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# **Johor Economic, Tourism and Cultural Office Singapore (JETCO)**

**GET STARTED →**

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# Background of JETCO

01



# BACKGROUND OF JETCO

## Establishment

**JETCO** was approved by the **Federal Government** on **21st October 2020** and by the **Johor State** on **11st November 2020**.

2

## Official Incorporation

**JETCO** was incorporated as a **Private Limited Company** on **6th April 2021** under the Singapore Companies Act.

1



4

## Core Focus

Focusing on relations between Johor and Singapore majoring in economy, tourism, and cultural segments.

3

## Shareholder

A subsidiary of **Permodalan Darul Ta'zim (PDT)** as the sole shareholder.

# JETCO

## Strategic Mandates

### Tourism & Cultural

### Economic

#### Promoting

1

Promote Cross-Border Connectivity

2

Promote investment-ready zones

3

Showcase Johor as a cross-border growth hub

4

Market Johor's competitive advantages

#### Promoting

1

Promote hidden gems across Johor

2

Promote flagship attractions & experiences

3

Promote food, cultural & heritage events

#### Facilitating

1

Build a network of strategic Singapore stakeholders

2

Connect Singapore investors with Johor Stakeholders

3

Facilitate business matching sessions

4

Facilitate investors to Johor Super Lane (JSL)

