

LAMPIRAN

BORANG KAJI SELIDIK

Tajuk Kajian: Perkembangan E-dagang Di Malaysia

Penyelidikan ini bukanlah suatu ujian untuk menguji kecekapan atau kepandaian anda. Penyelidikan ini dijalankan untuk meninjau perkembangan e-dagang di negara ini. Jawapan anda adalah ikhlas.

Perhatian: Sila tandakan () atau tulis jawapan yang sesuai di dalam ruang yang disediakan

PART A: MAKLUMAT PERIBADI

Jantina	Lelaki	<input type="text"/>
	Perempuan	<input type="text"/>
Umur	20 - 25	<input type="text"/>
	26 - 30	<input type="text"/>
	31 - 35	<input type="text"/>
	36 ke atas	<input type="text"/>
Taraf Perkahwinan	Berkahwin	<input type="text"/>
	Bujang	<input type="text"/>
	Duda/Janda	<input type="text"/>
Bangsa	Melayu	<input type="text"/>
	Cina	<input type="text"/>
	India	<input type="text"/>
	Lain-lain	<input type="text"/>
Kelayakan Akademik	Sekolah Rendah	<input type="text"/>
	Sijil	<input type="text"/>
	Diploma	<input type="text"/>
	Sarjana Muda	<input type="text"/>
	Sarjana	<input type="text"/>
	Ph.D	<input type="text"/>
Pekerjaan	Peruncit	<input type="text"/>
	Pemborong	<input type="text"/>
	Swasta	<input type="text"/>
	Kerajaan	<input type="text"/>
	Pelajar	<input type="text"/>
	Menganggur	<input type="text"/>

PART B: MAKLUMAT MENGENAI PENGETAHUAN E-DAGANG

Adakah anda mengenali perdagangan elektronik (e-dagang)?

Ya Tidak

Pernahkah anda menghadiri sebarang kursus berkaitan e-dagang?

Pernah Tidak

Berikut adalah beberapa aspek yang berkaitan dengan e-dagang. Pernah anda menggunakan mana-mana teknologi berkenaan?

	Ya	Tidak
Mail elektronik (e-mail)	<input type="checkbox"/>	<input type="checkbox"/>
Internet	<input type="checkbox"/>	<input type="checkbox"/>
Laman Web	<input type="checkbox"/>	<input type="checkbox"/>
CD-ROM	<input type="checkbox"/>	<input type="checkbox"/>
Perisian Pelayar (Browser)	<input type="checkbox"/>	<input type="checkbox"/>
Perisian Simpanan (Server)	<input type="checkbox"/>	<input type="checkbox"/>
World Wide Web (WWW)	<input type="checkbox"/>	<input type="checkbox"/>
Tunai Elektronik	<input type="checkbox"/>	<input type="checkbox"/>
Kata Laluan (Password)	<input type="checkbox"/>	<input type="checkbox"/>
Belian 'online'	<input type="checkbox"/>	<input type="checkbox"/>

Pernakah anda terlibat dalam belian atau jualan secara 'online' di internet?

Pernah ☐ Tidak ☐

Pilih satu aspek yang banyak membantu anda mempelajari / mengetahui tentang e-dagang.

Keluarga	<input type="checkbox"/>
Rakan-rakan	<input type="checkbox"/>
Internet	<input type="checkbox"/>
Media Cetak	<input type="checkbox"/>
Media Elektronik	<input type="checkbox"/>
Seminar	<input type="checkbox"/>
Lain-lain, sila nyatakan	<input type="text"/>

Apakah barang yang anda beli melalui e-dagang?

Buku/ Cakera Padat	<input type="checkbox"/>
Cenderamata	<input type="checkbox"/>
Pakaian	<input type="checkbox"/>
Tempahan tiket penerbangan	<input type="checkbox"/>
Tempahan hotel	<input type="checkbox"/>
Langusng tidak terlibat	<input type="checkbox"/>

BAGIAN C: PERSPEKTIF UMUM

Adakah e-dagang penting untuk pembangunan negara?

Sangat Penting	<input type="checkbox"/>
Penting	<input type="checkbox"/>
Tidak penting	<input type="checkbox"/>
Neutral	<input type="checkbox"/>
Tiada Pendapat	<input type="checkbox"/>

Adakah anda meragui dan bimbang mengenai transaksi e-dagang?

Ya

Tidak

Tidak Pasti

E-dagang ini lambat-laun akan menggantikan perdagangan kini yang bersifat tradisional.

Ya

Tidak

Mungkin

Tidak tahu

Pembayaran secara elektronik sangat mudah dan selesa berbanding dengan pembayaran secara tradisional.

