

26 MAY 1997

PM TO OPEN MULTIMEDIA ASIA '97

KUALA LUMPUR, May 26 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad will officially open Multimedia Asia '97 (MMA '97) to be held at The Mines Resort City from September 16 to 19.

MMA '97 is to highlight the latest developments in the Multimedia Super Corridor (MSC) and to attract and garner the interest of potential investors to locate their companies there.

The event is co-organised by Miller Freeman Sdn Bhd, National Information Terchnology Council, MIMOS Bhd, Multimedia Development Corporation and Putrajaya Holdings Sdn Bhd, and is supported by the Association of Computer Industry Malaysia and Interactive Multimedia Association Malaysia, said a statement on behalf of Miller Freeman.

Companies involved in applications, electronics manufacturing, networking infrastructure, ISDN and IT hardware, and software are expected to participate in the event, the statement said.

The highlight will be on the National Showcase segment which is the MSC's latest development, it added.

There will also be a three-day conference involving country leaders, policy makers, government officials and leading experts from top IT companies worldwide to deliberate and exchange information on the development of multimedia technology, application in general and further development of the MSC, it said.

Official signing between the organisers of the event will take place on May 28, after which participating companies will take part in a space ballot. -- BERNAMA

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