#### Facilitating

1

Support initiatives that position Johor as a cultural bridge

2

Assist in coordinating partnerships, and program collaborations

3

Connect cultural stakeholders from Singapore and Johor

4

Facilitate business matching sessions

# JETCO | Office Location



176 Orchard Road #05-05 The Centrepoint, Singapore 238843

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# Economic

02



# Glance of Johor Economic



**RM44.42 billion**

**Singapore Investments  
in Johor**  
(Jan-Sept 2025)

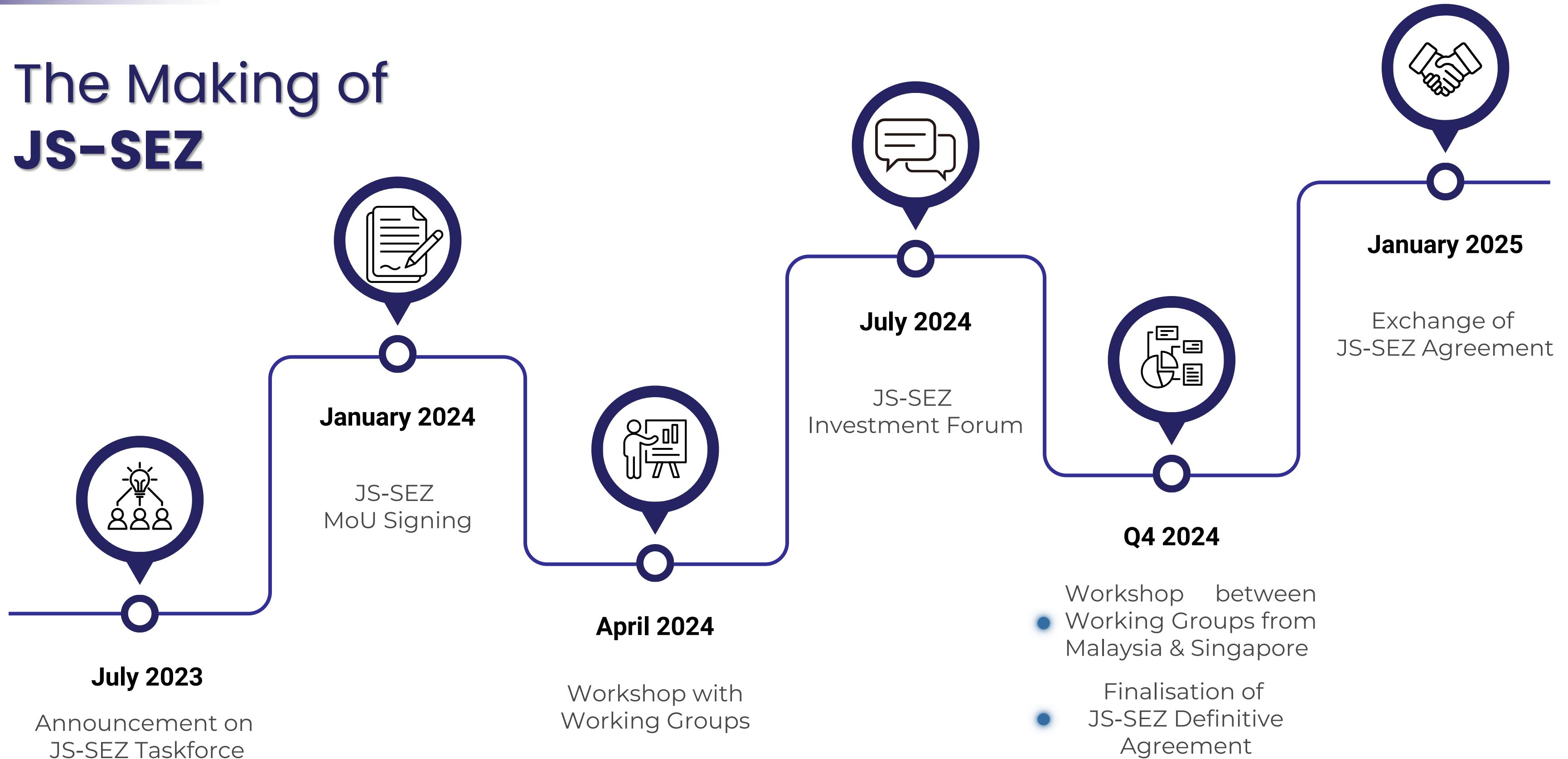
**RM158 billion**

**GDP (2024)**  
Malaysia's third-largest  
economy with 9.6% national  
contribution

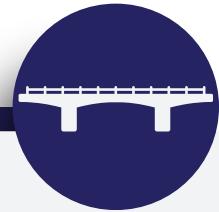
**RM50.83 billion**

**Foreign Direct Investment  
(FDI) Value**  
(Jan-Sept 2025)

# The Making of JS-SEZ



# JS-SEZ | Mission & Objectives



Enhanced regional economic development and cross-border business interactions.

01



Easy flow of labour to build a dynamic and integrated labour market.

02



Holistic business ecosystem & enhanced ease of doing business.

03



Improved connectivity and cost-effectiveness in trade.

04

## OBJECTIVES



Enhance cross-border mobility and connectivity for people and goods.

01



Strengthen business ecosystems to foster a robust business environment.

02



Enhanced economic complexity with high value-added industries.

03



Increased talent mobility, talent exchange and collaboration.

04

## MISSION

# JS-SEZ | MAP & FLAGSHIP AREAS

A combination of Iskandar Malaysia -  
**(2,300 km<sup>2</sup>)**  
Pengerang **(1,288 km<sup>2</sup>)** areas - **3,588 km<sup>2</sup>**



## 7 FLAGSHIP AREAS

**A** Johor Bahru Waterfront  
Business Services

**B** Iskandar Puteri  
Business Services

**C** Tanjung Pelepas  
Logistics

**D** Tanjung Langsat -  
Kong Kong  
Manufacturing

**E** Senai - Skudai  
Manufacturing

**F** Kulai - Sedenak  
Manufacturing

**G** Desaru - Penawar  
Tourism

Pengerang  
Petroleum Complex (PIPC)  
Manufacturing

Integrated  
Financial Services

# JS-SEZ

## Infrastructure in Johor Land – Highways

### Highways in Johor

- Senai–Desaru Expressway
- Second Link Expressway
- Johor Bahru Eastern Dispersal Link Expressway (EDL)
- Pasir Gudang Highway
- Pengerang Highway
- Johor Bahru East Coast Parkway

