

GOVERNMENT OF MALAYSIA



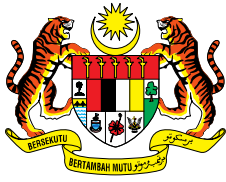
## ASEAN-Japan Smart City Network Meeting @ Yokohama

Workshop 2 – Urban Planning &  
Development : Iskandar Malaysia  
Urban Observatory (IMUO)

Johor Bahru City (Iskandar Malaysia)

8<sup>th</sup> October 2019

Presentation by : **Mr Mohamad Sa'elal**  
Federal Commissioner & Lead, Facilitation Services, Iskandar Regional Development Authority



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## Contents of Today's Presentation

1. Background of City
2. Rationale of Project
3. Background of IMUO
4. Where Are We Now?
5. Pilot Project Undertaken
6. Key Challenges Faced
7. Advice & Assistance Required



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## Strategic Location & Accessibility



**Johor Bahru City (Iskandar Malaysia)** is Malaysia's economic growth corridor covering a total area of 2,217 sq km (12% of Johor State)

### International & Regional Linkages

International linkages due to proximity & traditionally strong economic linkages with Singapore

### Assets

- Located along the busiest sea trade routes
- 2 world major ports
- 6 to 8 hours air travelling time to 3 world major economies – China, India & Japan
- Batam-Bintan-Karimun as Singapore's extended economic zone



### ASEAN Economic Corridor (AEC)

Allows free movements of business, persons, skilled labour, talents and free flow of capital that will ensure ASEAN as a competitive region that embrace equitable development.



### 12 PRIORITY SECTORS FOR AEC REGIONAL INTEGRATION

**Electronics**  
**E-ASEAN**  
**Healthcare**  
**Wood-based**  
**Products**  
**Automotive**  
**Rubber-based**  
**Products**

**Textiles & Clothing**  
**Agro-based Products**  
**Fisheries**  
**Air Travel**  
**Tourism**  
**Logistics**



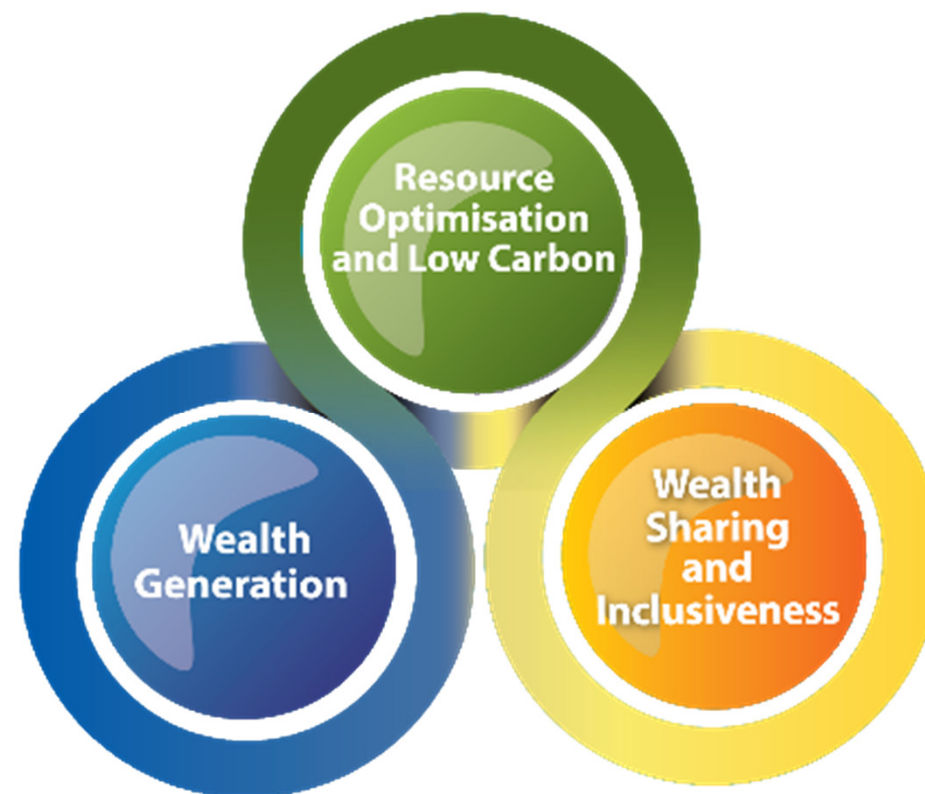


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## Guidance From Comprehensive Development Plan (CDPii) For A Holistic Eco-System



- **A resilient ecosystem**, anchored by wealth generators to create regional wealth to be shared equitably among communities.
- **Wealth generation and wealth sharing** by balancing the optimal use of ecological assets to enhance the Quality of Life in Iskandar Malaysia and turning it into a leading global region.
- **Spatial management and good governance** would enable the realization of its vision and goals by 2025.



