

07/02/1998

Celcom sponsors MSC panel meeting

CELLULAR Communications Network (Malaysia) Sdn Bhd (Celcom), in its commitment to promote the Multimedia Super Corridor (MSC), is sponsoring the second MSC International Advisory Panel (IAP) meeting scheduled to be held next week.

In a statement, Celcom said it believes that the sponsorship will enable the company to forge a more positive long relationship with Multimedia Development Corp (MDC) in shaping the success of MSC projects.

It is also an opportunity for Celcom to showcase its capabilities in providing reliable and efficient telecommunications services in the MSC project area.

The sponsorship saw Celcom's business partner, Ericsson (M) Sdn Bhd and Lucent Technologies, join hands to support the meeting by providing Celcom GSM handphones to all IAP members attending the meeting, free airtime via prepaid SIM card worth RM200 per handphone, all Celcom GSM value added services with IDD, manpower and helpdesk during the meeting as well as sponsoring 400 units of street banners.

During the sponsorship hand-over ceremony, Celcom's vice president for Cellular Business Division Zubir A. Rasid said the sponsorship programme marks a milestone in business relationship between Celcom and MDC.

"This shows our serious commitment to support Prime Minister Datuk Seri Dr Mahathir Mohamad's vision of making the MSC project a reality.

"We believe our participation will not only benefit Celcom alone but also all parties involved in the MSC project," he added.

Celcom, a cellular operator, is involved in three of the seven flagship applications in MSC - smart school, telemedicine and electronic government.

(END)