

The Multimedia Super Corridor was never just meant for Malaysians only. By creating the ideal multimedia environment to serve as a test bed for local and global ICT companies, the MSC has the potential to benefit one and all. And the MSC is being brought to the attention of all these potential beneficiaries through its marketing and promotion efforts.



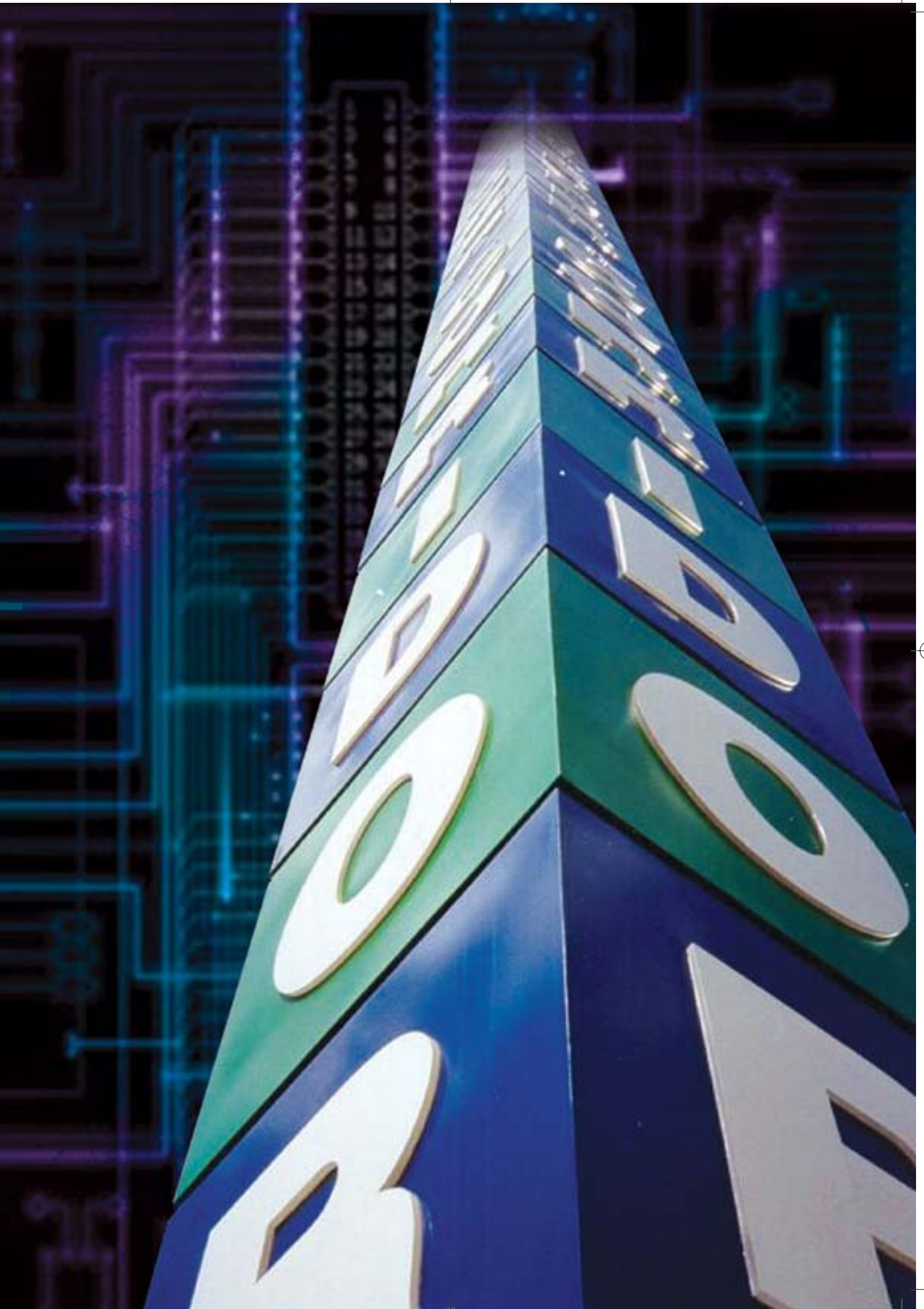
# MSC goes global

It was in 1996 that the Multimedia Development Corporation (MDC) was established to oversee the development and implementation of the Multimedia Super Corridor (MSC). The MDC's main tasks include being a 'one-stop super shop', facilitating applications by global and local companies to relocate to the MSC. Their efforts are concentrated on marketing the MSC, shape MSC-specific laws, policies and practices by advising the government and ensuring structure in the MSC's information infrastructure and urban development.

