

31/08/1998

PM to address Multimedia Asia 1998 conference

KUALA LUMPUR, Sun. - Prime Minister Datuk Seri Dr Mahathir Mohamad will be delivering a keynote address at the Third Multimedia Asia 1998 (MMA '98) conference and exhibition on Sept 29 at the Mines Resort.

Hosted by the National Information Technology Council, the four-day event is staged in tandem with the Government's decree that the Multimedia Super Corridor be designated as the nation's engine of growth for the new millennium.

The event's co-organisers are Mimos Bhd, Multimedia Development Corporation Bhd and Telekom Malaysia Bhd.

Its conference programme comprises Chief Executive Officer round table dialogue sessions which will be held over a two-day period beginning Sept 29 and a one-day workshop on Oct 1.

The dialogues will focus on the progress of the MSC Flagship Applications, opportunities and challenges for content creators and developers, while the workshop will centre on e-commerce and Animation and Special Effects.

"Our theme for MMA '98 `Moving MSC from Vision to Reality: Developing a Content-Rich Community', will set the tone and tenure for both the conference and exhibition," said NITC permanent secretary Tengku Mohd Azzman Shariffadeen.

He said as the single most significant event for the Information Technology and related industries, MMA '98 was important for MSC-status companies, their suppliers, vendors and business associates.

For more information, call 03-92641111 or e-mail: [mma@mfsb.po.my](mailto:mma@mfsb.po.my) or visit: <http://www.jaring.my/nitc/mma98>

(END)