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PM to deliver keynote address at MMA'98

PRIME Minister Datuk Seri Dr Mahathir Mohamad will deliver the keynote address for MMA'98, to be held at MINES in Sungei Besi, comprising a high-profile two-day plenary session and three concurrent workshops on the third and final day.

This high-powered forum is to ensure that companies interested in the Multimedia Super Corridor (MSC) get to discuss, be heard, be informed - with and from the highest levels of Government decision makers, the National IT Council (NITC) and the official promoters of the MSC - on all they wish to know, to do, to succeed in the economic opportunities the MSC offers.

The conference will start on September 29 with an update on the progress of the MSC by Tan Sri Dr Othman Yeop Abdullah, executive chairman, Multimedia Development Corporation and moderated by Tengku Datuk Dr Mohd Azzman Shariffadeen, permanent secretary, NITC and president and chief executive officer (CEO) of Mimos Bhd.

The opening Plenary Session, MSC: A Testbed For Ideas And Ideals, will address and discuss the challenges in coping with major issues relating to governance; commerce; society and culture; and system and network integration as Malaysia moves closer to living in an electronic environment. It will be moderated by Minister of Telecommunications, Posts and Works, Datuk Leo Moggie.

In the afternoon the participating CEOs and leaders of industry will enter into round table dialogues on the "Challenges and Opportunities in Developing Multimedia Content Industry in the MSC".

They will discuss various components required for the healthy development of a multimedia content industry.

These will include, among others, the definition of multimedia content; strategies to promote development of multimedia technologies and quality multimedia content, how to create new opportunities and challenges for top-quality content creators and developers and funding for the multimedia content industry.

In the evening, at a special function to be held at the Palace of the Golden Horses, the Prime Minister will deliver the key note address.

Day Two of the conference will cover "Creating and Developing Local Multimedia Content for Interactive and Edutainment Industries".

The concurrent workshops on the third and final day of the MMA'98 conference will cover:

E-commerce: This workshop will examine why it is imperative for current businesses, especially small and medium-scale enterprises (SMEs), to address electronic commerce and how to take full advantage of the opportunities created by the current environment.

Animation and Special Effects: This workshop will examine a series of productions from multi-media/Internet/video and film and provide insight into the creative process from idea conception to final product.

Computer Games Development and Management: This workshop addresses issues contained in controlling the design, coding, testing, and presentation of computer games.

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