

19 JUN 2001

MSC-EXPO

MSC-MULTIMEDIA ASIA EXPO 2001 EXPECTS 30,000 VISITORS

KUALA LUMPUR, June 19 (Bernama) -- The MSC-Multimedia Asia Expo 2001, a combination of Multimedia Super Corridor (MSC) Expo and Multimedia Asia, expects to attract more than 300 exhibitors and 30,000 visitors.

The combined information and communications (ICT) focused event will be held at the Putra World Trade Centre (PWTC) from Sept 6-8.

It is the brainchild of the Prime Minister's office with the goal of producing a premier, world-class ICT event in Malaysia.

Today, Multimedia Development Corporation Sdn Bhd (MDC) and the National Information Technology Council (NITC) signed a memorandum of understanding (MoU) to jointly organise the event.

MDC executive chairman Tan Sri Dr Othman Yeop Abdullah said in a statement that by bringing together the resources of MDC and NITC and tapping into each other's client base, the joint expo will attract a bigger crowd and more importantly add value to each other.

He added that the joint effort was in line with the smart partnership concept championed by Prime Minister Datuk Seri Dr Mahathir Mohamad.

The MSC-Multimedia Asia Expo 2001 is also one of the key highlights of this year's Fifth International Advisory Panel (IAP) Meeting, which is chaired by the Prime Minister, who will officially open the expo.

The expo, themed "Agenda eAsia: Digital Inclusion, Digital Opportunities" will showcase an array of new ICT applications, innovations and solutions spearheaded by the MSC Flagship Applications and companies involved in the e-commerce services and solutions, consultancy services, content development and a host of different sectors of the ICT community.

Three other related shows will be held concurrently with the MSC-Multimedia Expo 2001. They are Banking Technologies Asia 2001, CARDex Asia 2001 Conference and Exhibition and SOLE 2001 Conference and Exhibition, also called the Symposium on Online Learning. -- BERNAMA

ER FR