📍 Sultan Iskandar Building CIQ Complex

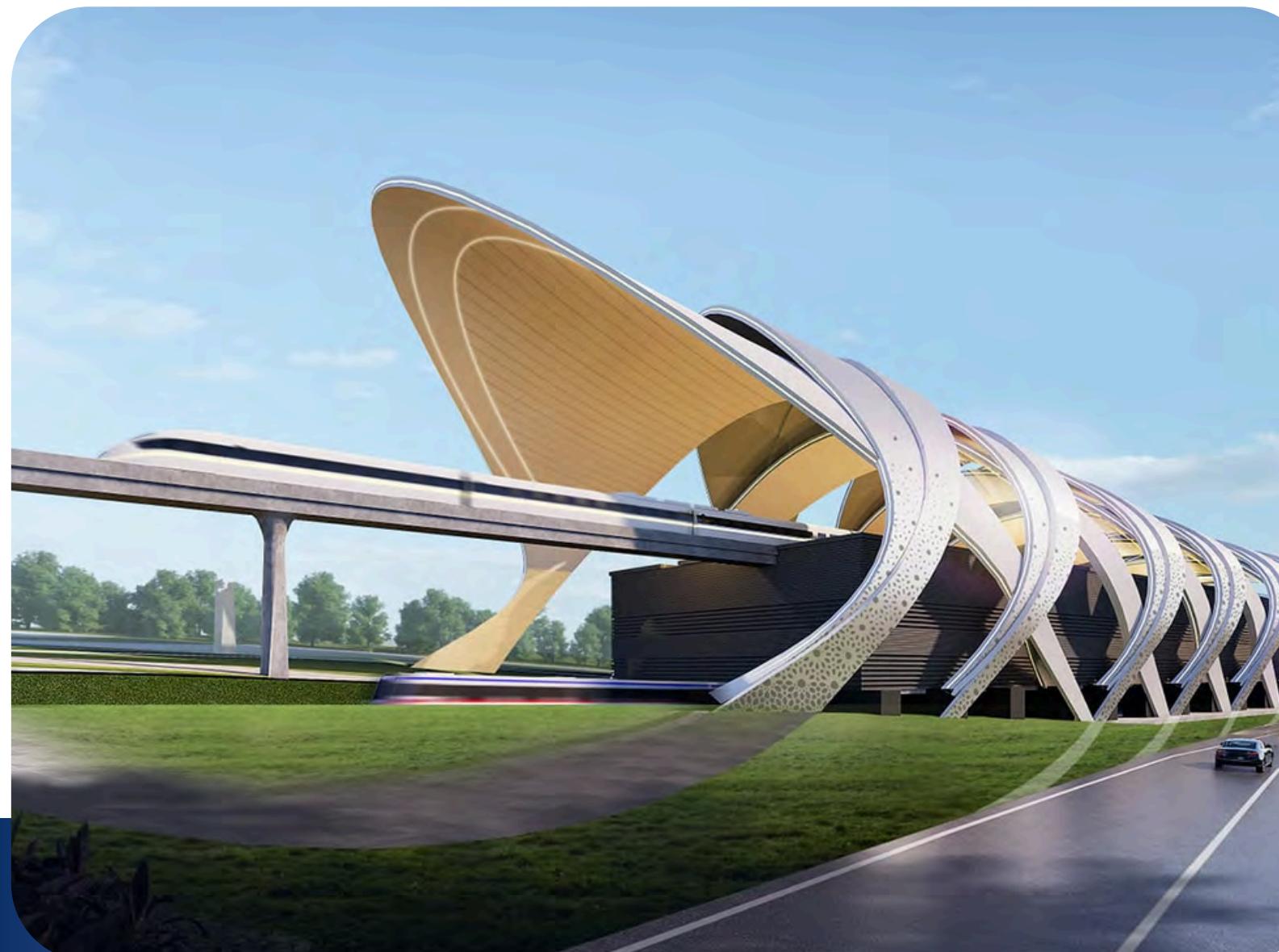


📍 Johor Bahru Sentral



📍 Sultan Abu Bakar Complex





### Train Capacity

- **10,000 passengers** per hour per direction
- Direct connection: Bukit Chagar → Woodlands North
- Estimated train journey time - **6 minutes** between stations.



