13.06.2025 | starproperty.my

JLand Group's Regional Strategy Solidifies Its Role In SEA
JS-SEZ collaboration validates the group's vision of integrated, future-proof ecosystems

he Johor–Singapore Special Economic Zone (JS-SEZ) represents a watershed in Johor's economic journey and a defining opportunity for JLand Group (JLG) to solidify its role as the developer of Southeast Asia's next high-growth corridor. By marrying streamlined cross-border regulations, coordinated infrastructure and enhanced people-to-people mobility, JS-SEZ unlocks demand across industrial, commercial and residential realms. For JLG, the real estate and infrastructure arm of Johor Corporation (JCorp), this collaboration validates its vision of integrated, future-ready ecosystems—now crystallised most powerfully in Ibrahim Technopolis (IBTEC).

IBTEC is a masterplanned township spanning 7,290 acres in Johor, designed to be Southeast Asia's first circular city focused on advanced industries while providing a low-carbon, sustainable living experience. The first phase of Sedenak Tech Park (STeP) East, which currently hosts data centres, has attracted over RM25bil in investment from investors in the United Kingdom, Singapore and China. To accommodate the growing demand from global data centre companies, 21 new plots of land for data centres have been launched at STeP West.

"Our role goes beyond asset creation — it is about designing resilient ecosystems that align policy with purpose, infrastructure with industry and growth with long-term value. Through JLand Group, our real estate and infrastructure arm, this intent is being realised in developments like Ibrahim Technopolis (IBTEC), which anchor future industries with sustainability development and industrial depth," said Johor Corporation president and chief executive and JLG chairman Datuk Syed Mohamed Syed Ibrahim.

At its core, IBTEC employs a cluster-based strategy targeting high-value sectors: Advanced electrical and electronics, life sciences and medical technology, smart logistics, digital infrastructure and agrifood innovation. Each cluster is supported by smart utilities, clean energy sourcing, digital connectivity and regulatory ease, criteria that modern multinational corporations demand when diversifying supply chains away from unpredictable tariff regimes.

Building solutions from the ground up
JLG's approach extends beyond property development to encompass end-to-end asset lifecycle management capabilities. Their coordinated land-to-operations model ensures that infrastructure, digital enablement, tenant onboarding and ongoing asset stewardship are seamlessly managed under one roof, eliminating fragmentation and unlocking sustained value.

JLG group managing director Datuk Akmal Ahmad said: “The Johor-Singapore Special Economic Zone signals a new chapter of accelerated transformation for Johor. At JLand Group, we view this as a strategic platform to deliver end-to-end real estate solutions provider that supports economic resilience, cross-border connectivity and regional competitiveness.

“As the real estate and infrastructure arm of Johor Corporation, we are activating a diversified portfolio across industrial, commercial, residential and transit-linked assets to catalyse growth in strategic developments such as Ibrahim Technopolis (IBTEC), Arena Larkin, Bandar Dato’ Onn and Ibrahim International Business District (IIBD). Our developments integrate future-focused design, green infrastructure and data-driven asset stewardship to meet the evolving priorities of global investors, innovative businesses and mobile talent. JLand Group is focused on building resilient, intelligent communities that enable long-term socioeconomic impact—reinforcing Johor’s emergence as Southeast Asia’s next-generation innovation corridor.”

IBTEC exemplifies this integrated vision: Ultra-high voltage substations, bilateral-grade customs facilities and dedicated innovation commons allow tenants to scale rapidly.

JS-SEZ connectivity and property value uplift

Connectivity is the keystone of JS-SEZ’s value proposition and of JLG’s landbank strategy. The imminent RTS Link between Johor Bahru and Singapore’s Woodlands station will slash commutes to under 15 minutes, instantly broadening the catchment for IBTEC’s workforce and ancillary services. Likewise, the attractiveness of IIBD for investment and placemaking activities is further amplified by the RTS Link.

This infrastructure synergy is already reflected in land-price uplifts around RTS and ferry nodes. Investors targeting IBTEC’s industrial clusters anticipate that reduced friction in cross-border movement will translate into lower logistics costs, faster time-to-market and greater tenancy demand, factors that underpin robust rental yields and capital appreciation.

Human-centric, ESG-driven townships

Beyond IBTEC, JLG’s inclusive townships, namely Bandar Dato’ Onn and Bandar Tiram, demonstrate how all the components can coexist with 24/7 live-work-play environments. Each township offers tiered housing, schools, healthcare and recreation tied together by green corridors and enhanced mobility. Such integrated planning ensures industrial growth lifts entire communities rather than creating isolated enclaves.

IBTEC itself is certified under the five-Diamond Low Carbon Cities 2030 Challenge. Its central renewable energy microgrid, rainwater harvesting and circular waste management, all aligned with Malaysia’s net-zero by 2050 pledge, make it a template for sustainable industrialisation. This commitment to environmental, social and governance (ESG) not only future-proofs IBTEC but also aligns with international investors’ growing ESG benchmarks.

Investor-ready ecosystems for SMEs

Recognising that small and medium enterprises are the engines of economic diversification, JLG embeds SME incubation zones, trade finance facilitation and educational training hubs within IBTEC. Partnerships with universities in Johor and Singapore ensure a pipeline of qualified talent while co-working and prototyping labs enable startups to fast-track innovation.

“The Johor–Singapore Special Economic Zone marks a new phase of economic design — requiring system-level thinking, integrated platforms and cross-border scalability. As Johor’s strategic development institution, Johor Corporation plays a central role in enabling this design to take shape. This is about shaping the conditions that enable innovation, enterprise and talent to thrive in Johor, for the region,” remarked Syed Mohamed.

Aligning with national ambitions

As a wholly-owned subsidiary of JCorp, JLG’s mandate is deeply aligned with national economic strategies. By focusing its exceeding 10,000-acre land bank around catalytic projects, IBTEC for industry, Arena Larkin for transit-oriented development and Menara JLand for office reactivation, JLG contributes directly to Malaysia’s goal of elevating economic complexity and attracting high-value investments.

The JS-SEZ is more than a policy initiative as it is a generational catalyst that redefines Johor’s geography and economic identity. For IBTEC, it means accelerated regulatory pathways, amplified demand from global occupiers and the convergence of Singapore’s capital with Malaysia’s land-based development potential. With IBTEC as its flagship, JLG stands at the forefront of this transformation, engineering real estate for the new economy, balancing sustainability with scale and shaping Johor into Southeast Asia’s next innovation corridor. As foreign direct investment flows into IBTEC’s industrial clusters and SMEs flourish in its ecosystem, the region moves closer to the JS-SEZ vision: A seamlessly connected, resilient and inclusive gateway between two nations.