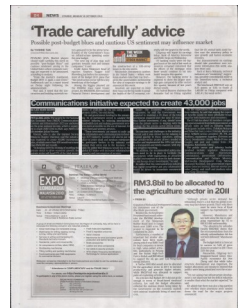


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## Communications initiative expected to create 43,000 jobs

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**PETALING JAYA:** The targets for the National Key Economic Area (NKEA) Communications Content and Infrastructure (CCI) are anchored on the gross national income, which is expected to reach US\$15.1bil in 2020, says NKEA CCI lab member Julian Vincent.

Vincent, who is also the Internet Society Malaysia Chapter chairman said the initiative was expected to create 43,000 incremental jobs, of which more than 50% would earn more than RM4,000 per month.

"In keeping with the strategy of enabling the private sector to drive economic growth, the private sector will fund 97% of the total invest-

ments of US\$9.4bil for the ten entry points projects (EPPs)," he told *StarBiz*.

He said government funding for the remaining 3% of investment served to catalyse the content industry, by reducing international bandwidth cost and making government services more accessible via the use of Internet, for both fixed and wireless services.

"These investments are meant to scale up the information and communications technology (ICT) industry. Enablers will also be put in place to assist small and medium enterprises to participate further in the industry and reduce their entry cost to the business," he said. He added that Malaysia would rise in the global ICT Index with increased infrastructure capacity and consumption of services.

Under the Economic Transformation Programme, he said the Government was expected to maintain a 3% share of the total investment required over the next 10 years, thus further investment, if any, should come from the private sector in keeping with the strategy for the private-sector driven econo-

my.

On concerns and challenges in the industry, Vincent said it was critical for the industry to respond quickly to these initiatives, adding that private-sector project drivers needed to finalise and implemented the EPPs laid down in a transparent and timely manner, with regular progress reporting.

"In addition, the recommended policy enablers need to be in place to facilitate the investments while maintaining an attractive market environment to drive for both domestic and foreign direct investments," he said.

He added that the communications industry was highly competitive and any collaboration would be driven by immediate commercial needs.

On the expectation from the communications industry, he said that among the expected benefits would be more affordable broadband for both businesses and consumers.

The CCI lab has about 50 members comprising representatives from both government and private sides as well as industry bodies. Participants include telcos, (Telekom Malaysia and Time Dot Com), celcos (Celcom, Maxis and DiGi), WiMAX service providers (P1, YTL and Redtone), equipment suppliers (Ericsson and Cisco), broadcasters (Astro, Media Prima and Google) and post and courier firms (Pos Malaysia, Natonwide, GDex).

The public sector and industry bodies involved include regulator (Malaysian Communications and Multimedia Commission), government (Information, Communication and Culture Ministry, Multimedia Development Corp, Mimos, Khazanah Nasional), non-government organisation (Internet Society), Internet service provider (Jaring), and small and medium enterprise body (InterUnix).