EGRI Sembilan hopes to become a prosperous, inclusive and sustainable state by 2045.

These goals are outlined in the Negri Sembilan Structure Plan 2045, the strategic framework for the development of the state.

Under the first thrust of the plan, Port Dickson has been identified for the development of the Malaysia VIsion Valley (MVV), which is aimed at boosting the economy of the state, developing the state based on its existing resources and introducing a new, innovative, competitive economic base.

Negri Sembilan Menteri Besar Aminuddin Harun said Port Dickson and Seremban have been identified to be part of the MVV, which has been earmarked as a growth corridor as well as part of the Greater Kuala Lumpur conurbation.

The second thrust is the development of agriculture-based Agropolis in Kuala Pilah, Tampin, Jempol and Rembau, to support the state in becoming the main food producer for the Klang Valley.

The third thrust is preservation of biodiversity in Jelebu, ensuring that development is balanced with preservation of forest reserve areas.

Port Dickson, which has always been a popular tourist destination, will be further upgraded under the Port Dickson Coastal Special Area Plan [RKK].

The goal of the development is to strengthen Port Dickson's role as an international coastal tourism city on par with other leading destinations.

Under this plan, the main cities of Port Dickson and Nilai will be developed as a coastal tourism city, administrative centre, business centre as well as residential area.

This is followed by the towns of Teluk Kemang, Pengkalan Kempas, Linggi, Pasir Panjang and Bukit Pelanduk, which will be developed as business centres with service functions and amenities for the people.

According to the Department of Statistics, the population of Port Dickson is expected to grow to 371, 230 people by 2045

Port Dickson is a famous beach and holiday tourism destination, located 95 km to the Kuala Lumpur Conurbation and 50 km to the Kuala Lumpur International Airport (KLIA).

Thus, the recognition of Port Dickson as a national beach resort city in 2006, 'Wellness Zone' in 2007 as well as Army City in 2009 shows that its strategic location will continue to attract visitors and tourists both local and international, to come visit.

There are currently 153 tourism products in the state, with 25 in Port Dickson, after Seremban with 64 tourism products.

The main tourism product for Port Dickson is Eco Tourism.

There are 11 beach resorts with different identities that have the potential to be developed as integrated beach resorts.

Port Dickson also has several marine habitats such as birds, seaweed and coral, which has the potential to be developed as a controlled ecotourism area.

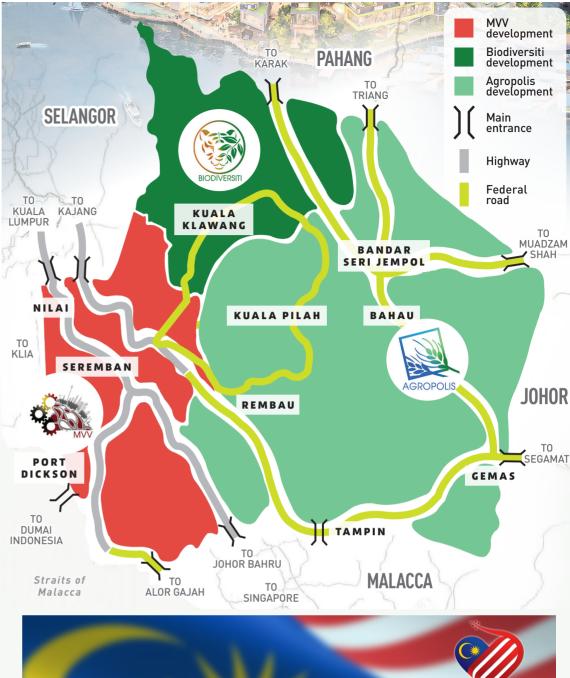
There are also 10 smaller islands off the coast which can also be developed as tourism products.

There are various facilities available in Port Dickson, including accommodation facilities of international standards which are able to attract domestic and international tourists.

