



**BPEN JOHOR**  
JOHOR STATE ECONOMIC PLANNING DIVISION

# INTER-CHAMBER NETWORKING EVENT

24 AUGUST 2020

# BASIC DATA OF JOHOR



District of Mersing  
•Key Drivers: Tourism and Agriculture



**EAST COAST**  
ECONOMIC REGION



**ISKANDAR**  
MALAYSIA



**AREA:**  
19,210 km<sup>2</sup>



**POPULATION:**  
3.76 million



**CAPITAL:**  
Johor Bahru



**WORKFORCE:**  
1.80 million



**DISTRICTS:**  
10



**GDP VALUE:**  
RM134 billion  
(2019)



**UNEMPLOYMENT RATE:**  
2.7% (2019)



**LOCAL AUTHORITIES:**  
16

• Districts of Johor Bahru, Kulai and part of Pontian  
• Focused Development at Five Flagships  
• 2,217 km<sup>2</sup>  
• Key Drivers :  
Electrical & Electronics;  
Petrochemical & Oleochemical;  
Food & Agro Processing;  
Logistic and Related Services ;  
Tourism;  
Health Services;  
Educational Services;  
Financial Services and Creative Industry

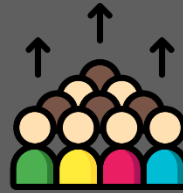
# JOHOR HAS GENERALLY PERFORMED WELL IN TERMS OF ECONOMIC AND SOCIAL DEVELOPMENT

FOREIGN DIRECT INVESTMENT  
(MANUFACTURING)



**RM6.5 BIL**  
IN 2019

POPULATION



**3<sup>RD</sup> HIGHEST BY STATE**

**3<sup>RD</sup> DOMESTIC INVESTMENT**  
(MANUFACTURING)



**RM4.9 BIL**  
IN 2019

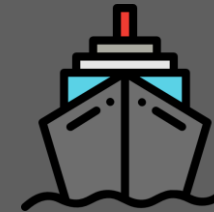
**2 ACCESSIBLE  
INTERNATIONAL  
AIRPORTS**



**WITHIN A 6 HOUR  
FLIGHT RADIUS OF  
MAJOR ASIAN CITIES  
AND MARKETS**



**3 MAJOR SEAPORTS**



**LABOUR FORCE  
PARTICIPATION RATE**



**70.3%**

**MALAYSIA AVERAGE**

**68.7%**

**IN 2019**

**“THE WORLD-CLASS PETROCHEM  
& OLEOCHEM DESTINATION”**

REGIONAL OIL AND GAS HUB IN PENERANG  
LAUNCHED IN 2009 TO BUILD MALAYSIA  
BIGGEST REFINING AND  
PETROCHEMICAL COMPLEX.



