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بالقرون سلطان ابراهيم
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 جوهر باهرو
 RANGUNAN SULTAN IBRAHIM
 BUKIT TIMBALAN
 80502 JOHOR BAHRU

منتري بيسر جوهر
 MENTERI BESAR JOHOR

MBJ.(KA) 1/2005/(169)

Date : 7 December, 2005.

**MESSAGE FROM
 Y.A.B. DATO' HAJI ABDUL GHANI BIN OTHMAN
 CHIEF MINISTER OF JOHOR**

My foremost congratulations is extended to Tan Sri Dato' Muhammad Ali Hashim, the Group Chief Executive of Johor Corporation and his team at Persada Johor for moving a significant step forward in achieving the first International Convention Centre in Johor and south of Kuala Lumpur.

Great efforts have been put into its design, planning and construction and I strongly believe that we shall have a superior Meetings, Incentives, Conferences and Exhibitions (MICE) product in our midst by the time Persada Johor opens in October 2006. Johor Corporation has had an illustrious track record in helping to develop Johor as it is today and I do not for a moment doubt that they will once again be able to achieve a feat that will be integral in bringing Johor's economic growth to a higher level of success and to put Johor into the world map as one of the preferred venues for International meetings, incentives, conference and exhibitions.

I see the advent of Persada Johor as instrumental to the integration of Johor Bahru's offerings, whether it be for business or for leisure, within the city center setting unprecedented standards for this southern part of Malaysia. Surrounding it are already the necessary infrastructures which will mark its success in attracting our locals as well as visitors to convene here - from first-class accommodation, deluxe shopping malls, popular food outlets, leisure facilities within the vicinity to easy access to prime financial, government and commercial centers. It will all be happening here. There is also easy access to the outlying places of attraction as this is where the transportation hubs are centered and where all the most important highways and expressways meet.

Indeed, we are already seeing the face of Johor Bahru's City Centre changing for the better and Persada Johor is surely poised to play an integral part in these changes in making Johor become one of Malaysia's hub of international business activities.

The Government of Johor feels confident that Persada Johor will achieve an impressive milestone in the state and country's development.

Thank you.

(DATO' HAJI ABDUL GHANI BIN OTHMAN)



**MESSAGE FROM TAN SRI DATO' MUHAMMAD ALI HASHIM,
 GROUP CHIEF EXECUTIVE, JOHOR CORPORATION**

It gives me great pleasure to announce that we are now one step closer to seeing the completion of the first International Convention Centre in Johor and south of Kuala Lumpur, targeted to be ready for business in October 2006. Since Persada Johor's groundbreaking ceremony in November 2004, we have made fantastic progress in its development and are moving closer to realizing our dream.

Persada Johor is poised to be a national icon for Johor, reflecting the State's outstanding economic achievements and the tremendous strides made by Johor in contributing its significant part to Malaysia's march towards prosperity and full economic maturity. Persada Johor has been conceived, designed and developed by Johor Corporation not only to boost Johor's business, commercial, travel and industrial activities that will positively impact on Johor's economic development. More importantly, it is anticipated to bring along in its wake and through the momentum created, tremendous social and cultural spillovers that is expected to transform and enrich social life generally.

Johor Corporation is an entrepreneurial corporate organization, a vibrant and dynamic "Community of Enterprises" focused on creating sustainable value. At the business level, JCorp aspires to generate wealth as well as grow and disseminate wealth-creating business opportunities for the larger community through fully market-driven methods. Johor Corporation is today a sizeable conglomerate comprising more than 200 companies, several in market leadership positions, all together employing more than 28,000 people.

These businesses also offer tremendous prospects for JCorp to enhance its institutional role and contribute its part to Malaysia's economic development prospects going forward. JCorp's corporate role becomes that much more crucial and significant within the context of today's highly business- and market-driven economic development climate.