### Impact to JS-SEZ

- **Improves Business Efficiency** - Faster travel for investors, executives & SMEs & enhances connectivity for high-value sectors
- **Boost talent mobility** - Easier cross-border workforce movement & supports integrated labour market for JS-SEZ.



### Estimation for Operation

- Project completion - **December 2026**
- Begin Operation - **Early 2027**

# JS-SEZ

## Infrastructure in Johor Air

# SENAI INTERNATIONAL AIRPORT



### Passenger Connectivity

#### Domestic:

Kuala Lumpur, Penang, Kota Kinabalu, Kuching, Langkawi, etc

#### International:

Singapore, Indonesia, Thailand, China, etc

### Cargo & Logistics Hub

Import and Export warehouse (15,000 sqm)

One-Stop Government Agencies (Customs, Immigration, Quarantine, Health and Agriculture)

**Handling Capacity Per Annum** - 4 million passengers

**19 Destinations**

**12 Domestic Flights**

**8 International Flights**

# JS-SEZ

## Infrastructure in Johor Sea



# JS-SEZ | 11 Economic Sectors

**5 Main Sector  
of JS-SEZ**

**Logistics**



**Manufacturing**



**Health**



**Green  
Economy**



**Digital  
Economy**



**Tourism**



**Food  
Security**



**Education**



**Financial  
Services**



**Energy**



**Business  
Services**



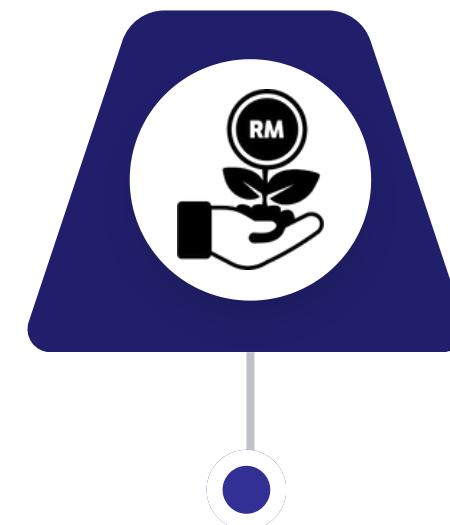
# JS-SEZ | Investment From Singapore

**Singaporean investors have shown particular interest in:**



## Manufacturing & Digital Economy Sectors

Including data centre  
development and  
advanced electronics.



## Financial & Business Services

Supported by the establishment of the  
Special Financial Zone (SFZ) in Forest  
City, designed to host family offices,  
fintech, and capital market institutions.



## Smart Logistics & Green Infrastructure Projects

Leveraging Singapore's  
supply chain networks and  
capital ecosystem.

# JS-SEZ | Tax Incentive Package

## Corporate Tax

Corporate tax reductions of up to 5% for qualifying manufacturing and service activities.

**5%**

## Investment Tax Allowance (ITA)

Investment Tax Allowances (ITA) of up to 100% on qualifying expenditures.

**100%**

## Knowledge Worker Incentives

Knowledge worker incentives, such as a 15% personal income tax rate for skilled professionals.

**15%**

## Stamp Duty Exemption

50% - 100% stamp duty exemption on applicable transactions.

**50%  
100%**

# IMFC-J | Invest Malaysia Facilitation Centre Johor



01



02



03



04



## One-Solution Investment Centre

Jointly operated state-federal hub led by IRDA, Invest Johor, and MIDA to drive smooth and fast investment into JS-SEZ.