**DIGITAL ECONOMY –  
ECOMMERCE**

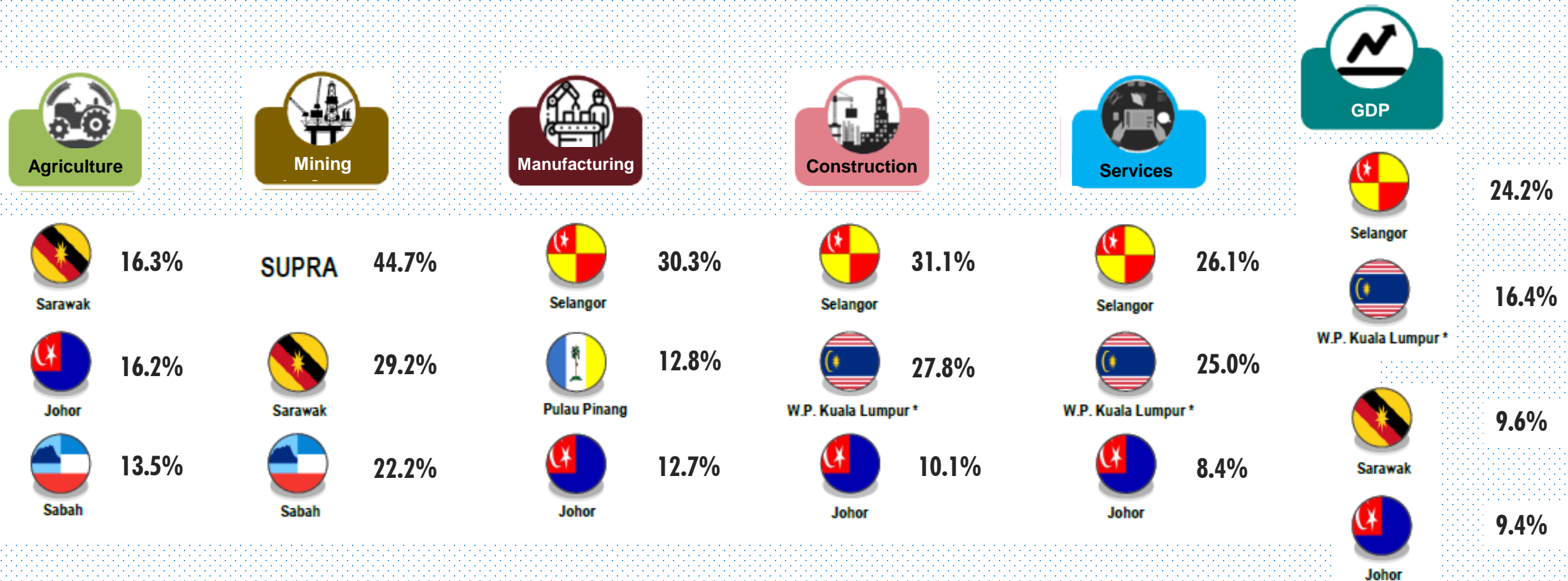


**TOP 3 CONTRIBUTOR OF  
ECOMMERCE IN MALAYSIA  
- 12% OF NATIONAL ECOMMERCE**

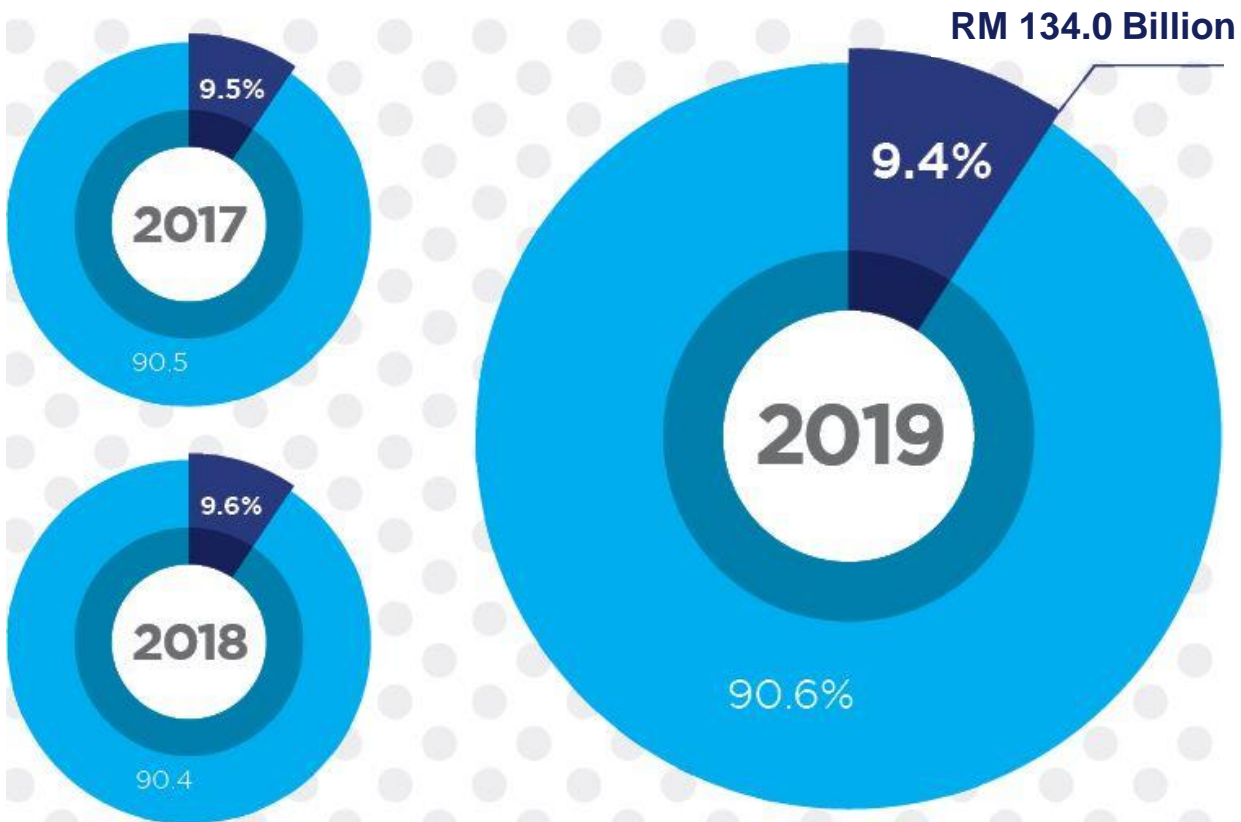
