

# @Nusajaya



8,000,000th Tree Jubilee

Interview Series:  
Global Capital & Development

32 Build Legoland -  
One Lego Brick At A Time

## FROM THE EDITOR



Hello everyone,

It is our seventh issue of @Nusajaya and we have added in a new twist to our e-newsletter – we are happy to announce our interview series featuring project partners in Nusajaya.

A different take from our usual articles, we have invited our project partners to speak on the projects they helm with Keith Martin, CEO of Global Capital & Development, having the first honour. We see a lot of movement lately in Medini Iskandar Malaysia and Keith shares with us the latest in its progress.

We would like to invite you, our readers, to post questions or feedback to our project partners as we are keen to open up an interactive dimension to this e-Newsletter. Share with us who you would like to see featured in the next issue of @Nusajaya and the burning questions you wish to address.

We have exciting stories lined-up, with highlights on our appreciation for the environment and outdoor leisure this month for your enjoyment.

Sincerely,

Zamry Ibrahim  
GM Strategic Marketing

## 8,000,000th TREE JUBILEE



Dato' Haji Abdul Ghani Othman and Dato' Sri Douglas Uggah Embas with the 8,000,000th tree

Nusajaya Regional Open Space played host to the 40th World Forestry Day 2011 celebration last Monday, 21st March. It is an annual celebration that gathers people around the world with a sole purpose of inculcating awareness on the importance of forests to the community. In commemoration of the event, more than 1000 trees were planted at the Regional Open Space.

Spanning over an impressive 650-acres, the Regional Open Space is envisioned to be a multi-faceted nature reserve that will include a herbarium and an arboretum with reforestation initiatives amongst others. A centre for Research and Development is expected to be established at the Regional Open Space as well, to further support the education and research sectors.

Nestled behind Nusa Idaman with its abundant flora and fauna, the Regional Open Space was an ideal location to celebrate the 40th World Forestry Day this year.

The event was officiated by the Minister of Natural Resources and Environment, Y.A.B Dato' Sri Douglas Uggah Embas and Chief Minister of Johor, Y.A.B Dato' Haji Abdul Ghani Othman. Dato' Haji Abdul Ghani Othman was given the honour to plant the 8,000,000th tree at the Regional Open Space as part of the "Hijauan Bumi – Satu Warga Satu Pokok" campaign – a national initiative by the Ministry of Natural Resources and Environment that was inaugurated last year. The World Forestry Day 2011 was jointly organised by Forestry Department Peninsula Malaysia, co-hosted by Forestry Department of Johor, Landscape Department of Johor and UEM Land Holdings Berhad.

The Regional Open Space, otherwise known as Taman Wilayah Nusajaya is one of the major initiatives aligned under the Nusajaya Green Plan. The Nusajaya Green Plan is a master-plan developed by UEM Land, to ensure the sustainable development of Nusajaya that comprises a harmonious balance of economic, social and environmental considerations

## INTERVIEW SERIES: GLOBAL CAPITAL & DEVELOPMENT



Artist impression of Medini Iskandar Malaysia



Keith Martin, Chief Executive Officer of GCD

It is with great pleasure that we present to you @Nusajaya's first interview series, where we will be featuring our esteemed project partners who are working in tandem with us towards realising our collective vision.

Kicking-off our first interview session is Keith Martin, Chief Executive Officer of Global Capital & Development (GCD). Responsible for the development of Medini Iskandar Malaysia, Martin speaks on the recent re-zoning of Medini, being at helm and his ideals on working in a multiple stakeholder environment.

Q: Since your appointment as CEO of GCD in September 2010, the delivery of 658 hectares Medini in Nusajaya came under your purview. Can you share with us your thoughts on what is crucial in realising Medini's vision?

A: I always tend to follow the path of common sense with a clear 'pursuit of reality' in mind, as there must be a clear path of sustainability for us

to gain confidence at the onset. It is critical to establish a strong foundation that is sustainable and complimentary to its surroundings when building a new 'green-field' township such as Medini, especially in today's investment climate. Therefore, we are focusing our efforts on what really works and what is relevant to our neighbours as well as the circumstances surrounding it. An urban development of this scale needs clear development stages, in which we will look into a more 'Asian-centric' start towards investment and gradually branch out for major multinational players.

Q: What are the opportunities you see for Medini and how is Medini different from the other projects you have previously worked on?

A: What is different for us, as partners in Medini and Nusajaya, is that a typical development experience is usually on a 'building-by-building' basis. The opportunity in Medini lies in the scale of project that we have, as it demands completely

new thinking and creativity. We are inspired with the space as it allows for original thoughts without having to stifle innovation. We have the critical mass to encourage and implement initiatives such as a district cooling system, high quality fibre connectivity and various intelligent city innovation; where when applied on a smaller scale, one would be hard-pressed to make financial sense from.

In the past, I have worked on new town developments in countries like Korea, for example. But the fact that we have the highest level of Government support towards the success of Iskandar Malaysia, as well as prestigious private investors, developers and end users collaborating together is a major positive factor and makes all the difference.

