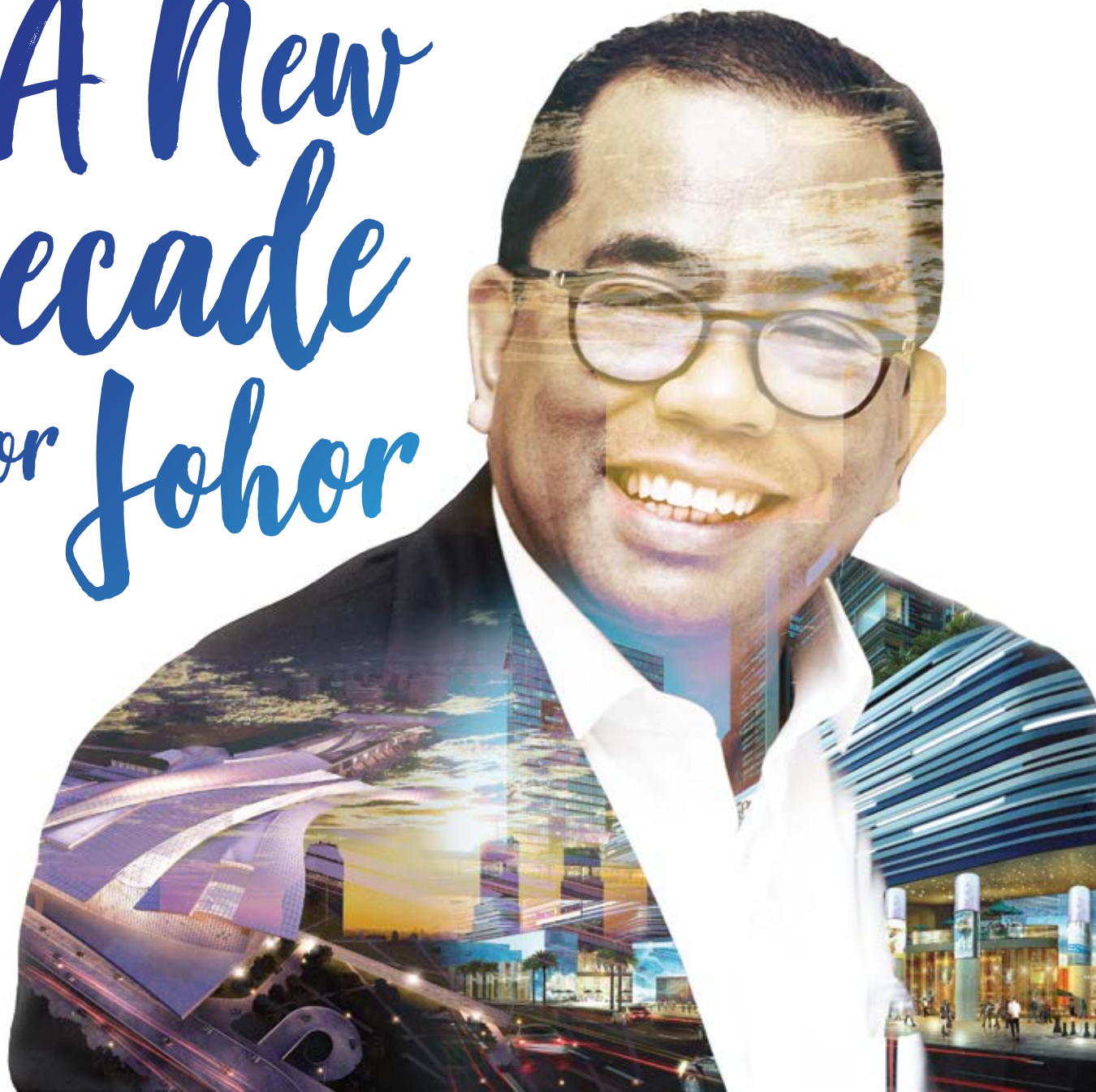


Developing  
A New  
Decade  
for Johor



“

The next ten years mark the beginning of a new era for Johor which will see a decade full of aggressive economic growth and a boost in the people's prosperity in a transformative manner, through a mission known as **Developing A New Decade For Johor.**

**YAB DATO' MOHAMED KHALED NORDIN**

Johor Menteri Besar

”

# Introduction

Making Johor into the most developed and prosperous state in a period of 10 years from now is the new mission for Johor.

The mission is known as **Developing A New Decade For Johor.**

Through this mission, Johor is set to witness a new era, a decade full of aggressive economic growth and a boost in the people's prosperity in a transformative manner in the coming ten years.

This mission will be a new drive to realise the ultimate mission of Johor Yang Berkemajuan.



