

MSC Malaysia going global

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EVEN as ICT transformations are adopted domestically, MSC Malaysia through its driver Multimedia Development Corporation (MDeC) continues to expand the niche for Malaysian products and services in the global ICT market.

Malaysian firms are set for greater growth as MSC Malaysia continues to expand its niche for local products and services in the global ICT market.

million last year. This indicator led to the increase in the number of Internet subscribers from 90,000 in 1996 to 3.1 million by the end of 2004.

MSC Malaysia's initiatives have contributed to the economy through the creation of new growth, particularly in shared services and outsourcing (SSO) and creative multimedia content.

MSC Malaysia also attended the inaugural GITEX Riyadh, an ICT exhibition held last month. The success with MSC Malaysia companies led to requests and potential business leads with Saudi firms.

Cementing the performance by Malaysian companies, CWorks Systems Berhad signed a Memorandum of Understanding with AZM Computers Services (Pvt) Ltd of Pakistan on the third day of the exhibition.

The MoU was signed between AZM Computers Ser-

vices' Noman Jamil and CWorks' CEO Abdul Rani Achmed Abdullah and witnessed by Aon Ashraf Rana, Pakistan Software Export Board (Ministry of Information Technology of Pakistan) director of international marketing.

Present were Malaysian ambassador to Saudi Arabia Datuk Dr Ismail Ibrahim, Malaysian External Trade Corporation Trade commissioner Naim Abdul Rahman, CWorks executive director Azhan Azmi and MDeC marketing and branding senior executive Jeffery Omar.

Multimedia Development Corporation (MDeC) chairman Tan Sri Abdul Halim Ali said MSC Malaysia's presence there was getting stronger by the day and its participation in GITEX Riyadh demonstrated why MSC Malaysia was fast becoming the choice of partners by Saudi companies.

"The strengths of MSC

Malaysia are in its offerings of solutions and services that are on a par with global multinationals, but with a fraction of the price."

Halim said this would allow small- and medium-scale enterprises to reap the benefits of world-class solutions without being burdened by high costs.

"This is a testimony that an Islamic country can succeed with other Western countries. In fact, it is a widely-known fact that Muslims were pioneers in innovations and at MSC Malaysia, we are once again doing just that.

In addition, MSC Malaysia's Creative Multimedia cluster

participated in GITEX where it showcased the animated series project Saladin.

MSC Malaysia's Saladin project by MDeC, which showcased in March, made waves when it won the Tokyo Big Sight Award at the Tokyo International Anime Fair 2007.

At the world's largest anime exhibition, held in March, the judges found the project a worthy contender.

Saladin won the award for its excellence in 3-Dimensional Computer Generated Imagery, (3D CGI), special visual effects, and animation.

MDeC CEO Datuk Badlisham Ghazali said the award was testimony that the

project and local talents had the capability and knowledge to produce animations that were on a par with the world's best.

The country is also hosting the World Congress on Information Technology (WCIT) next year.

The event opens opportunities for Malaysia to work and brand MSC Malaysia as an investment hub.

Companies will use it as a platform to showcase their products and services, including creative and mobile products, as well as network and meet with partners and customers from all over the world.