How Businesses can Benefit from the Johor-Singapore Special Economic Zone (JS-SEZ)

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About the Singapore Economic Development Board

A government agency under the Ministry of Trade and Industry, the Singapore Economic Development Board (EDB) is responsible for enhancing Singapore’s position as a global centre for business, innovation, and talent. We also work with other government agencies to ensure that companies are supported by a positive business environment and a strong workforce in Singapore.

Singapore : Your Global Hub in Southeast Asia

Southeast Asia is one of the world's fastest-growing regions. With a market of around

700 million people

– about twice the size of the US and 50% larger than the European Union – Southeast Asia has a sizeable and growing middle-income consumer base. By 2030, the region is projected to become the world's

fourth-largest economy

with a combined GDP of

US$3.2 trillion.

Alongside rising consumer demand, Southeast Asia is also emerging as a global manufacturing powerhouse. Its expanding infrastructure and integrated supply chains are enabling businesses to scale manufacturing and distribution more efficiently than ever. Powered by a thriving digital economy and a tech-savvy population, Southeast Asia offers one of the most diverse and dynamic landscapes for growth.

Spotlight on Singapore

At the heart of global trade, Singapore offers global businesses a launchpad to Southeast Asia. With world-class infrastructure, an open and stable economy, and seamless global connectivity, the city-state is a trusted base for expanding into the region's diverse and vibrant markets.

Singapore's business-friendly environment, transparent regulations, and global talent make it the preferred base in the region for headquarters, R&D and innovation, and advanced manufacturing.

What is the Johor Singapore Special Economic Zone (JS-SEZ)?

Launched in January 2025, the Johor-Singapore Special Economic Zone is a landmark bilateral initiative between Singapore and Malaysia to deepen economic integration and attract global investment.

The JS-SEZ spans more than

3,500 km²

– over four times the size of Singapore – and covers Southern Johor, including the Iskandar Development Region and Pengerang. It will focus on business services, manufacturing, logistics, and tourism.

By harnessing the complementary strengths of Singapore and Johor, the JS-SEZ aims to attract quality investments and drive long-term, sustainable growth across key industries.

Industry hubs and business activities across the JS-SEZ

Why Invest in the JS-SEZ : Get the Best of Both Worlds

The JS-SEZ enables businesses to harness the complementary advantages of Johor and Singapore by integrating operations across both locations.

Singapore is a preferred destination for global and regional headquarters, R&D, and innovation. Businesses benefit from its business-friendly environment, global connectivity, world-class talent, and vibrant ecosystem.

Johor enhances this with abundant resources, a skilled and cost-competitive workforce, and a growing industrial base.

Together, Singapore and Johor offer a cross-border ecosystem that helps businesses optimise costs, strengthen resilience, and accelerate growth to serve both regional and global markets more effectively.

Key Enablers of Cross-Border Growth

Singapore is committed to making it easier for businesses to pursue cross-border, twinned operations between Singapore and Johor. To support this, efforts are underway to enhance the movement of goods and people, building on a series of trade facilitation measures already in place.

Movement of people and goods

- The Rapid Transit System (RTS), connecting Woodlands in Singapore to Johor, will transform cross-border mobility when it is launched by the end of 2026.
- Passport-free QR code clearance has been introduced at land checkpoints to speed up immigration procedures.
- Customs processes for land intermodal transshipments have been streamlined, with traders now requiring only a single permit instead of two. This reduces costs, shortens processing times, and improves efficiency.

Dedicated support for businesses to expand in the JS-SEZ

- Singapore established the JS-SEZ Project Office in April 2025 to support Singapore-based companies expanding into the zone.
- In Johor, Invest Malaysia Facilitation Centre – Johor (IMFC-J) serves as a one-stop hub to fast-track permits and approvals.

Talent Development

- Partnerships between Singapore's Institutes of Higher Learning and Malaysian institutions are underway to develop joint-training initiatives to upskill workers and build a pipeline of skilled, industry-ready workers in Johor.