Ya

Tidak

Tidak tahu

Pengiklanan secara 'online' merupakan kaedah yang paling efektif untuk pemasaran.

Setuju

Tidak

Bagaimana dengan potensi pasaran e-dagang di Malaysia?

Sangat baik

Baik

Tidak baik

Neutral

Tiada Pendapat

BAHAGIAN D: MAKLUMAT MENGENAI KESEDARAN E-DAGANG

Senaraikan satu faedah e-dagang kepada:

Keluarga :

Masyarakat:

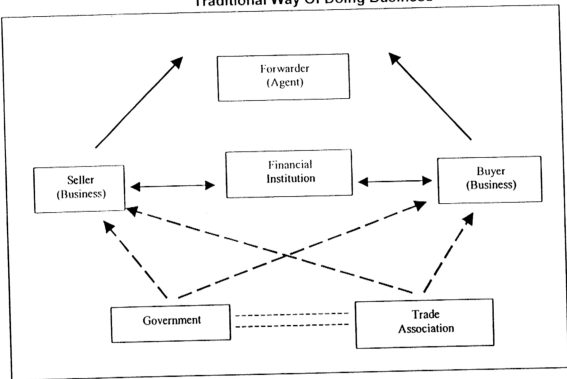
Negara:

Senaraikan dua kelemahan e-dagang dalam proses pelaksanaannya.

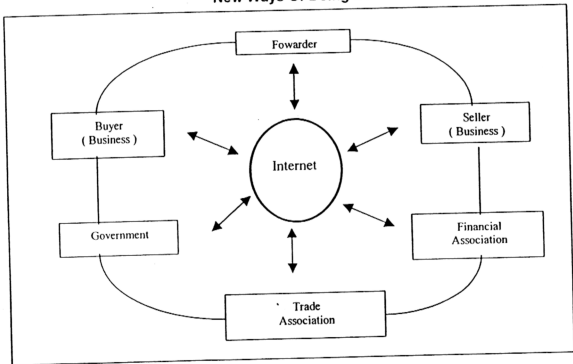
Komen terhadap kemudahan e-dagang yang disediakan di negara ini.

Terima kasih atas kerjasama dan keikhlasan anda -

Traditional Way Of Doing Business

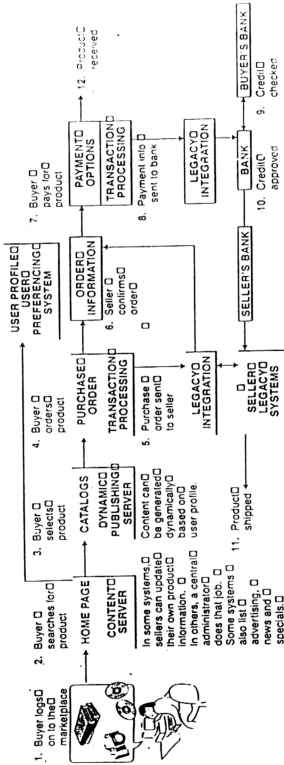


New Ways Of Doing Business

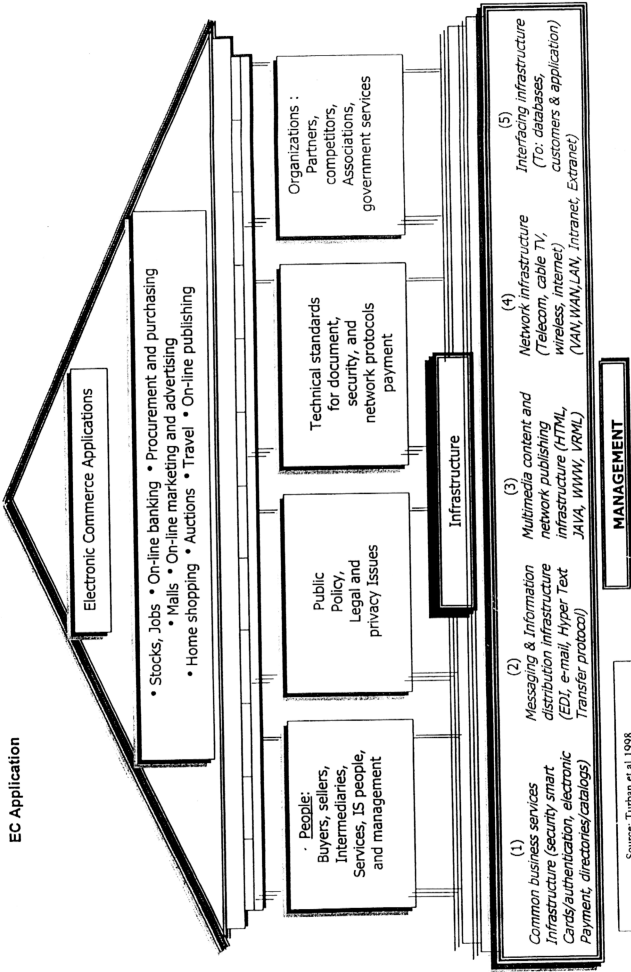


Source: Adapted from among others, Turban et al., 1998; Kosiur, 1997; Bloch et al., 1997.