ISKANDAR MALAYSIA ECO-SYSTEM



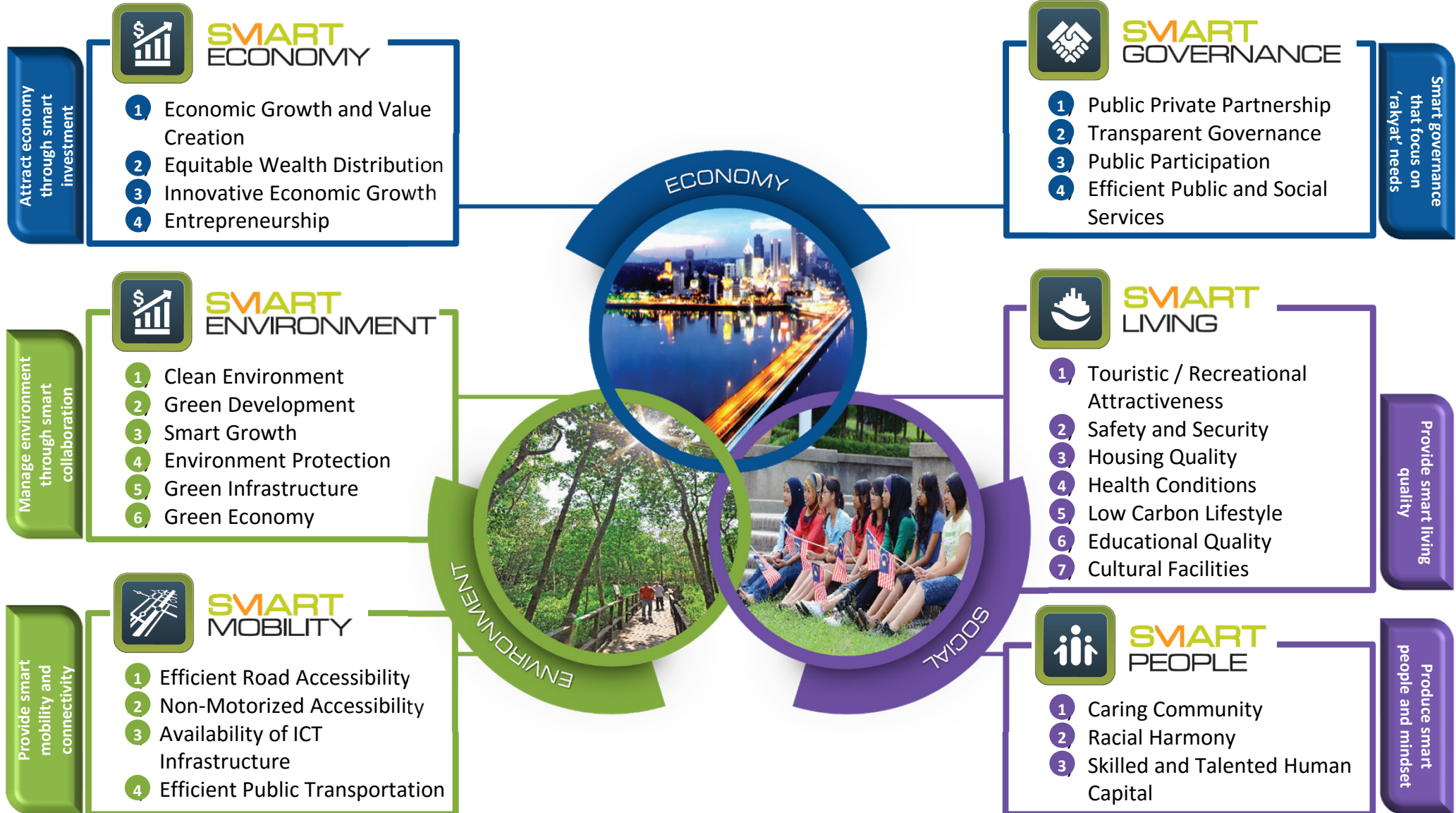


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# SCIM Framework



**3** Focus Areas    **6** Dimensions    **28** Characteristics    **35** Programs



How We **Focus**, **Think** and **Implement**





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## Linking IMUO to MUO



Iskandar Malaysia  
Urban Observatory



# PLAN Malaysia

Perancangan Melangkaui Kelaziman  
*Planning : Beyond Conventional*

Malaysia  
Urban Observatory



- IRDA-IMUO Team is **a member** of the Technical Working Committee for the Malaysian Urban Observatory (MUO).
- IMUO's Framework has been **adopted** by MUO.
- IMUO is designated as the **pilot project** for MUO.



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## Case For Action



- Iskandar Malaysia **targets 3 million population** in 2025.
- Compared with the urban projection of 2025 in Peninsular Malaysia of **83.3%**, it is estimated that 2.5 million of people in Iskandar Malaysia will live in urban areas.
