

# Introduction to the Johor Talent Development Council (JTDC)

17 November 2024  
KPMG Tax Summit



# LUQMAN SUFYAN JUNAIDI

- Serves as the Special Officer to the Menteri Besar of Johor, where he drives the state's strategic education and talent development agenda. At the forefront of the Johor Talent Development Council (JTDC), he has been instrumental in its conceptualization, establishment, and ongoing implementation.
- His contributions include spearheading comprehensive studies of Johor's talent landscape, securing collaboration from various federal and state agencies, and forging partnerships with key industry leaders. These efforts have culminated in the recent official launch of JTDC, marking a significant milestone in aligning talent development with the state's economic growth.
- Prior to this role, Luqman served as Legal Counsel at the Central Bank of Malaysia for over five years. His expertise spanned financial regulation, fintech development, legislative and policy drafting, and criminal prosecution. He holds a law degree from Queen Mary University of London.



# Maju Johor 2030 Aspirations



# Johor set to become most economically developed state in Malaysia: PM Anwar



By Anna Maria Romero

APRIL 19, 2024



Johor to become most economically developed state in Malaysia: PM Anwar

## 9 in 10 Singaporean firms keen to invest in Johor

By Sharen Kaur  
July 12, 2024 @ 1:29pm



## MALAYSIA Johor sees RM113.7b investment surge, 35,000 jobs added in two years, MB reveals



## Forest City's SFZ to propel Johor as premier investment hub

By Jassmine Shadiq  
September 23, 2024 @ 1:51pm



## JB-Singapore RTS Link: From hours to just 20-minute 'seamless' trip

BT Tan Ai Leng  
Published Tue, Jan 16, 2024 · 05:00 AM

Malaysia +



## JB plans elevated Automated Rapid Transit system with 32 stations, to launch by 2027



# 10 key **growth engines** to drive Johor's development

 <b>Advanced Manufacturing and E&amp;E</b> <p>The presence of an existing E&amp;E base, including established suppliers and integrated Electronic Manufacturing Services (EMS), sets the foundation to drive advanced manufacturing in response to rising demand for sophisticated goods and services.</p>	 <b>Agriculture</b> <p>As the largest contributor to agriculture value-added in Malaysia, Johor can leverage its natural resources and unlock further potential, including in the halal industry, to become the "food basket" of Malaysia and support food security.</p>
 <b>Life Sciences and Healthcare</b> <p>In response to growing demand for healthcare services, the presence of large medical groups and an existing supporting ecosystem in Johor enable further capacity expansion in the industry, while improving the quality of healthcare services in the State.</p>	 <b>Green Economy</b> <p>A green economy is defined as low-carbon, resource-efficient and socially inclusive. With Johor's commitment towards transition to renewable energy and sustainable business practices, this can drive higher inflows of green investments to support growth of related industries.</p>
 <b>Port &amp; Logistics</b> <p>As the Southern Gateway of Malaysia, Johor is strategically located to capitalise on growth in maritime trade in the region with presence of a marine supply base and an international transshipment hub, as well as interconnectivity with other modes of logistics.</p>	 <b>Digital Economy</b> <p>The digital economy is defined by economic and social activities that involve the production and use of digital technology by individuals, businesses, and government. With growing significance globally, the digital economy has emerged as a key economic driver. Digitalisation serves as a key enabler across MJ30's Thrusts, Focus Areas, and Flagship Initiatives.</p>
 <b>Aerospace</b> <p>The strengthening of Senai International Airport position as a logistics hub alongside the presence of several major Maintenance, Repair and Overhaul (MRO) companies allows for deepening of supply chain linkages to foster the growth of the aerospace industry in the State.</p>	 <b>Tourism</b> <p>Building upon its vibrant tourism sector with millions of tourists annually, Johor's rich natural environment and heritage, as well as strategic assets present opportunities to diversify its travel offerings and make Johor the preferred domestic and international tourism destination.</p>
 <b>Professional and Business Services</b> <p>As a services-oriented economy with strong presence of MNCs and local services businesses, Johor is well-placed to develop its professional and business services sector spanning from financial services and insurance to other services, such as administration and marketing.</p>	 <b>Energy</b> <p>Increasing the availability of energy in Johor in a reliable and sustainable manner will be key to support Johor's rising energy needs from its steadily growing industries.</p>

# Challenges: Talent & Education



# Johor in desperate need for **talent market intervention**, as the existing ecosystem is **unable to cope with industry demands**

**Quantitative Shortages:** Demands from rapid development are outpacing labour supply capacity



**74,710 Vacancies**  
advertised since 1 January 2024

but only...