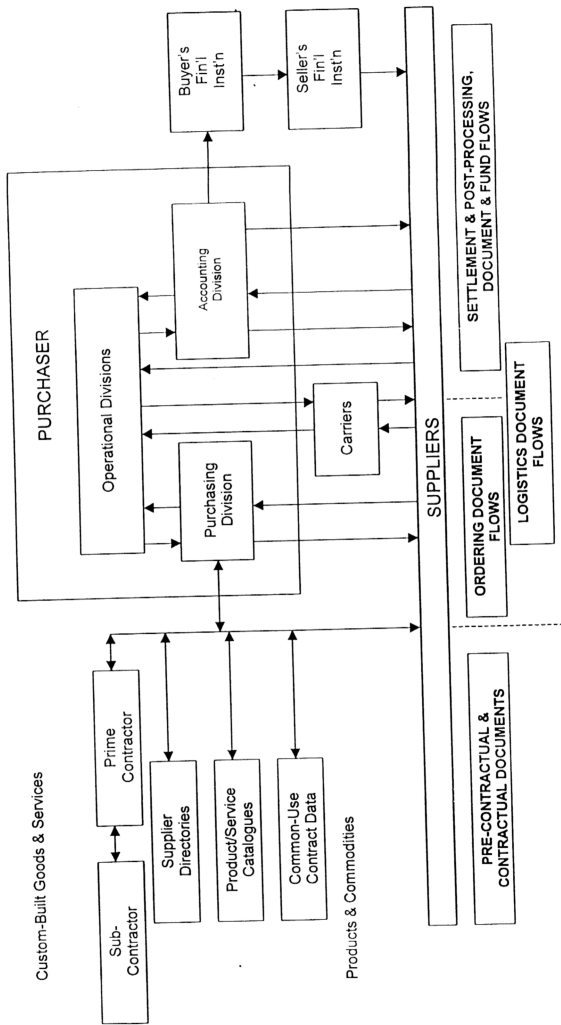
How Does an Electronic Market Work?



(Source: Copyright April 28, 1997, by Computer World, Inc., Farmingham, MA 01701. Reprinted from Computer World.)



E-COMMERCE PROCESSES



Malaysia's IT Industry Billings

	1995	1996	1997	1998	1999	2000	2001(p)
Revenue (RM.mil)	3,800	4,940	5,380	4,840	5,230	5,910	6,860
Growth rate (%)	26	30	9	(10)	8	13	16

p- projected

Note: Does not include IT equipment and components manufactured in the country which are mainly for export market.

Source: PIKOM

Statistics for PCs and Internet

	1995	1996	1997	1998	1999	2000
PC's - Active Installed (Units)	610K	760K	1.03M	1.36M	1.8M	2.2M
Number of Internet Subscribers	18K	90K	200K	400K	700K	1.5M
Number of Internet Users	30K	180K	500K	1.5M	2.8M	6.0M*

Source: MECM/PIKOM

* based on 4 users per subscriber

Statistics for Fixed and Cellular Phone

	1995	1996	1997	1998	1999	2000*
Fixed Line	3.34M	3.77M	4.25M	4.37M	4.43M	4.6M
Cellular Phone	873K	1.51M	2.46M	2.15M	2.72M	5.1M

Source: MECM/CMC
 * Status as at Dec, 2000

The Penetration Rate For Basic Communications Services 1995 - 2000

Types of Communications Services	1995	1996	1997	1998	1999	2000
No. of Basic Telephony/100 population – National	16.6	18.0	19.2	19.9	21.6	21.7
No. of Basic Telephony/100 Population – Rural Areas	7.2	8.0	9.3	9.8	10.6	11.7
Public Telephone/10,000 Population	20.2	22.6	29.6	34.1	36.7	39.4

Projected For Communications and Multimedia Main Indicators

Media	Penetration Rate 2000	Projection for 2001 -2005	World Class Indicator 1999
Fixed Line	21%	38%	50%
Computer/100 people	9.45	30	40
Internet Subscribers	7 %	25 %	25%
Internet Host/ 1000 people	2	30	40
Cellular Phone	23%	30%	30%
TV Ownership/ Household	86%	95%	98%

Source: MECM/CMC

* Status as at Dec, 2000

Tan: Take advantage of e-commerce 'gold rush'

KUALA LUMPUR: Malaysian entrepreneurs must take advantage of the Internet to promote and sell their goods while the business volume of e-commerce is still relatively low.

