



Aminuddin (centre) and Rafie (right) launching the NS Integrated Economic Development Masterplan 2021-2045.



Aminuddin and his wife Datin Seri Wan Hasni Wan Yusof (standing, right) posing for a photo after delivering aid to a family in need.

Attracting investors to the state

THE Negri Sembilan government has come up with an economic development masterplan which promotes the concept of "living and working" in the state as opposed to the previous one which encouraged people to stay here but work in the Klang Valley.

State investment, industrialisation, entrepreneurship, education and human capital committee chairman Datuk Dr Mohamad Rafie Ab Malek said the integrated masterplan also outlines its goals for the next 25 years as the state works towards making Negri Sembilan "prosperous, inclusive and sustainable".

He said the masterplan is divided into three key components which are the Malaysia Vision Valley 2.0 (MVV 2.0), Agropolis and Biodiversity.

Among others, it focuses on bringing in economic activities targeting the hi-tech industrial sector, especially in Seremban and Port Dickson districts, transforming the Kuala Pilah, Jempol, Rembau and Tampin districts as Agropolis regions and Jelebu as a centre of biodiversity attractions.

"The main economic sector for the state is the MVV2.0, which is a new growth area located and aimed to complement the development of Greater Kuala Lumpur and the National Conurbation, located on the west-side of Negri Sembilan.

"Driven by public-private partnerships, MVV 2.0 aspires to deliver economic impact to Malaysia by bringing in international and local investors and creating job and business opportunities," he said at the launch of Invest NS2021 by Menteri Besar Datuk Seri Aminuddin Harun.

The overall MVV2.0 development spans across 153,411ha covering Seremban and Port Dickson and is envisioned to be a world-class metropolis that was competitive, inclusive and clean.

Located close to Kuala Lumpur, MVV 2.0, he said, is the natural destination and sponge for the spill-over impacts of the Klang Valley where developments thrive.

"Its strategic location next to the KL International Airport, its proximity to major towns and growth centres in the National Conurbation such as Putrajaya, Cyberjaya, Kajang and Bangi, and its relatively still serene and low-keyed affordable living environment makes MVV 2.0 an attractive



Aminuddin (centre) and his state exco members looking at the proposed development in the state in the years to come during the launch of the economic masterplan.

alternative location," he said.

Rafie said the whole development will be facilitated by the state government and would focus on four economic drivers which were high technology manufacturing, wellness tourism, skill-based education and research and specialised services.

There are four main areas dedicated for the development of MVV2.0 namely Parcel A, Parcel B, Parcel C and Parcel D with the first phase spanning over a 25-year development period covering 30,000 acres (12,140.5ha).

"The second sector that we will be focusing on is Agropolis which is a concept of development that incorporates the urban elements into a rural settlement and is developed as an agricultural town.

"We want to ensure that the agricultural sector that is ventured into has an economic scale that is to produce high-income agricultural entrepreneurs who use technology to improve crop yields and can be developed in areas with limited size," he said adding that the state government wants to create downstream products as well.

Citing an example, Rafie said in addition to producing honey jackfruit, the authorities wish to create downstream products such

as honey jackfruit chips.

He said promoting biodiversity as the third sector will also benefit the state which was rich in tropical forests with unique flora and fauna.

"Jelebu is among the districts that have great potential in tourism but are not yet fully explored as a tourist destination.

"The state government will embark on an extensive tourism and ecotourism promotion and prepare adequate facilities to promote natural attractions such as the state Wildlife Park, Lembah Jelamoi and the Kenaboi recreational area," he said.

Rafie said the state government also plans to further develop Port Dickson as a tourist beach destination similar to UK's Brighton, which is located some 100km south of London.

"For people in London, Brighton is their main tourist destination due to its location which is not far away.

"But those living in the Klang Valley usually do not consider Port Dickson as a vacation destination even though it is located so close to Kuala Lumpur," he said adding that the state government will improvise facilities in the resort town and make it as one of the best

tourist destination in the country.

Negri Sembilan, he said showed a remarkable increase in tourist arrivals of 14.6% or 7.86mil travellers in 2018 compared to 6.9mil in 2017. In 2019, the state received 6.4mil tourist arrivals.

Rafie said the state administration had also launched the Invest NS 2021 plan to further improve the state economy following the Covid-19 outbreak.

"We have prepared a masterplan for economic development with the appropriate strategies to attract investors and our efforts have brought a significant increase in investment in Negri Sembilan.

"The Covid-19 public health crisis has led to a global economic crisis and has now become a social and humanitarian crisis in many parts of the world including Malaysia," he said.

The state government, he said, has introduced a "Double Investment" policy which main objective is to provide the household income for the people in the state.

"This new policy aims to increase the investment value to provide quality employment opportunities and open businesses for the people in the state.

"In the context of employment opportunities, the state govern-

“ We have prepared a masterplan for economic development with the appropriate strategies to attract investors and our efforts have brought significant increase in investment in Negri Sembilan.

Datuk Dr Mohamad Rafie Ab Malek

ment wants to bring in hi-tech industries, which require skilled and knowledgeable workers. "Knowledgeable and skilled workers will also ensure better perks and salaries," he said.

Statistics from the Malaysian Investment Development Authority show that the state managed to secure more than RM5bil in new investments for 2020 despite it being a challenging year.

This was higher than the RM3.68bil received in 2019, RM2.86bil (2018) and RM1.41bil (2017).

Several incentives will be offered to attract more investors to the state.

These include infrastructure maintenance allocation for industrial areas, easier and faster processes through the setting up of a one-stop centre focused on investment assistance, property ownership privileges for foreign companies, deferment and discounts on land premium payment and water utility payment rebate.

Rafie added that in the past few months, the state administration through its strategic investment arm Negri Sembilan Corporation has been working hard to attract investors and industry to the state.

"The state is committed to ensuring effective delivery of public services to facilitate business processes," he said.

"We are also committed to implementing the Double Investment policy to achieve investment increments from year to year and improve our purchasing power parity to upgrade the living standards of the people."