



Integrated Urban Services (IUS) Pilot Project Profile

Integrated AgriTech Hub Development in Flagship F Zone Iskandar Malaysia

Local Partner: Iskandar Regional Development Authority (IRDA)

Project Snapshot:

- Development of a model regional AgriTech Hub at the 2,940-acre Ladang Air Manis (LAM) site within Iskandar’s Flagship F Zone.
- LAM projected to add over 45,000 new jobs and 8,000 housing units.
- Flagship F targets \$6.6 billion USD investment over 20 years.
- Repurposing aging palm oil plantations into Malaysia’s first Agricultural Flagship hub that features modern, high-productivity, and regenerative farming concepts.
- Desire by the landowners, IRDA, and national government to reach beyond conventional industrial/agricultural park models.
- Catalyzing economic activity and boosting resilience in the surrounding community and regional agricultural base.
- Ideal location to access markets in Kuala Lumpur, Singapore, and beyond.

Key IUS-Supported Actions:

- Capacity-building and executive-level decision support to expand the development vision
- Inform master-planning process by incorporating innovative design features spanning agriculture production and land use, agricultural system facilities, infrastructure and utilities, and placemaking functions
- Review and promote policy and governance models positioned to support greater levels of innovation and technology integration in complex, large-scale projects
- Apply a project prioritization and selection methodology with executive team to elevate projects of most interest and value
- Develop a conceptual design and business plan for AgriTech Hub, with an aim towards attracting bids for finance, investors, and technology partners
- Develop a case study and disseminate outcomes throughout the Association of Southeast Asian Nations region.

About IUS: Integrated Urban Services (IUS) is a U.S. State Department program launched in 2021 under the United States–Association of Southeast Asian Nations Smart Cities Partnership helping cities build resilience in their energy, food, and water provisioning systems. The program is jointly implemented by the U.S. National Renewable Energy Laboratory with support provided by Regenerative Impact Ventures.

More Information: www.nrel.gov/international/integrated-urban-services.html



Map of LAM within region. Image courtesy of Iskandar Regional Development Authority. Created by AJC Planning Consultants SDN BDH.



Proposed commercial greenhouse farm. Image from Pexels/Mark Stebnicki.



Members of the project team at LAM site. Photo courtesy of the Iskandar Regional Development Authority.

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