Who Should Consider the JS-SEZ

The JS-SEZ offers distinct advantages for a wide range of businesses. It is especially relevant for:

- **New to Southeast Asia entrants** looking to leverage the complementary strengths of Singapore and Johor as a springboard into the wider region
- **Singapore-based companies** looking to extend their supply chains by tapping Johor's abundant resources and growing industrial base
- **Regional distribution and logistics players** aiming to establish stockpiling and warehousing facilities close to Singapore and optimise supply chains

Case Studies

Resmed

Founded in 1989, US-based medical equipment manufacturer Resmed is a global market leader for Sleep Disordered Breathing and other respiratory care-related solutions.

Advanced Manufacturing | APAC HQ | R&D

APAC Headquarters and Global Hub

Resmed's senior leadership overseeing key commercial, supply chain, quality, and strategic functions is based in Singapore. They also oversee the company's Malaysian operations.

Advanced Manufacturing

Singapore is Resmed's largest global manufacturing site for high-volume finished medical products such as mask systems.

Research & Development

In Singapore, Resmed drives innovation across the product lifecycle – from blue-sky research and AI applications to new product development, process innovation, and engineering.

'Twinning' Model

Resmed Singapore has over 1,400 employees across its headquarters, R&D, and manufacturing functions. They provide strategic management oversight and technical expertise to Malaysia operations.

With about 900 employees, Malaysia offers rapid, cost-efficient scale-up, and production ramp-up capabilities. All components manufactured in Malaysia are trucked to Singapore for final assembly and global export.

Headgear Manufacturing

Tebrau Site

Established in 2010, the Tebrau site serves as Resmed's headgear production facility, and a centre of excellence for headgear process expertise.

iPark Site

Opened in 2022, the iPark site is a result of Resmed's continued expansion to increase capacity and capabilities in supply planning, quality assurance, and distribution.

Case Studies

UPS is a global transportation and logistics leader offering a broad range of integrated logistics solutions. It operates in more than 200 countries and territories, employing approximately 490,000 people globally.

UPS Singapore
RHQ | APAC Innovation Centre | Healthcare Logistics Hub

UPS APAC Regional HQ

The UPS facility at Changi Airport serves as a regional hub to consolidate packages from across the region, including those from Johor. UPS operates a total of 22 flights per week into and out of Changi.

UPS' first global innovation centre

UPS also opened its Asia Pacific Innovation Centre in Singapore, collaborating with institutions of higher learning (IHLs) to incubate, test, and deploy next-generation technologies in logistics.

In 2025, UPS launched its largest healthcare facility, offering advanced automation and cold chain capabilities to support Singapore's growing biomedical manufacturing sector.

'Twinning' Model

The Johor facility complements UPS' air hub at Changi Airport, allowing Johor businesses to enjoy fast global delivery. This results in greater operational efficiency and faster time-to-market which is crucial in sectors such as electronics, automotive and high-tech.

UPS Malaysia

In May 2025, UPS opened a package centre at Senai city and a bonded warehouse at Senai Airport to speed up global delivery times for businesses in Johor.

Imports and exports to and from Johor are processed through Singapore's Changi Airport. This allows packages to and from APAC countries to be delivered as soon as the next business day. Imports and exports to and from Europe and the US will arrive in as little as two business days.

How To Get Started - Support for Businesses

Singapore offers comprehensive support for businesses at every stage of their growth journey. These include tax incentives, tax credits, and grants that help companies reduce costs, accelerate innovation, and scale more effectively.

For businesses looking to expand and adopt the twinning model across Singapore and Johor, Singapore offers tailored support to scale operations, set up new functions, or relocate activities.

The JS-SEZ is more than a cross-border partnership. It is a launchpad for global companies to accelerate growth in one of the world's most exciting regions.

Talk to EDB

We hope this guide has offered you a clearer understanding of how to harness the opportunities within the JS-SEZ. When you are ready to take the next step, let us partner you in unlocking new possibilities and driving your growth.

Get in touch with us today to begin your journey towards a successful collaboration, or reach out if you have any questions.

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