

KERATAN AKHBAR

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Sedenak development can help economic, social recovery in Iskandar Malaysia — IRDA



JOHOR BAHRU (Jan 26): The Iskandar Regional Development Authority (IRDA) sees Sedenak as another opportunity that can help the region's economic and social recovery and become a resilient platform for businesses and the people to rely upon.

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“Whatever we want to do requires various types of involvement and collaboration from our stakeholders, and we are not only talking about bringing in big investments into the region.

“The involvement and collaboration can also come in the form of support for our social and environmental initiatives and programmes as these two are also key agendas in the development of the region,” he said in a media briefing here on Wednesday.

Recently, Prime Minister Datuk Seri Ismail Sabri Yaakob said IRDA has started an initiative to develop Mukim Sedenak in northern Iskandar Malaysia with focus given to agrotechnology and high-tech industries, research and development, and low-carbon activities.

Ismail Sabri said Sedenak would become the sixth flagship of Iskandar Malaysia after Johor Bahru city centre, Iskandar Puteri, Tanjung Pelepas and Tanjung Bin, Pasir Gudang and Tanjung Langsat, and Senai-Skudai.

Meanwhile, Badrul Hisham said this year IRDA is focusing on economic and social recovery that is supported by a resilient ecosystem and driven by transformative actions.

“Diving into economic and social recovery, two things are on its plate, which is to intensify foreign and domestic investments into Iskandar Malaysia, and boost job, entrepreneurship, and business opportunities for local residents.

“As the key driver of Iskandar Malaysia development, foreign and domestic investments need to continue to flow into the region,” he said.

For this purpose, he said IRDA would intensify its engagement with current and potential investors and work together with other relevant agencies such as Invest Johor, Malaysian Investment Development Authority (MIDA), Ministry of International Trade and Industry (MITI) and private partners to promote Iskandar Malaysia as an investment destination.

“The investments that come in will have the necessary impact on local businesses and people to help them recover, whether through job opportunities or products and services that can be offered,” he added.