

ISI

Institute Sultan Iskandar

JOHOR
The Waking Giant
VERSION 2
October 1997

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The vision will broadly follow the vision from the original Waking Giant and the latest Johor Perdana documentaries (including the new animation).
 Use later images where possible...

<i>VISION</i>	<i>NARRATION</i>
1	High on this mystical Johor mountain - Gunung Ledang or Mount Ophir - there lives, to this day, a very demanding Princess.
2	Legend tells how the last Sultan of Melaka sent his trusted warrior to the mountain to propose marriage. The Princess responded by setting some difficult tasks.
3	Among them - a tray of mosquito livers.

4	Assuming mosquitoes have livers - this would seem to be an impossible task.
5	Legends aside - Johor's history is full of seemingly impossible tasks, but this historic state always manages to rise to the challenges.
<i>Opening Titles</i> <i>Johor - The Waking Giant</i>	
6	History may show that the way Johor deals with its current challenges will not only determine its own future - but will impact on the future of Malaysia.
7	Of all the mainland states, Johor is often the centre of national focus.
8	The reason for this is its location - as a gateway state it must have Malaysia's most attractive shop window.
9	It also represents the nation in the regional alliance of Indonesia, Singapore and Malaysia - the growth triangle.
10	Johor is within Singapore's economic space providing great opportunity for high tech, high value, information rich industries in southern Malaysia.

11	While Johor acknowledges its inter-dependence with Singapore, its course is clearly set at being self sufficient.....establishing value added industries which can deliver a better lifestyle, greater long term wealth to Malaysians and bring genuine admiration from the rest of the world .
12	The State Government is actively pursuing its industrial corridors - or cluster policies.
13	Smart grouping of industries is a Government imperative.
14	There will be engineering clusters, information clusters, service clusters - all interlinked and sharing R and D networks, reaching world markets through video-conferencing and high speed data transmission through cyberspace.
15	Johor has some significant partners already, preparing it for a state wide information outbreak.
16	Multinational corporations are already here, working alongside locals in the petrochemical, ship building and pharmaceutical industries.

17	The industrial complex at Pasir Gudang is now home to the single largest concentration of palm oil refining, processing and storage in the world.
18	Manufacturing is taking over from traditional agriculture as the major income source.
19	Manufacturing contributes 35% of the state GDP... it is expected to reach 40% by the end of this decade.
20	GDP growth to the year TWO THOUSAND AND TEN is expected to remain at an average of eight percent - leading the nation.
21	Research shows clearly that Johor's future lies in value-added manufacturing and information technology.
22	But to achieve efficiencies it has to develop inter-connecting industrial corridors.
23	Johor wants to free itself from competing and become a pro-active generator of income - an industrial and commercial player in its own right within the economic space of Singapore.
24	Instead of being known as a giant assembly plant, Johor is gradually developing a reputation as a "smart manufacturer"

25	Take the staple natural resource - palm oil. Johor is the world's biggest supplier of this wonder product.
26	But wouldn't it be better to export the highly concentrated and valuable pure kernel oil, Olein, to the perfumeries of Paris - than shipping barrels of raw oil and letting someone else reap the rewards of value adding.
27	Palm oil is a wholesale natural resource - but value adding to produce the elusive and expensive kernel oil - reputedly the purest in the world - takes R and D, scientific effort, investment.
28	Value adding doesn't come cheap, but it comes with a huge bonus to future export earnings and Malaysian self esteem. Because it is technology driven it produces better jobs and opportunities for a greater number of people.
29	Value adding can be applied to whole range of industries.
30	The Government wants the economy to be driven by high tech, knowledge based industries. It wants to be information rich.

31	It is showing leadership in the race towards electronic government. It has the first of the infrastructure in place towards becoming one of the world's most efficient, paperless governments.
32	Early in 1998, Johor will introduce the public to the first kiosks in Malaysia where household bills for utilities like rent, power and water can be paid by smart card.
33	From there, it's only a short step to an information rich society - where government, business community and ordinary citizens can share knowledge and converse with each other - virtually without the use of personal computers.
34	Johor's government has supported the establishment of high technology industrial parks - it is stimulating academic excellence.

35	Within its borders is Malaysia's biggest technology-based university - UTM - which can't keep pace with the demand for engineers and other professionals. The campus, in the last two years, was the biggest supplier in the world of computer design talent. By the turn of the century, it will have 20,000 full time students.
36	The State sees private enterprise as the engine of growth, sharing responsibility for the future of the economy and the people.
37	The private sector should be encouraged to go about its business with a minimum of delay and government interference - leaving the Government to concentrate on its core business - things like health, social welfare, living standards and programs which encourage family and moral values.
38	The State is committed to balanced development - in fact, balance in all things.
39	The man who cleaned up the Malaysian sporting image is the driving force of Johor.