IBRAHIM INTERNATIONAL BUSINESS DISTRICT (IIBD)



# Rationale



JOHOR'S GROWTH  
DIMENSION IS  
ON A SOLID TRACK



JOHOR'S  
POTENTIAL



JOHOR REQUIRES  
NEW BIG IDEAS



IN A VERY  
ADVANCED  
WORLD OF  
TECHNOLOGY  
& SCIENCE



JOHOR NEEDS  
NEW STORIES  
EVERY 10 YEARS



# Strategy



**1**

**LARGE-SCALE DEVELOPMENTS FOR JOHOR'S INFRASTRUCTURE**

**2**

**TARGETING DRASTIC CHANGES TO JOHOR'S ECONOMIC STRUCTURE WITH FUTURE-ORIENTED ECONOMY**

**3**

**STRENGTHENING THE MANAGEMENT OF GOVERNMENT AND GOVERNANCE WITH WAYS SUITABLE TO THE NEEDS OF THE COMING DECADE**

**4**

**ENSURING INTEGRATED DEVELOPMENT OF MINDSET AND TALENTS OF BANGSA JOHOR**

**5**

**SUSTAINABLE ENVIRONMENT, PRESERVATION OF CULTURE AND RELIGION**

**6**

**PROSPEROUS AND SAFE PEOPLE**



**HIGH-SPEED RAIL STATION, ISKANDAR PUTERI**



**HIGH-SPEED RAIL STATION, MUAR**

# Timeline

Why did I choose a timeline of ten years to develop Johor's New Decade?

Firstly, ten years is a realistic timeline to see results and benefits of this huge mission. It's not too long nor is it too short.

Secondly, to be able to produce clear achievements.

# Challenge

Can only be implemented by a Government that has a strong mandate from the people.

Needs tried-and-tested leadership.

Requires a system based on performance and hard work.

Calls for collective effort from all quarters.

# Implementers

Each and everyone in TEAM Johor must rise, rise for a new decade!

*Who is in  
TEAM Johor*

Any one who wants Johor Yang Berkemajuan to succeed.

Contributions and views from all are important, and valued.

*Reminder for TEAM Johor:*

**FIX YOUR INTENTIONS.**

BETULKAN NIAT

**BUILD THE STATE.**

BANGUNKAN NEGERI

**SAFEGUARD THE NATION.**

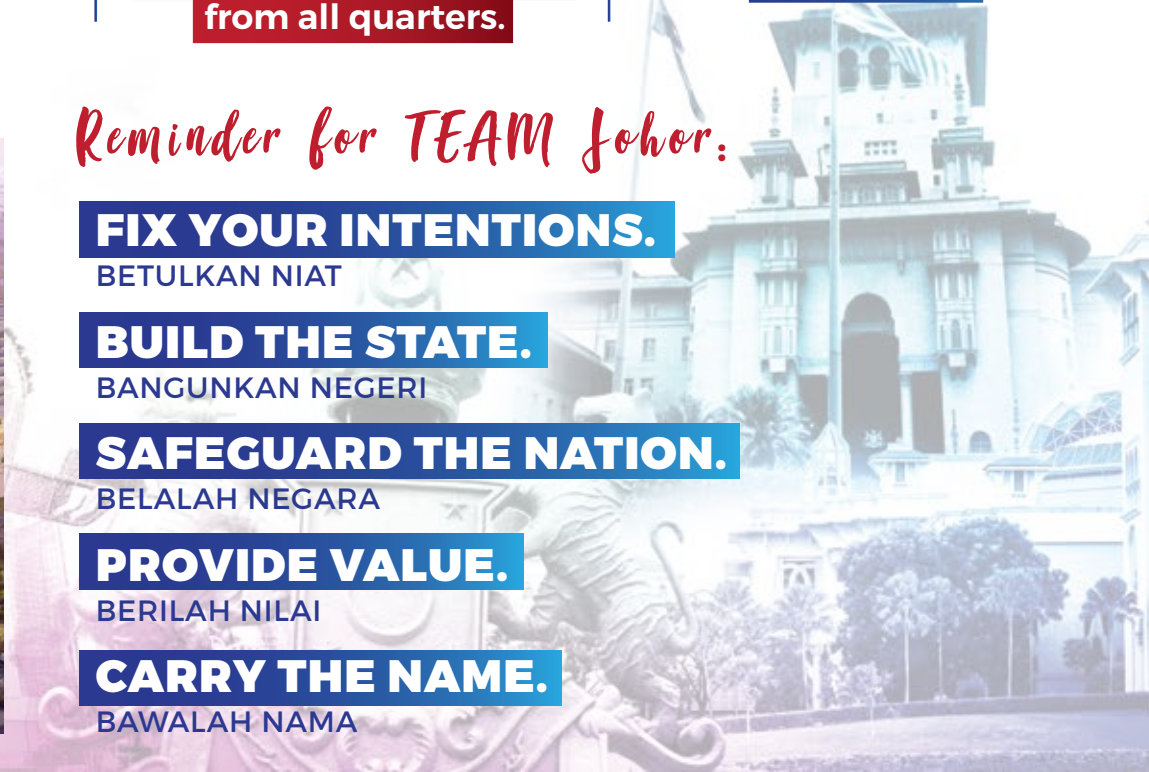
BELALAH NEGARA

**PROVIDE VALUE.**

BERILAH NILAI

**CARRY THE NAME.**

BAWALAH NAMA





[www.jauhar.my](http://www.jauhar.my)



**UNIT MEDIA & KOMUNIKASI**

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