

**SPEECH BY DATO' SERI DR SITI HASMAH BINTI HAJI MOHD ALI**  
**MULTIMEDIA UNIVERSITY**  
**CARSTUDIO.COM LAUNCHING CEREMONY**  
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1. Today marks another milestone in the brief yet illustrious history of the Multimedia University. On this auspicious occasion we are gathered here to bear witness to the birth of a very unique enterprise named CarStudio.com. I would like to thank both CarStudio.com and Multimedia University for inviting me to grace this special launching ceremony of the CarStudio.Com.

2. Nurtured in the MSC Central Incubator, CarStudio.com is an inaugural student-based technopreneur project funded by MMU. I salute the three enterprising founder members of CarStudio.com namely Mr. Eddie See Wan Ming, Mr. Gan Fenhae and Mr. Low Sze Ping, who have the foresight, the pioneering spirit, and the commitment to venture into this new, exciting and challenging realm of e-commerce.

3. I am truly impressed with the tenacity, grit and determination shown by the three founding members of CarStudio.com to overcome the numerous obstacles as well as the trials and tribulations encountered in laying the groundwork to get the project off the ground. I am confident that the experience garnered and the expertise acquired will stand them in good stead in facing the challenges ahead. I also salute MMU for having the conviction and the vision to nurture such a novel concept and bring it to fruition of creating young technopreneur among its students.

4. CarStudio.com is a vertical portal providing a platform for prospective car buyers to purchase brand new cars online. The portal creates a win-win situation for both the car dealers and prospective car buyers. The affiliated car dealers receive unprecedented coverage and exposure 24 hours a day, seven days a week. They also enjoy wider market penetration and lower holding costs, which translates into substantially lower overheads and ensures a higher level of profitability.

5. I was made to understand that CarStudio.com utilises the latest technology on its site and provides the panoramic 360 degree virtual tour of the car models featured and visitors of the website will be able to experience a realistic view of the car models concerned. As for the prospective car buyers, they too enjoy a host of benefits ranging from highly competitive prices, rebates and a hassle-free shopping environment. There is also an option for them to personalise their car model whereby they can configure the car to suit their personal tastes and fancies. These are just a few of the features available at CarStudio.com. In addition, there will be more value-added services in store when CarStudio.com launches its second phase in the near future, which among others will feature online banking and credit-card booking of cars.

6. This venture is indeed timely and in line with the government's aspiration to transform our production based economy to a knowledge based economy. The

Multimedia Super Corridor is the blue-print to propel our country to greater heights to face the challenges of the highly competitive era of Information and Communication Technology (ICT). In acknowledging the role technopreneurs can play in increasing Malaysian productivity and competitiveness, the MSC has included a new flagship called the Technopreneur Development Flagship.

7. In this regard, I am proud that MMU has taken the lead among Malaysian universities to create a new breed of student technopreneurs by funding and sponsoring CarStudio.com. I hope that this venture will spur more student technopreneurs in the future and that the day will dawn when we Malaysians will become the global captains of the ICT Era. The pioneering work done here at MMU speaks volumes of its endeavour to create knowledgeable technopreneurs of the future. This is truly a clear paradigm shift from the traditional realm of producing students for the job market. As such I call upon our local corporate bodies to fully support and work in tandem with our universities and extend their fullest cooperation to our budding technopreneurs so that Malaysia will become a major global economic powerhouse on par with the other advanced countries.

8. I extend my heartiest congratulations to MMU and CarStudio.com for pioneering a new frontier in student technopreneurship in Malaysia. I wish all founders of the CarStudio.com the very best and every success in your endeavor and I call upon all Malaysians to give their wholehearted support to this venture. With that, it gives me great pleasure to officially launch CARSTUDIO.COM, the car-MART with a difference.