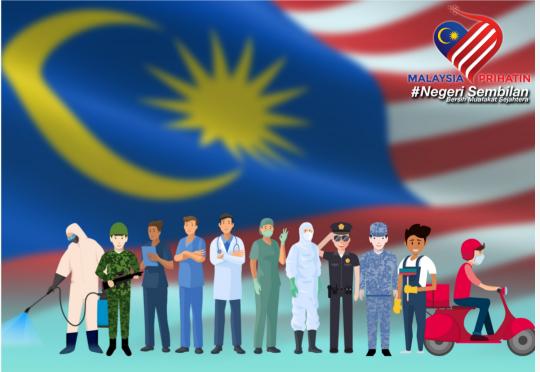
Existing road network facilities and proposed new roads will also increase accessibility to Port Dickson.

Port Dickson will also be equipped with facilities such as a passenger jetty that connects the area to Dumai Port in Sumatra, Indonesia to diversify tourist entry channels.

Other assets such as eco-cultural, cultural and astronomical tourism activities in Port Dickson will also be highlighted.



5



Happy National Day



YAB Dato' Səri Haji Aminuddin Harun Məntəri Bəsar Nəgəri Səmbilan the State Government and People of Nəgəri Səmbilan Darul Khusus

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Seremban have been
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**AMINUDDIN HARUN** Negri Sembilan

Menteri Besar

## STRENGTHENING THE ECONOMY



Aminuddin (third from right) with Undang of Rembau Datuk Muhammad Shartp Othman (Aminuddin's right) giving the thumbs up after a visit to the Milo production plant at the Chembong Industrial Park near Rembau last September. The plant is Milo's biggest in the world with a capacity to produce some 108,000 tonness of the product per year.

WITH the local economy slowly recovering from the adverse effects of the Covid-19 pandemic, the Negri Sembilan government has set a lofty target to secure a record of more than RMSbil in new investments next year.

The first-term Pakatan Harapan state government is confident of achieving the target and will launch the "Invest in Negri Sembilan 2021" campaign in November to attract more investments.

The state, which received new investments totalling a record RM3.6bil in 2019 under the stewardship of Mentri Besar Datuk Seri Aminuddin Harun, is confident of securing more investments as it re-strategises following the Covid-19 outbreak.

Aminuddin's administration, which took over the state government in May 2018 after winning the general election also did well and managed to secure new investments totalling RM2.43bil that year.

In 2017, Negri Sembilan received investments totalling RM1.1bil.

The state government, which has been registering phenomenal growth in recent years, believes it can do even better by further fine-tuning policies that have been working well over the years and sound fiscal management.

Negri Sembilan registered a gross domestic product of RM48bil in 2019 which was better than the RM45.7bil in 2018 and RM43.8bil the year earlier.

Inflation has also continued to register a decline from 4.2% in 2017, 1.2% in 2018 and 0.7% last year.

Apart from seeking new investments, his administration has continued to work towards strengthening the state's economy by looking for more sources of income, prudent spending and reducing wastage.

Since manufacturing and services are the top two sectors which bring in the bulk of revenue, the state will continue to also focus on other areas to boost the revenue.

State investment, industrialisation, entrepreneurship, education and human capital committee chairman Datuk Dr Mohamad Rafie Ab Malek said the pandemic has affected its targeted economic growth but it was still confident of doing well this year.

Rafie said despite the enforcement of the movement control order (MCO) and the recovery MCO, the state government has been working hard to get new investments.

He said as of mid-August, the state government has received about half of its target of securing RM5bil in new investments.

"I must admit that we have not even reached 50% of what we had targeted, but we are going to keep working towards that.

"In fact, we had at a recently discussed a potential RM1.5bil investment from a company involved in the semiconductor business and we remain confident of a good year," he said.

Rafie said the state government was confident as it has been receiving more

investments since it took over the state administration.

This, he said was higher than the investments the previous state governments used to bring in.

"It is not going to be easy to reach RM5bil for 2020 as we could not do much for months due to the pandemic but we remain optimistic.