**51,946 Job Seekers**  
Registered since 2020 and actively applying



PERKESO's MyFutureJobs data for Johor as at June 2024 further reveals:



**28,753 Degree/Diploma Level Vacancies**

but only...

**23,034 Degree/Diploma Graduates in Johor**



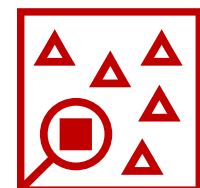
*16,043 (IPTA) ; 4,352 (IPTS), 1,872 (Polytechnic); 767 (Community Colleges)*

**Qualitative Shortages:** Misalignment in education offerings and industry demands result in skill mismatches.



**Underemployment**

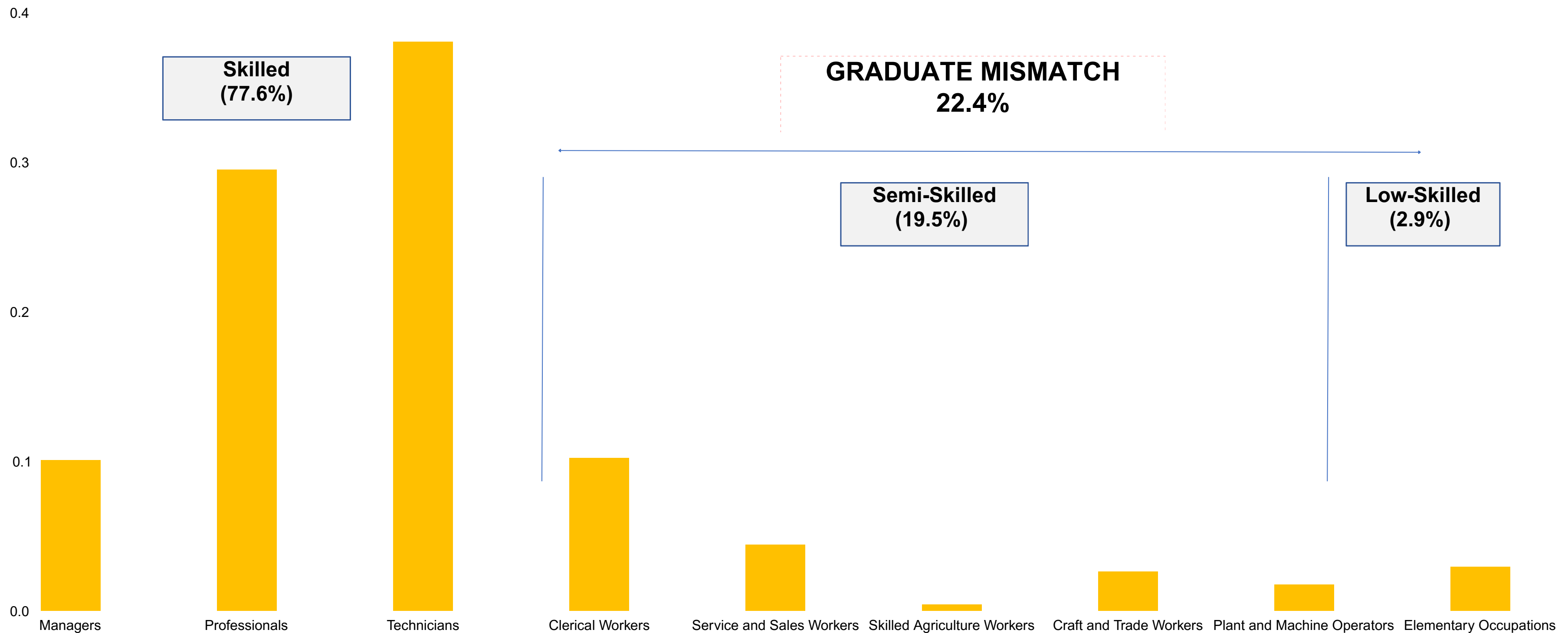
22.3% University graduates in Johor work in semi and low skilled jobs (2023)  
*(For every 100 graduates securing who secure employment, about 22 are mismatches)*



**Mismatches**

20% – 60% of Vocational College graduates in Johor ended up working in sectors other than their chosen fields of study (2021 – 2022)

# GRADUATES PLACEMENT IN JOHOR BY OCCUPATION GROUP 2023



According to 2023 MYFutureJobs placement statistics, 22.3% graduates in Johor were working in semi and low skilled occupations (mismatch). We can estimate that for every 100 graduates being placed in employment for year 2023, about 22 of them were mismatches.





