

07 SEP 2001

Mahathir-Expo

PM LAUNCHES MSC-MULTIMEDIA ASIA EXPO 2001

KUALA LUMPUR, Sept 7 (Bernama) -- The Prime Minister Datuk Seri Dr Mahathir Mohamad today launched the 6th MSC-Multimedia Asia Expo 2001 which showcases the latest in information and communications technology (ICT).

The three-day event, at the Putra World Trade Centre here, started yesterday in conjunction with the on-going 5th MSC-International Advisory Panel (IAP) meeting.

The MSC or Multimedia Super Corridor is Malaysia's ambitious project to propel the country as one of the world's leading multimedia players.

The MSC's 750 sq km area is located between here and the KL International Airport in Sepang dedicated to the development of ICT and multimedia products and services.

After a simple opening ceremony, Dr Mahathir spent almost two hours visiting some of the more than 200 booths involving, among others, government bodies, MSC-status companies, Internet-based businesses, content developers and applications service providers.

The expo, which carries the theme "Agenda eAsia: Digital Inclusion, Digital Opportunities", is co-organised by the National IT Council of Malaysia and the Multimedia Development Corporation which oversees the development of the MSC.

Other events being held concurrently with the expo are the Banking Technologies Asia 2001, CardEx Asia 2001 Conference and Exhibition, and the SOLE 2001 Conference and Exhibition. SOLE stands for Symposium on On-Line Learning.

-- BERNAMA

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