

KEY TARGETS

RM70 BILLION

New Private
 Investments

120,000

Job
 Opportunities

60,000

New
 Entrepreneurs

CONTINUING TRANSFORMATION, PROSPERITY FOR RAKYAT

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.