The development of the International Convention Centre named "Persada Johor", is therefore timely. Malaysia has already very successfully positioned itself as a major world destination for direct and indirect investments as well as an attractive centre for business activities over these past decades, making it among the top twenty nations in terms of world trade. Today, it is also fast creating a formidable image and a powerful brand promising future success as a tourist destination as well. Persada Johor is therefore set to capture a share of the region's fast-growing Meetings, Incentives, Conferences and Exhibitions (MICE) market.

Its location in Johor gives the Persada additional formidable advantages, including greater competitiveness in terms of comparative costs. Persada is also well positioned to maximize on its strategic business location of being at the crossroads of two international airports, three international shipping ports and a modern network of expressways and railways leading to and from the rest of Peninsular Malaysia, as well as into and from Singapore. Indeed, Persada offers a formidable access to all the advantages that both Malaysia and Singapore can offer in one location!

Persada Johor is therefore set and determined to play the lead role in binding commerce and getting the world to converge and meet in one place in this vibrant southern city.

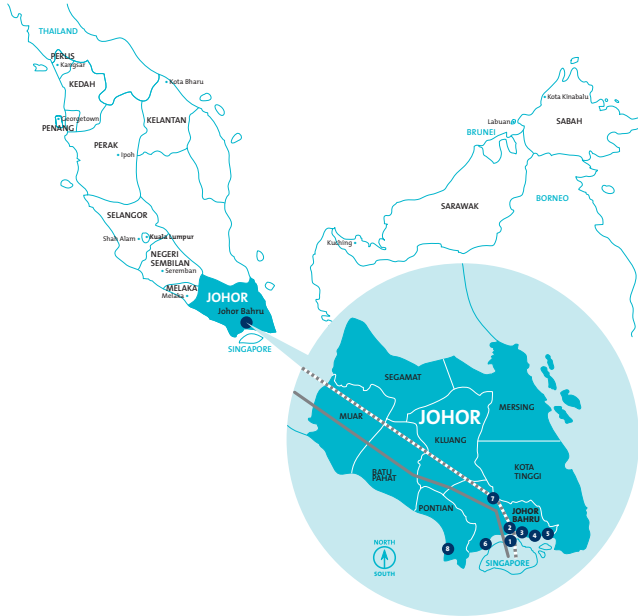
Do join us in celebrating the birth of this new JEWEL OF JOHOR, and let us, together, look forward to a life-style transforming event with the arrival of this exciting and vibrant meeting, incentive, conference and exhibition (MICE) facility in the very heart of Johor Bahru, come October 2006.

TAN SRI DATO' MUHAMMAD ALI HASHIM.

**THE PREMIER CONVENTION DESTINATION AT THE CROSSROADS OF TWO COUNTRIES
MALAYSIA AND SINGAPORE**

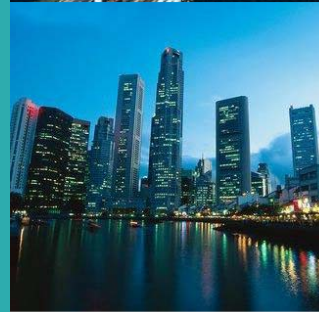
LOCATED WITHIN EASY REACH OF TWO INTERNATIONAL AIRPORTS – SENAI IN JOHOR AND CHANGI IN SINGAPORE – AND THREE INTERNATIONAL SHIPPING PORTS, AND CONNECTED BY A MODERN NETWORK OF EXPRESSWAYS AND RAILWAYS THAT LEAD TO AND FROM SINGAPORE AND PENINSULAR MALAYSIA, PERSADA JOHOR OFFERS A UNIQUE AND INTEGRATED VENUE THAT IS IDEAL FOR CONFERENCES, MEETINGS, EVENTS, EXHIBITIONS AND WEDDINGS.

DEVELOPED AND OWNED BY THE JOHOR CORPORATION, PERSADA JOHOR INTERNATIONAL CONVENTION CENTRE (PJICC) IS SCHEDULED FOR COMPLETION BY OCTOBER 2006, WHEN IT WILL STAND AS THE FIRST PURPOSE-BUILT AND MOST ADVANCED CONVENTION CENTRE SOUTH OF KUALA LUMPUR, AT THE SOUTHERN GATEWAY TO MALAYSIA.



