

# MVV CITY: PULSING WITH POTENTIAL AND POWERING MALAYSIA'S FUTURE

**E**very great city acts as a catalyst for transformation. It is more than just bricks and mortar. It is the engine that helps shape economies, communities and the future. In Malaysia, this vision is now taking shape in Negeri Sembilan as Malaysia Vision Valley 2.0 (MVV 2.0).

More than twice the size of Singapore, the sprawling 379,087-acre MVV 2.0 mega project covers the districts of Seremban and Port Dickson. It is designed to complement the Greater Kuala Lumpur conurbation, strengthening the country's competitiveness as one of the newer economic corridors while reimagining the way cities of the future are built.

This will undoubtedly be a game changer for the residents of Negeri Sembilan and the surrounding regions.

Within this grand canvas lies the beating heart of the vision — MVV City, a futuristic, self-sustaining metropolis that aims to be the pulse of Malaysia's future.

Planned as a smart, sustainable metropolis, MVV City is designed to balance industry with community, innovation with liveability, and growth with green responsibility. It is more than a development; it is the start of a legacy shaping how Malaysians live, work and thrive.

## A future-forward vision

The ambition behind MVV City is monumental. Spanning 8,796 acres, it is being crafted as a holistic, future-ready community. Its master plan integrates industrial excellence, a central business district, residential enclaves, lifestyle destinations and educational institutions into one seamless ecosystem.

Within this transformative development, Matrix Concepts Holdings Bhd is leading the way with the first integrated township, covering 2,382 acres and marking the inaugural phase of MVV City under the MVV 2.0 blueprint. With a gross development value of RM15 billion over a 10-year development period, Phase 1 will comprise 1,000

acres of industrial space under MVV TechValley, 11,000 residential units and a 452-acre commercial zone.

Backed by the proven success of Sendayan TechValley, where more than 1,150 acres have been developed and taken up by a diverse global industrial community, Matrix Concepts is now poised to elevate its industrial legacy through MVV TechValley.

Together, both precincts form a 870ha (2,150 acres) connected industrial corridor — the largest single master-planned TechValley in Malaysia — underscoring Matrix Concepts' capability to scale with confidence and drive Malaysia's next wave of sustainable industrial growth.

This is not a city of isolated zones, but one conceived as a master plan where people and enterprises do not merely coexist but flourish together. The underlying philosophy is simple yet profound: to create a city that connects, sustains and innovates, serving as a model for Malaysia's urban future.

At its core, MVV City embodies three principles: innovation, sustainability and connectivity. Innovation drives its industrial and business zones. Sustainability anchors its environmental and social agenda. Connectivity ensures people, goods and ideas flow seamlessly across the city and beyond. Together, these principles form the blueprint for Malaysia's next-generation city.

The scale of this undertaking demands strong foundations, and MVV City is the product of an extraordinary partnership between NS Corporation, the statutory body driving economic development in Negeri Sembilan, and award-winning developer Matrix Concepts.

Matrix Concepts brings a stellar track record, proven through the success of Bandar Sri Sendayan, one of Malaysia's most celebrated townships. With government backing and the expertise of a trusted developer, MVV City's vision is underpinned by both stability and capability.

For investors, this partnership provides reassurance that MVV City is more than just a vision — it is a commitment backed by experience, governance and long-term delivery.



connects MVV City seamlessly to Greater Kuala Lumpur and beyond.

Looking ahead, the highly anticipated Kuala Lumpur-Singapore High Speed Rail (HSR), which both governments have recently signalled a willingness to revisit, has the potential to position MVV City at the midpoint of a corridor linking two of Southeast Asia's most dynamic urban economies.

The all-round connectivity via air, sea and road makes MVV City an ideal platform for industries, logistics players and investors seeking regional efficiency and global reach.

## A city beyond industry

Despite this, MVV City is not only about industrial power. At its heart, it is also a city for people. The live-work-play philosophy is embedded into its master plan, ensuring it is more than a workplace.

The city's future will include a central business district envisioned as the nexus of corporate Malaysia with cutting-edge facilities, residential precincts featuring smart and green homes, leisure and wellness hubs for that dose of relaxation, and vibrant retail districts. Educational institutions will ensure families have access to quality learning, while healthcare and other lifestyle amenities will make MVV City a self-sustaining destination.