**IN 2018**

# MAIN STATES CONTRIBUTING TO NATIONAL GDP BY ECONOMIC ACTIVITY (2019)

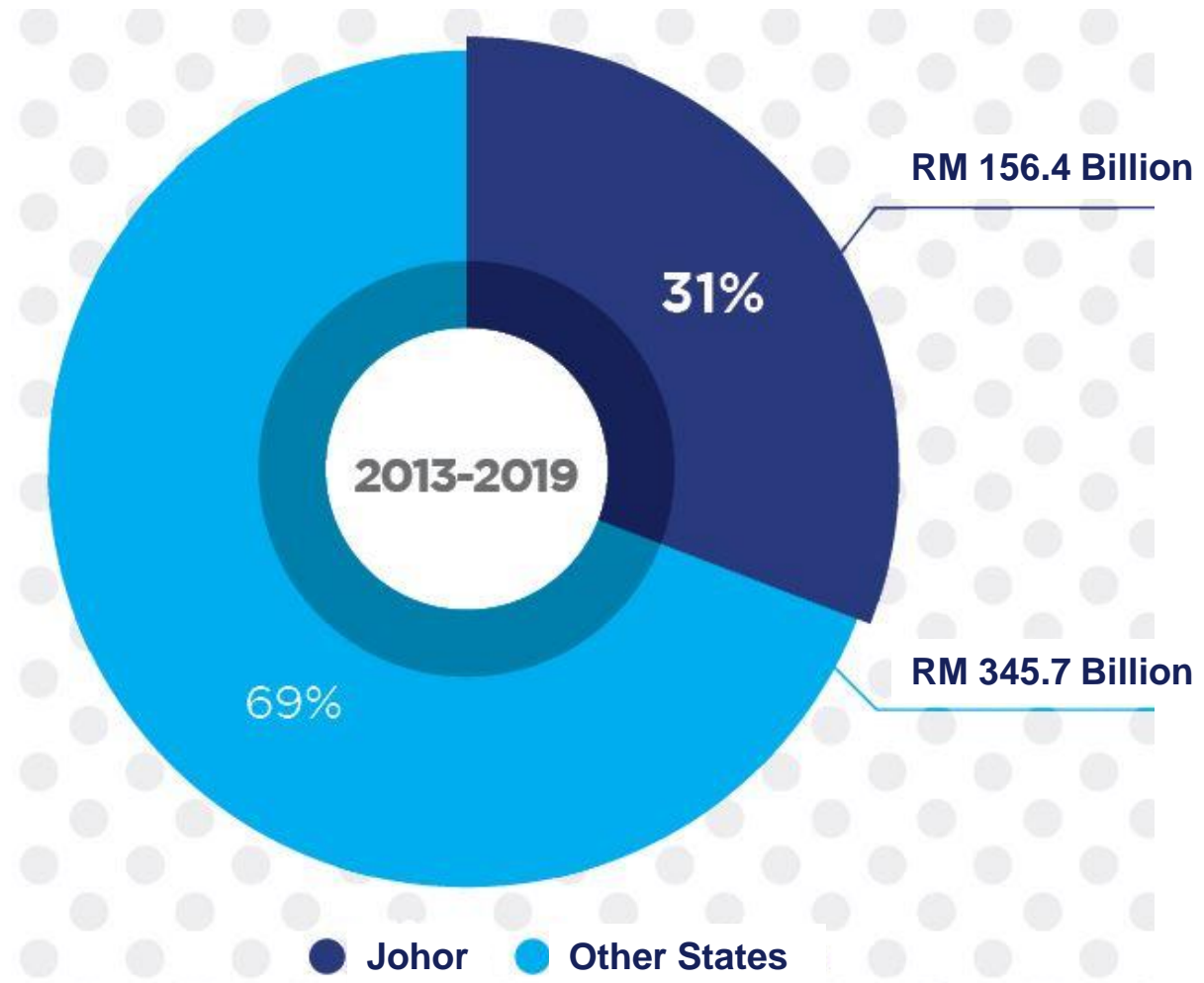
JOHOR IS THE MAIN CONTRIBUTOR FOR ALL GDP SECTORS IN NATIONAL LEVEL (EXCEPT MINING)



