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Call for participants to MMA '98

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INTERESTED parties wanting to participate in an international dialogue framework for reporting and evaluating the progress in the implementation of the Multimedia Super Corridor (MSC) and its flagship applications, can register for the Multimedia Asia '98 Conference and Exhibition (MMA) to be held in Kuala Lumpur next month.

Presented by the National Information Technology Council (NITC) and jointly organised by Mimos Berhad, Multimedia Development Corporation Sdn Bhd, and Telekom Malaysia Berhad, the theme for this year's conference and exhibition is Moving MSC from Vision to Reality: Developing a Content-Rich Community.

MMA has been recognised by the industry as the official international conference and exhibition aimed at promoting the MSC as the primary engine growth in the new millennium.

Prime Minister Datuk Seri Dr. Mahathir Mohamad will be presenting a keynote address at this event.

The event is scheduled for Sept 29 to Oct 2. The conference and concurrent exhibition will be on the first two days of MMA. The workshop with three plenary sessions will be featured on the third day together with the exhibition.

"This year's conference will be different as participants will be involved in a round table discussion for greater interactivity. All the ideas discussed will be collated and presented to the Government at the end of the conference," said Rayma Management Consultants (M) Sdn Bhd president and CEO, Pat Lu.

Rayma is the conference manager of the event.

Participation in the conference, Lu said, is by invitation only.

"We anticipate some 300 participants to MMA. It will be a showcase opportunity for world-class content providers, creators, developers and organisers, software developers, Web designers and solution providers," she added.

MMA will also provide an excellent platform for these specific groups to establish their presence in the MSC and to work towards developing smart partnership with entrepreneurs.

The main topics open for discussion at the conference are, The MSC as a learning laboratory for ideas and ideals, Opportunities and challenges in developing multimedia content industry in the MSC, Developing local multimedia content for interactive and edutainment industries, and MSC as a strategic link for national economic recovery.

The three concurrent tracks in the supporting workshops cover Electronic-Commerce, Animation and Special Effects, and Computer Games Development and Management.

Among the highlights at the exhibition are, The MSC Pavilion - Meet the MSC-status companies, The University Cluster Pavilion - Featuring the Multimedia Institutions, The Entrepreneur Kiosk - Featuring the "Bill Gates" of the future, The Countries Pavilion, The Publications Village - featuring the industry's most sought after publications, and the On-Line Lounge for free Web surfing.

For more details on MMA contact Rayma at Tel:03-7044666/777/888.

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