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MDeC in pact with Swiss-based GCEL

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MULTIMEDIA Development Corp (MDeC) has signed an initial pact with a Swiss-based organisation to develop a free search engine that will make it easier for Malaysian companies to find partners abroad.

The plan is to have the engine, called the HumaWealth Asia Benchmark Trade Lane, up and running by 2013.

Swiss-based Global Coalition for Efficient Logistics (GCEL) co-chairman Samuel Salloum said the non-profit public-private partnership will start evaluating Malaysia for the programme by April 15.

"It will take us a total of 18 months before it goes into global coverage as we will do the same assessment process for Indonesia and India," he said.

The programme will bring several major benefits to Malaysia which include lowering cost of trade from the current global average of 11 per cent to 6 per cent, saving the country US\$8.9 billion (RM26.97 billion) annually, he added.

This will make the country more competitive, attract investment in production facilities to leverage low operating costs and create jobs.

"The revolutionary digital soft infrastructure will be available free of cost to all Malaysian businesses. Not only will it integrate small and medium-sized enterprises into the global marketplace, it will also highlight where new investments in hard infrastructure will pay the biggest returns," Salloum said.

He told this to reporters after the memorandum of understanding signing ceremony with MDeC in Kuala Lumpur yesterday.



Salloum (left) and MDeC chief executive officer Datuk Badlisham Ghazali exchanging documents witnessed by Deputy Minister of Ministry of International Trade and Industry Datuk Mukhriz Mahathir (centre).

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