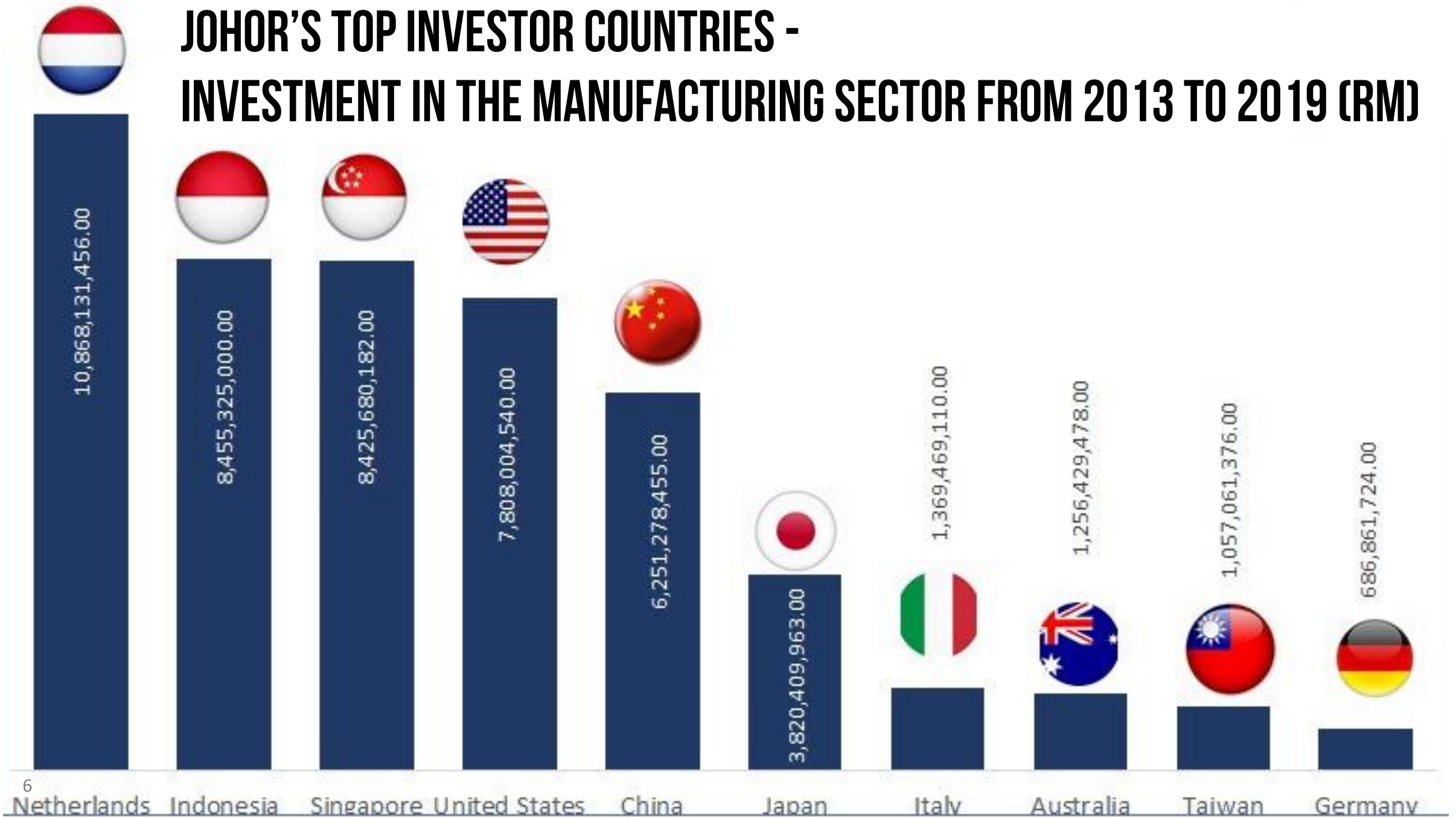
# JOHOR CONTRIBUTED TO 9.4% TO NATIONAL GDP IN 2019



