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JCorp unveils JLand to grow real estate, infrastructure muscles

KUALA LUMPUR: Johor Corporation (JCorp) has launched JLand Group Sdn Bhd (JLG) to focus on expanding its real estate and infrastructure capabilities as one of its core business verticals.

This follows JCorp's transformation strategy to streamline business activities and service offerings of its subsidiaries, where JLG emerges as the investment holding company to capitalise on the growing demand for strategic and sustainable real estate ventures in the region.

JCorp president and chief executive and JLG chairman Datuk Syed Mohamed Syed Ibrahim said it recognised the opportune timing to tap into new growth areas in real estate and infrastructure, by leveraging on its strengths and addressing evolving market needs in these sectors.

"For JCorp, the future of real estate is to build a leading entity focused on technology-enabled

real estate and infrastructure in the new economy. JLG is our platform to galvanise greater innovation and capital efficiency, therein futureproofing our value chain competencies for a sustainable business ecosystem," he said.

JLG's core businesses encompass four strategic pillars namely real estate development, asset lifecycle management, real estate investment and infrastructure and utilities.

Syed Mohamed said the company's mission at JLG was to be the one-stop real estate solutions provider, driving competitive edge for businesses as it caters to the rapidly evolving needs, aspirations, and lifecycles of businesses, industries, and future generations.

"By creating an integrated solutions ecosystem across our core business pillars, JLG is well-positioned to capture real estate market opportunities, not just in Malaysia but also the larger Asia Pacific region."

JLG is also expanding its real estate investment arm to encompass full-fledged services, including real estate investment trust as well as asset and fund under management, whereby JLG will specialise in structuring and executing value-add impact investments.

"As we continuously build upon decades of proven expertise and track record in selective key industries, strengthening our venture in real estate and infrastructure will improve JCorp's overall growth trajectory and unlock new forms of value for our stakeholders," he added.

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