

Newspaper	NEW STRAITS TIMES
Date	26 AUGUST 2016

Najib launches Iskandar Malaysia IP Policy

NST- 26/8/2016

PUTRAJAYA: Prime Minister Datuk Seri Najib Razak yesterday launched Iskandar Malaysia Intellectual Property (IP) Policy, which will serve as a guideline to regulate the use of Iskandar Malaysia-registered marks.

In a statement yesterday, Iskandar Regional Development Authority (Irda) chief executive Datuk Ismail Ibrahim said the policy was introduced following interest from investors and strategic partners who wanted to carry the Iskandar Malaysia brand in their company names and projects.

“Iskandar Malaysia has recorded a high awareness level over the past five years and this has contributed to the strong brand equity today, and along with it we are seeing increased interest from various parties that want to be associated with the brand,” he said.

The statement was released in conjunction with Irda’s 20th Members of Authority meeting chaired by Najib at Perdana Putra, here.

Ismail said the strong Iskandar Malaysia branding had been contributed by the economic region’s success in attaining a multitude of achievements, especially in attracting catalytic investments — leading



Prime Minister **Datuk Seri Najib Razak** launching the ‘**Comprehensive Assessment System for Built Environment Efficiency**’ guidebook in Putrajaya yesterday. With him are Johor Menteri Besar **Datuk Seri Mohamed Khaled Nordin** (right) and Irda chief executive **Datuk Ismail Ibrahim**. Bernama pic

the way towards a smart region.

“The decision to initiate the Iskandar Malaysia Intellectual Property also echoes the federal government’s National Intellectual Prop-

erty Policy,” he said.

As a regulatory authority mandated to plan, promote and facilitate the development of Iskandar Malaysia, Ismail said Irda, too, had

in its possession information and know-how of many strategies, plans and blueprints, some of which had been produced and published. **Bernama**