All departments in MDC are involved in the marketing efforts, whether directly or indirectly, such as Corporate Affairs, Marketing and Creative Multimedia and the Flagship Coordination Unit. With more than 700 companies that have set up operation located within the MSC, MDC has been doing the brick laying work to ensure that these companies have access to global markets.

Prime Minister Datuk Seri Dr Mahathir Mohamad, was the first to take the initiative of pushing the MSC abroad. In his speech at the inaugural meeting of the International Advisory Panel (IAP), which was held on January 16, 1997 at Stanford University, he spoke to a group of distinguished international business leaders to get counsel for Malaysia. It was his plan to create the ultimate and ideal technology environment. This was a historical landmark as it marked the first international marketing effort as well as the first step towards opening access for the MSC companies to global opportunities.

At that time, Malaysia was just starting out. The country was considered the new-kid-on-the-block in the field of information and communication technology (ICT). Everything was undiscovered territory. Malaysia was seen as unfamiliar ground but that did not stop the country and the government going forward with its plans. The MDC looked towards successful ICT countries and took pages and volumes from their history



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to plan and strategise accurately the implementation and the marketing of the MSC.

In 2000, most of the MSC-status companies had reached the stage of marketing their products and services to the world. The local market was not large enough to give the MSC companies the chance and opportunity to grow further. Hence, as part of its marketing efforts, the MDC introduced these companies to the global market via selected representatives.

Currently, the MDC has representatives in the USA, Syria, Jordan, Amsterdam, Russia and Korea. This list grows longer every year to meet the ever demanding ICT markets as well as the abundance of international opportunities.

The MDC takes great care in the selection of a representative in countries that are likely to become partners for the development of the MSC. The annually appointed representative needs to be able to provide exposure for the MSC and tell their fellow countrymen about the developments within the MSC and the opportunities that lie there. MDC will brief its new representatives on their responsibilities and provide them with the support to enable them to carry out their duties in terms of materials and information.

These representatives have the responsibility of looking after the MSC's interests as well as keeping a look out for opportunities, be it trade shows or exhibitions to bring venture capital from their country into Malaysia. It is not an easy task but the MDC does give them a very marketable product, which is the MSC as well as pay them a retainer fee and support them by providing any additional help they require.

It is a requirement for a representative to possess a wide network of connections within their local market. MDC views a network of connections as an intangible and valuable asset as it is through the network of connections that opportunities and partnerships are born. These

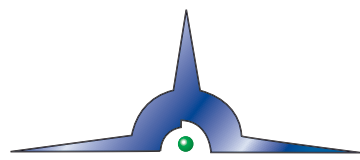
connections also ease the task of Malaysian companies seeking to establish a branch office in these countries or locate potential investors. For example, a company seeking potential market opportunities may not even consider Syria but with the presence of an MDC representative, the countries' prospects will be highlighted by MDC to the company as well as all other MSC-status companies.

Knowledge is also a key factor of being MDC's representative. It is knowledge that the MDC sees as a valuable asset especially for unfamiliar grounds. Companies seeking to make their fortunes abroad may face difficulties amongst others in business protocol, cultural boundaries in marketing their product. They may not be familiar with the market leaders, their potential customers as well as their competitors in that country not to mention the technology trend there. It would be by trial and error as well as misspent time for these companies trying to penetrate certain markets. With the help of a representative, on the other hand, the company will be given advice on all of these aspects and crucial time is not wasted barking up wrong trees.

For example, an MSC-status company who is looking to set up a branch in Germany will be briefed by the representative on the protocols they must adhere to in order to make their set up a smooth and successful one. The representative also transfers his or her knowledge of the local markets, understanding of the current situation in the country as well as the country's regulations to the company. Although the

representative does not set up the branch for the company, they do point the company to the right direction as well as put them in touch with the right people. And that is the kind of helping hand that is most invaluable to these companies in unfamiliar territory.

