

Multimedia Super Corridor agency

THE proposed Multimedia Super Corridor will be managed by a corporate agency, Multimedia Development Corporation (MDC), which is being set up by the Government under the Prime Minister's Department.

In announcing this, Prime Minister Datuk Seri Dr Mahathir Mohamad said the MDC would act as the master planner and strategic arm (of the Government) for the creation of the Multimedia Super Corridor. It would also facilitate any direct investment by the Government in the project.

By A. Shukor Rahman and Ahmad Kushairi

Among others, MDC will be assigned the tasks of developing and co-ordinating all activities pertaining to the Multimedia Super Corridor. It will also spearhead the effort to promote the area on a global basis in order to attract world-class companies to come and set up strategic operations in the corridor.

Proper co-ordination, Dr Mahathir said, is necessary as multimedia touches on various kinds of information infrastructure

and contents.

He added that the MDC would also complement the efforts of other organisations involved in the project. It would come in when there is a need for the Government to invest.

Developing the multimedia industry, Dr Mahathir said, requires big investments. As such the Government would need to invest in certain areas to help the industry's expansion as well as help provide some of the amenities to those who could not af-

ford them. He added that initially, MDC would focus on the Multimedia Super Corridor but it is intended to play a major role in the local development of information technology (IT).

The Multimedia Super Corridor encompasses an area stretching from Kuala Lumpur to the new Kuala Lumpur International Airport (KLIA) in Sepang. The Government plans to develop the area into an environment conducive for the spawning of multimedia industries. It also includes the new administrative centre in Putrajaya

● Turn to Page 4

Multimedia role for the private sector

● From Page 1

which is being developed into an intelligent city.

However, the Government has not made any allocation for the development of the MSC as it is still at a concept level and details of the plan have yet to be worked out.

"The allocation will be made once we are clear about the programmes," Dr Mahathir said at a Press conference held after the official opening of *Info-Tech Malaysia '95* in Kuala Lumpur last Wednesday.

Earlier in his address, the Prime Minister said the MSC, in essence, would serve to fulfill four primary objectives, the first of which is to demonstrate the effectiveness of multimedia in increasing the efficiency and productivity of both the public and private sectors.

"It will also introduce a new supply and demand spiral for the multimedia industry located in Malaysia for the world market and add value to the infrastructure being put in place in the Multimedia Super Corridor including the KLIA, Putrajaya, the

transport network and the electronic superhighway.

"In addition, Putrajaya will stimulate the growth of electronic governance, one that is more open, transparent, responsive and entrepreneurial, which in short is more suited to the Information Age," said Dr Mahathir, who is also chairman of the National IT Council (NITC).

He also stressed on the need for a more harmonious balance between the technological imperatives and the social needs of society, in as far as IT and multimedia are concerned.

Towards this end, he said that the proper application of IT requires the creation of socio-technical systems which must meet social objectives, and that the information superhighway should be equally balanced between technological sophistication and efficacy of the information content.

Dr Mahathir urged the private sector to play its part in the multimedia industry, which calls for more innovation and creativity from the Malaysian companies.

He also stressed on the significance of business process re-engineering and re-emphasis on the importance of human resources to achieve the right kind of balance.

According to Dr Mahathir, in order to be able to re-engineer the necessary work processes, people must not only gain competence and literacy in IT, but also know specialised areas well.

"At the same time, knowledge and skills must be balanced with the right values and attitudes towards information and knowledge so that they will create the required culture in the work environment," he added.