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BLOOMBERG-MALAYSIA

BLOOMBERG EXPANDS OPERATIONS IN M'SIA

KUALA LUMPUR, March 12 (Bernama) -- International media and news group, Bloomberg LP is now poised for the next stage of growth in Malaysia with the company expanding its operations in the country.

Regional manager for Asia Pacific, Ian Fallmann, said under the expansion, Bloomberg Malaysia, which provides multimedia and information services including coverage of Malaysian business and financial development, would be launching two new multimedia ventures here.

These would be a nightly television programme on Malaysian business and finance and network service for the Malaysian Exchange of Securities Dealing & Automated Quotation Berhad (MESDAQ) Quotation, a local stock exchange specialising in growth companies particularly those involved in technology based activities.

The television programme called "Bloomberg Malaysia", will be aired for half an hour nightly from Mondays to Fridays, beginning March 15 on the Channel 12 of Astro.

"Bloomberg Malaysia," which is a joint production by Bloomberg Television and Astro, will focus on daily business news in Malaysia as well as special business programmes.

Fallman said this at a press conference here today to announce the company's plans for its Malaysian operations.

On the development of MESDAQ quotation system, Fallmann said, "Things are going well and we are ready to start."

In the MESDAQ system, buy and sell orders will be routed by MESDAQ members through the Bloomberg service network and will be negotiated, confirmed and reported electronically via the Bloomberg service.

Founded by Micheal Bloomberg in 1981, Bloomberg LP first came to Malaysia in 1990 with the first Bloomberg Terminal installed in Bank Negara Malaysia.

So far, Bloomberg, which acquired the MSC status in June last year, has invested more than RM3.8 million in equipment alone for the operation of its news data collection and sales office, here.

Fallmann however, did not disclose the overall investment for its operations here.

The office of locally incorporated Bloomberg (Malaysia) Sdn Bhd will be officially opened by Prime Minister Datuk Seri Dr Mahathir Mohamad here tomorrow. -- BERNAMA

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