Deputy Energy, Communications and Multimedia Minister Datuk Tan Chai Ho said currently, ecommerce only made up 25% of business transactions worldwide.

"This is because e-commerce has not really caught on yet. However, studies have shown that ecommerce is poised to grow at a rate of 160% in the years to come.

"For instance, in 1998, the total business volume was at US\$380mil but last year, it more than doubled to US\$980mil.

"This year, sales over the Internet is projected to reach US-\$1.97bil and US\$3.8bil in the year 2001," he said at the launching of an e-commerce seminar here yesterday.

The seminar was co-organised by two local Chinese dailies with speakers from Taiwan.

Tan said such huge growth figures were remarkable considering that six years ago, the use of Internet was merely confined to scientists and computer technicians.

"But since 1998, Internet users have grown to 200 million people



Tan ... 'promote and sell goods while the business volume of e-commerce is still relatively low'

the world over, most of whom are young professionals and are highly educated.

"In fact, as we can see, the Internet is increasingly becoming a gold mine opportunity for the younger professionals, especially with dot com start-ups," he said.

Malaysians, added Tan, must join in the "gold rush" by embracing this drastic technological change before they were inevitably left behind by the new economy.

Computing

YOUR INFORMATION TECHNOLOGY

EVERY MONDAY AND THURSDAY

MONDAY

MDC provides input for e-commerce masterplan



Othman: To build confidence.

By Sharifah Kasim

MULTIMEDIA Development Corporation (MDC) has proposed four key elements to be included in the National Electronic Commerce (e-commerce) Masterplan, which is designed to facilitate the creation of a conducive environment for e-commerce to take off in the country.

According to its executive chairman Tan Sri Dr Othman Yeop Abdullah, the four key elements include boosting confidence in online trading and pre-

paring a regulatory framework. The two other elements are building a critical mass of Internet users and the introduction of an alternative form of electronic payment system to credit cards.

The masterplan, which is in the draft form at the moment, is being vetted through by the Government, and a final version is expected to be ready for release soon.

On building the confidence on online trading, Othman said MDC proposes that the Government con-

duct regular sessions with industry players to buy them in and build their confidence in online transactions. "There is also the need to build confidence among the people, in terms of security as well as quality of services provided via online trading."

According to him, the draft also includes a proposal for preparing a regulatory framework which will include not only regulations but also avenues of arbitrations to settle disputes. In fact, he said, mechanisms

● Turn to Page 4

Use of MEPS card proposed

● From Page 1

such as self-imposed sanctions are also being discussed in sessions with industry players. This is to complement the legal framework, which is being drafted by the Government.

"As far as arbitrations are concerned, the Government will probably come up with similar arrangements like what the World Intellectual Property Organisation is putting across," he told *Computing* in Kuala Lumpur last week.

Othman said the third element - building a critical mass of Internet users in the country, is a major driving factor for the adoption and proliferation of e-commerce in the country.

"In 1999, there were about 770,000 Internet subscribers in Malaysia, and at the end of 2000, we expect this to increase to 1.5 million subscribers. Multiplying this number by five, there are about seven million Internet users in the country," he pointed out.

According to Othman, further increases in the number of Internet subscribers depend a great deal on Internet access providers lowering costs for users.

He said towards this end, MDC has given a suggestion in the draft of the e-commerce Masterplan for the relevant authorities to provide Internet access when a telephone line is installed.

As for the need to introduce an alternative form of electronic payment system to credit cards, MDC proposes the use of the Malaysian Electronic Payment System (MEPS) card, which is already available in the market.

"This will be closely coupled with payment and financial functions approved by the Government," said Othman.

The Government is currently going through the draft of the e-commerce masterplan and will release its final version soon.

Commerce world faces shortage of experienced staff

NST - 14/4/2000

T vacuum continues in the electronic commerce (e-commerce) as there is a shortage of experienced electronic (e-business) practitioners due to the newness of the industry and rapidly changing technology, according to a recent study by executive search firm AT&T.

While 79 per cent of company leaders give e-business strategy a high to very high priority, only 56 per

cent had a good deal of confidence in executive management understanding of its potential. The study - which surveyed 86 senior executives from Singapore and Hong Kong-based local conglomerates and multinational companies - found that companies' readiness to act is low, slightly over half the respondents said they were not equipped or only moderately equipped to implement e-business plans.