**Q:** Can you share with us the latest developments taking place within Medini and what is expected to take-off this year?

**A:** The exciting part for me in all this is the learning in which one can take out from the partnerships that are emerging all around Medini as well as the larger district of Nusajaya. We can see areas for collaboration between GCD, UEM Land, Pinewood Studios, Marlborough College, Legoland Malaysia, Gleneagles Medini Hospital and EduCity – and that is just the tip of the iceberg. Personally, I enjoy working in a multiple stakeholder environment, as many of the major projects in Asia that I have previously worked on were mainly in a multi-partner environment, both private and public.

Leveraging on my public private partnership (PPP) background, we are very excited about the creation of GCD's Media Village as a fully integrated 'one stop shop' for all form of media. It is an end-to-end centre, where the process begins with a draft script and subsequently ending with an output of either a full blown television show or film production. This is made possible by implementing the 'Blended Solution' through a strategic partnership between GCD Media Village, Pinewood Iskandar Malaysia and Mediapolis of Singapore, which is taking shape as we speak.

**Q:** We understand that Medini has recently been rezoned and renamed into three environments for business and investment opportunities, namely Medini Lifestyle, Medini Business and Medini Living. Can you share with us the rationale behind this exercise and how it affects Medini?

**A:** Certainly. We are simply pressing the re-set button as the world leaves the Global Financial Crisis behind and we are responding to the investment climate in this part of the world. Therefore, it is logical to reposition the Medini Business District to respond to the growth of Singapore. Whilst driven by land scarcity and high business costs, Singapore will be able to benefit from the close proximity. Coupled with the growth of the Malaysian economy and its aggressive initiatives such as the Economic Transformation Programme (ETP), it provides for an excellent platform for business expansions. Again, this is derived from what we call the 'Blended Solution', creating a dual platform for business between Singapore and Medini and/or Malaysia and Medini.

**Q:** What is Medini looking at in the area of leisure aside from Asia's first Legoland?

**A:** In the repositioning exercises mentioned earlier, we have decided to do without a championship-sized golf course in Medini. This has freed up some land for us to provide more leisure space for the community; such as a central park with an activity and performance area by the lake, horse-riding, outward bound and activity training, nature trails, schools learning journeys, corporate knowledge and talent development centres, wellness centres, spa facilities, a country club and waterfront hospitality. It will also include the expected urban attractions such as multiplex cinemas and recreational facilities.

Q: What is first on your to-do list as the new CEO of GCD?

A: On top of securing a good foundation, I am very much focused on taking a 'life of asset' approach in the delivery of Medini. To be a proposition that is world class and competitive while protecting the value growth of real estate assets over time, we must prepare a strategic delivery plan that addresses 'township management' as well as 'integrated facilities management'. We coin this the 'Medini Class' which encompasses a high quality and practical approach towards urban planning, design guidelines, township management as well as integrated facilities management – and this is exactly what today's intelligent investors are looking for.

Q: In your opinion, how will Medini complement Nusajaya and Iskandar Malaysia?

A: I believe that by continuing the good work started by companies like UEM Land in Nusajaya and further developing quality partnerships, we will see a common benefit for all stakeholders; simply put – if we can create value in our partners, we are creating value for ourselves.

Q: In terms of architecture, China is one of the countries that are well associated with featuring world-renowned architectural icons. Would Medini's development also feature any icons of its own and what is its architectural vision?

A: I personally do not see a place for a so-called iconic architecture in Medini, because what it comes down to at the end of the day is that everything has to make dollars and sense. This recent trend of taking such a route quite troubles me, as I believe that by simply being 'iconic' does not necessarily equate to an approach that is more importantly, environmentally-friendly or leading towards an efficient 'life of asset' proposition. My apologies to the architectural community, but I am very heavily in the functionality camp and am strongly driven by end-user design solutions. Having said that, I truly believe that the calibre of architecture now has reached a level where good firms are able to give superior solutions that is functional yet pleasing to the eye, without having to pay an 'iconic' fee! For today's investors, developers and operators, it is really all about achieving 'value for money'. oped by UEM Land, to ensure the sustainable development of Nusajaya that comprises a harmonious balance of economic, social and environmental considerations

## 32 BUILD LEGOLAND - ONE LEGO BRICK AT A TIME



Johor Chief Minister at the Model Building Centre



Asia's pioneer Model Builders hard at work

Acumen for perfection, mastery in workmanship and unfaltering diligence – these are the qualities displayed by 32 individuals, hand-picked to be a part of Asia's pioneer Model Builders team for LEGOLAND Malaysia.

Based at the Model Building Center in Nusa Cemerlang Industrial Park, Nusajaya, these Model Builders have been assigned with the monumental task of completing 15,000 Lego model structures in time for LEGOLAND Malaysia's launch in 2012.

To assist them in achieving their targets within three years, six of the 32 Model Builders were among the privileged few given the opportunity to take part in a 10-week training programme at LEGOLAND California and Billund, Denmark. During training, the Builders learnt essential skills on comprehensive methodology and building process of a large-scale Lego model. Their instructions also included guidance on designs right up to sketching and assembly of a model.