For businesses, this integration means more than convenience. It means talent can be attracted and retained more easily when employees live in vibrant and well-connected communities. For families, it means the promise of modern living without sacrificing accessibility. For investors, it ensures that MVV City evolves into a complete metropolis with long-term, sustainable demand.

## Shaping the nation's future

History provides compelling evidence of how strategic corridors can transform economies. For instance, Shenzhen in China was once little more than a fishing village before it was designated as a special economic zone. Within decades, it became a global hub for technology and manufacturing — an economic powerhouse.

Closer to home, Iskandar Malaysia in Johor

has leveraged its proximity to Singapore to attract multinational corporations and create new growth centres in the state and Malaysia.

MVV City draws inspiration from these examples while charting its own path. It benefits from proximity to the Klang Valley, strong government backing and a developer with a proven track record. It does not rely solely on incentives but on location, connectivity, sustainability and governance fundamentals. These attributes will stand strong amid the fast-paced and dynamic economy.

As with Shenzhen or Iskandar Malaysia in their early stages, the most significant rewards accrue to early believers. First movers gain access to more competitive entry pricing, strategic positioning and the widest flexibility in planning their footprint. For the discerning investor, the message is clear. This is a chance to secure a stake in Malaysia's next significant economic corridor at its inception at MVV City.

Every transformative city begins with a vision. They all started as bold ideas that required early believers to look beyond the present. MVV City represents such a moment for Malaysia today.

Hence, it is where the nation's economic ambitions, sustainability commitments and community aspirations converge. The first heartbeat has already begun with MVV TechValley. As the city unfolds, it will become a model for Malaysia's next phase of growth and with every step forward, MVV City will set a new rhythm for the nation's progress.

The impact extends beyond Negeri Sembilan. By linking Greater Kuala Lumpur with the southern growth corridor, MVV City strengthens Malaysia's role in regional supply chains and enhances its attractiveness to global capital. In doing so, it contributes not only to state development but also to national resilience and competitiveness.

The pulse is beating, the vision is alive and the future starts now. MVV City is more than a spot on the map; it is vision, not just an investment. Ultimately, MVV City is about creating a place where people can live, work and thrive together, where children grow up in connected communities, businesses innovate sustainably, and families find a sense of belonging. It is about leaving behind a legacy of progress for the next generation.

MVV City is that promise, and it begins today. ■



Bunglow factories (above) and the clubhouse (left) at MVV City

## The first heartbeat: MVV TechValley @ Vision Valley Industrial Park

Kick-starting MVV City is its industrial engine, MVV TechValley. It is more than an industrial park. It is designed to be Malaysia's next industrial powerhouse, purpose-built with adaptable and flexible spaces for industries of all shapes and sizes.

World-class infrastructure underpins the MVV TechValley proposition. The industrial park comes equipped with ultra-fast fibre connectivity, robust utility readiness and premium logistics facilities that can meet the demands of large-scale, high-tech industries, from semiconductors and electric vehicle (EV) manufacturers to data centres.

MVV TechValley is a managed industrial park (MIP), offering businesses added peace of mind. Moreover, it is designed with wide road reserves up to 132ft to ensure smooth logistics and manoeuvrability, while a dedicated natural gas supply provides reliable energy for large-scale operations. Unlike conventional industrial estates, MVV TechValley has been master-planned from the ground up with scalability at its core.

In line with global trends, sustainability is also

woven into the industrial park's DNA. From solar energy integration and rainwater harvesting systems to eco-friendly logistics planning, MVV TechValley is aligned with global environmental, social and governance (ESG) expectations.

To support its industrial ecosystem, comprehensive workforce framework is also being established. Centralised labour quarters (CLQ) will provide companies with reliable accommodation and a steady pipeline of skilled talent.

In a world where talent, sustainability and efficiency define competitiveness, MVV TechValley positions itself as a complete solution for future industries.

Location matters in driving growth to an industrial park. MVV City commands one of the most strategic locations in Malaysia. Kuala Lumpur International Airport (KLIA), the nation's global gateway, is less than half an hour away while Port Klang, the country's busiest maritime hub, provides direct access to international shipping lanes. On land, a network of major highways including the Nilai-Labu-Enstek Expressway (NLE) and the North-South Expressway (NSE)

is a global hub for technology and manufacturing — an economic powerhouse.