- With the increasing population in urban areas, it will be more vulnerable to possible problems.



Economic Development

Budget

Public Safety

Infrastructure

Education

Housing

Energy/Environment

Demographics, Diversity, and Inclusiveness

Technology & Data

Health Care



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# Smart Governance Intervention



## Transparent information and data



Regional Data Analytics Platform

**IMUO: A Central Data Center** to collate, update, analyze, manage and disseminate data and information for Iskandar Malaysia

### Key Benefits



Improved decision making



Improving the government's goal outcomes – Transportation, Welfare, Crime etc



Identify and reduce inefficiencies



Increase ROI & reduce costs



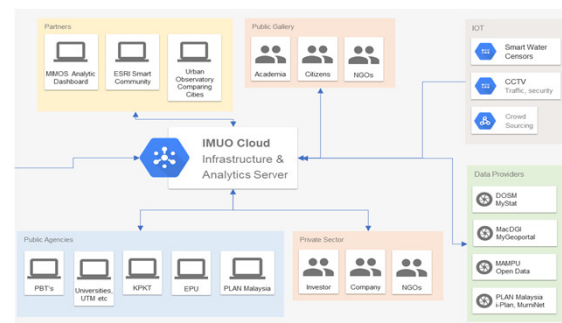
Enhance transparency and service to the citizens – Better communicate the government's intentions