ENTRY POINT

- 1 JOHOR CAUSEWAY
- 2 JOHOR BAHRU RAILWAY STATION
- 3 JOHOR BAHRU
- 4 JOHOR BAHRU INTERNATIONAL FERRY TERMINAL
- 5 PASIR GUDANG FERRY TERMINAL
- 6 2ND LINK
- 7 SULTAN ISMAIL AIRPORT (SENAI INTERNATIONAL AIRPORT)
- 8 KUKUP FERRY TERMINAL



A SHORT TRIP BY AIR, BY SEA OR BY LAND

The city of Johor Bahru is located within the state of Johor at the southern tip of Peninsular Malaysia, and within a mere 30 minutes' reach of downtown Singapore just across the Straits of Johor.

TRAVELLING TO JOHOR BY AIR

- You can fly direct to Sultan Ismail Airport (Senai International Airport), located approximately 30 minutes from the capital city of Johor Bahru
- Alternatively, Changi Airport in Singapore is located approximately 40 minutes from Johor Bahru
- Speedy airport limousine services and regular airport coach services into Johor Bahru city centre and Singapore are available, with fares controlled by the Government

TRAVELLING TO JOHOR BY SEA

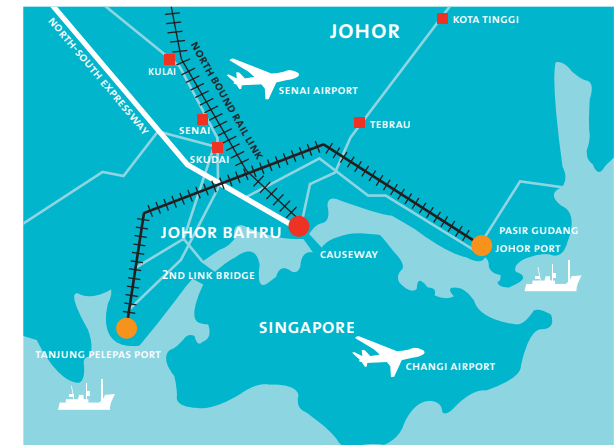
- Sea-borne travellers have a choice of arriving at several key entry points:
- From Indonesia - Johor Bahru International Ferry Terminal
 - From Singapore - Pasir Gudang
 - From Singapore - Kukup

TRAVELLING TO JOHOR BY RAIL

Scheduled rail services to the north and into Singapore are provided by Keretapi Tanah Melayu Bhd. The railway station is located in the heart of Johor Bahru city centre.

TRAVELLING TO JOHOR BY ROAD

- Travellers by road can choose from seven main entry points:
- Johor Causeway to/from Singapore
 - 2nd Link to/from Singapore (Gelang Patah-Tuas district)
 - Pasir Gudang (Johor Bahru district)
 - North-South Expressway (linking Singapore, Malaysia & Thailand)
 - Federal Trunk Road (Route 1)
 - East Coast Peninsular Trunk Road (Route 3)
 - West Coast Peninsular Trunk Road (Route 5)



