

# MSC project needs bigger push: Pak Lah

The Sun - 18/9/2007

**PUTRAJAYA:** Much more needs to be done for the MSC Malaysia project which has benefited the economy and well-being of Malaysians the past 10 years, says Prime Minister Datuk Seri Abdullah Ahmad Badawi.

Noting that while the project had attracted foreign direct investments as well as engendering efficiency and cost savings in the public service delivery system, education and other important socio-economic sectors, he said Malaysia could not afford to rest on its laurels.

"There remains much more to be done, especially as Malaysia gears up for the final push towards achieving developed nation status," Abdullah said in his foreword message in conjunction with the 10th MSC International Advisory Panel (IAP) meeting here.

"This final leg is the hardest, and we foresee many challenges ahead."

On the MSC IAP meeting, Abdullah said the recommendations and views from IAP meetings have been crucial in helping Malaysia chart its future direction and ensure the sustainability of MSC Malaysia initiatives.

Deputy Prime Minister Datuk

Seri Najib Abdul Razak said in his welcoming address the MSC has attracted investments and created high-value jobs.

"The presence of about 100 multinational companies (MNCs) is testimony of MSC's lustre as a host for international services and outsourcing centre," he said.

"Early this year, companies such as Dell and Satyam opened their global delivery centres here, while Al-Jazeera has selected Kuala Lumpur as one of its regional broadcast centres.

"We hope more globally-recognised MNCs will opt to set up their regional offices here."

Thirteen IAP members and 15 IAP representatives are attending the three-day meeting.

Multimedia Development Corporation CEO Datuk Badlisham Ghazali said: "We need to unearth and nurture home-grown talents if we are to develop our digital content industry to tap into a global market worth an estimated US\$650 billion (RM22.1 billion) by 2009.

"By this time, we expect to create some 17,000 new jobs for content developers and designers in an industry that generates RM5.7 billion annual revenue." —  
Bernama