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Multimedia
MMA 98 PROMISES QUALITY

KUALA LUMPUR, Aug 5 (Bernama) -- The Multimedia Asia Conference and Exhibition 98 (MMA 98) to be held here next month promises to be better in quality despite a smaller number of participation, National Information Technology Council (NITC) permanent secretary Tengku Datuk Dr Azzman Shariffadeen said today.

"The economic downturn has indeed affected the industry and reduce the number of participants. But I am sure that those involved are with quality," he told a media conference here.

The event, an annual gathering of Information Technology (IT) and multimedia companies and professionals in the context of the Multimedia Super Corridor (MSC), was first introduced in 1996 and had attracted some 200 foreign and local companies last year.

Tengku Dr Azzman said serious individuals and companies would not want to miss the opportunities offered through the event which include business opportunities within or in relation to the MSC.

Apart from being a one-stop showcase of local and international leading edge IT and multimedia technologies, MMA 98 also offers participants and visitors a unique opportunity to review the current and near future commercial applications, he said.

The four-day event starting from Sept 29 will feature four major group pavillions including the MSC pavillion for MSC-status companies, university cluster pavillion (for universities, colleges and training institutions), entrepreneur kiosk (small companies) and foreign country pavillion involving Australia, Britain and France.

He said ideas gathered during the workshops and dialogue sessions would be integrated in the formulation of new strategies to enhance the IT and multimedia industry in the country.

Prime Minister Datuk Seri Dr Mahathir Mohamad will open the MMA 98 and deliver a keynote address, said Tengku Dr Azzman who is Mimos Berhad president and chief executive officer.

Some of the established companies taking part in the exhibition are NTT MSC Sdn Bhd, MTDC Technology Media, Leadcom, Canon Malaysia, Mediashoppe and Philips Semiconductors.

The MMA 98 is jointly organised by NITC, Mutimedia Development Corporation Berhad and Telekom Malaysia Berhad.

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