# Prelim Study (Johor): Mismatches of Vocational College Graduate

\*SMI data from 2021 – 2022 involving 1,000+ Vocational College graduates each year in Johor.

Selected Category & Total Graduates	% of Graduates Working in Chosen Field of Study	% Graduates Working Outside Field of Study
<b>Overall</b> <i>*1,083 (2021) and 1,082 (2022)</i>	72% (2021) 71% (2022)	28% (2021) 29% (2022)
<b>Processing &amp; Manufacturing</b> <i>*20 (2021) and 15 (2022)</i>	75% (2021) 67% (2022)	25% (2021) 33% (2022)
<b>Mechanical &amp; Manufacturing</b> <i>*359 (2021) and 354 (2022)</i>	79% (2021) 67% (2022)	21% (2021) 33% (2022)
<b>Electrical &amp; Electronics</b> <i>*229 (2021) and 280 (2022)</i>	73% (2021) 57% (2022)	27% (2021) 43% (2022)
<b>Information Technology</b> <i>*34 (2021) and 55 (2022)</i>	50% (2021) 56% (2022)	50% (2021) 44% (2022)
<b>Civil Technology</b> <i>*104 (2021) and 61 (2022)</i>	53% (2021) 41% (2022)	47% (2021) 59% (2022)
<b>Business</b> <i>*138 (2021) and 119 (2022)</i>	76% (2021) 76% (2022)	24% (2021) 24% (2022)

# Inherent **competitive disadvantages** of the Johor talent market result in **brain drain**, exacerbating labour shortages

		<b>Johor</b>	
<b>RM1,500</b>			
2024 Minimum Monthly Salary			
<b>50%</b>		<b>80%</b>	
of Johoreans earn <b>below RM 2,673 monthly</b>		of Johor households earn <b>below RM 10,880 monthly</b>	
<b>27%</b>		<b>62%</b>	
of the Johor Workforce is comprised of <b>skilled workers*</b>		of the Johor Workforce is comprised of <b>semi-skilled workers*</b>	

		<b>Singapore</b>	
<b>RM5,250</b>			
2024 Minimum Monthly Salary			
<b>67%</b>		<b>18.5%</b>	
of Malaysians in Singapore earn RM5,330 – 12,800 monthly (SGD1,500-3,599)**		of Malaysians in Singapore earn RM12,800 – 35,500 monthly (SGD3,600-9,999)**	
<b>39%</b>		<b>35%</b>	
of Malaysians in Singapore are <b>skilled workers**</b>		of Malaysians in Singapore are <b>semi-skilled workers**</b>	

**Johor faces a real challenge to attract and retain talent given the disparity in currency and income relative to Singapore**

\*Data based on interim report by Deloitte  
 \*\*Data based on 2022 study published by DOSM

# JTDC: The Grand Design



# With JTDC establishment, Johor to address the following **pain points and bottlenecks**:

## Current pain points

- 1 **Absence of a state-of-the-art talent recruitment journey** for prospective investors to expedite business operationalisation and kick-off.
- 2 **Lack of aggregated data** to locate and quantify actual extent of shortages across the Johor labour market.
- 3 **Lack of conscious and strategic labour supply planning** to fulfil industry demands.
- 4 **Lack of insight into the compatibility of existing curricula** and programmes with industry requirements.

## What JTDC will seek to achieve

- JTDC to operate as a **one-stop centre** providing investors with realtime data on available talents, enabling them to conduct local recruitment and regulatory flexibilities in sourcing foreign high-skilled talents.
- JTDC to operate as a **workforce data bank** sourcing detailed statistics on labour supply and industry demands, from education/training institutions, federal/state agencies, industry players and job portals.
- JTDC to operate as a **workforce planning body** steering programmes offering, enrolment and graduates' output by education & training institutions, mapped against industry needs.
- JTDC to operate as an **industry platform** to review reliability of existing curricula and pathways, followed by expansion of industry-led training curricula and industry-tailored pathways.