It is also a representative's scope of work to identify potential promotion opportunities. These include trade



**Multimedia Super Corridor**  
*Multimedia Development Corporation*

### MSC logo rationale

The logo is based on the concept of a rising sun behind the horizon, signifying the dawning of a new era in Malaysia, to be ushered in with the Multimedia Super Corridor (MSC).

There are three rays emanating from the sun, representing the key elements that the MSC will bring about: a high capacity global telecommunications and logistics infrastructure; new policies and Cyberlaws; and an attractive environment in which to live and work.

At the heart of the logo is a green sphere, emphasising the environmental considerations at the core of Malaysian policy-making and new initiatives. The MSC will house garden mega-cities with environmentally-friendly and intelligent urban development features.

The arch surrounding the sphere symbolises united strength. The MSC is an initiative requiring united strength. The MSC is an initiative requiring tight integration and cooperation between many parties including government and private industries, local and foreign investors, and the people of Malaysia as a whole. The success of the MSC depends upon mutual support and collaboration between these parties.

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fairs, exhibitions, conferences as well as opportunities for collaboration for the MDC. It is the responsibility of the representative to source and secure such opportunities. In some cases, the MDC will work on a joint promotion with the representative to enter into a trade fair or exhibition.

With the representative's contracts being up for renewal on a yearly basis, this ensures that the representatives are always up to the standard as well as giving MDC a chance to gauge their performance and success in running the programme for MDC. All MDC representatives to date have given their full cooperation, effort and advice to this cause.

In light of the success enjoyed through the representative programme, MDC will be adding to the numbers of representatives abroad. There are a lot of countries that are potential markets for MSC-status companies. The list of potential representatives is continuously being added to and it's MDC's on going effort to pinpoint possible representatives. MDC will also be setting up offices abroad to provide a stronger push for the MSC. These offices would be used to promote the MSC to foreign countries as well serve as a centre for information on the MSC for companies seeking to forge strategic alliances and partnerships within the MSC.

Some of MDC's other marketing efforts include missions led by the head of various government ministries like Datuk Amar Leo Moggie, Minister of Energy, Communications and Multimedia to strengthen bilateral ties as well as create smart strategic partnerships to ensure the success of the MSC. The Prime Minister himself has led many international meetings to inform and promote the MSC to the world. Since the first meeting of the IAP, the response from foreign

investors and companies has been tremendous. This can be seen in the huge volume of applications for MSC-status, which pours in every year.

The MDC actively participates in events and programmes organised by or together with government ministries and bodies like the Ministry of International Trade and Industry, Wisma Putra, and the Prime Minister's Office to conduct joint promotions and activities, which gives valuable exposure to the MSC. When the opportunity is right, MDC will take part in exhibitions and trade shows

abroad. The MDC will also elect and invite MSC-status companies that have common ground in the exhibition to partake in the exhibition under the MDC booth.

When the MSC was first conceived in 1996, it was seen by others as basically 15 x 50 kilometer garden. Six years down the road, the garden has not only been fruitful but has produced an abundance of successful MSC-status companies. The tireless and dedicated efforts have finally paid-off as to date there are more than 740 MSC-status companies some

of which have already penetrated the global world with outstanding results. The MSC is no longer a dream. It has become a reality thanks to many contributing factors.

The results of the MDC marketing efforts so far have been very positive. The world has realised the potential of the MSC initiative and is starting to view it as a promising venue for their overseas office or for an investment. Another result of the marketing efforts has been its strong ties with companies, various government agencies, higher learning institutions as well as technology parks the world over. ●



## A piece of the MSC in Europe & US

Bas Boersma is MDC's representative in Europe since the year 2000. He runs his own consultancy company and his work takes him across Europe on a regular basis. He is considered to be one of the most knowledgeable people in the IT community in Europe. Throughout the years he has been with this programme, he has brought in many potential investors seeking opportunities in Malaysia. His marketing efforts have managed to convince many companies to set up office in the MSC. Many of these foreign companies view the MSC as the ideal hub for their operations and have since submitted their applications.

Another strong representative is Dr Khalid Abdullah Tariq Al-Mansour of the US. He has been providing MSC-status companies with advice on market access in his region. He has often provided potential avenues for MDC to promote the MSC to foreign companies. He also helps to identify opportunities for MSC-status companies to market their products and services. Khalid also helps MSC-status companies to become global companies by introducing and guiding them on market strategy in identified target markets.