizes the famed Pavilion shopping mall in Kuala Lumpur and Vivo City in Singa-

pore. This new development that is set to enhance the retail landscape in Johor will offer fashion boutiques featuring renowned global brands, F&B outlets of fine cuisine and entertainment as well as leisure activities, that pander to the discerning preference of sophisticated patrons.

Phase 1A of the mall is scheduled to open for business concurrent with the launch of LEGOLAND Malaysia. This large-scale development is resultant of a recently-linked joint venture between UEM Land Holdings Bhd. and Iskandar Harta Holdings Sdn. Bhd. The Lifestyle Retail Mall and Residences @ Medini North is expected to be fully completed within the next eight years.

## INTERVIEW SERIES: EDUCITY@ISKANDAR



Khairil Anwar Ahmad, CEO of EduCity@Iskandar



Signing between EISB and the University of Southampton on 24th January 2011

In this issue of @Nusajaya, En. Khairil Anwar Ahmad, CEO of EduCity@Iskandar shares with us his thoughts on EduCity's role in the grand scheme of Iskandar Malaysia; with its vision to be the ideal destination and regional centre for excellence in tertiary education, as well as the first multi-varsity concept in Asia.

**Q:** Education has been identified as a key component of the National Key Economic Area (NKEA) to boost the Malaysian economy and achieve high-income status by 2020. How do you see EduCity@Iskandar's contributing towards this?

**A:** Education is one of the most critical drivers in transforming the nation from a middle-to high-income status due to its impact on productivity and human capital development. It is also an engine of growth in its own right. EduCity@Iskandar brings additional international education to Malaysia with the setting up of branch campuses from some of the best universities and institutes in Iskandar Malaysia. The students that graduate from these universities and institutes will receive degrees that are equivalent in quality to the main campuses overseas. This is in line with the Education NKEA objective to strengthen the private education services sector by increasing private consumption and investments as well as expanding education options. EduCity@Iskandar is listed as one of the Entry Point Projects

(EPP) that contributes RM1,015.7 million to the 2020 Gross National Income.

**Q:** EduCity@Iskandar is envisioned to be the region's leading knowledge hub, while supporting Malaysia's vision of becoming a regional centre for excellence in tertiary education. Can you share with us your plans in realising its vision?

**A:** EduCity has signed with several reputable names in higher education including Newcastle University, University of Southampton, Maritime Institute of William Barentsz, Maritime Institute of De Reuter and Raffles Education Corporation to provide world-class education at their respective faculties in EduCity@Iskandar. These institutions are offering medical, engineering, maritime study and design programmes. We are also engaging with an Australian hospitality institute and an American creative school. We are also actively negotiating with a business school from UK to set up a branch campus in EduCity@Iskandar. The plan is to bring quality international education to EduCity@Iskandar at a lower cost, positioning EduCity@Iskandar as an education destination of choice and a pivotal hub in the global education network.

Q: Please tell us, what makes EduCity@Iskandar unique?

A: EduCity@Iskandar is an integrated multi-varsity education hub that comprises of world-class universities and institutes of higher education, research and development centres and shared facilities including students' accommodation and sporting facilities. This multi-varsity concept is currently the first in Asia.

Q: What are the latest developments taking place within EduCity@Iskandar and what can be expected by end 2011?

A: Newcastle University Medicine Malaysia (NUMed) is already completed and was handed over in May. NUMed will commence operations in September this year. The Netherlands Maritime Institute of Technology (NMIT) has also commenced operations at their temporary campus in Menara Kotaraya, June this year, while waiting for their permanent campus to be ready in EduCity@Iskandar next year. The International Student Village is expected to be completed by end of this year.

Q: Currently, your academic offering includes a medical, engineering, maritime and multi-institutional campus proffering business, technology, arts and design, health science, education and social science specialisations. Why did you select these particular educational institutions? Will you be looking to invite other institutions?

A: One of the objectives of EduCity@Iskandar is to be a feeder for the economic pillars of Iskandar Malaysia, namely Education, Health and Wellness, Trade and Logistics, Creative, Financial Advisory, and Leisure and Toursim. The faculties that we have chosen are in line with these economic pillars and are established to support the manpower requirement of these sectors. NUMed, for instance, will be a feeder for the healthcare sector. NMIT on the other hand, will be a feeder for the logistic sector. In addition, we also plan to set up Hospitality, Creative and Business schools in EduCity@Iskandar.

Q: What is the current student enrolment and what is your targeted population for EduCity@Iskandar? What is the response from foreign students?

A: Currently, NMIT has 15 students for their first intake and they are studying for a Diploma in Maritime Transportation Management. This is expected to increase to 600 as NMIT plans to recruit

more students for their next intakes in July and September. The 20 NUMed students who are currently studying at the UK campus will be returning to continue their 3rd year of study at the EduCity@Iskandar campus in September. NUMed is also expected to recruit approximately 90 more students for their next intake in September. Four Singaporeans have already been confirmed and will be part of the pioneer student body when classes start in September. EduCity@Iskandar is expected to achieve a total population of 12,000 by year 2018 with 40% targeted for foreign students.

Q: Besides the International Students Village, stadium and sports complex, are there any additional facilities in the pipeline for EduCity@Iskandar? Are these facilities open to the Nusajaya community for them to enjoy?

A: Other than the International Students Village, the stadium and sports complex, we are also building a Multi-Varsity Enterprise Complex with a Student Centre, which will be shared by the students from the multiple tenants of the complex. The Student Centre components will include cafeterias, convenience stores and some teaching facilities. The only facility that will be opened to public is the stadium and sports complex which is meant to serve not only the students in EduCity@Iskandar but also the local community with a minimal entrance fee.

Q: Could you please share with us the employment opportunities created by EduCity@Iskandar's, after it is officially launched in 2012? Also, what is the current employment rate at EduCity@Iskandar?

A: Both NUMed and NMIT have hired a total of over 60 employees to date. EduCity@Iskandar is expected to create over 200 employment opportunities upon its launch in 2012 and the number is expected to increase to 2,000 by 2018.

Q: 9. In your opinion, how will EduCity@Iskandar complement Nusajaya and Iskandar Malaysia?

A: Education is becoming an increasingly important sector for economic growth. The development of EduCity@Iskandar will create a multiplier effect to Nusajaya and Iskandar Malaysia's economy. Other than creating employment opportunities, it also creates a demand for commercial and residential components in Nusajaya.