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Multimedia-Conference

PARTICIPANTS TO MMA '99 CONFERENCE EXPECTED TO DOUBLE

KUALA LUMPUR, Aug 6 (Bernama) -- Some 500 participants, double the number last year, are expected to attend the Multimedia Asia '99 conference to be held here next month following a recovery in the country's economy.

National Information Technology Council (NITC) secretary Tengku Datuk Dr Mohamed Azzman Shariffadeen said today last year's conference only pulled in some 250 people as many companies were facing problems due to the economic problem.

The two-day annual conference, themed "Re-aligning for A New Economy", will be held at the Malaysia International Exhibition and Showroom (Mines), here, from Sept 22,

Dr Azzman, who is also president and chief executive officer of Mimos Bhd, told a news conference after the launch of the conference, here, that more companies were willing to come because they were aware of the importance of the Multimedia Super Corridor (MSC).

The target participants included MSC companies, public-listed companies and multinational corporations, top government officials, technopreneurs, economists and analysts.

He said the theme of the conference was very important as it would discuss ways to help Malaysia align with the rest of the world.

"If we don't re-align, we will lose out as the window of opportunity is small. The e-economy, e-commerce are things happening right in front of our eyes," he said.

He said the conference was to position the MSC as an important hub in the emerging knowledge economy and its highlights included discussion of key challenges faced by MSC-status companies and the progress in the implementation of the MSC flagship applications.

The conference will incorporate Virtual Commonwealth II with the theme East Asian Economic Crisis: The Way Forward on Sept 21 at the Palace of the Golden Horses. Prime Minister Datuk Seri Dr Mahathir Mohamad will deliver his keynote address during the Virtual Commonwealth.

In conjunction with the conference, an exhibition aimed at promoting the MSC will be held from Sept 23 to Sept 26.

-- BERNAMA

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