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Mahathir-Awards

MAHATHIR LAUNCHES MSC AWARDS PROGRAMME

CYBERJAYA, March 12 (Bernama) -- Prime Minister Datuk Seri Dr Mahathir Mohamad today launched a Multimedia Super Corridor (MSC) awards programme called the Asia-Pacific MSC Information Technology and Telecommunications Awards (APMITTA).

The awards programme is aimed at providing a platform for the enhancement and promotion of networking, technology transfer, innovation and training in the information technology and telecommunications-related industries.

APMITTA is a collaboration between Australia-based Asia-Pacific Information Technology and Telecommunications Corporation and Asia Pacific Information Technology Awards (APITA) of Malaysia.

Those who attended the function included Selangor Menteri Besar Datuk Abu Hassan Omar, Education Minister Datuk Seri Najib Tun Razak and Energy, Telecommunications and Multimedia Minister Datuk Leo Moggie as well as the Chief Secretary to the Government, Tan Sri Halim Ali.

At the ceremony, Dr Mahathir also unveiled the awards logo and officiated its website.

Earlier, the Prime Minister attended an MSC Implementation Council Meeting at the Cyberview lodge, here.

The APMITTA gives recognition to outstanding achievement of individuals, students and entrepreneurs, small and medium scale enterprises and corporations which have contributed to the development of the MSC.

The contribution could either be in the form of the development of applications, solutions and content in relation to the MSC flagship application projects or those that could benefit the nation.

Multimedia Development Corporation Sdn Bhd executive chairman Tan Sri Dr Othman Yeop Abdullah said that the awards programme is designed to encourage involvement across a spectrum of industries that are supported by information technology and telecommunications.

This includes animation, content development, software development, production advertising and entertainment, electronic commerce and broadcasting.

Dr Othman said that APMITTA would provide a unique opportunity for individuals and companies involved in the awards to win considerable exposure through ongoing official functions, promotions and publicity.

These activities would allow the awards and participating organisations to provide opportunities for export of Malaysian information technology and telecommunications products internationally, increased community awareness of the IT and telecommunications industry and provide recognition for IT and telecommunication achievers.

The first APMITTA ceremony is scheduled to be held in October this year with Dr Mahathir as the patron.

The awards would be held annually and would be directly linked to the international Asia Pacific IT and Telecommunications awards which would be staged at different destinations each year.

Malaysia would host the international awards next year.

--BERNAMA

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