# CONTRIBUTION OF MANUFACTURING PROJECTS APPROVED 2013-2019



# JOHOR'S TOP INVESTOR COUNTRIES - INVESTMENT IN THE MANUFACTURING SECTOR FROM 2013 TO 2019 (RM)





# 7 MAIN AGENDA

## MAKMUR JOHOR

1. IBRAHIM JOHOR ECONOMIC COUNCIL (IJEC)
2. JOHOR DIGITAL MASTERPLAN
3. JOHOR ECONOMIC, TRADE & CULTURAL OFFICE (JETCO)
4. SIJORI GROWTH TRIANGLE
5. ECONOMIC SPINE
6. FOODBANK JOHOR
7. JOHOR SUSTAINABLE DEVELOPMENT PLAN 2030



# 1. IBRAHIM JOHOR ECONOMIC COUNCIL (IJECE)



RE-STIMULATE ECONOMIC GROWTH POST COVID-19



INCREASE COMPETITIVENESS OF JOHOR IN INFRASTRUCTURE,  
HUMAN RESOURCES AND GOVERNMENT INITIATIVES



OPTIMISE JOHOR'S ADVANTAGE



INCREASE COOPERATION AND COMMUNICATION BETWEEN  
GOVERNMENT AND PRIVATE SECTOR



DRIVE THE STATE DEVELOPMENT THROUGH DIGITAL  
ADOPTION AND TECHNOLOGY



DIVERSIFY ECONOMIC RESOURCES OF JOHOR





## 2. JOHOR DIGITAL MASTERPLAN

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1. The notion of a Smart Nation is being aggressively envisioned by Malaysia.
2. To accelerate Johor's growth by tapping into the potential of digital economy.
3. To transform Johor into an advanced state through greater technological adaptation.
4. To ensure that the citizen is adequately connected.
5. To embrace big ideas to help nurture the State's transformation

An aerial night view of Singapore, showing the Marina Bay Sands hotel on the left, the Esplanade - Theatres on the Bay in the foreground, and the city skyline with various skyscrapers in the background. The water of Marina Bay is visible in the middle ground.