"To reach the target, the state exco has also agreed to use the fast-track approach so that we will be able to attract more investors," he said, adding that the bulk of the foreign investments came from the United States, Japan and Korea as well as from local investors.

Rafie said the state government wanted to launch the "Invest in Negri Sembilan" campaign earlier this year, but had to defer it due to the pandemic.

"We will now launch it in November where we will announce new incentives to attract more investments for next year," he said.

Aminuddin's administration is also banking on the Malaysian Vision Valley (MVV 2.0) new growth area to ensure the state economy remains robust.

The MVV 2.0 development will be carried out in a 153,411ha new growth area spanning from Seremban to Port Dickson over 30 years.

Envisioned to be a world-class metropolis and part of Greater Kuala Lumpur, it is expected to attract some RM294bil in investments till 2045 and will see the creation of some 600,000 jobs.

It will have six "heartbeat" projects, with the first being a 1,135ha hi-tech industrial park in Labu.

While the state government focuses on securing more revenue through new investments, it has not forgotten to help small-time entrepreneurs in the state.

For this purpose, it has set aside RM6mil this year.

So far this year, the state government has given out RM1.88mil in grants to 643 smalltime entrepreneurs from the Negri Sembilan Entrepreneur Fund (TUNS).

"We have set aside a higher amount this year and we hope those who wish to become entrepreneurs to apply before it closes on Sept 20," he said.

The state government had set up TUNS in 2018 to help more people become entrepreneurs. Successful applicants are given a maximum of RM3,000 to help them expand their ventures.

He said 1,046 individuals received the grants last year.

The state government has also continued to assist the poor through the e-Kasih programme by giving aid to 2,237 households last year.

The number of households registered under the programme in 2017 was 2,328 and this declined to 2 150 in 2018



Negri Sembilan Mentri Besar Datuk Seri Aminuddin Harun (second from right) accompanyin Yang di-Pertuan Besar of Negri Sembilan Tuanku Muhriz Tuanku Munawir on a tour of the RM12bil Tuanku Muhriz Power Station in Jimah near Port Dickson which will be able to produce 2,000 megawatts of electricity, enough to supply two million households in the peninsula.

## REDEVELOPING PD

THE Negri Sembilan government has big plans for Port Dickson which is often regarded as the state's jewel in the crown for the tourism ringgit it helps bring in.

The coastal town, named after British high official Sir John Frederick Dickson, has seen rapid development in recent years, further strengthening its position as one of the country's premier tourist destinations.

Remembered for having the country's second-oldest railway line linking it to Seremban since 1891, Port Dickson has over the years received several accolades which include Bandar Peranginan Negara (National Beach Resort Town), a wellness zone as well as an army town. The resort town is now primed for even bigger things.

For a start, the state administration has come up with a Special Area Plan (SAP) for the coastal town known as Tanjung in its early days to strengthen its potential as a major tourism destination in the country and at the international level.

The SAP outlines the redevelopment of the Port Dickson coastal area to be more competitive and comprehensive as well as to redevelop the facilities, infrastructure and utilities based on current population growth. Then, there is also a proposal under the Port Dickson Special Coastal Area Draft Plan to redevelop 11 popular beach stretches starting from the estuary of Sungai Lukut to the estuary of Sungai Linggi, covering a distance of 61.28km.

The plan covering 10,434ha is, among oth ers, almed at making the resort town more vibrant and dynamic to attract both investors as well as tourists.

Fifty-nine projects have been proposed under the plan, which includes a decade-old proposal to build a duty-free complex in Por Dickson, located about 50km from the Kuali Lumpur International Airport and some 100km from Kuala Lumpur.

Under the Third National Physical Plan, the Port Dickson-Nilai-Seremban area has also been earmarked as a development promotion zone and the main sectors identified for development are industries, education and tourism.

Also in the pipeline are plans to build a 13km beach train service from Port Dicksor town to Teluk Kemang, which will help transform the resort town into an international tourism city, and a river cruise from Sungai Linggi to Pengkalan Kempas.

