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MALAYSIA TO WOO GERMAN FIRMS TO THE MSC

KUALA LUMPUR, March 11 (Bernama) -- Malaysia has embarked on a drive to attract German multimedia and information technology companies to participate in the Multimedia Super Corridor.

The MSC, billed as the world's comprehensive test-bed for developing and testing new multimedia technology, is a 15-km by 50-km greenfield area with world-class physical and information infrastructure.

In a statement, Multimedia Development Corporation Sdn Bhd said Prime Minister Datuk Seri Dr Mahathir Mohamad will lead a mission to Germany for three days beginning March 19 to promote the MSC.

Mahathir will deliver a keynote address at an MSC Investors Conference organised by Deutsche Messe AG.

During the mission, the Malaysian delegation will meet with German multimedia and IT leaders in Hannover. The meeting will be hosted by Siemens AG.

The delegates are also expected to visit the facilities of several technology-based German companies, including Krone in Berlin and Deutsche Telekom's Future Lab.

In 1996, Malaysia was Germany's 28th largest trading partner and the second largest in Asean, selling goods worth over DM8.9 billion (RM18.69 billion).

To date, close to 200 companies from many parts of the world, including the United States, Europe and Asia, have applied for participation in the MSC, the statement said.

Of the total, 115 have been granted MSC status including German-owned Siemens Multimedia Sdn Bhd.

Located at the hub of Asia's busiest markets, the MSC will unlock multimedia's full potential by integrating groundbreaking cyberlaws and outstanding information infrastructure in an attractive physical environment.

The MSC will be the regional launch site for companies developing or using competitive advantages that arise from their multicultural links, committed leadership and proven track record in developing products and services for regional and global markets. -- BERNAMA

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