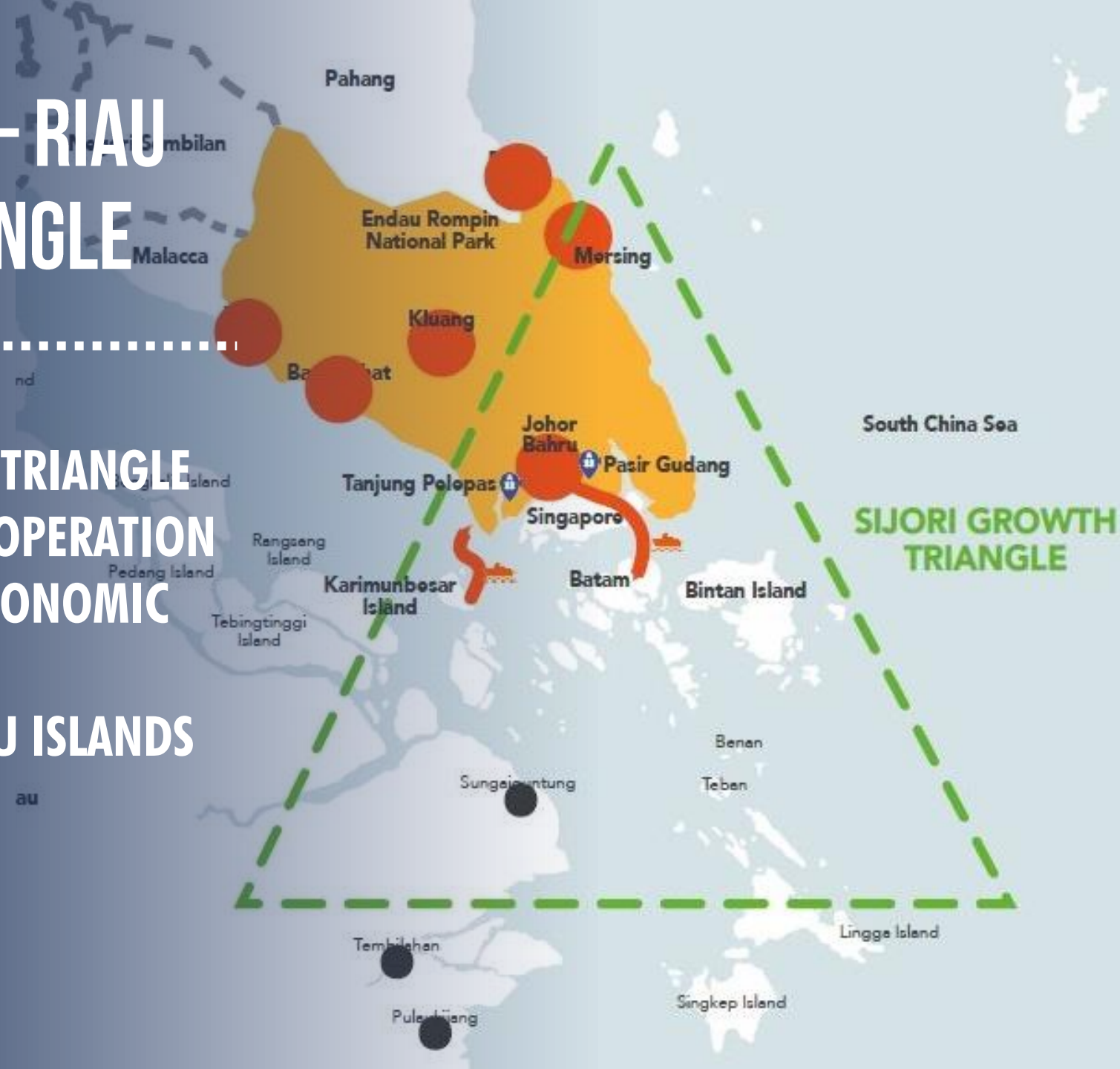
### **3. JOHOR ECONOMIC, TRADE AND CULTURAL OFFICE (JETCO)**

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**PROMOTE BUSINESS AND COOPERATION  
BETWEEN JOHOR AND SINGAPORE ON  
MULTIPLE ASPECTS ESPECIALLY ON  
TRADE, TOURISM AND CULTURE**

