



PRIME MINISTER'S DEPARTMENT



# MEDIA RELEASE

*Immediate Release*

## COMMUNITY AND PUBLIC RECEIVE INFORMATION AND UPDATES ON ISKANDAR MALAYSIA BUS RAPID TRANSIT (IMBRT)

**ISKANDAR MALAYSIA, TUESDAY, 27 MARCH 2018:** The first Iskandar Malaysia Bus Rapid Transit (IMBRT) information booth was officially launched today by Johor State Executive Council for Public Works, Rural and Regional Development, YB Datuk Ir. Haji Hasni bin Hj Mohammad at Larkin Sentral. This initiative is dedicated to give the Rakyat the information and updates on the IMBRT project, leading up to its operations in 2021.

The display will be in Larkin Sentral from 27 March till 31 December 2018. After which, it will move to other high traffic locations in and around Iskandar Malaysia, to enable more people to have access to updated information on the project. This is also part of IMBRT initiative to encourage mindset change from use of private vehicles to public transportation.

“Public engagements such as the event today are platforms how we can inform the public of the latest developments about Bus Rapid Transit (BRT) project as we continue to engage and obtain their views on the project.

“The BRT project is built with the Rakyat in mind - it will alleviate congestion by reducing vehicles on the roads, thus improving connectivity, and providing better access to jobs, opportunities and services such as education, healthcare and recreational facilities. This in turn will improve quality of life, addressing high living costs and support our aspirations towards becoming a Low Carbon Society,” said Datuk Ismail.



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Datuk Ismail added that since 1990, 165 cities across the globe have implemented BRT, with 121 more cities either in the stage of constructing or planning for their BRT. This includes Iskandar Malaysia. It is part of our plan towards becoming a strong and sustainable Metropolis of International standing. To be a frontrunner, we need a reliable, modern, systematic and green mode of public transport to support our growth. BRT is the lifestyle of the future.

Aside from an effective and reliable mode of public transport, IMBRT will also bring with it career opportunities. The Rakyat can look forward to up to 2,000 job opportunities with IMBRT - from bus drivers to administration and station staff.

IRDA together with relevant federal, state and local government authorities will initiate the Rapid Transit Bus (BRT) system to accommodate a targeted population increase of up to 3.0 million by 2025. The first phase of the BRT will be completed by 2021.

##END##



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### **About IRDA**

The Iskandar Regional Development Authority (IRDA) is the regulatory authority mandated to plan, promote and facilitate the development of Iskandar Malaysia into a strong and sustainable metropolis of international standing, where living, working, business and leisure converge seamlessly.

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### **About Iskandar Malaysia**

Iskandar Malaysia is an economic development corridor booming in Southern Johor, Malaysia. The development region encompasses an area of 2,217 square kilometres which is three times the size of Singapore and two times the size of Hong Kong. Iskandar Malaysia is envisaged to capitalize on its current synergies with Singapore as it aims to complement each other as an economic hub. Meticulously planned under the Iskandar Malaysia Comprehensive Development plan (CDP), the economic region comprises of five flagship zones.

Encompassing a vast acreage of land, it is the largest single development project ever to be undertaken in the region. Because of its strategic location, accessibility to leading Asian cities, proximity to some of the world's most rapidly growing and important economies, Iskandar Malaysia is poised to attract an exciting influx of foreign and high-level corporate investments as discerning investors look to benefit from growth in Asean and Asia. Located in Johor, the southern gateway to Peninsular Malaysia, its advantages include:

- Six to eight hours flight radius from Asia's burgeoning growth centres such as Bangalore, Dubai, Hong Kong, Seoul, Shanghai, Taipei and Tokyo.
- Within reach of a global market of some 800 million people.
- Accessible by air, land, rail and sea.
- Flanked by three major ports, the Pasir Gudang Port, Port of Tanjung Pelepas and Tanjung Langsat Port.