## Current progress



Local and Urban Governance Diagnostic tool - UNDP

**System Technology**  
Deep Assessment and Proposal – USTD  
under ASEAN Smart City Network



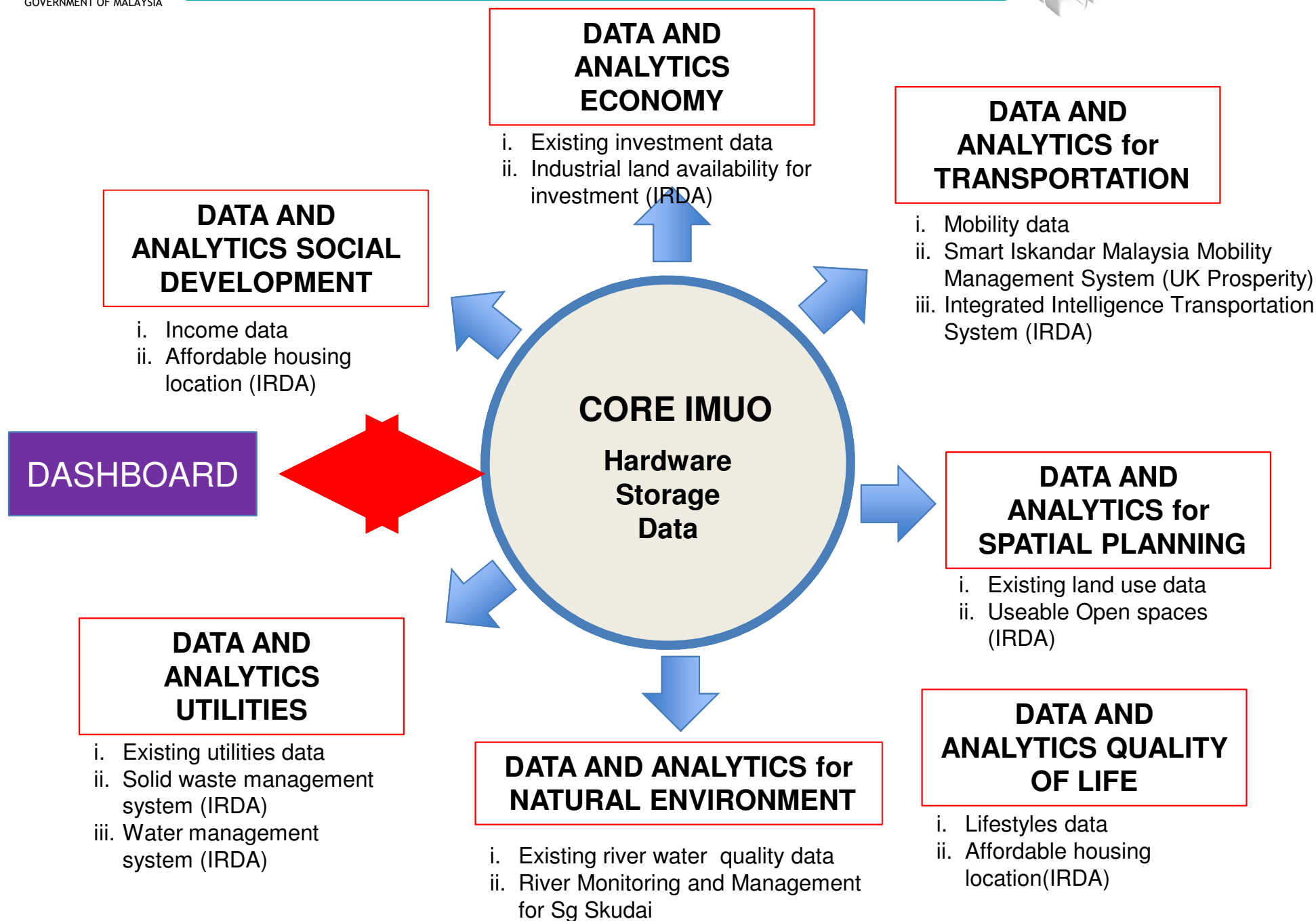
Server, storage and software –





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# Key Components of IMUO





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# Where Are We Now?



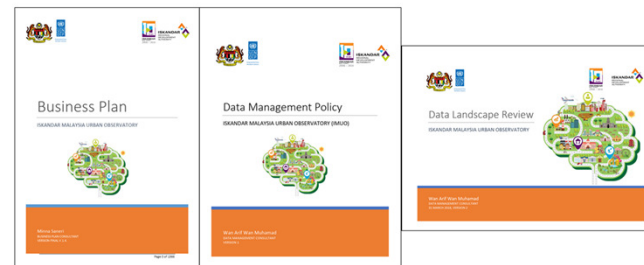
► Big Move 5  
Iskandar Malaysia Urban Observatory



June Country Programme Action Plan  
2016



MoU with  
DOSM & PLANMalaysia  
11th February 2018



3 Documents Completed and Endorsed  
by the IMUO Steering Committee  
August 2018



**IMUO**  
Iskandar Malaysia  
Urban Observatory



Iskandar Malaysia  
Urban Observatory  
– Phase 2

## Key achievements:

1. A **MoU** between IRDA and BHCKL on Prosperity Fund Global Future Cities Programme 2019-2022 for **Smart Iskandar Malaysia Mobility Management System**.
2. A paper on IMUO technology assistance submitted to USTDA on 23<sup>rd</sup> July 2019.



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# IMUO Pilot Project : River Management and Monitoring



## IM RMMT

- A monitoring & management tool
- Consolidate data, analyze issues and formulation of necessary actions and monitoring
- To be integrated in the Urban Observatory