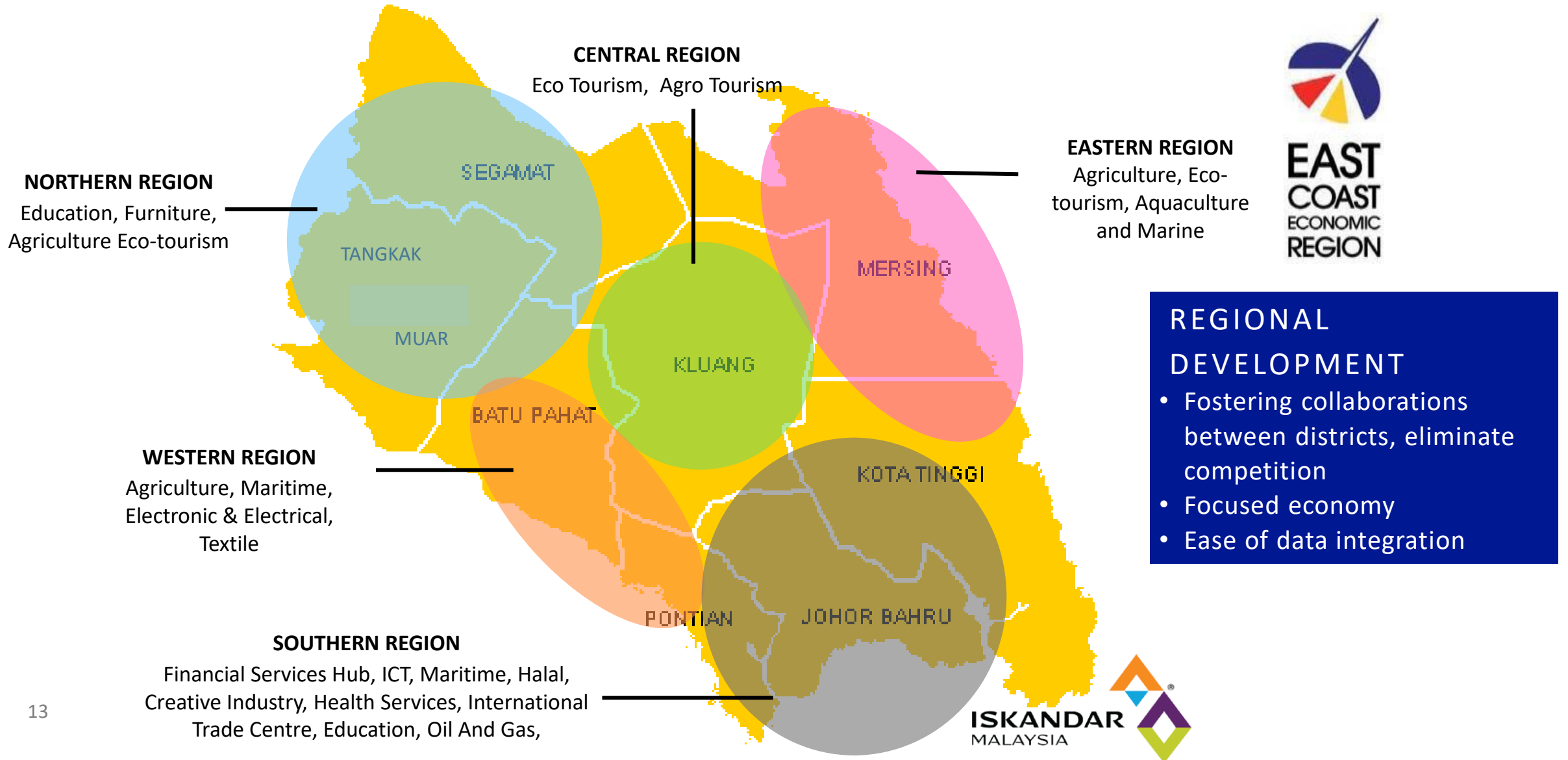
# 4. SINGAPORE - JOHOR — RIAU (SIJORI) GROWTH TRIANGLE

RE-ACTIVATE ECONOMIC GROWTH TRIANGLE  
AS THE CATALYST FOR REGIONAL COOPERATION  
ESPECIALLY IN THE ASPECTS OF ECONOMIC  
INTEGRATION BETWEEN  
SINGAPORE — JOHOR — RIAU / RIAU ISLANDS





# REGIONAL BASED DEVELOPMENT



# CATALYST PROJECTS IN NORTHERN JOHOR



**MFP : MODEL**

Jenis Industri	Perabot
Keluasan (Ekar)	986
Gross Dev Value	RM0.61 bil
Bil Pelabor	213
Unjuran Pelaburan	RM1.30 bil
Peluang Pekerjaan	6,400