These Model Builders were selected via two rounds of hiring competitions held in 2009 and 2010. Being the best of the best, these Builders are poised to be celebrities in their own right once they accomplish their gargantuan task in time for the opening. The Model

Builders were recently visited by Johor Chief Minister, Dato' Haji Abdul Ghani Othman at the Model Building Centre, a place that is restricted from public.

Iconic Johor landmarks such as the Johor Bahru High Court building, Sultan Ibrahim Building (the former Johor State Secretariat building on Bukit Timbalan) and the Holy Light Church of Johor Bahru are among the replicas of models being built for the theme park. Some of the models already completed include a replica of the majestic Taj Mahal which required 42,500 Lego bricks and 3,000 man-hours to assemble.

One of the main attractions and a quintessentially Malaysian showpiece is a replica of the PETRONAS Twin Towers – currently the tallest twin-tower building in the world. Upon its completion, this model will be the tallest Miniland LEGOLAND model structure in the world.

LEGOLAND Malaysia is located within Medini in Nusajaya and poised to be the premier lifestyle and leisure development of Iskandar Malaysia.

## Latitude 1° 25'N; Longitude 103° 39.5'E



Mr. Kanada from Japan moored at Puteri Harbour for more than two years

Setting the global sailing fraternity abuzz is a spanking marine attraction just south of the Equator. With its arrestingly calm waters, framed by verdant banks and balmy weather, Puteri Harbour had captivated yachters from around the world to dock their vessels at its 76-berth public marina, or better known as the Puteri Marina.

Two years since its completion, 80 Americans, 70 Australians and 64 British yachters have called Puteri Harbour home. Dubbed the Jewel of Nusajaya, Puteri Harbour had seen sailors from Canada, Netherlands, France, Germany, Singapore, Japan, Thailand, Mauritius, the Cayman Islands as well as Malaysia berthed along the quaysides of its Puteri Marina.

According to the logbook, these yachters often moored at Puteri Marina for a period between three to six months, some extending up to a year. There was the occasion where a yachter from Japan moored at the Marina for over two years. These yachters, who have been mooring for an extended time, have become part of the Puteri Marina family. This bond is continually strengthened with the exemplary services provided at Puteri Marina - credited as one of the main reasons the yachters keep returning to Puteri Marina.

Some yachters have even made Puteri Marina their preferred homeport. Their yachts can be seen docked for a long period at the Marina, usually for maintenance or for a lengthy holiday. This has been attributed to the genial hospitality experienced at Puteri Marina.

Enhancing the 76-berth Puteri Marina is the Puteri Harbour Satellite Clubhouse. The Chandlery - offering yachting spare parts, is located at the Clubhouse, along with a chartroom and library to facilitate navigation to their next destination, shower cabins, a launderette, a shipping office and the Coxn café with al-fresco dining.

Also available for the convenience of the yachting community are free bicycle rentals, motorcycle and car rentals as well as meeting packages, water sports and outdoor activities as well as events.

Puteri Harbour is privileged to be host to these yachters' ocean adventures. Our special thanks to these yachters for their patronage and the Puteri Marina family look forward to your return.

For more information on Puteri Marina, please contact Azlina Asrat at +607 530 2122 or email us at [puteriharbour@uemland.uemnet.com.my](mailto:puteriharbour@uemland.uemnet.com.my)

## TEE-UP FOR HORIZON HILLS' FIRST LUXURY CONDOMINIUM



Artist Impression of Fairway Suites

Offering front row seats to the 72-par designer golf course is Horizon Hills' first high-rise luxury condominium – the Fairway Suites.

Located alongside the Horizon Hills golf course, the Fairway Suites comprise 240 condominium units spread over two towers – a 19-story North Tower and a 10-storey South Tower. This luxury condominium, designed with intentional proximity to the golfing green, offers a panoramic view of the fairway's sweeping vistas that gave rise to its name. Each balcony overlooks the fairway while directing the residents' line of vision to uninterrupted views of the lush green foliage and the changing Johor Bahru skyline.

Unique to this development is the viewing deck located on the top-most floor. This deck is accessible to all residents and offers a 360° view of Horizon Hills and Nusajaya. Its elevation offers the residents a bird's eye

view of the golf course making the deck an ideal location for residents to view any golfing tournaments held at Horizon Hills Golf and Country Club.

The Fairway Suites offer a variety of layout designs, unit sizes ranging from 800 to 1,400 sq. ft and the option of one or three-bedroom suites. Priced from RM250,800 to RM1.4million, these suites feature full condominium facilities such as wading and swimming pools, a sauna, Jacuzzi, a multi-purpose hall, gymnasium, children's library, playroom & play ground, nursery and a mini market.

To date, over 50% of the Suites have been sold to a good balance of both local and foreign buyers. To find out more on the Fairway Suites, please contact Jim Woon at +607 232 3433 or via email at [JimWoon@horizonhills.com.my](mailto:JimWoon@horizonhills.com.my)