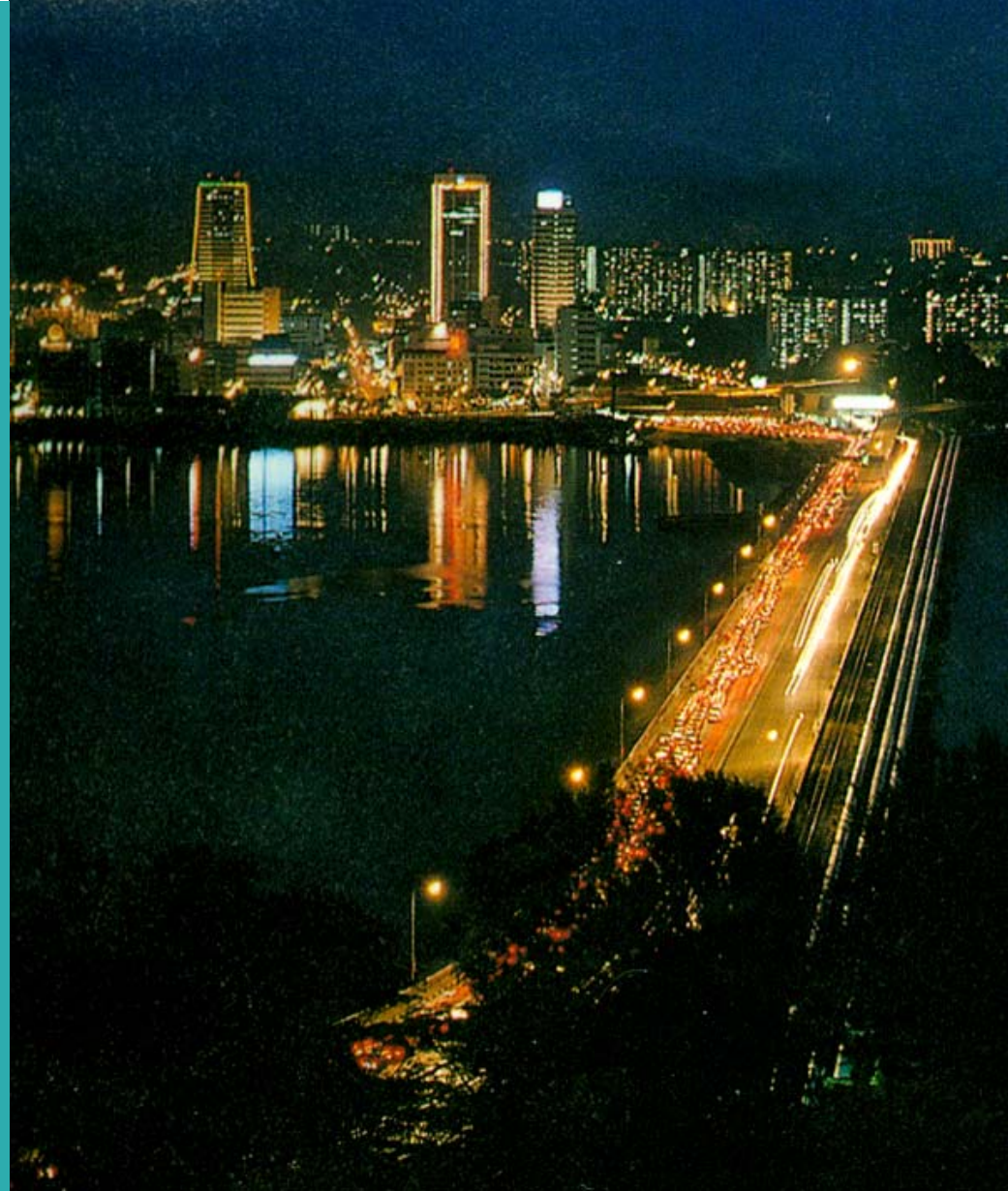
JOHOR BAHRU - A CITY RICH IN CULTURE

THE ORIGIN OF THE WORD "JOHOR" COMES FROM THE ARABIC WORD "JAUHAR," WHICH MEANS "PRECIOUS STONES", AND SERVES TO ILLUSTRATE THE INFLUENCE OF EARLY ARAB TRADERS IN JOHOR.

THE HISTORY OF MODERN JOHOR BEGAN WITH DATO' TEMENGGONG DAENG IBRAHIM, A DESCENDANT OF SULTAN ABDUL JALIL IV OF JOHOR WHO WAS INTEGRAL IN PUTTING JOHOR ON THE ECONOMIC MAP WHEN HE OPENED UP LAND TO CHINESE SETTLERS FROM SINGAPORE FOR THE CULTIVATION OF PEPPER. NOT SURPRISINGLY, THE PEPPER PLANT AND ITS FRUIT ARE STILL USED AS MOTIFS IN MANY OF JOHOR'S ARTISTIC REPRESENTATIONS TODAY.