## Strong Inter-Agency Network

Backed by 30+ federal, state, local authorities and private entities, covering all the needs of an investor.

## Full-Cycle Facilitation

Services cover pre-investment to post-investment aftercare.

## Comprehensive Support for Investors

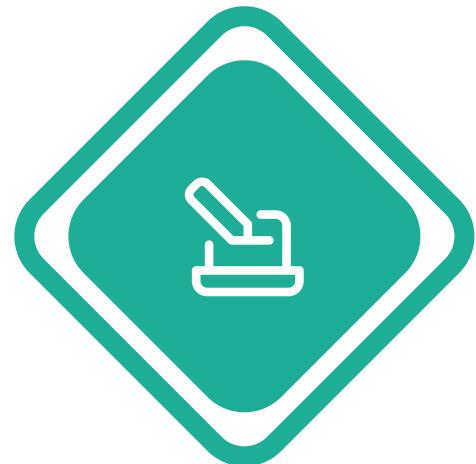
To support investors to preliminary study, application and approval, project setup, construction, and commencement of the project.

# JSL | Johor Super Lane

**Johor Super Lane (JSL)** is a fast-track development process carried out swiftly and efficiently, starting from pre-plan approval stages all the way to the completion of the building on site, followed by operational approval within a short timeframe. This is achieved through an integrated process involving plan approval, on-site construction, CCC issuance, and operating licence approval.



# JSL | Benefits of Johor Super Lane



## Early Technical Coordination

Early project introduction by the applicant



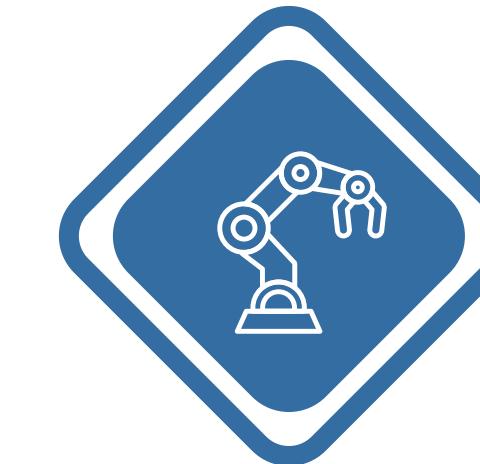
## Early License Application

Management of Operating Licence



## Simultaneous Approvals

Application for planning permission, construction, infrastructure plans, and building plans



## Early Machine Installation

Entry of Machines and Equipment During Construction Period



## Early Site Entry

Approval for early construction works and building works



## Time and Cost Saving

Plan Approval – Construction – CCC  
Operating Licence – Operation

## JS-SEZ | TARGETS



**7-8%**  
GDP growth by 2030



**20,000**  
Skilled job opportunities



**50 Projects**  
in first 5 years  
**100 Projects**  
in first 10 years

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# Tourism and Cultural

03



JETCO

## Tourism Johor as a Key Driver in Johor-Singapore Relations

Total target of **tourist arrival** for  
**Visit Johor Year 2026**

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**12 Million**

Singapore is the largest contributor  
of **tourist arrivals to Johor**

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**9 Million** Tourist Annually

Total target of **tourist spending** for  
**Visit Johor Year 2026**

**RM42.48 Billion**

(Average per capita spending for tourists per  
night is RM3,540.32)

It has strong potential to **reinforce**  
**JS-SEZ** economic system

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**Cross-Border Tourism**



# Johor Tourism Highlight

# JETCO | Strategic Network



**200+ Stakeholders**

in JETCO's mailing list for  
promotion & engagement.

JOHOR ECONOMIC, TOURISM, & CULTURAL SINGAPORE

► 2025



► JETCO

JOHOR ECONOMIC, TOURISM, & CULTURAL SINGAPORE

► 2025





# Thank You.

**CONTACT US →**

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