

# IT experts to share views on enhancing the role of MSC Malaysia

**KUALA LUMPUR:** When the who's who of the information technology (IT) industry convene for two days at the Putrajaya International Convention Centre from Monday, they will provide views on enhancing the role of MSC Malaysia to accelerate the country's transformation into knowledge-based, innovation-led economy.

The luminaries, who make up the MSC Malaysia International Advisory Panel (IAP) members, will be in the administrative capital to discuss a host of topics, including developments and initiatives in creative multimedia and broadband utilisation at the 12th IAP meeting.

Themed *Innovation Economy: Paving the Path to Prosperity*, the IAP meeting will be chaired by Prime Minister Datuk Seri Najib Tun Razak, who will also deliver the opening remarks.

Najib is expected to present his ideas on Malaysia's new economic model for the IAP members to give their input.

Last month while in Cannes, France, Najib had said Malaysia was willing to consider ways

to incentivise the multimedia content industry. He also said that the target set for a number of multimedia content companies operating in MSC Malaysia would be revisited at the forthcoming IAP meeting to accelerate the industry further. Since 1997, the MSC Malaysia IAP has provided a platform for industry luminaries to share their views with Malaysia.

Over the years, the appointed members and representatives have provided useful counsel and opinions to Malaysia and its information and communications technology industry. Their input has been used to draw up vital policies and directives for the development of MSC Malaysia.

This time around, the IAP meeting will see a leaner participating panel, representatives and invitees to enable the discussions to delve deeply into relevant topics.

"We want a more active and proactive meeting, to give the members more opportunities to voice their opinions," said Multimedia Development Corp chief executive officer Datuk Badlisham Ghazali.

To-date, 11 foreign IAP members, representatives and invitees have confirmed their participation for the meeting.

Among the key speakers is Brian Mefford, chairman and chief executive officer of Connected Nation, an organisation that works to bridge the "digital divide".

Mefford, who is an IAP panel member, and his team were responsible for helping make broadband available in the US state of Kentucky, under a programme called ConnectKentucky. He is expected to share his insights into how a similar initiative can be useful in Malaysia. In addition to the panel sessions, several announcements will be made during the meetings.

These include updates on MSC Malaysia's cashless aid distribution scheme for the poor and needy implemented in collaboration with welfare programme MyKasih, details of the recently-launched RM75mil MAC3 fund for MSC Malaysia-status animation companies, and construction of the MSC Malaysia Creative Content Centre. — Bernama



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