

Rebranding the MSC to chart future growth

NST - 8/4/2006



Abdullah and Najib joining the children of Sekolah Kebangsaan Putrajaya (2) in marking the 10th anniversary of MSC Malaysia.

■ **By Hamidah Atan and Deborah Loh**

news@nst.com.my

CYBERJAYA: The Multimedia Super Corridor or MSC will now be known as MSC Malaysia while its implementing company, the Multimedia Development Corporation (MDC) will be known as M-DEC.

Datuk Seri Abdullah Ahmad Badawi said the re-branding meant that MSC Malaysia no longer belonged to just M-DEC but to all Malaysians, with its development methods, approaches and strategies to be renewed to meet current challenges.

The Prime Minister said the focus and original objectives of MSC, however, would be maintained based on its basic and guiding principles.

"The re-branding of its image will give more focus to MSC's creative, multimedia content initiatives as a national project where its benefits can be reaped by Malaysians of all races and status."

Abdullah said MSC Malaysia would enhance Malaysia's posi-

tion as an information, communication and technology and global multimedia hub.

The new MSC Malaysia's slogan, "Win Hearts At Home And Win Battles Abroad", said Abdullah, reflected MSC Malaysia's two-pronged strategy as a key driver and key enabler for the local ICT industry and the global market.

He said this when he launched MSC Malaysia's creative multimedia initiatives in conjunction with its 10th anniversary near here yesterday.

Also present were his deputy, Datuk Seri Mohd Najib Razak, Science Technology and Innovation Minister Datuk Seri Jamaluddin Jarjis, M-DEC chairman Tan Sri Halim Ali, chief executive Badlisham Ghazali, Cabinet Ministers and Menteri Besar.

The re-branding would provide clear and strong direction and strategies for further development of MSC Malaysia and its initiatives.

Under the Ninth Malaysia Plan, creative multimedia content industries, including creative computer animations, digital games, mobile services and applications,

interactive televisions, edutainment, digital publications and digital archives would be developed as new resources for growth.

"The main objective of the initiatives is to promote the growth of the content cluster that can generate the economy and bolster technological innovations and new digital content. More local and relevant contents should be produced. This is one effective way of bridging the digital gap between Malaysia and developed nations."

Eventually, the Prime Minister said, the objective was for local companies to penetrate the international market in line with the objective of the second phase of MSC Malaysia.

"I believe and I know for sure that we are never short of ideas but we are always short on implementation. There are so many things that we started early but somehow, somewhere we lost the distinct advantage due to problems that could not be solved.

"Under 9MP, all projects, including the development of ICT, must be implemented quickly. We must move fast. Failure is not an option and we must succeed," he said.

Earlier, speaking before chairing a meeting of the National Information Technology Council near here, Abdullah said a framework must be formulated to counter cyber threats.

He said communication networks in infrastructure managements for water, energy, transport, banking and finance, telecommunication services and health were prone to cyber attacks.

"These systems are easily affected especially when they are undergoing the migration process from manual to electronic. If the migration process is not strictly monitored, the attacks can disrupt daily activities of society and pose a threat to the people's safety," he added.

Like Internet and other technologies, Abdullah said the latest 3G technology was neutral and could benefit the people. However, it also had its "bad elements".

"To protect our children, we should do something to filter the contents which are not suitable from reaching them. Apart from parents who must play their role, organisations should realise this and meet their social obligations."