# With JTDC establishment, Johor to address the following **pain points and bottlenecks**:

## Current pain points

- 5 **Lack of a holistic coordination and mediation channels** across federal, state and industry stakeholders to iron out emerging issues.
- 6 **Lack of insight into state-specific challenges** and appropriate policy solutions for the Johor labour market.

## What JTDC will seek to achieve

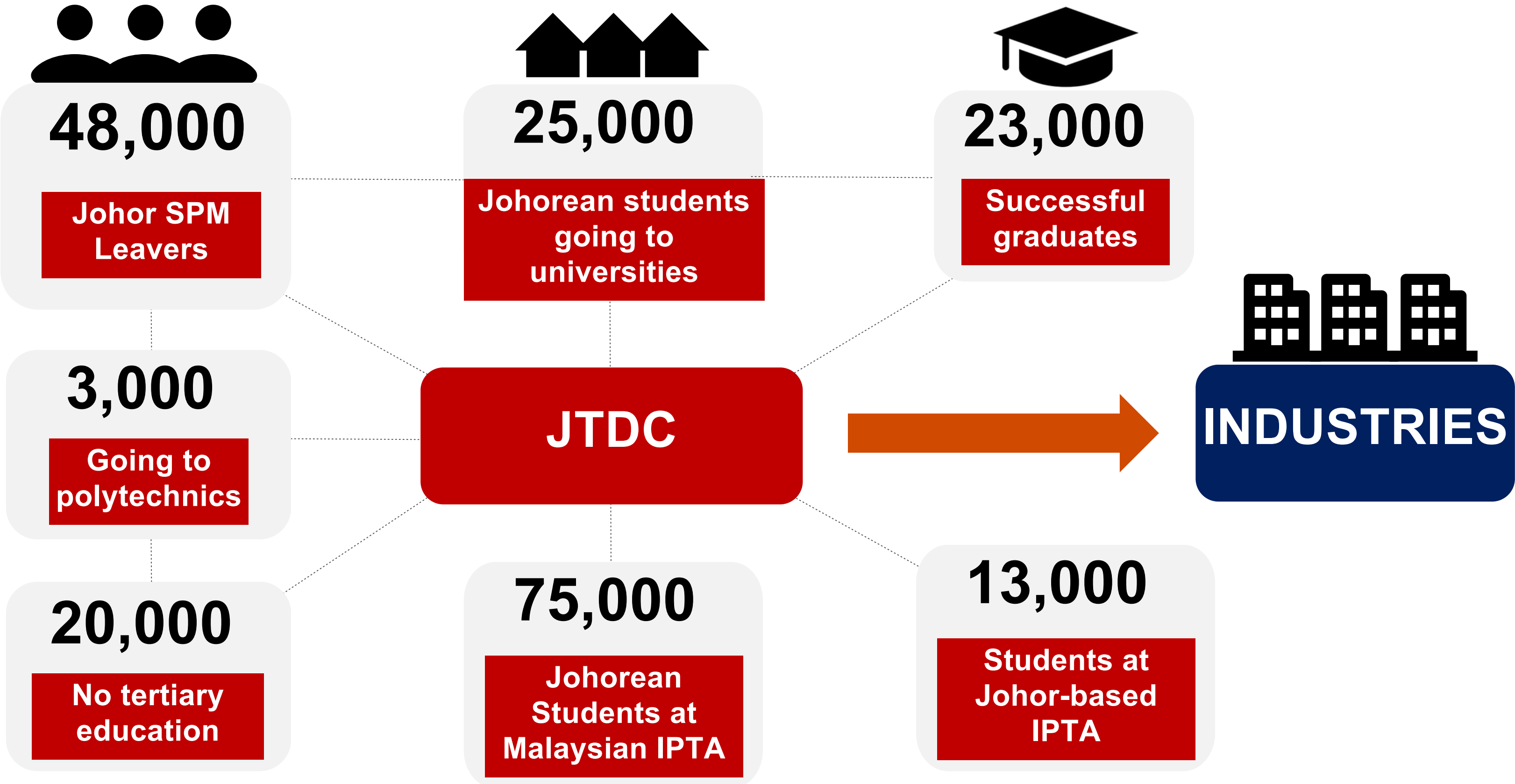
- JTDC to operate as a **Federal-State-Industry Committee** to bridge the inputs, secure commitment and has an overall reach across Federal Ministries, Agencies & Departments, State Government and industry players.
- JTDC to operate as a **talent research house** to utilise available data, conduct gaps analysis and make policy recommendations across employment, immigration, housing, healthcare and other relevant fields, offering a compelling overall value proposition for Johor as a talent ecosystem.

