

12 MAR 2004

Sports-Motorsports (SIC)

TELEKOM MALAYSIA TO PROVIDE TELECOMMUNICATION SERVICES TO SIC

KUALA LUMPUR, March 12 (Bernama) -- Companies should take advantage of motorsports events held at the Sepang Circuit to promote and further enhance their brand image through the Sepang International Circuit Sdn Bhd (SIC) official partners' programme introduced last year.

"Monetary sponsorship is the ideal mode of sponsorship for motorsport activities although we understand the limitations encountered by companies in providing cash sponsorship," SIC Chairman Datuk Mokhzani Tun Dr Mahathir told reporters at Menara Kuala Lumpur here, today.

Earlier, Mokhzani and Telekom Malaysia Berhad's (Telekom Malaysia) TM Telco Chief Operating Officer Datuk Dr Idris Ibrahim witnessed the signing of a partnership agreement between SIC, represented by General Manager Ahmad Mustafa and Telekom Malaysia Senior Vice President (Major Business and Government) Datuk Adnan Rofiee.

Through the agreement, Telekom Malaysia will become the official Telecommunications Provider to the SIC for a three-year period.

"Obviously we would want to work beyond that period as we look forward to a long-term working relationship," said Mokhzani.

Besides providing fixed lines and its Intergrated Services Digital Network (ISDN) services for usage during the Formula One race, Telekom Malaysia will also provide other services such as broadband internet access, broadcast services, business centre and also instant billing facilities.

Ahmad Mustafa told the media conference that more than 200 local and international media representatives will be at the Sepang Circuit covering the world's hottest race.

"The telecommunication services provided by Telekom Malaysia will certainly facilitate the media in transmitting news more efficiently.

-- BERNAMA

FA MFJ JRL