

# Welcome to Malaysia



**GPCC 2003**

# A Presentation on



# Global Public Policy Conference 2003

*by Looi Kien Leong,  
Chairman of*



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- **Introduction**
- **The Hosts**
- **The Location**
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- **The Additional Attractions**
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# Introduction

## *Background*

- Malaysia's growth has been carefully shaped and guided by strategic development master plans
- Vision 2020 - a national agenda that sets out specific goals and objectives for long-term development
- The Multimedia Super Corridor (MSC) - a strategy to achieve the vision
- Hosting of GPPC 2003 was initiated by the Multimedia Development Corporation (MDC)
- Global public policy is one of the main agenda of the MSC

# Introduction

## *Background – The Multimedia Super Corridor (MSC)*

- 15 kilometres wide and 50 kilometres long
- Starts from the Kuala Lumpur City Centre (KLCC), which houses one of the world's tallest buildings - down south, the region's largest international airport, the Kuala Lumpur International Airport (KLIA)
- Two of the world's first Smart Cities are being developed in the Corridor: Putrajaya, the new seat of government and administrative capital; and Cyberjaya, an intelligent city with multimedia industries



# Introduction

## *Significance of GPPC 2003*

- Second WITSA's GPPC event after an interval of 4 years
- Excellent timing to examine the impact of ICT policies on the World due to unsettling recent events (eg Sept 11, terrorist threats)

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# The Host

*Malaysia – the host country*



**Strong Support from Government and Business Leaders**



**Financially strong to be the host**



**World-Class Event Location**



**Experienced in Organising International Event**



**Multi-cultural with attractive tourist destinations**



**Competitive cost**



**Gateway to Asia Pacific Market**



**Wide usage of English**

# The Host

- *Organisers*



*In Strategic Partnership with:*



# The Host

## *About PIKOM – the host association*

- Formed in 1986 as the Representative Body for the Malaysian ICT Industry
- Main functions include representations at government forums, trade shows, ICT awards, representations at regional forums and provisions of membership services
- 400 Member Companies to date
- Membership commands 80% of the ICT businesses in Malaysia

.... *cont*

# The Host

*About PIKOM – the host association*

- Member of ASOCIO since 1988
- Currently holding the Presidency of ASOCIO
- Joined WITSA in 1996

# The Host

## *About Multimedia Development Corporation (MDC)*

- Established to facilitate the development of the Multimedia Super Corridor (MSC) and to expedite the entry of investors into the MSC
- Empowered to grant MSC Status to companies wishing to locate their operations in the MSC
- 688 number of MSC status companies to date

# The Host

## *About Asian Strategy & Leadership Institute (ASLI)*

- Engaged in the research and implementation of strategic leadership programs, publications, conferences, CEO membership forums and international business missions
- A premier conference organiser providing platforms for the best minds to discuss issues of strategic importance to government and business

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# **The Location**

*Where and When*



**Palace of the Golden Horses**

**Kuala Lumpur, Malaysia**

**3rd to 5th Sept 2003**

# The Location

## *Palace of the Golden Horses*



- “Asia’s Most Extraordinary Hotel” - world-class award winning luxury hotel
- Dedicated convention centre
- Situated at the shores of a magnificent 150-acre lake in the MINES Resort City

# The Location

## *Palace of the Golden Horses*



Host venue for international events including: -

- **Seventh Level Summit of the Group of 15 (1997)**
- **2<sup>nd</sup> ASEAN informal Summit (1997)**
- **Fourth Pacific Dialogue (1998)**
- **APEC (1998)**
- **Formula One Grand Prix (1999, 2000, 2001)**
- **Le Man 2001 (2001)**

# The Location

*When : 3 – 5 Sept 2002*

In conjunction with Malaysia ICT Week (First Week of September)

- Premier world-class ICT event, expected to attract more than 400 exhibitors and 30,000 visitors
- Components of the ICT week include
  - High Level Meeting: International Advisory Panel Meeting chaired by the Prime Minister
  - Parallel conferences
  - Exhibitions (MSC Expo, National E-Commerce Week Expo, Multimedia Asia Expo)

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# The Program

## - *Theme*

### ***Global Governance in the Network Economy***

- Issues on governance and democracy and their impact on people
- Focus on the Global Impact of ICT policies and looking beyond governance within countries

# **The Program**

## *- Design Principles*

- Contents : Global issues
- Speakers : World Class Speakers, global representation
- Activities : Good mix of business & pleasure

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# The Facilities

**KL Sentral**



**KLIA**



**KLIA Express**



**KLIA**



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# Our Additional Attractions