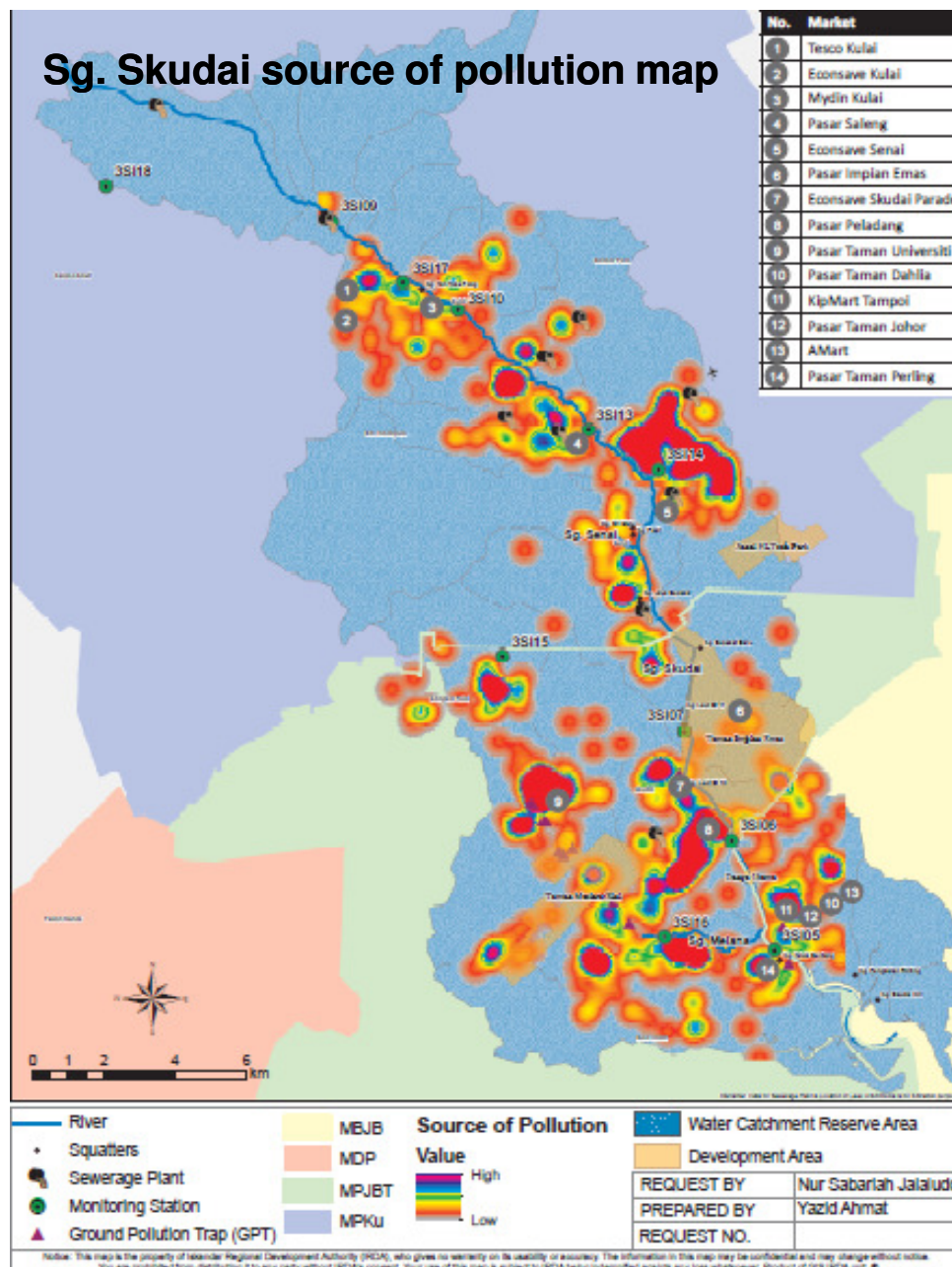
## Case for action:

- Uncoordinated joint collaboration to resolve river issues
- Data to support the strategies to move forward

## Current challenges:

- Data collected by agencies not shared between agencies
- Data collected in various platform e.g. GIS maps, drawings, physical maps, spreadsheets
- Ineffectiveness of focus area implementation and monitoring of outcome

## Sg. Skudai source of pollution map



**Outcome:**  
Improved natural resource management, rejuvenation, unlock economic potential of waterways





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## Key Challenges Faced for IMUO



“Where” or “How” to start?



Department or agency-centric goals or objectives



Lack of consistent & **reliable data** for informed decision making



Lack of measurement of city outcome and indexes



Inter-operability between Federal, State and local government systems



Funding and resource restrictions





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## Advice & Assistance Required



Fully develop IMUO Platform for inter-agency use by 2022

Pilot project:  
How mobile devices can be employed as a new urban sensor

Pilot project:  
Use of Geospatial Analytics to simulate urban areas that are vulnerable to the effects of heavy & torrential rains

Pilot project:  
Mining social media or other 3<sup>rd</sup> party sites for useful leading economic indicators



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# THANK YOU



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