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TWO MALAYSIAN COMPANIES, UK FIRM SIGN ASEAN EDUCATION PACT

KUALA LUMPUR, May 22 (Bernama) -- Land & General Bhd (L&G), Utusan Melayu Bhd and New Media Press Ltd (United Kingdom) signed a memorandum of understanding (MoU) on May 20 to collaborate and produce materials using new technology to enhance the teaching and learning of science and mathematics in the ASEAN region.

The MoU, which sets out plans to use interactive media on CD ROM, the Internet and Intranet, is also to reduce the cost of teaching materials.

It was signed in London in the presence of Prime Minister Datuk Seri Dr Mahathir Mohamad.

A joint venture agreement to formalise the project is expected to be completed on or before August 31, Utusan Melayu said.

L&G, in a separate statement, said under the venture its education division will provide pedagogic validation by trial tests of materials in schools owned by the group and in others and make available experienced educationists to advise on the content of development programmes.

It said Utusan Melayu's role is to provide sales and marketing, the creation of translations, audio recording and other elements for the localisation of programmes, integration of localisation elements, and the provision of local installation and support services.

New Media's role is in product design and development, the integration of localised elements, management of Internet site and replication of discs, it added. -- BERNAMA

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