

17 SEP 1999  
Multimedia  
NITC TO HOST MULTIMEDIA ASIA '99 NEXT WEEK

KUALA LUMPUR, Sept 17 (Bernama) -- The Multimedia Asia '99 (MMA '99) from Sept 22-26 will bring together local and foreign figures prominent in the information technology industry in yet another effort to promote the Multimedia Super Corridor (MSC).

Conference and workshop participants will also have the opportunity to have a dialogue with Prime Minister Datuk Seri Dr Mahathir Mohamad on Sept 22, National Information Technology Council (NITC) secretary Tengku Datuk Dr Mohamed Azzman Shariffadeen said today.

The four-day event is organised by the NITC in association with the Multimedia Development Corporation Sdn Bhd (MDC) and Mimos Bhd.

Dr Mohamed Azzman said in conjunction with MMA '99, an exhibition would be held at the Malaysia International Exhibition & Showroom at the Mines City from Sept 23-26.

Speaking to reporters at the presentation of cheques by sponsors of the MMA '99 here, Dr Mohamed Azzman said the MMA '99 has become the annual international reporting framework on the progress in the implementation of the MSC and also to promote the project.

Themed "Re-aligning for A New Economy", the MMA '99 would position the MSC as an important hub in the network of dialogue partners.

Topics for the workshop will cover MSC Flagship Implementation and related issues, E-Commerce and Subang Jaya 2005 Smart Community. Forty-nine roleplayers coming from various local and overseas information technology industry and experts will share their vision on the MSC.

Among the panelists are Bank Negara deputy governor Datuk Dr Zeti Akhtar Aziz, Economic Planning Unit Director-General Datuk Dr Samsudin Hitam, Selango Executive Councillor for Infrastructure and IT, Datuk Fuad Hassan and Local Government Department Director-General Datuk Lokman Hakim Mohd Jasan.

Some 80 companies have confirmed their participation in the exhibition.

Dr Mohamed Azzman also thanked the sponsors for their strong support to the MMA '99. He said the sponsorship to date amounted to more than RM150,000.

Southern Bank Berhad and Celcom (M) Sdn Bhd have sponsored RM50,000 each, RHB Bank Bhd (RM12,000), Shell Services International Sdn Bhd (RM12,000), Darul Ehsan Multimedia Corporation Sdn Bhd (RM12,000), ASTRO (RM8,000), Malaysian National News Agency or Bernama (RM8,000) and IRIS Technologies Sdn Bhd is sponsoring the registration system.

--BERNAMA

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