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MSC-PRECEDENT
MSC CONCEPT TO BE PRECEDENT FOR OTHERS

     CYBERJAYA, July 7 (Bernama) -- Malaysia, through the Multimedia Super
Corridor (MSC), has fulfilled the two parameters missing in most Asian
countries -- creativity and leadership, says an International Advisory
Panel (IAP) member.
     Bob Bishop, the chairman of Silicon Graphics World Trade Corporation,
told reporters here today Malaysia had already demonstrated more boldness
and leadership than other Asian countries through its MSC.
     He said the MSC was different compared to other technology established
Asian countries such as Singapore, Taiwan, South Korea because these
countries had a precedent in Japan, though they did not necessarily use the
same formula.
     Despite that, he said, these countries were not able to surpass the
West in terms of technology because of the two missing parameters.
     Once Asian countries can focus on these parameters, including boldness
and risk-taking, he said they can surpass the West as they already have the
talent and brain power.
     In Malaysia, these qualities are already seen in the boldness of Prime
Minister Datuk Seri Dr Mahathir Mohamad and the MSC is proof of his vision
which, once successful, can be a precedent for others.
     He said the strength of the United States is in its creativity,
leadership and ability to deal with contradictory opinions. Likewise, the
success of Silicon Valley lies in its ability to deal with conflicts,
contradictions and ambiguities.
     But then, the MSC is not a simple replication of Silicon Valley as the
latter was developed 50-60 years ago and is multi-industry in profile.
     Bishop said the MSC is an accelerated development process and is being
created artificially from a plan, thus its starting point is different from
Silicon Valley.
     As to the progress on the MSC, he expressed the surprise that the
priority and focus in the MSC remained despite the economic crisis.
     He said there was real progress in that there were already 228
MSC-status companies comprising a blend of multinationals (MTN) and close
to 200 local small and medium scale industries (SMIs).
     "If the MSC is filled up with MTNs only, it will fail, but the blend of
SMEs and MTNs provide the important balance," he said.
     "Things have moved ahead of schedule. The MSC is expected to take us to
the future and is the way to pull Asia out of the crisis," he added.
     Defying critics on the number of MTNs in the MSC, he said 33 MTNs
already add up to a big number.
     He also said the things that need more focus by the IAP, which is due
to meet tomorrow, are the production of more digital content, e-commerce
and having more venture capital funds in competition.
     Due attention too, he said, must be given to providing a social
environment to the MSC so that it will not become isolated and will have
enough committed players.
     On the production of digital content, he said Malaysia should develop
content based on its own values and culture rather than import them which
can lead to a scenario of conflicting values.
     He pointed out that there is a deep culture here and this offers an
opportunity to bring such values into digital content and transmit them on
a world basis.

On SGI, he said the company had been working with many partners indirectly and had in the last 12 months spent RM5-RM6 million in the MSC. Recently, it supplied 150 workstations to the Multimedia University. -- BERNAMA
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