As a result, 82 per cent

are actively looking to address the lack of skill in areas ranging from strategy, architecture/design and software engineering, to marketing. One third are awaiting resource via internal recruitment or secondment, especially from their head offices, while 23 per cent are turning to external recruitment, and 17 per cent to executive search firms.

The study found that those companies which give e-business a critical priority rating (44

per cent) to e-business strategy, had a chief executive officer (CEO) or board member directly responsible for e-commerce, supported by a team.

The 13 per cent of respondents claiming they are "extremely prepared" to implement e-business plans had clear organisational change seen in the appointment of specific, high level, new e-business units or cross-functional teams. SBT

Computerworld
May 2000

Top 10 growth technologies in Malaysia

BY ANG BEE LENG

THE INTERNET leads the top of the pack in International Data Corp (IDC)'s ranking of the Top 10 Growth technologies in Malaysia for the near future.

IDC predicts that Internet users in Malaysia, currently numbering 1.89 million this year will hit the 3.91 million mark in four years' time in year 2004. Internet users will not just use PCs to surf the net, but will access the Net through a host of Internet devices. Total revenue from e-commerce will rocket from RM1.6 billion this year to 11.4 billion by year 2004, according to IDC Malaysia's country manager, Selinna Chin.

The other top growth technology areas are the systems market, the Linux market, the PC market, Enterprise Resource Planning packages, the emergence of the Application Service Provider, Dot-com expansion, broadband demand, WAP services and an explosion of Web content.

In the systems market, entry level to midrange systems are expected to contribute the highest growth, while vertical industry spending by government, telecommunications and banking will be the main drivers.

"E-commerce and Internet-serving initiatives are spurring spending in this the systems area," says Chin.

In Linux, the potential for low-priced hardware will create interest in Linux opportunities. The academic and education sector is expected to lead the way for commercial usage, while Internet purposes such as the Apache Server will continue to find its niche.

Meanwhile, the hype over the next PC era is not about to put the

According to IDC, increase in government spending and support will see PC sales continue to climb steadily, and the PC is expected to continue to be the main device for the Internet. PC growth experienced a 19.6 per cent growth in units from 1999 to year 2000.

"We could be seeing more options and flexibility in terms of payment, pricing and packages though," said Chin.

The Internet era will also see manufacturers continue buying ERP packages. Their attention

knowledge incubators and most recently financial incubators, rise to the occasion," said Chin.

Broadband services, defined as a high-speed (128kbps or more) connection to the Internet, offers applications including online gaming, streaming video, music digitised photos and access to broadband-specific content. Telekom has rolled out high-speed Internet services in limited areas, offering 128kbps services for the home and 512 kbps lines for corporate users, and the market is expected to heat up when Astronet beings to offer high-speed satellite broadband services of up to 6.5 Mbps soon.

Another major area of development is the emergence of WAP services, which has been the subject of much excitement and hype. Telecommunication operator Maxis is conducting its WAP trials while rival Celcom has WAP plans in the pipeline. WAP brings great value to portals and the success of WAP will herald the beginning of a wireless world. ▀



Selinna Chin: E-commerce spurring systems demand

will also focus on integrating and extending ERP packages to their eBusiness solutions.

With regards to the ASP trend, IDC estimates that the marketplace for Asia-Pacific (excluding Japan) to be around RM16.7 million in 2000. As vendors seize the ASP model to reach out to small and mid-sized companies with less capability to manage their own IT infrastructure, competition will dictate that the new players have to differentiate their services to succeed.

The dot-com growth on the other hand has been fuelled by interest and funding. "We have

business firms advised use security strategy

Y TAHIR

IES which launch e-businesses without an appropriate strategy can suffer of sensitive corporate/customer information, cyber vandalism, industrial espionage and from internal and external according to Computer Associates International Inc senior president of e-Thrust Global Solution Brian Bigley. If they may also be exposed to viruses, malicious code and denial of service at-

er volumes of transactions business models that are making more pervasive mean targets for hackers and on-inals," Bigley said at a CA

media briefing on its eThrust comprehensive e-business security solutions in Kuala Lumpur yesterday.

He said the Internet had offered powerful hacking tools and information.

"It's not that difficult to hack a bank's commercial operating system these days" he said.

According to Bigley, companies faced the risk of threats when they use easily-defeated standard security features or approached e-business security in a piecemeal fashion.

"You need to have an end-to-end security infrastructure to protect your entire e-business environment," he said.

Bigley also said cultivating customers' trust was very essential for the growth of the industry as survey results revealed that 12.5% of e-

commerce transactions were abandoned by customers due to security concerns.

He said only a small percentage of cyber offences involving losses of information and thefts in Australia and the US were reported.

