

Great ICT Sale a success, says MDeC

MALAYSIA'S MULTIMEDIA Development Corporation (MDeC) announced it has secured RM7.75 million in sale value from on-site sales and business leads at the end of the MSC Malaysia Great ICT Sale.

Its CEO Badlisham Ghazali noted that while actual sales transacted during the month-long GIS totaled only RM106,000 (US\$30,185), the event should not be judged based on sales figures.

This is the first step in our ultimate goal for the GIS to help our small and midsize enterprises (SMEs) contribute to the country's economy on a national basis," said Badlisham, at the closing ceremony of the GIS.

"All MDeC's initiatives are geared toward helping SMEs, considered the bedrock of our economy, utilise ICT as a key differentiator to add value, create better products and reach global markets."

The event saw 30 MSC Malaysia status companies offering cost-savings on ICT products and services for SMEs, such as e-commerce, mobile

marketing and smart small office-home office (SOHO) solutions.

A total of 804 business leads were generated throughout the roadshow, held between July 20 and Aug 20, raising the profile and awareness of vendors while encouraging local SMEs to move up the value chain by leveraging on ICT as a strategic differentiator, a MDeC statement said.

"We are happy at how the campaign progressed and the results showed that there is a need for a platform to stimulate Malaysian SME growth and support new business opportunities in this market as a catalyst for further economic growth in the country," said vice president of MDeC's industry development division, Saifol Bahri Mohamad Shamlan.

The Great ICT Sale, held in conjunction with National ICT Month, was supported by the Science, Technology and Innovation Ministry, Small and Medium Industries Development Corporation, Malaysian Debt Ventures and Telekom Malaysia

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Malaysia's SSO sector to touch RM6.4b by 2012

MALAYSIA'S SHARED services and outsourcing (SSO) sector, which is growing at about 30% per annum, has the potential to hit RM6.4 billion by 2012. Science, Technology and Innovation Minister Datuk Dr Maximus Johnity Ongkili (*pix, above*) said.

He said the Multimedia Development Corporation (MDEC), an agency under his ministry, was steadfast in encouraging the expansion of the SSO sector in the country.

"To date, MDEC has awarded the MSC Malaysia status to 184 companies involved in the SSO sector, of which 166 of them are in active operation.

"In 2007, the local SSO sector accounted for RM5.3 billion of MSC Malaysia's revenue and created 32,500 jobs. The sector's performance for 2008, which is still being assessed, is expected to increase further," he said.

COP Master Class comes to Malaysia

EVERY DAY, business journal headlines and industry reports alike are making one thing clear – outsourcing is now essential to business success.

In turn, this tremendous growth in outsourcing has caused businesses worldwide to recognise that they also have an exploding demand for outsourcing professionals who can effectively lead these initiatives from beginning to end.

As the global-standard setting organisation, the International Association of Outsourcing Professionals (IAOP) works with buyers, sellers, and advisors worldwide to develop these professionals.

The Certified Outsourcing Professional (COP) Master Class course sets the stage for COP candidates who aspire to

consult at all levels of their organisations and to lead their organisations' outsourcing programmes.

COP Master Class is an integral part of COP Programme. It provides outsourcing professionals – whether they work as customers, providers, or advisors – with an intensive learning experience on the state-of-the-art end-to-end process for outsourcing success. The class sets the stage for pursuit of the COP designation, a recognition based on experiential verification and validation of applicability of the Outsourcing Professional Standards across actual sourcing engagements.

The class is organised with four teaching components – core content, group discussions and activities, expert

insight, and applying the content. The course is designed to engage participants and connect with three primary learning preferences: Auditory, Visual, and Kinesthetic.

The COP Master Class curriculum comprises 10 standard categories, 49 specific standards, and 92 elements of the standards. The class, scheduled for Oct 8-11 in Malaysia, will be conducted by IAOP Authorised Global Trainer, Bobby Varanasi, CEO of Matryzel Consulting.

To register for Malaysia's COP Master Class event please email:

- OM and MSC Malaysia members: alanfung@pikom.org.my or victor@pikom.org.my
- Non-members and all others: bobby@matryzel.com