



PARTNERSHIP IN MEDINI THROUGH ART & MUSIC

10 partners with 10 days to MEDINI LIVE! 2015

NUSAJAYA, JOHOR 25 May 2015 – After the announcement of Medini Live! on 14th May 2015 in Kuala Lumpur, the event organizer, Medini Iskandar Malaysia Sdn.Bhd. has received an overwhelming response from the developers and stakeholders in Medini. Ten (10) sponsors and partners were announced today during the event countdown at the new MAP@Nusajaya White Box in Mall of Medini,

With 10 days left to the Medini Live!, 10 more sponsors and partners have joined the excitement to be a part of the inaugural Medini Live! event on 6-7 June 2015 at the Mall of Medini, Nusajaya, Johor. The Strategic Sponsors are Mah Sing Group, Macrolink International Land and Zhuoyuan Iskandar Sdn. Bhd. The Co-Sponsors are UM Land Berhad, B&G Group, Link THM, i2M Ventures Sdn.Bhd., CIMB Bank and Telekom Malaysia Berhad. Jen Hotel, Puteri Harbour was announced as the Official Hotel of Medini Live!.

Yg. Bhg. Datuk Ismail Ibrahim, the Chief Executive of Iskandar Regional Development Authority (IRDA) officially launched Medini Live! today at the MAP@Nusajaya White Box, Mall of Medini,. *“I am very pleased with this collaboration between all the stakeholders in Medini to promote positive and innovative values through music film and the arts. We hope this will pave the way towards building a creative and engaged community in Medini and Nusajaya. This innovative collaboration should be expanded to other areas in making Medini and Nusajaya an attractive destination for investment, career and leisure.”* said Datuk Ismail during the event countdown at Mall of Medini .

Medini Live! is a two-day music, film, arts and community festival is an initiative mooted by the Managing Director/Chief Executive Officer of Medini Iskandar Malaysia Sdn.Bhd.(MIMSB), Ir.Khairil Anwar Ahmad. Over 20 creative artistes have been selected exclusively for Medini Live! to ensure an outstanding artistic experience that aims to put Medini on the local and international map for creativity, culture and community interaction. Amongst the artists and personalities who will be featured are Joe Flizzow, SonaOne, Najwa,

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Datin Sofia Jane, U-Wei Hj Saari, Saw Teong Hin, Ahmad Zakii Anwar, Lisa Foo, Suzy Sulaiman, Havana Social Club and many more. Also making their special appearance is Ketoprak Tobong, a rare traditional musical theatre and workshop by one of the last remaining nomadic theatre troupes from Jogjakarta, Indonesia presented by AirAsia Foundation. Entrance to all shows and performances are free of charge. Film and music workshops will also be offered for free while the Medini Bazaar will offer a new shopping experience unique to the festival.

According to Ir Khairil Anwar, *“Our role is beyond building the infrastructure and physical development in Medini. Building a community with high value in Medini is part of our agenda. In the next 20 years, we are expecting the population in Medini will soar to 800,000 and the success of building good lifestyle and sustainable community could only be achieved through a strategic collaboration like this. Medini Live! is just a starting point and more integrated promotion program will be held in the future.”* He is appreciative of the invaluable support the event has garnered and is looking forward to organizing a bigger event in the future and making Medini Live! a signature annual event in Medini and the region. *“Indeed I am very grateful and honored for the support given by all our sponsors and partners in making Medini Live! a reality.”* added Khairil Anwar.

Mr. Yang Hanqing, General Manager of Zhuoyuan Iskandar Sdn. Bhd. said, *“We believe Medini Live! 2015 event will bring vigour and positive exposure to Medini, and further enhance the value of a very promising metropolis. We are glad to be part of the tremendous economic potential and we look forward to participating in more events of these to come.”*

Meanwhile the CEO of Macrolink International Land (M) Sdn. Bhd., Mr. Chung Shan Tat was quoted, *“Music and art are universal languages of the world that add rhythm, harmony and balance to our life. That is why we believe that Medini has all the right notes that will help to keep the balance of life in tune.”*

Medini Live! will be the first event to be held at the all new MAP @Nusajaya Black Box and White Box in the Mall of Medini, highlighting them as high quality art and performance spaces in Iskandar Malaysia and Johor. This art, music and film festival is organized in partnership with Johor Tourism, IRDA, Tourism Malaysia, MAP @Nusajaya, Mall of Medini, Pinewood Iskandar Malaysia Studios (PIMS), AirAsia Foundation, No Black Tie, Johor Women’s League, (JEWEL), JOHO and Doof.

For more information on the program, please log on to www.medinilive.com or follow us on Facebook at /MediniLive, Instagram @MediniLive and Twitter @MediniLive. Alternatively, email us at info@medinilive.com

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About Medini Iskandar Malaysia Sdn. Bhd.

Medini Iskandar Malaysia Sdn Bhd (“MIMSB”) owned by Jasmine Acres Sdn Bhd (60%), United World Infrastructure (20%) and Mitsui & Co., Ltd (20%) is the master developer of the new metropolis Medini – a vibrant and developing sustainable city in Iskandar Malaysia, Johor. MIMSB promotes Medini locally and globally and works very closely with government linked companies and agencies such as Khazanah Nasional Berhad, the Iskandar Regional Development Authority (IRDA) and Iskandar Investment Berhad as well as investors and developers to establish Medini as the central business district of Nusajaya, Iskandar Malaysia.

For more information, please visit www.medini.com.my