



Puteri Harbour, Iskandar Malaysia

A hidden gem of vast potential for residential and retail real estate

EXECUTIVE SUMMARY

- Nusajaya is the key commercial centre of Iskandar with several successful catalytic projects in place
- Puteri Harbour – the jewel of Nusajaya – offers affordable freehold real estate with waterfront lifestyles and no foreign restrictions
- Strong upside potential for Puteri Harbour homes underpinned by sound economic fundamentals, on the back of existing discount to comparable waterfront locations such as Sentosa Cove in Singapore
- Healthy catchment for retail and F&B offerings in Puteri Harbour from the surrounding residents, business travelers, workers, students and tourists

Spanning over 2,000 sq km and widely expected to be the ‘Shenzhen’ of Malaysia, Iskandar Malaysia, 3 times the size of Singapore, has attracted a great deal of interest from the global investment community. Its strategic proximity to Singapore, easy accessibility, coupled with the warming of bilateral ties and strong government support, is paving the way for a new metropolis in the southern tip of Peninsula Malaysia. The rapid pace of progress in recent years suggests that Iskandar’s vision as a choice location to ‘invest, work, live and play’ is turning into reality.

Growing from Strength to Strength

By the end of 2014, over US\$ 45 billion of investments have been

committed, with about half being realized. Much investment has poured primarily into the 24,000-acre master-planned new city of Nusajaya where several successful catalytic projects have been completed and fully operational or nearing completion in the next 2 to 3 years. A mere 10 minutes drive from Singapore via Tuas Second Link, Nusajaya is poised to be the key commercial centre of Iskandar. Key projects in Nusajaya include EduCity, Legoland, Alfiat Healthpark, Kota Iskandar, Medini, and Puteri Harbour. EduCity is an enclave of world-class educational institutions such as Newcastle University of Medicine, University of Southampton and Marlborough College. Legoland’s first theme park in Asia opened in 2012 to resounding success while top medical facilities like Gleneagles

Hospital and Columbia Asia Hospital have also been set up.

In 2009, the Johor government relocated its headquarters to Kota Iskandar. A 320-acre integrated development, the Johor State New Administration Centre houses 6,000 civil servants and 76 State and Federal Government departments. Renowned British media production giant Pinewood Studios is located in Medini and is home to the recording of *Asia’s Got Talent*, following the internationally renowned *Marco Polo* series, with several other

Since 2006, over 650,000 jobs have been created and the Iskandar Regional Development Authority expects 800,000 jobs to be created by 2025.