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Investing Across Borders: Opportunities in the Johor–Singapore SEZ

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Introduction



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The Johor–Singapore Special Economic Zone (JS-SEZ) is a policy initiative jointly advanced by Malaysia and Singapore to support cross-border economic activity, improve investment facilitation, and enable long-term regional competitiveness. While grounded in bilateral cooperation, the SEZ is ultimately intended as an open platform for international investors seeking efficient, scalable access to Southeast Asia’s supply chains and markets.

The initiative is being developed against the backdrop of long-standing economic ties between Johor and Singapore, which have seen extensive trade, industrial linkages, and labor flows over the years. By formalizing cooperation across infrastructure, customs, and policy, the JS-SEZ aims to streamline business operations across the border and offer clearer structuring options for a range of sectors — from manufacturing and logistics to digital and clean energy.

Nine proposed zones have been identified in Johor, each with the potential to serve distinct industry needs. These zones are expected to complement Singapore’s established role as a center for finance, headquarters, and innovation, creating opportunities for companies to split operations across both jurisdictions while benefiting from regulatory coordination and geographic proximity.

This publication explains the rationale behind the JS-SEZ, the sectors it may support, and its role in Southeast Asia’s investment landscape. It also offers foreign investors guidance on structuring cross-border operations and locating key business functions.

With kind regards,

Alberto Vettoretti



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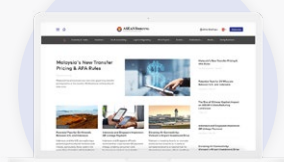
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