

# IAP meeting needs to highlight locally-developed technologies

By MALCOLM ROSARIO

THE fourth meeting of the Multimedia Super Corridor International Advisory Panel (IAP), scheduled to begin in Cyberjaya today, needs to focus on promoting locally developed technology worldwide.

Industry players said many local companies have developed very good technologies but are underutilised because the domestic market is not ready for them.

As the IAP comprises multimedia industry leaders and gurus from around the world, they are in a position to promote Malaysian-developed technologies worldwide, they told *Business Times* on the eve of the meeting which will be opened by Prime Minister and IAP chairman Datuk Seri Dr Mahathir Mohamad.

Local technology companies are convinced that IAP members will be impressed with such technologies. They will then be able to provide advice on how to market them abroad or even form marketing alliances with the developers of these technologies.

Themed "Convergence in Malaysia: Competition, Convergence and Mobility", this year's MSC-IAP Business Summit is jointly organised by the Asian Strategy and Leadership Institute and MDC. Deputy Prime Minister Datuk Seri Abdullah Ahmad Badawi will open the summit.

Panel discussions will begin tomorrow with two sessions. Session One entitled "Transforming Malaysia into a Knowledge Economy: The Great Leap Forward", will see discussions on issues such as how Malaysian service operators can partner global carriers to extend their reach and expand their markets, and how global manager network service providers are provisioning services for the enterprise sector in Malaysia.

Speakers at the session will be IAP member and Stanford University's Public and Private Management Computer Science Professor Prof William F. Miller, Human Resources Minister Datuk Dr Fong Chan Onn, Institute of Strategic and International Studies Malaysia chairman and chief executive officer Tan Sri Dr Noordin Sopiee

Among the other issues the IAP needs to focus on is the production of more digital content, the development of e-commerce and having more venture capital funds.

Local technology companies also feel that due attention must be given to providing a social environment to the MSC so that it will not become isolated and will have enough committed players.

Dr Mahathir is expected to address the opening of the meeting, which will be followed by an open discussion and an update on the MSC by Multimedia Development Corp executive chairman and IAP secretary Tan Sri Dr Othman Yeop Abdullah.

Among the IAP members and representatives at the meeting will be Parkside LLC partner Dr Gilbert Amelio, Fujitsu Ltd chairman Mr Tadashi Sekizawa, Compaq Computer Corp president and chief executive officer Mr Michael Capellas and Lotus Development Corp president and chief executive officer Mr Al Zollar.

Tomorrow, the IAP members will attend the opening of the MSC Expo 2000 at the Mines Exhibition Centre in Sungai Besi, which will be officiated by Dr Mahathir. The 2nd MSC-IAP Business Summit 2000 will be held concurrently with the expo.

and IBM Malaysia Sdn Bhd chief executive officer and country general manager Voon Seng Chuan.

Session Two on "Malaysia's Enterprise Market and the New Global Knowledge Economy" will be participated by Acer Group chief executive officer and co-founder Datuk Dr Stan Shih, Madge.web UK chief executive officer Robert Madge and Andersen Consulting (M) Sdn Bhd managing partner for Asia Larry Gan.

On Saturday, Energy Communications and Multimedia Minister Datuk Amar Leo Moggie will present a special address, followed by a dialogue.

Speakers at Session Three on "Info-Communications Technology Innovation: Made in Malaysia" include Information and Communications Networks president and Siemens AG Germany member of the managing board Dr Roland Koch, Telekom Malaysia Bhd chief executive officer Dr Md Khir Abdul Rahman and Beijing University's director Prof Wang Xuan.

Session Four will be on "Global Best Practices Stream: New Technology Solutions from The Global Market" and Session Five on "E-Marketing to the Net Generation: How Do You Capture Their Attention?"