# Structure & Stakeholders of JTDC



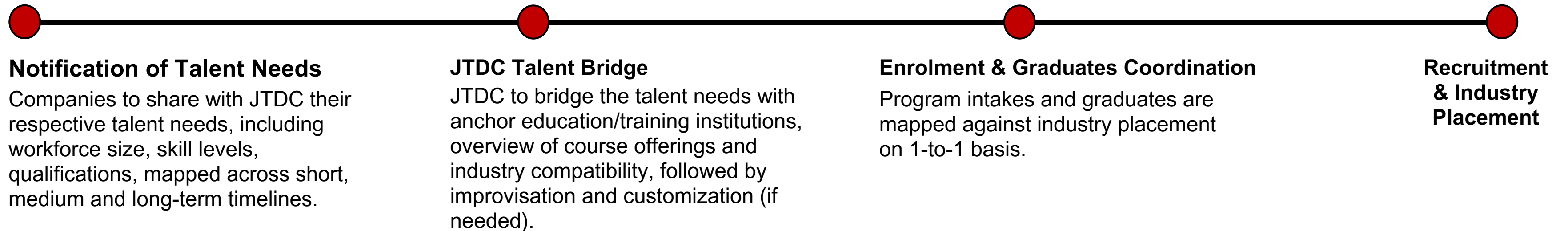
# JTDC Target Groups

Johor talent landscape based on annual statistics (2023)

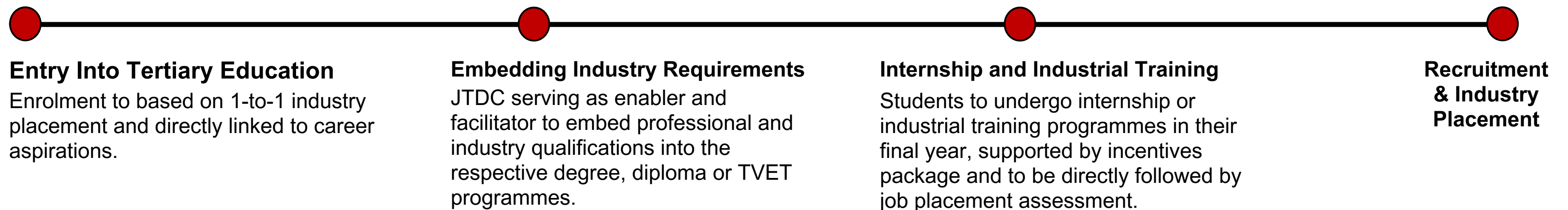


# The JTDC Experience Journey & Pathways

## Employers' Perspective



## Talents' Perspective





# JTDC 2025: Talent Empowerment and Growth Action Plan

JTDC is committed to nurturing and developing our workforce:



## Johor Talent Development Fund

- HRDC Levies and Special Funds
- RM3 million (Pro-Mahir)
- KYouth
- Other agencies



## Networking of Industry & Educational Institutions

- Connecting 100+ industry and educational institution collaborations



## Mega Scale Upskilling

Skill enhancement for **200,000 workers** across the 10 sectors of JSSEZ in collaboration with HRDCorp



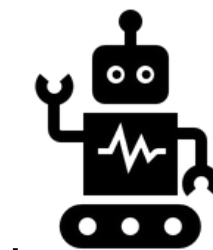
## Place and Train

Placement of **5,000 high-skilled workers** across the Manufacturing, Logistics, Digital Economy, and Business Services sectors



## Course Restructuring

Increasing enrollment capacity for critical courses under KKDW, KPT, KESUMA, KPM, KBS



## Introduction of New Courses

New programmes for Data Centre Engineers, Electrical Technicians, Hospitality, and Culinary



## Premium Salary Scheme

Identify suitable sectors & prepare to implement premium salary schemes (E&E Sector, Digital Economy, Energy, Logistics, etc.)

# The Pilot Phase: Q1 2025



# Q1 2025: Seeking Participation for JTDC Pilot Phase



## Industry Placement

Sharing of 2025 vacancies projection (job level, titles, requirements) and committed placement.



## Feeders Institution

Implementing talent supply partnership with universities and TVET institutions.



## Upskilling Support

Sharing of upskilling needs and upgrading plans for existing workers to be supported by the JTDC talent support package.

Thank You