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MIM-CONFERENCE

AAMO CONFERENCE TO FOCUS ON CHALLENGES OF GLOBALISATION AND TECHNOLOGY

KUALA LUMPUR, Aug 17 (Bernama) -- The up coming 14th Association of Asian Management Organisation (AAMO) conference in collaboration with the 3rd MSC-IAP Multimedia Business Summit, will focus on challenges of globalisation and technology.

It would also review the changes and the response needed to face the challenges in the New Economy, said director/chief executive officer of the Asian Strategy and Leadership Institute (ASLI), Datuk Michael Yeoh.

"This conference will enable businesses to understand the opportunities and the threat that changes will create, how technology and globalisation will shape the future," he said in his speech at the sponsor's official check presentation ceremony, here today.

The three-day conference to be held from Sept 6, 2001 at Palace of Golden Horses, would also be presented with case study on new economy ventures, building the new economy, shaping our digital future, new rules, new technologies and new trends.

The conference is organised by the Malaysian Institute of Management (MIM) in association with the Multimedia Development Corporation (MDC) and ASLI.

It is targeted at the local and international leaders from e-commerce solution provider, companies, businessmen, banking and investment institutions, venture finance companies and government leaders who are shaping the new regulatory environment.

Approximately 300 participants are expected to take part in the conference.

Prime Minister Datuk Seri Dr Mahathir Mohamad would deliver a keynote address on Globalisation, Technology and Knowledge Governance on the Networked world at a gala dinner on the first day.

This will be followed by the highlights on the next generation flagship applications of the MSC, on global marketing and positioning the next day.

It will close with a keynote address by the Deputy Prime Minister, Datuk Seri Abdullah Ahmad Badawi. -- BERNAMA

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