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Exhibition may stretch over weekend

KUALA LUMPUR, Mon. - The Multimedia Asia '97 conference and exhibition beginning tomorrow could go beyond its four-day schedule if the response from the public is overwhelming.

"We are talking to the exhibitors about the possibility of extending the exhibition to the weekend if the response from the public is overwhelming," said Mimos Berhad president and CEO Tengku Dr Azzman Shariffadeen today.

He said at a special preview for the Press that he was confident this year's event would be a success.

The conference and exhibition, organised by the National Information Technology Council, will be held at the Malaysian International Exhibition & Showroom of the Mines City Resort in Sri Kembangan.

It will be open from 11am to 5pm daily. Admission is free.

Prime Minister Datuk Seri Dr Mahathir Mohamad, who is also chairman of National Information Technology Council, will open the exhibition.

A follow-up to the highly successful first Multimedia Asia exhibition and conference held last year, this year's event is themed "Moving MSC From Vision To Reality - Benchmarking Smart Solutions." This year's conference cum exhibition aims to bring together local and foreign experts and implementors of multimedia technology to develop smart partnerships that will benefit the implementation of the Multimedia Super Corridor.

It is also aimed at introducing and promoting multimedia technology to the public.

According co-organiser Miller Freeman Sdn Bhd senior vice-president Dr Michel Akavi said the exhibition this year would break new ground with an unconventional web-like exhibition layout design and would also create history as the first exhibition to be held at the newly-built exhibition centre.

Akavi said the exhibition was expected to attract about 20,000 visitors over the four-day period.

More than 100 local and international exhibitors are participating in the exhibition, covering about 3,700 square metres of floor space.

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