

The rakyat has always been at the heart of the East Coast Economic Region (ECER)'s development agenda since its establishment over a decade ago. In continuing the socio-economic transformation of the Region, the ECER Master Plan 2.0 (2018-2025) has been outlined by taking into account the rakyat's wellbeing to ensure ECER's continuous growth and its readiness to face the anticipated challenges and future developments. The implementation of ECER Master Plan 2.0 will also bring new hope to the rakyat with the creation of jobs and entrepreneurship opportunities generated by private investments in the Region.

A DECADE OF TRANSFORMATION IN THE LIVES OF THE RAKYAT (2008-2017)



Since 2008, the East Coast Economic Region Development Council (ECERDC) has laid a strong foundation in developing the socio-economic landscape of ECER, guided by the ECER Master Plan 1.0 (2008-2017), by attracting private investments that have generated new job opportunities, and implementing various high-impact projects and human capital development programmes with the ultimate aim of enhancing the rakyat's well-being.

Among the strategic projects implemented under ECER Master Plan 1.0 are the Kuantan Port expansion, the development of thematic industrial parks, enhancements of water supply system, as well as human capital development programmes such as **empower ECER**, **entrepreneur ECER** and ECER Talent Enhancement Programme (ETEP), which have been successful in transforming the lives of the target groups, especially the B40 households, youths and the Orang Asli.

2008-2017 Achievements

RM111.6 billion
Committed Private Investments

149,400
Job Opportunities

31,700
Entrepreneurs/Business Opportunities

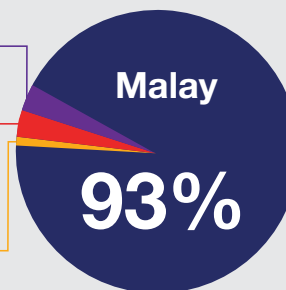
ECER's Socioeconomic Development is driven by Inclusive Projects and Programmes for the Benefit of the Rakyat



Orang Asli & Others **2.6%**

Chinese **3.0%**

Indian **1.2%**



97%
B40

70%
Youth

62%

38%



The rakyat in ECER are now able to enjoy better quality of life through the creation of new jobs and entrepreneurship opportunities, as well as improved academic achievement among the younger generation.

THE NEXT LEAP 2018-2025



Following its achievements to-date, ECER is now ready to take the next leap into a new era of growth, in line with the country's development agenda to become a developed and inclusive nation based on the principles of equitable growth.

The development of the Region will be continued with the implementation of strategic

infrastructure projects and human capital development programmes to create new job opportunities in high value-added industries.

Hence, the **ECER Master Plan 2.0** is launched by ECERDC to serve as a reference point in steering the next phase of ECER's socio-economic development until the year 2025 and beyond.

Under ECER Master Plan 2.0, ECER's development model will be shifted towards a productivity-led model with emphasis on high value-added and technology-intensive investments.

