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TENGGU AZZMAN: SMES CAN GAIN MUCH BENEFIT FROM MSC DEVELOPMENT

KUALA LUMPUR, Nov 8 (Bernama) -- Small and medium sized enterprises (SMEs) can gain much benefit from the nation's Multimedia Super Corridor (MSC) development, MIMOS Bhd chief executive Datuk Dr Tengku Mohd Azzman Shariffadeen said today.

He said local small and medium software, computer and multimedia companies which operated within the MSC area, could "transform the abundant of information obtained, into products which could be sold."

"This emerging digital economy, which Malaysia is positioning itself into, will be the best opportunity for SMEs to enlarge their business," he told a media roundtable discussion on national IT (information technology) Agenda- Plan For Action here.

He said: "There is a tendency that one day most of the daily buying transactions will be done through electronic means, such as the Internet, with business people becoming knowledge-rich and creative enough to produce innovative goods and services that can be sold easily."

The MSC, he said would provide an avenue for SMEs to exploit any opportunities arising such as from borderless marketing, manufacturing web, research and development cluster, smartschools, multimedia financial haven and telemedicine.

The involvement of more SMEs within the MSC area, would greatly support and create the impetus for a larger establishment of multi national corporations (MNCs) and local big corporations in the MSC, he added.

On incentives to promote SMEs to set up operations within the MSC area, he said that the Multi-Media Development Corporation (MDC), which is in charge of MSC's development, had a list of immediate and long term plans.

When asked what the incentives would be, Tengku Azzman, who is in the MDC board said, "It will basically be in line with the various incentives spelt out in our recent budget, together with some extension for example in funding."

However, he said that the MSC should not be perceived as an infrastructural development plan but should be viewed as a programme to develop knowledge and skills to generate and manipulate content.

He said it was hoped that the forthcoming INFOTECH Malaysia '96 national conference, themed 'Towards a Key Knowledge Society - Creating the Environment for Change' would expedite Malaysia's transformation towards an information-rich society, he added,

The three-day INFOTECH '96 conference starting Dec 18 at the Putra World Trade Centre, will be officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad, who is also the chairman of the National Information Technology Council (NITC). Dr Mahathir is expected to deliver the keynote address at the opening.

Tengku Azzman said that the target group for INFOTECH '96 would be policy makers such as secretary-generals from government bodies, director generals in the public sector and chief executive officers from the private sector.

INFOTECH MALAYSIA '96 is an annual conference and exhibition organised by the NITC, in association with MIMOS Bhd, the National Institute of Public Administration (INTAN), the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU), the Malaysian National Computer Confederation (MNCC), the Association of Computer Industry Malaysia (PIKOM) and Telekom Malaysia Bhd.

Among topics lined up for the conference are Local and Global Scenarios, Funding for IT Development, Caring Society, the Catalyst for Transformation and MSC-The Flagship Applications. Key local speakers include senior ministers and government officials and prominent personalities from the private sectors. -- BERNAMA

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