

Strategic Thrusts RO1: Promote Balanced Regional Growth

By promoting balanced growth, Iskandar Malaysia will be able to protect and conserve the natural ecology, resources and at the same time can limit the urban sprawl drawbacks in the region.



Key Direction RO 1.1:

**Promote Regional
Carrying Capacity**



Key Direction RO 1.2:

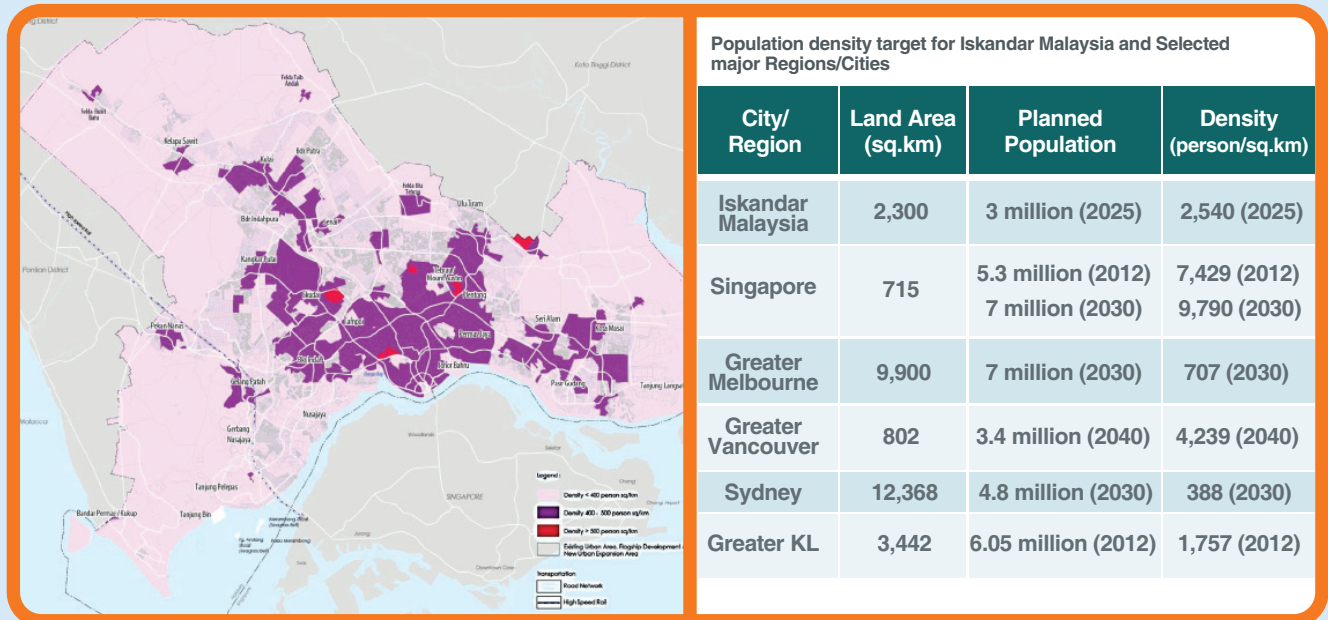
**Prioritise Spatial
Development
Within Focused
Areas & Corridors**



Key Direction RO 1.3:

**Promote Urban Centres
Network In The Form
Of Agglomeration**

The five (5) flagship zones plays important roles to promote the key focal development areas for Iskandar Malaysia where economic clusters are promoted



Flagships And Promoted Economic Clusters In Iskandar malaysia

	Flagship A: Johor bahrU City Centre	Flagship B : Nusajaya	Flagship C: Tg. Pelepas - Tg. Bin	Flagship D: Pasir Gudang/ Tg. Langsat	Flagship E : Senai - Skudai
Main Activities	Heritage and Cultural	Financial health, Education and Administrative	Petroleum, Logistic and Cargo Hub	Oleo & Petrochem, Industries, Educational	Logistic, R&D, ICT and Hi tech Industries
Economic Cluster	<ul style="list-style-type: none"> Tourism FIREBS Education Creative 	<ul style="list-style-type: none"> Tourism Healthcare Education Creative FIREBS 	<ul style="list-style-type: none"> Transportation, Distribution & Logistic Tourism Petrochemical 	<ul style="list-style-type: none"> E&E Transportation, Distribution and logistic Petrochemical & Oil and gas 	<ul style="list-style-type: none"> E&E Transportation, Distribution and logistic
Supporting Activities	<ul style="list-style-type: none"> Urban tourism Thematic retail and shopping Creative services City/campus education Financial and services 	<ul style="list-style-type: none"> Office Retail & Shopping Institutional Healthcare Education Creative services Sport & recreation Entertainment and theme park 	<ul style="list-style-type: none"> Logistic & port related activities Free commercial zone, free industrial Petroleum related activities 	<ul style="list-style-type: none"> Petrochem & oleochemicals Liquid & bulk cargo port activities Warehouse and distribution Educational and training facilities 	<ul style="list-style-type: none"> Airport Warehouse and distribution High tech industry Aviation & aerospace Logistic related activities Logistic related activities R&D facilities Retail and shopping IT related activities

Optimising resources and focusing on low carbon will ensure Iskandar Malaysia going towards a more sustainable and dynamic economic region.

The efficient resource-use and low carbon targets shall be achieved through 5 Strategic Thrusts:

- Promote a balanced regional growth
- Protect and enhance natural ecology and green areas to improve bio-diversity.
- Plan and Manage the Built Environment
- Enhance urban Connectivity and Mobility to encourage low carbon living to improve local accessibility
- Adopt Integrated Infrastructure Resources management to promote efficient use and encourage renewables.