THE TEMENGGONG WAS SUCCEEDED BY HIS SON, DATO' TEMENGGONG ABU BAKAR, WHO CONTINUED HIS FATHER'S EFFORTS IN CULTIVATING RELATIONS WITH THE BRITISH AT THAT TIME. HE WAS FORMALLY CROWNED IN 1866 AS THE SULTAN OF JOHOR, EARNING HIM THE TITLE OF "FATHER OF MODERN JOHOR." HE GAVE JOHOR ITS CONSTITUTION, DEVELOPED AN EFFICIENT SYSTEM OF ADMINISTRATION, AND MOVED IT FROM TELUK BELANGA IN SINGAPORE TO TANJUNG PUTERI, WHICH WAS THEN RENAMED AS JOHOR BAHRU.

JOHOR TODAY IS A PROSPEROUS STATE WITH A RAPIDLY EXPANDING ECONOMY, FUELED BY AGRICULTURE, MANUFACTURING, COMMERCE AND TOURISM. WHEN COMPLETED, PERSADA JOHOR WILL MARK THE NEXT STAGE OF GROWTH FOR MALAYSIA'S SOUTHERN GATEWAY, PLAYING AN INTRINSIC ROLE IN FURTHER ADVANCING COMMERCE BY BRINGING THE WORLD OF BUSINESS TOGETHER IN ONE PLACE.



PERSADA JOHOR

THE NEW JEWEL AT THE SOUTHERN GATEWAY TO MALAYSIA

The architectural concept for the Persada Johor International Convention Centre (PJICC) draws its inspiration from historical elements of Johor and incorporates modern features so as to exude a sense of strength and integrity without compromising on functionality. It is designed to fill the critical need for an international standard Exhibition and Convention Centre in Johor and to advance Johor's progress into the 21st century.

Appropriately, the word "Persada" is a Malay word denoting a place that has layers or steps for a member of the royalty to sit on to conduct official matters; or a stage where a contest is conducted; or a garden for pleasure or for rest.

Persada Johor takes this concept to the next level by providing today's discerning event organisers and international clientele with a modern day venue packed with the latest technological advancements and a contemporary sophistication.



PROGRESSIVE ARCHITECTURE

The architecture of the Persada Johor International Convention Centre is a clear acknowledgement of Johor's rich cultural heritage. The exterior is embellished with "Khat" Islamic writings, while its unique roof is shaped after the state ruler's official hat, a symbol of creativity, practicality and nobility.

The Convention Centre complex sits on a 2.43 ha (6 acres) site with a built-up area of 1.69 ha (4.2 acres) and 29 function rooms totalling 8,296 sq. metres (89,292 sq.ft.) There is also provision for a total of 9 retail shops and food & beverage outlets. The remaining land area features a multi-level parking complex accommodating 1,600 car-park spaces and 80 bus bays.

The complex comprises two main levels and two intermediate floors. The upper level houses the Convention Hall while the lower level is designated for the Exhibition Centre. The complex also accommodates a mini Royal Military Museum, the first of its kind in Malaysia, which will showcase the proud history of the Royal Johor Military Force.

ACCOMODATING YOUR EVERY NEED

The meeting facilities in Persada Johor are flexible enough to accommodate set-ups of all sizes – from as few as 10 people to congregations as large as 2,500 people – and to suit a wide range of budgets as well as other requirements. Detailed dimensions and capacity information are enclosed.

- **Convention Halls**

Persada Johor's main Convention Hall (3,078 sq.m.) has a highly modular floor layout that can be easily converted into three smaller fully soundproofed Convention Halls: Hall 301 (1,058 sq.m.) with a maximum capacity of 1,000 persons; Hall 302 (902 sq.m.) with a maximum capacity of 900 persons; and Hall 303 (903 sq.m.) with a maximum capacity of 900 persons. All Convention Hall capacities stated are in theatre-style but fully convertible to reception, classroom and banquet arrangements.

