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MSC-COMMITMENT

ERICSSON, HSBC NEW BUILDINGS REFLECT COMMITMENT TO MSC SUCCESS

CYBERJAYA, July 29 (Bernama) -- Ericsson and HSBC said today that the establishment of their buildings in Cyberjaya reflected their commitment to the success of the Multimedia Super Corridor project (MSC).

Ericsson is the world's largest supplier of mobile systems while HSBC is one of the world's largest banking and financial services organisations.

Prime Minister Datuk Seri Dr Mahathir Mohamad today officially opened Ericsson@MSC, a RM80 million regional hub and headquarters of Ericsson Malaysia, and HSBC Electronic Dataprocessing (M) Sdn Bhd, which housed HSBC's sixth and largest Group Service Centre (GSC).

Both buildings are sited in this intelligent city, which is the nucleus of the 750 sq km MSC project running from KL City Centre to KL International Airport in the south.

"The establishment of Ericsson@MSC clearly reflects our confidence and support to the MSC and extends our commitment into the future," said Ericsson Asia Pacific president Ragnar Back.

Speaking at the opening of the building, Back said that Ericsson@MSC also embodies Ericsson's long term commitment to the country.

"We were the first foreign telecoms vendor to set up operations in this country in 1965," he said.

Ericsson@MSC is believed to be the first building in Asia to house a flagship showcase of GSM, GPRS, EDGE and WCDMA systems, showing the evolution of mobile telecommunications standards from GSM to 3G.

"Choosing Malaysia to locate this showcase, and specifically the MSC, was the logical choice for us as this country was among the first in the region to take position on the path it wishes to take in embracing 3G (third generation wideband mobile systems) technologies," he added.

Meanwhile at the opening of the HSBC's building, HSBC Bank Malaysia Bhd's deputy chairman and chief executive officer, Zarir J Cama, said that when the HSBC Group decided to open its sixth GSC, Cyberjaya "came very, very highly" on the list.

The excellent infrastructure, the availability of well-qualified workforce and tax incentives brought by the MSC status were among the key reasons why Cyberjaya was selected, he said.

"The GSC is a clear demonstration of the HSBC Group's commitment to Malaysia.

"We are very proud to be able to contribute and participate in this exciting phase of this country's growth," he added.

HSBC Group chief operating officer, Alan Jebson, said that the company would be investing some RM80 million for its Malaysian GSC over the next three years.

Currently operating in a temporary building, the GSC, which started operation in April this year, would move to a purpose-built facility of 200,000 square feet.

The new building, located just across the road from the current one is due for completion next year. -- BERNAMA

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