

08 SEP 1999

Dougan-MSC

MSC ON TARGET, SAYS LADY DOUGAN

PUTRAJAYA, Sept 8 (Bernama) -- Malaysia's Multimedia Super Corridor (MSC) set up to propel the country into the multimedia age is on target, a member of the MSC's International Advisory Panel Diana Lady Dougan said today.

"I think the expectation of the MSC is very high. It is a very ambitious project and in some respect, the MSC is doing better than some people thought it was," she told reporters after calling on Prime Minister Datuk Seri Dr Mahathir Mohamad at his office here.

Lady Dougan, senior adviser to the United States Centre for Strategic and International Studies, said Malaysia had set a very high level of expectation that was almost impossible to meet.

She, however, said although the country experienced setbacks in some areas of the economy, it had managed to make a lot of progress in other sectors such as infrastructure.

Lady Dougan, who arrived here on Sunday, is attending the 30th annual conference of the International Institute of Communications here.

Lady Dougan said she had also suggested to Dr Mahathir for the creation of a place where young entrepreneurs, individuals and the private sector could get involved in information technology and small- and medium-scale enterprises (SMEs) in multimedia.

"In fact, when the Prime Minister announced the establishment of the MSC... I've made a strong point then on the importance of focusing on entrepreneurship, on SMEs, young entrepreneurs and creating the environment that will nurture entrepreneurship and innovation," she said.

The International Advisory Panel, comprising multimedia industry leaders and gurus, was formed to advise the government on the MSC project, a 750sq km area located between the Kuala Lumpur City Centre and the KL International Airport in Sepang designated as a hub for the development of multimedia products and services.

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