REI Homefinder@Medini Study Tour Brings 350 Indonesian Property Developers to Medini

The 16th of April was history in the making as about 350 delegates from Real Estate Indonesia (REI), the Indonesian media and family members visited Medini on the REI Homefinder@ Medini study tour. The tour's objective was to educate the largest study tour group ever to visit Medini about the vast appeal of the township which could potentially lead them to invest and form joint ventures with Medini Iskandar Malaysia (MIM). The unprecedented event, which was initiated by Homefinder Malaysia with a strategic partnership with Firdaus & Associates, was hosted by MIM and supported by Iskandar Regional Development Authority (IRDA).

Among those present at the event were Chief Executive of IRDA, Prof. Datuk Ismail Ibrahim; Managing Director and Chief Executive Officer of Medini Iskandar Malaysia Sdn Bhd (MIM), Datuk Ir. Khairil Anwar Ahmad; Consul for Economic Affairs, Iwa Mulyana; REI's President, Eddy Hussy; Secretary General FIABCI Asia Pacific, Rusmin Lawin; President-Director of the Riyadh Group, Bally Saputra; Executive Director of BCB Bhd Lindy Tan; General Manager of AVIRA Medini Iskandar, Benjamin Ong Chin Yee; Marketing Director of CI Medini, Dato' Sri Jacky Ker, Chief Marketing Officer of MIM, Dr. Gerard Kho; Managing Director of TTien Media & Homefinder, Eddie Tan; Associate Director of Firdaus & Associates, Tunku Dato Sr Dr Fauzi Malek; Managing Director of Firdaus & Associates, Sr Firdaus Musa, Senior Vice President of Strategic Communications IRDA, Sr Khaidzir A. Rasip; Vice President of Strategic Communications of IRDA, Wan Muhammad Azuan Wan Muda and Vice President of Economics & Investment, Mr. MD Eharay.

The participants arrived at Hotel

From left to right: Managing Director of TTien Media, Eddie Tan; Consul for Economic Affairs, Iwa Mulyana; Secretary General of REI, Hari Raharta, President of REI, Eddy Hussy; Executive Director of BCB Bhd Lindy Tan; Marketing Director of CI Medini Dato' Sri Jacky Ker; General Manager of AVIRA Medini Iskandar, Benjamin Ong Chin Yee; Secretary General FIABCI Asia Pacific, Rusmin Lawin; Chief Marketing Officer of Medini Iskandar Malaysia Sdn Bhd, Dr. Gerard Kho; and Chairman of the Regional Executive Board of REI Batam, Ir Djaja Roeslim.

The panel of discussion by the Medini developers (Left to right: Executive Director of BCB Bhd Lindy Tan; Marketing Director of CI Medini Dato' Sri Jacky Ker; General Manager of AVIRA Medini Iskandar and Benjamin Ong Chin Yee; Secretary General FIABCI Asia Pacific) who recount positive experiences from the well-planned township. It was moderated by Dr. Gerard Kho (far right) and translated into Bahasa Indonesia by Rusmin Lawin (2nd from right).

Jen where they enjoyed a sumptuous lunch and listened to informative presentations and a panel discussion by experts who talked about their experience in developing Medini. A heartwarming session took place after the panel discussion, where tokens of appreciation were given by the REI representatives to the event organisers and host.

The event concluded on a site tour that brought the participants around Puteri Harbour, Kota Iskandar, Pinewood Studios, E&O project site, CI Medini project site, BCB project site, Gleneagles Medini Hospital, LEGOLAND Malaysia Resort and Mall of Medini. Tour leaders comprising representatives from the Medini property developers and employees of MIM were on hand to answer any queries that they had on the projects and attractions seen.

The Pulse of Iskandar Malaysia

Medini certainly has a lot to offer. Located 10 minutes from the Singapore immigration checkpoint, a 2,230-acre new and emerging township, Medini is on track to becoming a smart and connected central business district of Iskandar Puteri, one of the five flagship zones of Malaysia's leading economic corridor, Iskandar Malaysia. Medini aspires to become 'The Icon of Future City Living' and this budding urban township backed by three prominent companies - Khazanah Nasional Berhad, United World Infrastructure and Mitsui & Co, is carving its journey in becoming a destination of choice for both foreign and Malaysian investors.

For Medini, the essence of 'Future City Living' lies in harmoniously aligning work, live, play and learn within a space that values time, nature and sustainability. This is coming to fruition through the presence of some of the country's premier developers in Medini, including the Eastern & Oriental Group ("E&O"), BCB Berhad, CI Medini Sdn Bhd, WCT, Sunway Iskandar, Mah Sing Group and many more where MIM leverages on the diversity and strengths of these partner developers to create a multi-faceted destination.

There are other residential and commercial developments in Medini that are also progressing in line with the township's aim to become a vibrant, sustainable growth hub in the next years. The remaining cluster developments in Medini are The Compass and The Crescent which are also commercial properties, while The Park caters to residential property investors.