40	A Colombo Plan scholar with a masters degree in political economy and former dean of economics at University Malaya, Dato Haji Abdul Ghani Othman, entered politics in 1984.
41	Within three years he was serving national ministerial roles and made his greatest mark as national sports minister early this decade.
42	Now, as Menteri Besar of Johor, Dato Ghani and his government are pulling Johor apart, sector by sector.
43	Housing for the poor and industrialisation policies get equal attention.
44	To his Government, all things are connected and all people deserve to share in Johor's growth and prosperity.
45	He brainstorms with corporate giants and academic researchers. He listens to the people and he gets his facts right before declaring government policy.
46	The state has a well plotted path to the 21st Century.
47	There is mounting evidence to suggest that people respect his Government's policies and applaud its no-nonsense leadership.

48	The antiquated infrastructure systems of Johor were the first to feel Dato' Ghani's new broom.
49	Following the Prime Minister's lead, instrumentalities like power, water, roads and even sewage disposal began to be privatised.
50	The new master plan for the central business district of Johor Bahru is a good example of the Government's resolve to clean up Johor.
51	There have been many studies in the past - all of them are gathering dust on a shelf somewhere. Not this one.
52	The State means business. The investor community can sense it. Every new development has been called to account for its design policies - some being modified to improve the rights of pedestrians, motorists, the handicapped.
53	The State has made it clear - Johor Bahru will undergo major structural surgery in the next few years and everyone - business leaders, developers, government and local authorities - will be responsible for making it happen and making it work.

54	The same thing is happening with the environment.
55	Dato Ghani commissioned a coastal management study in which its major rivers were brought under close scrutiny.
56	The results have given new hope for an environmental revolution in Johor - already the home of some of the country's most pristine forests and foreshores, especially to the east.
57	The coastal management study has set new guidelines for protection of natural foreshore resources - so far reaching that they may set the benchmark for the whole of Malaysia.
58	Eco-tourism has been identified as the industry of the future - and because of its antiquity, Johor has the capacity to become a world tourist destination. It can be a national centre for the preservation of Malay customs and culture. It has shrines and the escarpments of ancient forts, last used in the 15th Century to unsuccessfully repel Portuguese invaders.
59	The State believes that to deny its roots - to turn their backs on the kampongs and villages, is to lose national identity.

60	The story can be repeated across the whole range of government endeavour.
61	No single group will escape the State's concern.
62	From 200 million Ringgit worth of new rural roads, to regional libraries and resettlement of the poor - the State is carefully preparing Johor for industrialised status next century.
63	Johor state is exerting the greatest single effort by any government to provide public housing - the target is 136,000 units.
64	Perhaps the single most dramatic government initiative is the new administration capital on the banks of the historic Johor River, to the east of Johor Bahru.
65	Johor Perdana - new Johor - presents a unique promise of a diverse, vibrant new city.
66	It will be among the first of the world's intelligent cities, embracing not only the best design and environmental principles, but one which acknowledges that the world is in transition from an industrial to an information age.

67	Johor Perdana achieves several things at once.
68	It is crucial to the opening up of a new tourism frontier of eastern Johor - a vast storehouse of international resort opportunities, eco and agro tourism and national heritage treasures.
69	With a 20 kilometre foreshore to the River, the government presence will guarantee that this last of the great rivers of Malaysia is saved from total degradation.
70	Johor Perdana would provide the catalyst needed to stimulate growth and stability in eastern Johor - including the vital new bridge link across the Johor River.
71	Johor wants to enter the 21st Century carrying the Malaysian flag - and a global passport.
72	How well Johor copes with the challenges of the next decade will very much determine how the nation will achieve its Vision 2020 goals.
73	Johor is shouldering a huge responsibility.
74	The challenges it faces are as difficult as filling a tray with mosquito livers.

75	Tradition doesn't record if the Sultan ever met the demands of his fairy Princess.
76	...but history will clearly show if Johor meets its demands.
77	The proof will be found in the smiles on the faces of the people and in the balance sheets of Johor enterprises.
<i>CLOSING TITLES STATE COAT OF ARMS</i>	

PRONUNCIATION SCHEDULE

In Bahasa - there is equal stress on all syllables, giving the language a mono-tone effect.

One can almost get the right effect from reading phonetically, in a staccato fashion, applying equal stress and pace.

In general most a's are soft as in ah, with few exceptions such as Abdul which is a sharp A although even then, it is not reproduced as sharply as an Australian "A".

Mount Ophir = OH-FEAR

Sultan = SOOL - TARN

Melaka = MEL - AR- KAR

Johor = JO - WHORE

Malaysia = MAR - LAISH -AH

Olein = OH - LEEN

Menteri Besar Dato Haji Abdul Ghani Othman =

**MEN-TREE BE-SAR
DAH-TOE HAH-GEE ABDUL GHARNEE OTH-
MAN**

Johor Bahru = JO-WHORE BARROO, (with the hint of a roll of the tongue on the word Barroo)

Ringgit = RINGIT (as in ring it - the g is quite soft)

Johor Perdana = JO - WHORE PER-DAR-NA