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MSC-Roadshows

MDC TO EMBARK ON ROADSHOWS TO EDUCATE THE PUBLIC

By: R.Ravichandran

KUALA LUMPUR, Feb 9 (Bernama) -- The Multimedia Development Corporation Sdn Bhd (MDC) will organise a series of educational roadshows throughout the country to inform the public about the Multimedia Super Corridor Project (MSC), its Director-Client Services Dr Muhammad Ghazie Ismail said.

While admitting that the level of understanding among the public on the MSC was still not very high, he said the MDC would speak to many local companies to make these shows successful.

Dr Muhammad Ghazie said the forthcoming MSC International Advisory Panel meeting here would also help a lot to increase public interest and awareness about MSC.

"The IAP meeting will provide a lot of publicity for the MSC," he told Bernama in an interview.

Dr Muhammad Ghazie said that many IAP members would be holding seminars and talks during the meeting and this would also generate interest among the people.

For many Malaysian the MSC still remains a concept, despite many efforts through advertisement and campaigns to educate them by the government and the fact that as many as 80 companies had already been operating with the MSC status .

"It is important to make them (people) think that the MSC is no longer a concept. It is now on the ground. We need to convey this (message) to the people," he said.

The MDC is a governing body for the implementation of the MSC project -- a 750-sq km zone south of here devoted to the development of multimedia products and services.

Top international figures in the information technology and corporate world would participate in the two-day meeting beginning Thursday and chaired by Prime Minister Datuk Seri Dr Mahathir Mohamad.

Among them Motorola Inc. Chairman Gary Tooker, Ericsson's President and CEO Dr Lars Ramqvist, Acer Incorporated Chairman and CEO Dr Stan Shih and NEC Chairman Dr Tadahiro Sekimoto.

Compared to the first meeting at Stanford University in the United States last year, which was mainly confined to the computer companies, this year's meeting would expand to other areas such as telecommunications, software, content development, animation, post production and film companies.

"If you look at the membership of IAP, all of them are competitors in business. The ability to get them to sit down and discuss common issues that go beyond their own companies' interest will surely contribute to the global issues," he added.

On the current economic problems, he said the MDC did not receive many reports about MSC companies facing difficulties arising from this situation.

Dr Muhammad Ghazie said that only a few local companies had informed him that they were facing difficulties in getting credit facilities from banks and financial institutions.

"At the moment there is not much feedback (from MSC companies) facing difficulties," he said.

"We have said the the MSC should be regarded as a productive sector. So the financial institutions should support them. But we leave it to the banks (to decide)," he said.

However Dr Muhammed Ghazie said that almost all the companies "were moving very fine without any effect of the current economic and financial climate."

"For international companies it is cheaper to invest now. While for local companies they can earn more foreign exchange with their exports," he said.

The MSC project is a 750-sq km zone south of Kuala Lumpur devoted to the development of multimedia products and services.--BERNAMA

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