Among the local and international corporate tenants already at Medini are Frost & Sullivan, Huawei, i2M Ventures and Brandt International among

From left to right: Chief Marketing Officer of MIM, Dr. Gerard Kho; Managing Director of TTien Media, Eddie Tan; Director and Chief Executive Officer of Medini Iskandar Malaysia Sdn Bhd (MIM), Datuk Ir. Khairil Anwar Ahmad; Associate Director of Firdaus & Associates, Tunku Dato Sr Dr Fauzi Malek; Managing Director of Firdaus & Associates, Sr Firdaus Musa and Senior Vice President of Strategic Communications IRDA, Sr Khaidzir A. Rasip.

others. The commercial hub of the township is ideal for multinationals in search of a cost-effective location with a conducive eco-system from where it can operate its regional business services.

Medini is already home to several well-established brands such as LEGOLAND Malaysia Resort, Somerset Serviced Residence and the state-of-the-art Gleneagles Medini Hospital. In addition, Medini is surrounded by key developments such as the international film and television studio Pinewood Iskandar Malaysia Studios; best-in-class tertiary education hub, EduCity; Johor state administrative centre, Kota Iskandar; and waterfront leisure development, Puteri Harbour.

With the upcoming Coastal Highway Southern Link by 2017 that will further shorten driving distance from Medini to Singapore immigration checkpoint, and ferry access from Puteri Harbour to Indonesia and soon to Singapore will result in greater connectivity across geographical boundaries.

President of REI, Eddy Hussy

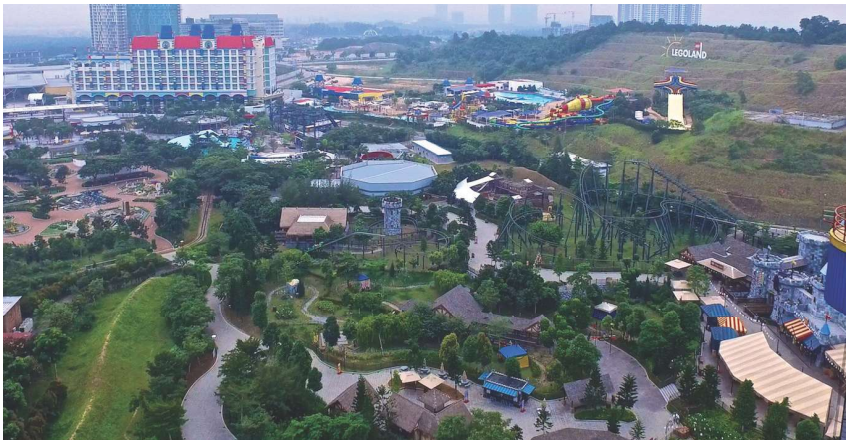
Consul for Economic Affairs, Iwa Mulyana

Poised for Greater Growth

Datuk Ir. Khairil Anwar Ahmad said, "Medini offers solid prospects and benefits because of its strategic proximity to Singapore; unique incentive and support packages; access to a best-in-class education hub; excellent connectivity and cost efficiency. We invite investors from Indonesia to explore the offerings in Medini where interested parties could invest as property buyer, joint venture partner developer, business operator, retailer, while corporate companies can consider relocating their business operations to a prime location with lower overhead costs." His full video transcripts can be viewed at http://is.gd/medinikhairil.

From left to right: Managing Director of TTien Media, Eddie Tan, Chief Executive of the Iskandar Regional Development Authority (IRDA), Prof. Datuk Ismail Ibrahim and Marketing Director of CI Medini, Dato' Sri Jacky Ker

Prof. Datuk Ismail Ibrahim said, "Iskandar is an economic region that's growing for the past 10 years. We have built the right physical environment and infrastructure so that the region continues to be attractive for investors. Thus far, we've been able bring in excess of RM 200 billion worth of investments with an aim to generate a total of RM 383 billion worth of investments by 2025, when we achieve maturity. We encourage more investors to seek opportunities



each other, to strengthen its ASEAN economic growth. Together, they make up a single market of 600 million people with USD 2.44 billion in GDP. Our competitors are the USA and EU economic block."

"Through this REI -Medini strategic relationship, I believe that in the near future, we can see a very positive economic impact. A collaboration of international development will happen soon. I can say that Medini is the true exercise of the AEC, and both an important and challenging milestone to accelerate this economic platform."

It was a positive and eye-opening experience to both the participants and the organisers, who are now in talks of possible collaborations in the near future.

to expand their business activities in Iskandar Malaysia, which includes Medini, as it has advantage of a prime location and the right connectivity factors." His full video transcripts can be viewed at http://is.gd/irdaismail and http://is.gd/irdaismail2.

In turn, Eddy Hussy expressed REI's avid interest in getting to know Medini more and their hopes that this event would forge the beginning of a strong relationship with their Malaysian counterparts.

Rusmin Lawin said, "I always see the relationship between REI, MIM and IRDA in a wider perspective e.g., a regional development between Batam, Singapore and Johor, especially in the context of the ASEAN economic community. These three international states should synergise, rather than compete with

Secretary General FIABCI Asia Pacific, Rusmin Lawin