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Banking on youth for JS-SEZ's future

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JOHOR

Banking on youth for JS-SEZ's future

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THE strong lure of the Singapore dollar is continuing to draw youths across the border for job opportunities.

Iskandar Puteri City Council councillor Wong Foong Yee said many fresh graduates and young professionals still chose to work in Singapore due to the attractive currency exchange.

To address the concern, Johor government implemented several strategies to encourage youth participation in the Johor-Singapore Special Economic Zone (JS-SEZ).

"Invest Johor offers grants to help young entrepreneurs start their businesses while Johor Talent Development Council is providing high skill training and offering premium salaries to retain talent.

"The state government is also working with local universities to align academic programmes with industry needs, especially in sectors expected to grow under the JS-SEZ such as artificial intelligence, data centres and green technology," she said after attending a youth forum organised by JCI South Key in Kulai.

She added that under the leadership of Johor Menteri

Johor readying strategies to encourage local participation



Wong (right) receiving a certificate of achievement from event organising chairman Hue Jia Hao (left) as Tang looks on during the youth forum in Kulai.

Besar Datuk Onn Hafiz Ghazi, the state government was taking steps to strengthen the local ecosystem to support youth involvement in the JS-SEZ.

She said state officials remained optimistic that long-term investments in youth development and support systems would gradually bring them back to the state.

"The future of the JS-SEZ depends on local talent.

"If we want sustainable growth, we need our youth to be part of it," she said.

JCI South Key president Tang Mei Ay said programmes such as the upcoming Green-Preneur Festival and Jom ESG Seminar were designed to support the state's "Maju Johor" agenda.

"We also want the youth to benefit from exposure and opportunities that are available through the JS-SEZ."

Tang added that Johor youth must begin shifting their mindset and step out of their comfort zone to take part in international collaborations.