Bigley said this happened because most of the companies involved with hacking and theft wanted to avoid legal reprisal as well as losing customer confidence.

"Intel suffered losses of US\$30million an hour from denial of service following the outbreak the I-love-you virus," Bigley said.

He said proper security infrastructure not only helped promote e-business, but also the Internet as the ultimate medium for authentication and authorisation as well as a safe courier for confidential materials.

Valuating e-commerce

THE STAR - 3/09/2000

OMMERCE, or electronic-commerce, is a popular word these

may know that e-commerce means conducting business transactions on the Internet.

If you are interested in starting such a business, you go about it and you know whether it adds value to the current

business you are in?" asks FTMS-De Montfort University Campus Malaysia general manager John Schagen at a seminar on e-commerce on Wednesday.

The seminar, designed to help managers, policymakers and business executives gain a better understanding of the emerging world of e-commerce, is the first in a series of talks on subjects of interest to the community.



CONSIDER YOUR TARGET MARKET... *if you already have a thriving pasar malam business, you should consider carefully whether you need to go online, says an e-commerce expert.*

"We will have visiting professors here who will speak on various topics," he says.

IBM Malaysia Sdn Bhd e-business solutions specialist Fua Chye Yaw who spoke at the seminar says e-business is the transformation of key business processes through the use of Internet technologies.

"It's about business and not technology.

"Before going into e-business, you have to seriously consider whether it is of value to your company," he says.

Fua says success requires more than just putting up a website.

"For example, if I have a thriving shop on Petaling Street, then I would have to consider carefully whether there is a need for me to go into an online business," he says.

Fua adds that e-business is not about re-inventing your business.

"Instead, it's more a streamlining of current business processes to improve operations. This will in turn strengthen the value you provide to your customers," he says.

Explaining the steps of

how to go about starting an e-business, he says there are four stages that are known as IBM's e-business cycle. These are:

- **TRANSFORMING** core business processes;

- **BUILDING** flexible and expandable e-business solutions;

- **RUNNING** a scalable and safe environment; and

- **LEVERAGING** knowledge and information gained through e-business systems.

"The most important aspect is to identify which of your business processes are most suitable to be converted to an e-business," he says.

There should be a strategic plan for success, says Trevor Ward who is University Programme Leader at FTMS-De Montfort.

"Before you go into an online business, you should run a pilot project and then do an evaluation. Set up a web team and if there is a need for skills not available in your company, you can consider outsourcing," he says.

Dr Achuthsankar S. Nair, who is the academic head at the university, says there are many advantages to e-commerce.

These include, among oth-

ers, having access to global markets and accurate information on customer trends. Reduced marketing costs are there are no printed brochures and the business is open 24 hours.

A common concern about e-business is whether online transactions are secure.

"The best way for this is to know your system well that you can eliminate uncertainty over security and to always have a channel to communicate with customers.

"You should also have a system that enables an order to be traced," says Fua. For example, he says a company is able to track where a package is at any time.

There are different software packages dealing with electronic payments in the market, Ward adds, which can contribute to more secure online payments.

Fua says it is also important to attract customers to the website. Success requires more than just creating a website as you need to work with marketing to ensure customers become aware of the website, adds.

Is the Internet your best option?



Internet technology is best exp when integrated with in-house sy which may already be handling a chain and enterprise resource pla (ERP) capabilities, workflow, intranet. The Internet becomes a conduit for trading partners.

If your transaction volume is low you don't require much sharing and ing of data, the Internet is quite adequ for implementing e-commerce, you ce for determining your business obje term can be implemented over the In and which over the private or secur transaction.

Security can be particularly enhan mission critical services and applic and where sensitive information involv.

Additional business factors may be ported to limit financial exposure su limiting the transaction value, or tr EDI to enjoy the best of both worlds. The open nature of Internet technol means lower cost of entry for busin embarking on e-commerce.

It also enables the incorporation of multimedia capabilities.

Facilitate and regulate the exchan messages between trading partners. In conclusion, deploying e-com over the Internet will be a business-d Companies will simply have to deci it with the potential benefits.

Please e-mail your enquiries and back to: (ecommerce@edim.com.my).

Next week: SHOW ME THE MONEY!

SOMETIMES hear of eager business-declaring "I want to do Internet for how do you think the Internet can help businesses?"

question to ask then is "Why?" Why amount of hype that demands careful and consideration before you embark on Internet commerce.

ment and a costly lesson is to focus on business objectives.

one of the current perceptions of the Internet are:

- It is easy to deploy and use and almost proof;
- It provides instant worldwide connect;
- It is easily accessible and affordable;
- It means low cost of entry into e-commerce;
- Server-interface is free. There is no need invest in special software just to conduct electronic transactions;
- It replaces older technologies such as electronic data interchange (EDI) and does with the need of a third party service.

