

# Market and brand MSC more effectively, says PM

NST- 19/5/2007

■ **By Hamidah Atan  
and Deborah Loh**  
news@nst.com.my

**PUTRAJAYA:** There is an urgent need to market and brand the Multimedia Super Corridor (MSC) more effectively in an overcrowded global market, the prime minister said.

"While we are proud of our successes so far, we recognise that the developmental years are now over. We must move forward more surely and rapidly. We have to provide greater clarity on our positioning, our focus, our niche areas and strengths," Datuk Seri Abdullah Ahmad Badawi said.

"We just cannot rest but must move ahead faster and faster. And for that matter, we would like to see our products, whatever products there could be, continuously improved," he said in his opening remarks at the 10th MSC Malaysia International Advisory Panel meeting at the Putrajaya International Convention Centre yesterday.

After 10 years, MSC Malaysia has "become a model for many developing countries wishing to develop a knowledge-based economy and it remains an attractive place for investment".

MSC Malaysia companies have generated revenue of about RM11 billion as at the end of last year, of which exports totalled RM3.2 billion.

To date, Abdullah said MSC Malaysia had created more than 48,000 high-value jobs and over



**Datuk Seri Abdullah Ahmad Badawi (third from left) opening the 10th MSC Malaysia International Advisory Panel meeting in Putrajaya yesterday. With him are (from left) Science, Technology and Innovation minister Datuk Seri Jamaludin Jarjis, Deputy Prime Minister Datuk Seri Najib Razak and MDeC CEO Badlisham Ghazali.**

the next three years, at least 20 local MSC companies would become globally recognised.

"We also hope to create 100,000 high-value jobs during that time. We are also aiming to nurture a significant number of technopreneurs through the development of ICT-based small- and medium-sized enterprises."

He said a pre-seed fund programme for technopreneurs was launched last year to assist them in developing 400 projects by 2010.

"I hope IAP members and representatives can provide insights and recommendations as to what

more Malaysia can do to further enhance its K-infrastructure.

"We are friends with each other. If something is not doing well on our side, just let us know because you may see it better."

Abdullah also said local universities and colleges had embarked on programmes to create thousands of professionals for the pool of trained and capable ICT manpower.

"Many players in MSC Malaysia are already reaping the benefits of our homegrown K-workers but we need to churn out an even higher number of ICT professionals. We also need more scientists,

engineers, technicians and other specialists. Before, we talked about brain drain but now we are talking about brain gain. This is the programme which is being implemented."

MDeC, he said, had set up the MSC Malaysia K-workers Development Institute to develop world-class ICT professionals.

The institute, together with the Higher Education Ministry and Infosys (an ICT company in India), have developed a new software engineering curriculum for universities.

"This course will be available beginning in July."