



INTERNATIONAL MARKET: The next destination

As the facilitator for the success of the MSC, the Multimedia Development Corporation is continuously promoting the MSC in the international arena to attract foreign investment and recognition. It is also assisting MSC-status companies to penetrate the global market by making use of new market initiatives.

According to MDC's Executive Chairman, Tan Sri Dato' Dr Othman Yeop Abdullah, there is a need for strong international marketing efforts, to bring Malaysian ICT companies out into the global market to allow them to tap on ICT global expenditure.

With the credible networking that MDC has built, it is hoped that MSC companies will be able to leverage on MDC to gain market access globally. The MSC is known for its strengths and uniqueness, especially in the area of the flagship applications and the MSC concept. There has been great interest shown on replicating the MSC and adopting the flagship applications. The MSC also hopes to attract world class companies to set up their regional hub in Malaysia.

In trying to do this, the MSC is being promoted to various regions in the world. Some of the countries that have been visited by representatives of the Malaysian Government, MDC

as well as from the MSC-status companies include United States of America (USA), Australia, Sudan, Korea, ASEAN, the Middle East, Japan and Europe. In this respect, MDC has signed various MoUs between governments, ICT hubs and companies all over the world resulting in a number of collaborative ventures.

Market initiatives in Asean

In the spirit of sharing experiences and working together to bridge the digital divide in the Asean region, various marketing strategies and initiatives have been adopted by MDC in Philippines, Myanmar and Laos as well as the various e-Asean endorsed pilot projects undertaken by Malaysia.

The Smart School flagship application is being replicated in the Philippines and Myanmar with several schools identified in both countries for the project to be launched. As a result of

this, a Smart School Teachers Training programme has also been conducted where several teachers from each country have been brought to Malaysia for training.

Besides the Smart Schools, Philippines is also keen to emulate the Government Multi-purpose Card in its Social Security Service Department while Myanmar has already issued 2,000 cards to the Ministry of Defence. It has also installed two Autogates and is in the midst of implementing the E-passport.

Other initiatives being carried out include on-the-job training for government officials from these countries and cyberlaws conference and workshop. So far, three and four government officials from Myanmar and Laos respectively have experienced on-the-job training at MDC.

Promotions in the Middle East

Led by the Prime Minister, Datuk Seri Dr Mahathir Mohamad, MDC was part of the Malaysian government delegation to Bahrain, Morocco and Libya in April this year. Keen interest was shown on the GMPC and Smart School flagship applications at this visit.

The Bahrain Government's interest to work with MDC on the smart card as well as related E-Government initiatives has also led to a proposal to carry out exchange programmes,

A Malaysia in Lebanon 2002 Expo in Beirut, Lebanon was also successful in identifying several business opportunities for MSC companies which include the export of a suitable flagship application to the local companies and technology transfer through education and training in ICT.

A visit by Syria to the MSC in March this year has resulted in an agreement for MDC to collaborate with Syrian authorities to provide advisory and consulting services on the Smart School project in two selected pilot schools.



Partnerships are forged towards achieving success for the MSC.



MDC signs a variety of MoUs with many parties towards achieving the goals of the MSC.

In Jordan, Public Key Infrastructure and Certification Authority, E-Government, VC Funds and Incubator Programme and Smart School initiatives are being carried out.

Collaboration of ideas

Possible collaborations with companies in the area of ICT training, incubator programmes and on-the-job training as well as other high-impact ICT projects were identified by MDC on a mission to Sudan in June this year.

A visit to Korea also produced positive outcomes to further attract potential companies to the MSC as well as market the MSC-born products and solutions.

In the United States potential MSC-status applications, which are interested to invest and contribute significantly to MSC's development have been identified. Certain MSC flagships are also expected to benefit from the cooperation and sharing of experience with US companies.

In the Asia Pacific region, Australia has agreed on a collaborative research on biotech, cancer and the Telehealth flagship. Meanwhile, cooperation in the creative multimedia area has been identified which includes offline and online training for producers and scriptwriters.

In a nutshell

The marketing initiatives and progress made by the MDC so far are strong indications that one of the MSC's aims, to be the regional R&D hub, will be met. These efforts have certainly led MSC companies that have developed world-class products and services to penetrate the International market and be global players.

To further enhance the efforts of bringing the MSC beyond Malaysian shores, two representative offices of the MDC will be set up later this year, most likely in west coast of the US and the Middle East. ●