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'Seize opportunities from JS-SEZ'

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Johor Business Summit offers chance for entrepreneurs to reach global market

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JOHOR BARU: Local entrepreneurs should seize the opportunities presented by the Johor-Singapore Special Economic Zone (JS-SEZ) to expand their reach and market their products globally, says state exco member Mohd Hairi Mad Shah (pic).

The Johor youth, sports, entrepreneur development and cooperatives committee chairman said the state government does not want small entrepreneurs left behind as the JS-SEZ gains momentum, adding that the Johor

Business Summit and Expo 2025 would serve as a key platform to link local players with investors and international networks.

"The JS-SEZ is not just about attracting big players and foreign investors. It is also a chance for small and medium entrepreneurs to connect with global markets and move their businesses forward," he said yesterday.

Organised by Perbadanan Usahawan Johor Sdn Bhd in collaboration with Kotler Impact



Asia and supported by the Johor Entrepreneur Development Council, the summit will take place on Oct 25 and 26 at the Persada International Convention Centre.

Mohd Hairi said successful entrepreneurs will share their experiences at the event, which will also feature more than 90 exhibitors from sectors including food and beverage, technology, logistics, tourism, finance, healthcare, agriculture and education.

Johor Mentri Besar Datuk Onn Hafiz Ghazi will launch the expo,

which is expected to draw 20,000 visitors and participants from nearly 10 countries, including Indonesia, Singapore, China, the United States, Italy, Germany, Canada and Cambodia.

"This shows Johor's growing appeal as a regional business hub capable of connecting global networks, opening new investment opportunities and strengthening its role as a major trade gateway," Mohd Hairi said.

He added that Johor's strategic location next to Singapore and its developing infrastructure further enhance its attractiveness to investors and entrepreneurs.

"The focus of this summit is business networking, where local entrepreneurs can meet potential partners and investors from abroad while exploring opportunities beyond Johor and Malaysia," he said.

Mohd Hairi urged small entrepreneurs to be proactive in registering for the expo and take full advantage of the platform to showcase their creativity, innovation and resilience.

"Johor will continue to support its entrepreneurs, but they themselves must be ready to take the leap and seize the opportunities that come with the JS-SEZ."