Electronic commerce is shopping on Internet; and

Electronic commerce on the Internet is duplicated.

What is true about the Internet is an affordable means to tap on to a network and it has a base of global users can easily access web-based services where contents are simple and, most importantly, free.

essentially, the Internet shifts the onus of IT from users to content providers.

said, the Internet, being a web of connected networks riding primarily

It has opened new ways for businesses to reach out to consumers beyond geographical boundaries. It has inter-connected more computers than ever before, making it very attractive to deploy e-commerce strategies.

Tools such as EDI and e-mail will further speed up electronic communication and decision-making processes will be shortened.

However, Internet-based implementation inherits the security risks of data exchange over a public network.

The best example to illustrate such risks is the recent widespread news coverage of flooding of prominent e-commerce sites on the Internet with service requests such as at e-Bay and Amazon.com.

A respected American hacker nicknamed "Mudge" was quoted on CNN as saying that the Internet was simply not designed for commerce.

So, when do we use the Internet, especially in the maritime and logistics sectors? Internet deployment in the maritime sector in Malaysia currently is mainly for information purposes.

It mainly comprises hompages where enquiries and space booking on shipping lines can be made.

Basically, the Internet would be ideal if your products or services have mass-market appeal.

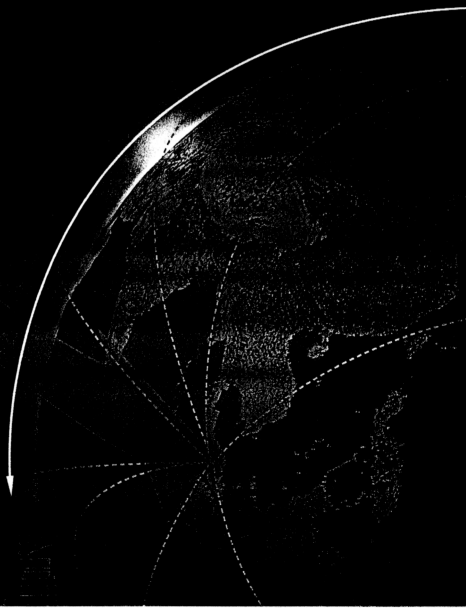
Borderless Marketing: New Frontiers in Commerce

"Companies participating in the MSC will be able to excel in their regional and global businesses because the Corridor offers excellent technological infrastructure in addition to a broad spectrum of other favourable conditions. This will allow creative and innovative companies to take full advantage of the vast opportunities to build new businesses and shape new industries in electronic commerce, telemarketing, digital broadcasting and information services. Malaysia's central Asia-Pacific location will underpin the success of companies planning to participate in creating a hub for Borderless Marketing."

Tan Sri Dato' Dr Othman Yeop Abdullah

Executive Chairman, Multimedia Development Corporation

Time
Distance



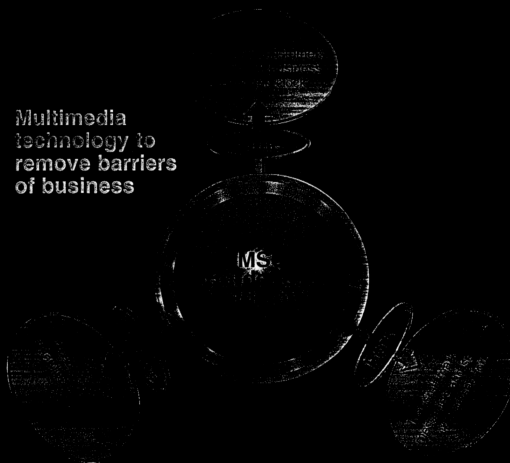
In a globalising and fast-shrinking world, businesses face unprecedented opportunities and challenges. On the one hand, markets are expanding due to economic growth and advances in technologies; on the other, companies face sophisticated and demanding customers in existing and new markets.

The Borderless Marketing Flagship Application is developed on the premise that multimedia technology can be used by businesses more efficiently, and serve their customers better across different time zones, and effectively reach out to new customers. The traditional barriers of time, space and form will be eliminated in the process by the use of technology.

Vision

Borderless Marketing is an initiative designed to create an environment in the MSC for companies to use multimedia technology to create and deliver marketing messages, customer services, and information products to their multi-cultural and multi-national customers. This Flagship Application will spearhead the growth of multimedia-based service industries in the MSC. It will also create value for local and foreign companies by providing a platform for them to interact with their customers, thus facilitating their existing businesses, and generating new business opportunities.