- **Exhibition Halls and Lounges**

There are a total of two Exhibition Halls and two Exhibitor Lounges: The Main Exhibition Hall (3,070 sq.m.), which has a maximum capacity of 2,500 persons, can be divided into two smaller Exhibition Halls: Hall 101 (1,931 sq.m.) with a maximum capacity of 1,600 persons; and Hall 102 (1,140 sq.m.) with a maximum capacity of 900 persons. All Exhibition Hall capacities stated are in reception-style but fully convertible to theatre, classroom and banquet arrangements.

The two Exhibitor Lounges (201 and 202) are located on the Mezzanine Level with a reception-style capacity of 80 and 100 persons respectively.

- **Meeting Rooms and Auditorium**

At the Gallery Level (Level 4), there are two meeting rooms (402 and 403) that can accommodate 60 persons each, and an auditorium (401) with a non-flexible seating capacity of 100 persons.

At the Convention Hall Level (Level 3), there are four meeting rooms: Room 304 (60 persons), Room 305 (60 persons), Room 306 (70 persons), and Room 307 (70 persons).

At the Mezzanine Level (Level 2), there are five meeting rooms: Room 203 (30 persons), Room 204 (30 persons), Room 205 (40 persons), Room 206 (210 persons), and Room 207 (150 persons).

All Meeting Room capacities stated are in theatre-style arrangement but fully convertible to reception, classroom and banquet arrangements.



CONVENE





CELEBRATE

A BANQUET FOR EVERY OCCASION

Persada Johor will also be able to provide banquet catering for a wide range of budgetary requirements, be it for:

- Intimate social groups that seek the best food and wine experience in Johor
- Corporate groups looking for a grand venue for business and corporate get-togethers
- Meeting organizers in search of creatively themed tea-breaks to add excitement and difference to otherwise conventional meeting breaks
- Industry groups seeking a budget-sensitive venue for large dinners such as those catering to staff of manufacturing, agricultural and other concerns
- Exhibition organizers that wish to provide external catering to the exhibition areas

Our banquet facilities are able to provide a wide variety of menu options across Malay, Chinese, Indian and International cuisines, all prepared to halal standards and carefully planned within any given budget.



METICULOUS ATTENTION TO DETAIL

At Persada Johor, you can host your meetings, conventions and exhibitions with full confidence, knowing that we will think of everything for you. We have a dedicated team of Convention Coordinators who are trained and ready to meet your every need – from managing transportation and logistics, to helping you with contacts that can help you in the organization of exhibitions, and to personally planning and executing events of every size and description.

- **Exhibition Halls**

The two Exhibition halls combined have a total floor space of 3,070 square metres (33,051 sq. ft.), which can be used for exhibitions, conventions, banquets, concerts, trade shows and sporting events.

Exhibition Hall 101 is able to accommodate 100 booths of 3m x 3m stands with a ceiling height of 9 metres, while Exhibition Hall 102 can accommodate 45 booths with a limited ceiling height of 4.5 metres.

- **Service Pits**

To support all utility requirements such as power, water, drainage, broadband and telecommunications and other services, dedicated utility service pits incorporating fibre-optic cabling are placed at regular distances of 6 metres throughout the exhibition and convention floors.

- **Service Providers**

The Centre provides a list of preferred service providers to exhibition organizers to ease the process of organising exhibitions, however big or small, to assist in booth set-ups and decoration.

- **Set-up/Tear down System**

An efficient system has been specially created for organizers and exhibitors to ensure speedy, trouble-free exhibition set-up and tear down procedures.



