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APEC-NEWS-ERICSSON

ERICSSON'S NEW CEO CALLS ON DR MAHATHIR

By: Mohd Arshi Daud

KUALA LUMPUR, Nov 16 (Bernama) -- Ericsson, the Swedish telecommunications giant, is committed to a long-term presence in Malaysia, a company official said today.

To this end, Ericsson Telecommunications Sdn Bhd Managing Director Olle Ulvenholm said the company would launch yet another new Multimedia Super Corridor (MSC) company tomorrow called Ericsson Data.

The first Ericsson company to be awarded MSC status was Ericsson Hewlett-Packard Telecommunication Sdn Bhd.

All this is a reflection that "we are here to stay on," he told reporters after accompanying Ericsson Telecommunications new group chief executive officer Sven-Christer Nilsson to a 30-minute meeting with Prime Minister Datuk Seri Dr Mahathir Mohamad on the sidelines of the Apec meetings here.

Ulvenholm said the meeting was to introduce Nilsson as the new CEO to the Prime Minister as well as to reaffirm Ericsson's presence in Malaysia.

The president and chief executive officer of the worldwide Ericsson group, Dr Lars Ramqvist, is a member of the International Advisory Panel (IAP) for the MSC.

The Ericsson group has been in Malaysia for 33 years.

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