

SOFT LAUNCH OF NATIONAL E-COMMERCE WEEK 2002  
E-Commerce Week

26 JUN 2002

Putrajaya, June 26 2002 - The soft launch of the National E-Commerce Week 2002 scheduled for September 3 to 6, 2002, was officiated by Tan Sri Datuk Dr Othman Yeop Abdullah, Executive Chairman of Multimedia Development Corporation Sdn Bhd (MDC) together with Datuk Mustapha Mohamed, Executive Director of National Economic Action Council (NEAC) today.

The National E-Commerce Week 2002 (NECW) will showcase the national efforts and projects to drive and grow e-commerce in Malaysia and in ASEAN.

The objectives of the National E-Commerce Week are to assist local businesses to visualize and capitalize the various ICT incentives provided by the government and to assist start-ups, new entrepreneurial firms as well as the various industry sectors to adopt e-commerce as a tool to be more competitive in global markets.

According to Tan Sri Othman, "This is critical if we are to maintain and enhance our competitiveness in rapidly globalising markets around the world. Malaysian companies need to take a proactive approach instead of a reactive stance when it comes to leveraging on e-commerce and ICT as a tool to enhance our competitiveness and productivity.

"Our failure to do so could significantly jeopardise our drive and efforts to transform the Malaysian economy and society into a developed nation as envisioned in the Vision 2020. That is the threat and challenge to us, " he continued.

He added that based on IDC 2001 survey, the potential revenues arising from business-to-consumer (B2C) and business-to-business (B2B) e-commerce activities in Malaysia are set to increase by almost nine-fold from USD1.5 billion in 2002 to USD9.4 billion by 2005 with B2B making the biggest strides.

In his speech, Tan Sri Othman also highlighted the efforts by the Malaysian Government to overcome some of the identified several critical constraints in the country's push towards e-commerce that needed to be addressed before e-commerce can take off in Malaysia such as the need to achieve a critical mass of Internet and PC penetration, number of knowledge workers and public trust.

He said, "There was concern about the need to build public trust of e-commerce over the Internet, e.g. issues like security, privacy and intellectual property protection. These issues are being addressed through the enforcement of the Cyberlaws.

To-date, 6 laws have been passed such as the Digital Signature Act, Optical Discs Act, Computer Crimes Act and Amendment to the Copyright Act. The Personal Data Protection Bill is also being drafted to address this concern."

"The challenge is now before the industries to achieve the full promise of e-commerce opportunities within the region. I am pleased to note that there have been several successful e-commerce models that have emerged.

"We have seen notable successes in e-banking such as the Maybank2U portal, in

travel and tourism such as Asiatravelmart.com as well as in securities trading with a number of firms providing electronic client ordering systems (ECOS) via the Internet," he added.

Tan Sri Othman also highlighted Malaysia's commitment to the growth of e-commerce in the region through the e-ASEAN Task Force. Currently, there are 9 Malaysian companies spearheading the e-ASEAN pilot projects in areas such as tourism portal by KUB Sistem, knowledge workers exchange by KWX, trade electronic data interchange (TEDI) by DagangNet, and e-Learning portal by I-Venture.

The NECW is part of the Malaysia ICT Week that includes the MSC Expo 2002 and ACM Expo 2002. The three expos will be held together at The MINES Exhibition Centre from September, in conjunction with the 6th MSC International Advisory Panel (IAP) Meeting that is chaired by YAB Dato' Seri Dr Mahathir Mohamed, Prime Minister of Malaysia.

The Malaysia ICT Week is a major effort by the Malaysia Government through the Ministry, Multimedia Development Corporation Sdn Bhd (MDC), National Economic Action Council (NEAC) and National IT Council (NITC) to produce a premier, world-class ICT event in Malaysia. Due to the common goals and ideals, the staging of these premier ICT events are expected to attract more than 400 exhibitors and 30,000 visitors to The MINES, coming from the government, trade, students and public.

In addition to the NECW, the MSC Expo will showcase the progress of the MSC and the Flagship Applications, which is poised to begin its rollout to the rest of the nation. The Expo will also highlight the business and investment opportunities created by the MSC and the successes of our growing numbers of ICT small and medium enterprises (SMEs).

The ACM Expo 2002 will showcase the latest solutions in communications and multimedia technology ranging from the latest models in mobile communications to a Wireless Broadband, High-speed Internet Access, Mobile Internet, E-banking, E-commerce, IP Telephony, eCRM, Broadband Multimedia, Satellite Solutions, E-security and Enterprise network.

As part of the Malaysia ICT Week, the Multimedia Asia 2002 (MMA) that has already begun its promotion will also be held at the Putra World Trade Centre. The MMA will be a showcase of the efforts and initiatives of NITC in raising the level of awareness of ICT as an enabler in the society.

The MSC Expo, ACM 2002 and the NECW are organised and managed by AMB Exhibitions Sdn Bhd, which is a member of the Allied Media Worldwide Network of international exhibition organisers and can be contacted at tel: (603) 40454993 or at [www.ambexpo.com](http://www.ambexpo.com).

#### Multimedia Development Corporation

As a one-stop agency, Multimedia Development Corporation (MDC) has been established to facilitate the development of the MSC and to expedite the entry of investors into the MSC. MDC is also empowered to grant MSC Status to companies wishing to locate their operations in the MSC.

Entrusted to MDC is also the task of creating Malaysian technopreneurs, and to ensure this will be achieved over the time frame given, critical ingredients

such as market access, HRD & training, incentives, R&D grants, venture capital & financing and incubation centres have been put in place by the corporation, in conjunction with various government agencies and other institutions.

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