ORCHESTRATE





SERVE

A COMMITMENT TO EXCELLENCE

To ensure your meetings, conventions and exhibitions go smoothly, Persada Johor also offers a comprehensive set of supporting services and facilities:

- A fully equipped Business Centre – to meet your secretarial needs and to help you keep your business running even when you are away from your office. The centre provides faxing, photocopying and all secretarial services such as typing and dictation as well as translation.
- An Electronic Business Information Centre – where you can access our retail, manufacturing, governmental and other commercial databases to make your e-business connections for your product or business, locally or internationally.
- A fully equipped Amphitheatre – with the latest audio-visual facilities for conducting lectures or business presentations.
- A team of professional Convention Coordinators - to ensure trouble-free coordination of your event throughout its duration, all our coordinators are equipped with instant wireless connectivity devices.
- A dedicated Centre for Exhibition Organizers - to coordinate all the nitty-gritty of exhibitions such as transportation, delivery and receipt of merchandise on behalf of exhibitors, to orchestrate timings for set-ups and tear downs, and down to providing introductions to Persada Johor preferred service providers.
- A Johor-state Trade and Manufacturing Showcase – to make invaluable business introductions to Johor businesses listed with the Department of Trade and Industry of the State of Johor.



THE NEW SOCIAL HEART OF JOHOR BAHRU

At Persada Johor, we see ourselves as being more than just a convention centre. Our aim is to become the preferred hub of social activities for your clients, friends and family. As such, the centre will be a venue for year-round community-focussed activities that include:

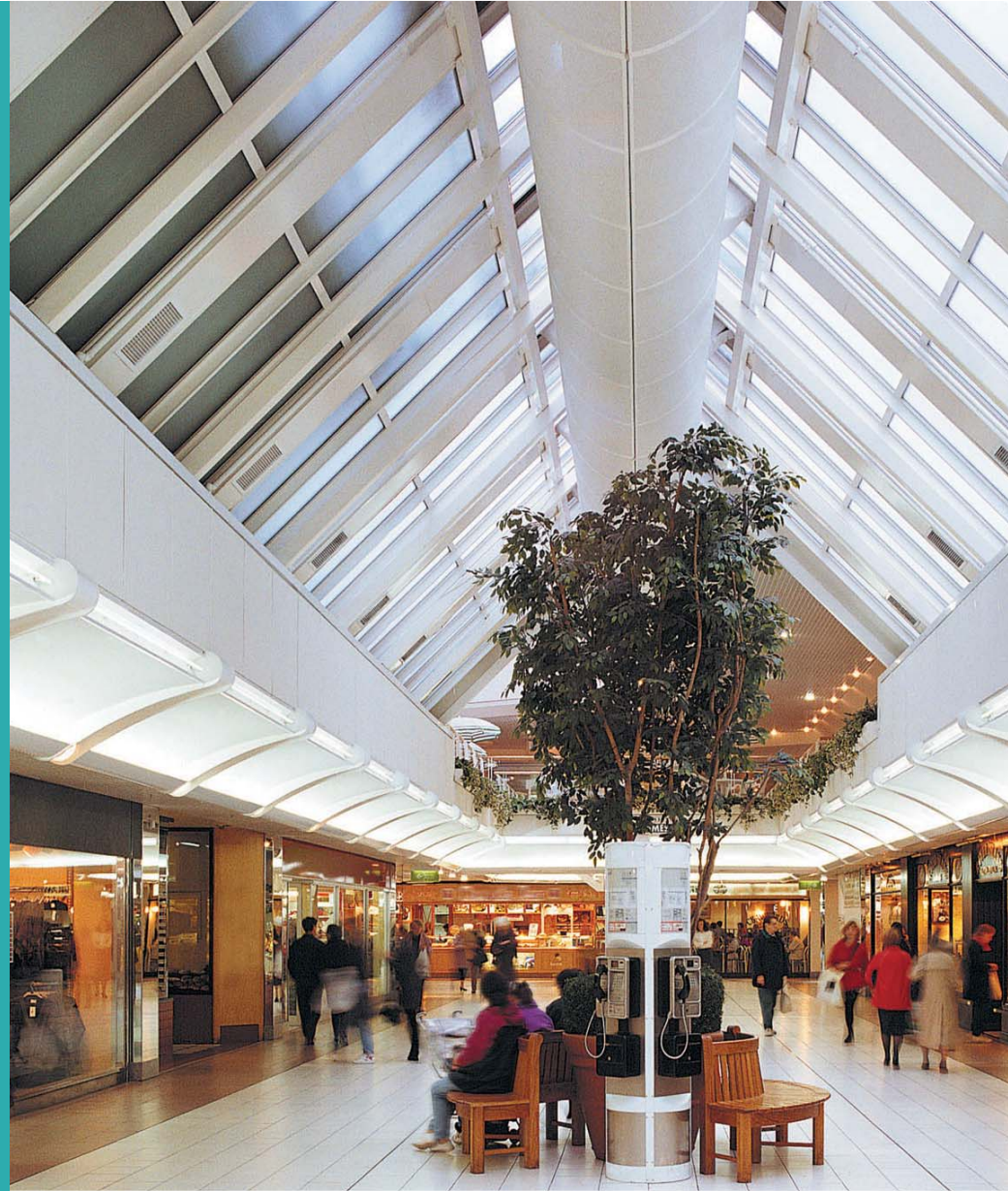
- Saturday Visual Arts Day
- Art & Craft demonstrations by known and upcoming artists
- Sunday Flea Market
- Cooking school for men and women with celebrity guest appearances
- Fashion shows and parades
- Celebrity performances
- Floral exhibitions and Ikebana classes
- Wedding fairs
- Johor Heritage Week
- Sports Week and sports events
- Career fairs
- Education fairs
- Car shows
- Property showcases
- Children & Family Fun Days
- Toy fairs
- Johor Carnival and many others

