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LUCENT-SHARE

LUCENT TECHNOLOGIES MALAYSIA TARGETS 10 PCT OF MARKET SHARE

KUALA LUMPUR, Nov 2 (Bernama) -- Lucent Technologies (Malaysia) Sdn Bhd, an MSC-status company which is part of the New Jersey-based Lucent Technologies group, is targeting to capture 10 percent of the domestic market.

The domestic market could very well increase to US\$1 billion (RM3.8 billion) in the next five years, its chief executive officer, Zam Isa, said.

He said that the groups' new focus on building the broadband network and mobile internet infrastructure would put it in good stead to grow further in the country.

"We have the support and the capability to support our customer base," he said during a press conference by Bob Robertson, the President of Lucent Technologies Asia/Pacific on the group's focus in the region.

The Lucent Technologies group which is based in New Jersey designs, develops and manufactures communications systems, software and products.

It is also engaged in the sale of public and private communications systems, supplying systems and software to most of the world's largest communication network operators and service operators.

Prime Minister, Datuk Seri Dr Mahathir Mohamad visited Lucent Technologies' Bell Laboratories in Holmdel, New Jersey, which is one of its world-renowned research and development centres.

Robertson said that the size of the regional market at US\$225 billion (RM855 billion) currently and projected to expand to just under a trillion dollars in three years' time, promised "exciting" possibilities for Lucent.

Asia Pacific's share of the group's worldwide earnings were projected to increase to 20 percent from 12-13 percent currently in the next 3-5 years, he said.

He said Lucent Technologies was positioning itself well to take advantage of this phenomenal growth bolstered by what was its "new sharpened focus" on being a leader in providing service.

Previously, "we did not do a good job of execution," but with the market moving towards home solutions, "we are focusing on services as evident by over 40,000 employees in its Asia-Pacific operations dedicated to providing service.

Given that the projection for the global market growth is 700 million new wireless lines and 300 million cable lines coming onstream, a big percentage of this would be in the Asia Pacific region, Robertson said.

"Our success would depend on the business model that is developed and how close we get to our customer's needs," he said.

Lucent Technologies Malaysia meanwhile employs 380 people, of which a major portion support the Asia Pacific operations while 45 percent focus on the domestic market.

In February this year, Lucent consolidated all its operations in Kuala Lumpur into a new headquarters in Petronas Twin Tower and opened its US\$15 million laboratory for Global System for Mobile Communications (GSM). --

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