

Figure 4: Kota Iskandar, present day



SOURCES: UEM LAND

1.2 10 reasons Iskandar will succeed ▶

If we had to summarise and quantify why we believe Iskandar will be a success, we would put it down to the following 10 factors:

- 1) It was planned by Khazanah Nasional, which has some of the best brains in the country and has a personal interest in making it a success
- 2) It has the buy-in of the top political leaders in the country as well as of their Singapore counterparts through the joint ministerial committee
- 3) It is the natural hinterland to Singapore, where costs are far higher, and is within eight hours' flight from key Asian countries, including China, India and the Middle East
- 4) The political friendship between the two countries is probably at its highest point in many years with numerous outstanding issues of the past addressed
- 5) The recently-completed catalyst projects that draw in big crowds - LegoLand and the Puteri Harbour Theme Park - make Iskandar highly visible and exciting
- 6) Other catalysts, including numerous education institutions, the Johor Premium Outlet and Pinewood Studios, have been completed or are nearing completion
- 7) There are many more catalyst projects in the pipeline, including the MotorCity, China Mall, Ascendas industrial estate, Danga Bay, Desaru and Pengerang projects, which will keep Iskandar's momentum going
- 8) Accessibility is being improved significantly through infrastructure projects, including new highways, LRT/MRT connectivity, ferry/MRT connection to Singapore and high-speed rail
- 9) Hugely successful recent property launches by UEM Land, United Malayan Land, WCT and SP Setia have attracted the interest of other developers
- 10) Many soft issues are being looked into, including safety (there is a Safety and Security Blueprint) and ease of movement for Singaporeans (there is a proposed Free Access Zone), which will enhance Iskandar's attractiveness