Fasiliti	Unit
Kilang Siapbina IKS	16
Kilang Siapbina MFA	80

**MUAR FURNITURE PARK**  
 -Total sizes of 996 acres  
 -Expected to houses 200-250 companies



**PAGOH EDUCATION HUB**  
 -Total size of 4,099 acres  
 -4 local R&D universities  
 -20,000 students

# 6. FOODBANK JOHOR

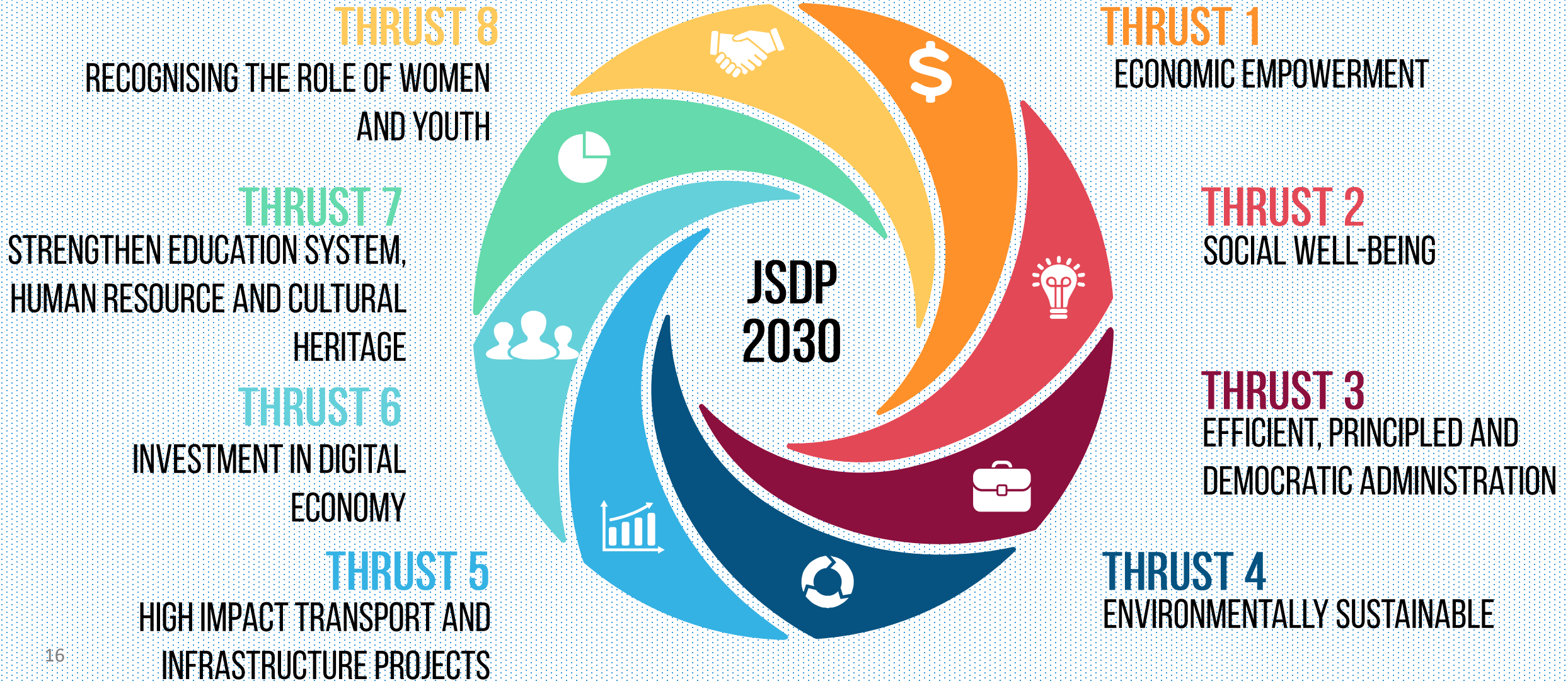


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**TO PREPARE JOHOR AS THE NATION'S  
PRIMARY FOOD BASKET WITH THE  
IMPLEMENTATION OF POLICY AND  
STRATEGIES TO STRENGTHEN THE  
AGRICULTURE SECTOR AND AGRO-  
BASED INDUSTRY.**



# 7. JOHOR SUSTAINABLE DEVELOPMENT PLAN 2030







**THANK YOU**

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