

03/09/2002

Malaysia's launching of ICT week to rival Singapore

Zaidi Isham Ismail

MALAYSIA is set to rival Singapore as an Information, Communications and Technology (ICT) event hub with the hosting of the four-day Malaysia ICT Week beginning today.

The event will for the first time, merge three smaller ICT events under a single forum, aimed at having a bigger impact, attracting more visitors and hopefully wrestle the ICT hub tag away from Singapore.

"Previously, not many foreign visitors come to Malaysia to see the latest ICT technologies. They brush Malaysia aside and prefer to go to Singapore's annual Communic Asia held every June," a source told Business Times in Selangor yesterday.

"Malaysia also has too many ICT events in a year, causing it too lose appeal. This single mega ICT event should do the trick in drawing the crowd from the region much like Formula One racing in Sepang," he said.

To be launched by Energy, Communications and Multimedia Minister Datuk Leo Moggie, the expo will be held at the Malaysia International Exhibition and Showroom Centre at Seri Kembangan.

The exhibition is open to trade and business professionals from today to Friday.

However, it is only open to the public on Friday and admission is free. More information can be downloaded at www.ambexpo.com.my.

The event is organised jointly by the Energy, Communications and Multimedia Ministry, the Multimedia Development Corp and the National IT Council. It will feature three major expos - Multimedia Super Corridor (MSC) Expo 2002, Association of South-East Asian Nations Communications and Multimedia Expo and Forum (ACM 2002) and National E-Commerce Expo 2002.

Malaysia ICT Week will be participated by 418 exhibitors from 28 countries and is expected to attract 20,000 delegates and trade visitors.

In an area covering 12,000 sq m with six pavillions, companies participating include Telekom Malaysia Bhd, Maxis Communications Bhd, Time dotCom Bhd, DiGi Telecommunications Sdn Bhd and Celcom (M) Bhd.

Foreign companies include Acer, Ericsson, Fujitsu, HP Compaq, Epson, Hitachi, Microsoft, NTT, Nokia, SAP, Symantec, Check Point, Network Associates, Top Layer, MSC Trustgate, Myseq, MPT and also participants from South Korea, Canada and Hong Kong.

Malaysia's Communications and Multimedia Commission chairman Tan Sri Nuraizah Abdul Hamid is also expected to deliver a keynote address tomorrow.

The event also coincides with the sixth MSC International Advisory Panel (IAP) meeting tomorrow chaired by Prime Minister Datuk Seri Dr Mahathir Mohamad.

It also coincides with the fourth MSC-IAP Multimedia Business Summit where ICT captains worldwide will meet this week and share ideas and examine challenges and the future of the sector.

The highlight of Malaysia ICT Week are two specialist events - the E-Security 2002 on information security technology and International Multimedia Presentation Technology show.

MSC will showcase to visitors on updating electronic-Government (e-Government), Multipurpose Card, TeleHealth, Smart Schools and Research and Development Cluster.

Visitors can also see the latest ICT products and solutions ranging from

the latest handphones to wireless broadband, high speed Internet access, mobile Internet, multimedia messaging, E-commerce, broadband multimedia, and E-security.