The centre also provides a selection of supporting retail facilities and services that include:

- Islamic Arts Gallery
- International Chocolate Shop
- Fashion and Jewellery outlets
- Quality stationery & branded writing instruments
- IATA, MATTA, PATA recognized travel agent
- Car rental and transportation company
- IT/Communication outlet
- Banking and ATM machines
- Money changing facilities
- Postal services, and more



CONGREGATE



CULINARY EXCELLENCE ALL AROUND YOU

The Persada Johor International Convention Centre is connected to The Puteri Pacific Hotel via an elevated pedestrian bridge. As a result, visitors to the Convention Centre will be pampered with a combined offering of food and beverage outlets featuring the broadest selection of international and local cuisines, all prepared to the strictest halal standards. These include:

- Selaseh Restaurant, a Malay restaurant offering traditional, authentic Johorean cuisine.
- A Chinese restaurant in a contemporary setting offering Cantonese and Szechuan cuisine.
- A western restaurant offering a comprehensive selection of International gourmet cuisine.
- A Fast-food restaurant to cater to family dining and the specific needs of children.
- A cafe and specialty beverage outlet, where you can enjoy a fine selection of specialty coffees and teas at your leisure.
- A selection of mobile restaurants that come looking for you. The mobile restaurants are a unique feature at Persada Johor, serving fresh, hot and chilled food, as well as snack items in mobile units – everything from popcorn, kebabs and roti prata to dim sum, sandwiches, pastries and even a salad bar. Hot drinks are also ready to serve.



FEAST

STATE-OF-THE-ART FACILITIES AND SERVICES

- The latest in Broadband Internet access
- LAN & Wi-Fi connectivity throughout the complex
- The latest in Audio & Visual equipment
- Web-casting facilities
- Simultaneous translation equipment and services
- A combined offering (with The Puteri Pacific Hotel) of 28 individual Meeting Rooms and 1 Auditorium which are fully-equipped with the latest in conference technology
- Two Dignitary Suites for members of the Royal Palace, Government Officials and State Dignitaries
- An Exhibition Lounge area overlooking the exhibition halls (which can be divided into two sections) that can seat up to 200 persons.
- Fully wired Floor Hosts and Hostesses who act as guides for any visitor to the complex seeking information or assistance

SUPPORT

