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Exposition-Multimedia

MULTIMEDIA ASIA '96 WILL PROMOTE M'SIA AS WORLD-CLASS IT HUB

KUALA LUMPUR, July 23 (Bernama) -- The Multimedia Asia '96 exposition to be held here from Aug 1 to 4 will provide a platform to promote Malaysia as a world-class information technology hub, Malaysian Institute of Microelectronic Systems (Mimos) Director-General Datuk Dr Tengku Azzman Shariffadin said today.

The exposition, he said, was aimed at demonstrating the enormous potential of the Malaysian Multimedia Super Corridor (MSC) and at encouraging partnerships between local and multinational companies in the area.

Prime Minister Datuk Seri Dr Mahathir Mohamad was scheduled to open the exposition at the Putra World Trade Centre, he told reporters here.

He said the MSC, which is championed by Dr Mahathir who is also the National Information Technology Council (NITC) chairman, would serve as a springboard for multimedia products and services for the regional and world markets.

Estimated to be worth between RM50 billion and RM100 billion upon completion, the MSC, covering an area of 15km by 40km, will connect three major components -- the Kuala Lumpur International Airport (KLIA) in Sepang, the Kuala Lumpur City Centre (KLCC) and Putrajaya, the new federal administrative capital.

Tengku Azman, who is also the NITC permanent secretary, said the MSC would support the natural shift in technology and equip Malaysia to accept not only the latest technologies but also future innovations.

"Besides developing the area into an environment conducive for the spawning of multimedia industries, the MSC will also allow Malaysia to be an educator of its home-grown multimedia content," he said.

Tengku Azman said the MSC was geared towards supporting the government's vision of transforming Malaysia into an international information technology centre.

He said 150 local and international exhibitors would be taking part in the exposition organised by the NITC in collaboration with Mimos and the Association of the Computer Industry In Malaysia (Pikom).

The Multimedia Asia '96 Conference would be staged concurrently with the exposition, he added. -- BERNAMA

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