**Multimedia
technology to
remove barriers
of business**



Electronic Commerce

Though still in its early stages, Electronic Commerce (EC) has its potential power to revolutionise industry processes and structures and redefine the competitive landscape for businesses around the world. In the Asia-Pacific, it can offer exciting opportunities as young dynamic countries leapfrog the Information Age as evidenced by growing penetration of personal computer and Internet usage.

Companies anxious to develop cutting-edge technology and innovative business models to unleash the full potential of Electronic Commerce may consider the MSC as a base for their activities. Content developers can harness Malaysia's multiple resources to develop a large variety of localised content for the region. Technology developers can develop various EC-enabling tools and applications such as security software, payment systems, and other tools. EC service providers can experiment with new business models that bring customers and providers together.

These companies will find a conducive regulatory environment in the MSC as a comprehensive framework of Cyberlaws, led by the Digital Signature Act, is being drafted to facilitate the growth of EC. The high bandwidth telecommunication network can support the most demanding EC applications. The forthcoming over-the-counter stock market, ESDAQ, will provide funding opportunities to small yet innovative EC companies.

Finally, EC companies will find many business opportunities in Malaysia as the Government takes the lead in creating an Electronic Government environment. The Smart School Application will also play its part in encouraging Electronic Commerce through the promotion of computer and IT literacy.

Digital Broadcasting

The region promises to be an exciting market for broadcasting and entertainment, given its large population and high penetration of television sets. Entertainment companies have the option of using the MSC as their regional hub for production and broadcasting.

Cable and broadcasting companies can establish regional broadcasting centres in the MSC. Uplink facilities in the MSC provide access to the Malaysia East Asia Satellites (MEASAT-1 and -2) with a footprint that covers more than 2.5 billion people in the Asia-Pacific region.

Production and post-production studios can produce, localise, and add special effects to programmes. The high bandwidth telecommunications infrastructure can support applications such as virtual studios where production can be done in a truly collaborative manner, with involvement from experts around the world. The commitment of large Malaysian industry players like TV3 and Measat Broadcast Network Systems to establish their regional broadcasting operations within the Corridor will ensure that a ready pool of creative talent is available and that opportunities for strategic alliances will be plentiful.

Borderless Marketing Advantages

The Borderless Marketing Flagship Application offers companies a challenge. New frontiers in commerce will be opened up and new styles of doing business entered into. It remains for companies to go global and to redefine the way they market themselves and reach out to their customers.

The Malaysian Government is committed to making this Flagship Application and all companies participating in it a success. It has demonstrated a readiness to incorporate company inputs and feedback in making policy decisions. This openness and flexibility will be especially vital for companies in Borderless Marketing as the market and operational requirements they face change constantly.

Opportunities for Companies

Under this Flagship Application, every company that intends to harness multimedia technology to extend and enhance its customer reach is invited to establish operations in the MSC. Local companies can establish a platform for them to expand into the regional and global market, while multinational companies can create a vehicle to venture into the regional market. Borderless Marketing will help companies reach new heights in a borderless world.

Internet service providers

CELCOM (Malaysia) Sdn Bhd

12th Floor, Menara TR

161B Jalan Ampang

50450 Kuala Lumpur

- Tel: 603 - 21623900

Fax: 603 - 6471034

E-mail: sales@celcom.net.my

Website: <http://www.celcom.net.my>

Time dotnet Berhad

10th Floor, Wisma Time

249 Jalan Tun Razak

50400 Kuala Lumpur

Tel: 603 - 4668000

Fax: 603 - 4664466

E-mail: feedback@isp.time.net.my

Website: <http://www.time.net.my>

DIGI Telecommunications Sdn Bhd

Lot 30, Jalan Delima 1/3

Subang Hi-tech Industrial Park

400000 Shah Alam

Tel: 603 - 7211800

Fax: 603 - 7211851

E-mail: corpcom@digi.com.my

Website: <http://www.DIGI.net.my>

MAXIS Communications Berhad

Level 18, Menara MAXIS

Kuala Lumpur City Centre

50088 Kuala Lumpur

Tel: 603 - 3807000

Fax: 603 - 3807010

E-mail: CS@maxis.com.my

Website: <http://www.maxis.com.my>

Telekom Malaysia Berhad

1st Floor, Wisma Telekom

Jalan Pantai Baru

50672 Kuala Lumpur

Tel: 603 - 2083777

Fax: 603 - 7574747

Website: <http://www.telekom.com.my>

MIMOS Berhad

Technology Park Malaysia

57000 Kuala Lumpur

Tel: 603 - 8996-5000

Fax: 603 - 8996-0527 / 2755

E-mail: info@mimos.com.my

Website: <http://www.mimos.com.my>