

Smart living at Medini Iskandar Malaysia

A new integrated mass township in Iskandar Malaysia is set to create a livable, efficient, connected and, most importantly, safe place for people to call home, writes MILAD HASSANDARVISH

THE importance of Johor Bahru as an alternative trade centre to Singapore has become increasingly significant in recent years. As a result of this, far-thinking property developers have opted to switch their attention to commercial properties to meet the growing demand for business space.

While many developers in the fast-growing and competitive property market have focused on the supply of residential units, the master planner of Medini Iskandar Malaysia has opted to stop selling its land to developers and switched to developing commercial plots at its remaining landbank in Iskandar Malaysia.

Indeed, Medini Iskandar Malaysia Sdn Bhd's think-out-of-the-box attitude, under the stewardship of its managing director and CEO Ir. Khairil Anwar Ahmad, has led to plans to develop an integrated mass township, a move that sets it apart from other developers.

The township is subdivided into four development clusters and six zones, namely Medini North, where Legoland is located; Medini Business, which is poised to be the leading business centre in Southeast Asia; Medini Central, with its lofty aim of lifting the lifestyle quality of Medini; and Medini Living, an enclave overlooking the Straits of Johor and Singapore with villas, a golf course and health & wellness village.

Undoubtedly Malaysia's largest single urban development to date, Medini Iskandar Malaysia lies on a land area of 902ha and will take approximately 25 years to be completed. The project will be undertaken by a number of developers including Medini Iskandar Malaysia, who will be in charge of the business district of the township.

"The company, incorporated in 2007, is a partnership between Iskandar Investment Bhd (60 per cent), United World Infrastructure (20 per cent) and Mitsui & Co Ltd (20 per cent). In 2013, we decided to stop selling the land and switched our focus to developing commercial properties at the business districts of Medini," said Ir. Khairil.

He added: "We realised that most of the developers who have bought land from us are developing residential properties, therefore in order to bring the working population to the town and create demand for other development clusters, we started to build two small office buildings, and now we are embarking on a more ambitious plan to build our first high-rise 23-storey tower which will be completed in 2018."

With a mission to create a livable, efficient, connected and most importantly, safe township for people to live in, Medini Iskandar Malaysia is taking their township management plan to a whole new level by constructing a "Smart City" concept for the township.

"As an engineer, I believe that when it comes to township development, we have to bring soul into the community. It's not only about building multi-storey towers and infrastructure but also about the people who come to live and spend time in it as a community," said Ir. Khairil.

He continued: "We at Medini Iskandar Malaysia are also focusing on our township management division to manage the entire township in the areas of Smart infrastructure, Smart security management and Smart facility management & maintenance, with the aim of becoming



IR. KHAIRIL
ANWAR
AHMAD

one of the first Smart cities in the world."

Believing that infrastructure development is the most important element of any township, Medini prioritises Smart infrastructure development. "It is rare to find a township developer that invests heavily upfront on the infrastructure," said Ir. Khairil.

"Medini's entire infrastructure was done upfront. Everything – including the roads, water pipes, drains, power lines and playgrounds – were completed beforehand to avoid further construction and road drilling in the future," he added.

Boasting superb connectivity with easy access to key attractions and developments such as EduCity, an international best-in-class education hub; Pinewood Iskandar Malaysia Studios; Kota Iskandar, the new state administrative capital; Puteri Harbour, a premium waterfront development across the strait from Singapore; and most significantly being the home to the first Legoland in Asia, Medini is strategically located in the heart of Nusajaya, which is 20 minutes from Senai International Airport and the city of Johor Bahru, 35 minutes from Singapore's central business district and 50 minutes from Changi International Airport.

Medini is a great alternative for those set on having an office or property in Singapore but don't have the budget for it because of its prime location and close proximity to the Lion City. "We look at Medini as an alternative to living in Singapore," said Ir. Khairil.



LEGOLAND WATER PARK - MEDINI NORTH



AFINITI 3 PROJECT AT MEDINI ISKANDAR MALAYSIA



ANOTHER PROJECT BY MEDINI ISKANDAR MALAYSIA