6 STRATEGIC INITIATIVES UNDER ECER MASTER PLAN 2.0

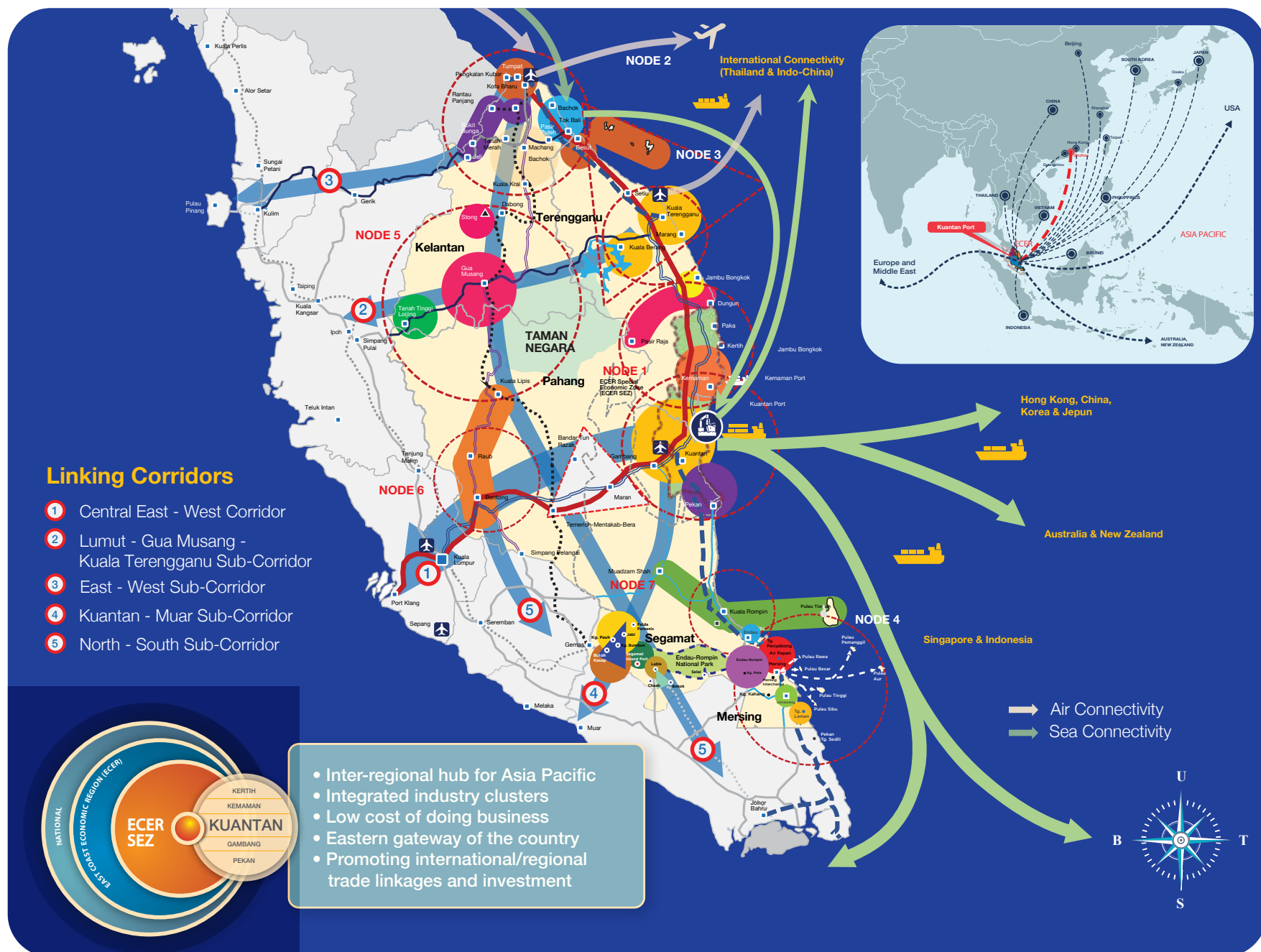


6 KEY DRIVERS



Among the strategic infrastructure projects in ECER





Under ECER Master Plan 2.0, development in the Region will be concentrated in seven (7) growth nodes or key development areas that have been identified, each with their own strengths and focus industries.

In line with the Government's aspirations, ECERDC will continue to nurture the existing ecosystem comprising strategic project implementation, attraction of private investments, as well as the empowerment of the rakyat via inclusive human capital development

programmes to ensure the successful realisation of ECER's vision to become a Developed Region by 2025.

ECER is also ready to play the role as the Gateway to Asia Pacific through the implementation of high impact projects such as Kuantan Port Expansion into a deepwater port and the construction of the East Coast Rail Link (ECRL) that will turn the Region into an ideal destination for investors from both local and broad.

The official launch of ECER Master Plan 2.0 proves the Government's commitment in continuing the socio-economic transformation of ECER, which will be driven by the six key economic clusters and supported by Industry 4.0 and enhancements in services, transportation network and broadband infrastructure. ECER Master Plan 2.0 provides a clear direction for the Region in entering the next leap of growth, in a bid to prosper the rakyat and the future generation in a sustainable manner.

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