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Ericsson sets up development centre here

IN LINE with Ericsson's commitment to invest further in Malaysia, Ericsson introduced its new regional Competence Development Centre (CDC) yesterday.

Ericsson in a statement said, the centre's main purpose is for Ericsson's private trunked radio systems in Malaysia.

The soft launch was held in Kota Kinabalu since representatives of Ericsson from the Asia-Pacific region as well as a delegation from the US met there for an initial meeting aimed at establishing organisational support and cooperation.

The CDC which will be situated in Peninsular Malaysia will function as an extended arm of its headquarters in Virginia, US.

"The regional centre will work to improve customer services through effective and efficient support by being closer to the customers."

"CDC will also facilitate a transfer of technology to its local and regional representatives in this field, indicating Ericsson's continued commitment to the region," said vice president of Ericsson Private Radio Systems (PRS) of Asia-Pacific region Leif Holm.

He added that the development is part of the initiative by Ericsson chairman Dr Lars Ramqvist to Prime Minister Datuk Seri Dr Mahathir Mohamad when he visited Malaysia last month.

Ericsson's Business Unit Private Radio Systems (PRS) has over 400 customers throughout Indonesia, the Philippines, New Zealand, China, Australia, Taiwan, India, Korea and Malaysia.

The PRS produces private trunked radio systems which uses a method of channel management. Local law enforcement agencies, fire departments and emergency medical services providers commonly use trunked radio systems.

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