## SHOPPING HAVEN

Spectacular Shopping Centres within the vicinity

**KLCC Suria**



**Mid-Valley Mega Mall**



**KLIA Duty Free Mall**

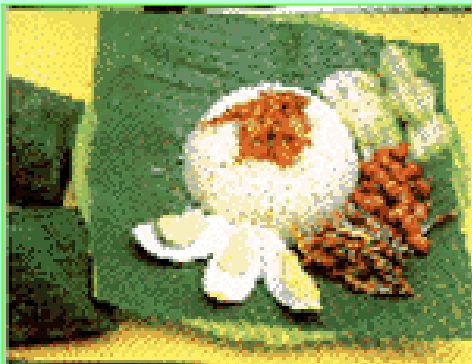


# Our Additional Attractions

## FOOD

A wide variety of local and international cuisine  
to suit different taste-buds

**NASI LEMAK**  
(Coconut Rice)



**SATAY (Barbecued meat)**



**LOCAL CAKES**



# Our Additional Attractions

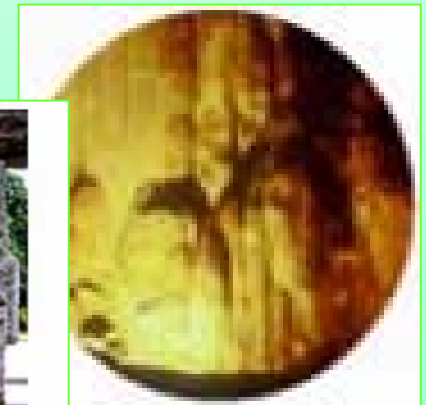
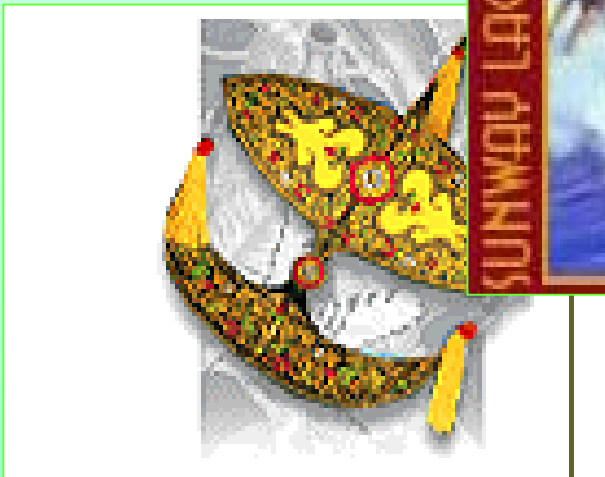
## ENTERTAINMENT

Indoor and outdoor  
leisure activities in,  
around and outside KL



# Our Additional Attractions

- *Glimpse of Malaysia*



# Our Additional Attractions

## *- Places of Interests*



### **Historical monuments**

Many interesting monuments reflecting Malaysia's colourful past and historical heritage.

### **Museums and libraries**

KL houses the National Museum and Library where more information about the country's history, culture and its people are available.



# Our Additional Attractions

## *- Places of Interests*

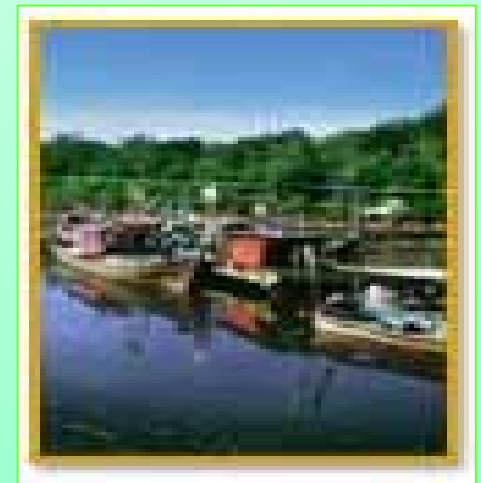


### **Cultural and religious festivals**

Being the capital of a multi-cultural country, many colourful cultural and religious festivals can be seen and experienced in KL.

### **Holiday resorts**

Near KL are several world-class resorts catering to a variety of tastes ranging from sunny beaches, cool hillsides to exciting forest reserves.



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# Progress-to-date

- Preparation started soon after WITSA's confirmation in September 2002
- Initiated publicity effort to draw interests
- Program contents and speaker invitation will be launched by January 2003
- Event venue identified and secured
- Conference Fees – US\$500 per person

# Progress-to-date

## - *Sponsorship Opportunities*

✓ **Platinum sponsor** - **USD 30,000**

✓ **Gold sponsor** - **USD 20,000**

✓ **Silver sponsor** - **USD 10,000**

**\*Contact PIKOM SECRETARIAT for more information.**

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# Progress-to-date

## - *Your Assistance Required*

- Comments on Program Contents
- Identifying sponsorships
- Identifying and proposing speakers
- Attendees Solicitation



**Terima Kasih dan  
Jumpa Lagi di  
Kuala Lumpur**

**(Thank You and See  
You Again in  
Kuala Lumpur)**