

Bill of Guarantees:

- To provide a world-class physical and information infrastructure.
- To allow unrestricted employment of local & foreign knowledge workers.
- To ensure freedom of ownership.
- To give the freedom to source capital globally.
- To provide financial incentives & no multimedia equipment importation duties.
- To become a regional leader in Intellectual Property Protection & Cyber laws.
- To ensure no censorship of the internet.
- To provide globally competitive telecommunication tariffs.
- To tender key MSC Malaysia infrastructure contracts to leading companies.
- To provide a high-powered one-stop implementation agency.



MSC Malaysia Status Eligibility Criteria:

- Provide or heavy user of IT & multimedia products & services.
- Employ a substantial number of knowledge workers.
- Strong value proposition to the development of MSC Malaysia.
- Establish separate legal entity for MSC-qualifying activities.
- Locate in an MSC Malaysia-designated Cyber cities.
- Comply with environmental guidelines.

Multimedia Development Corporation (MDeC)
Clusters:

- ❖ Information Technology (InfoTech)
- ❖ Shared Services & Outsourcing (SSO)
- ❖ Creative Multimedia Content (CMC)

MSC Malaysia Clusters:

InfoTech

Software Development:

Companies undertaking design, development, maintenance & marketing of software products which include but not exhaustive to:

- General business software applications such as CRM/ERP/Accounting.
- Specialized software applications for the vertical industries such as manufacturing/security solutions/wireless and fixed telecommunications.

Hardware Design:

Companies undertaking design, development, maintenance & marketing of hardware technology products and applications which include but not exhaustive to:

- Intelligent Controller/RFID/security solutions/ Wireless and fixed telecommunications.
- Specialist design companies focused on electronic hardware components or finished products (RFID/Smart Cards).

E-Business:

Utilized the world wide web as its main platform of operations such as marketing, web hosting and/including e-commerce transactions:

- Application service providers, e-commerce service providers, web-based trading platforms, cloud computing platforms.
- E-government based service providers.

SSO

Shared Services:

A model where common services are provided under a single, shared organization leveraging on economies of scale.

Outsourcing:

Result oriented shared service partnership with an external service provider.

ITO: Data Center, IT Helpdesk, Technical Support, Software Development, Application Development, System Integration and Horizontal / Vertical application.

BPO: Contact Center, Transaction Processing, Human Resource, Payroll Processing, Customer Relation Management, Finance & Accounting, Data Entry and Billing.

KPO: Research, Design & Development, Project Management, Project Design & Engineering, Market Strategy, Equity Research, Financial Modeling & Analysis, Customer & Portfolio Analysis.

SSO Additional Criteria

Local Criteria:

- 20% or RM.05M exports by end of year 5.
- 30% of investment to be in MSC designated Cybercenters / Cyber cities.
- Min 30 K-Workers by end of year 5 or 20 knowledge workers avg sal \geq RM8K.
- RM5M investment in 5 years.

Foreign Criteria:

- 70% exports by end of year 5.
- 70% of investment to be in MSC designated Cybercenters / Cyber cities.
- Min 50 K-Workers by end of year 5 or 20 knowledge workers avg sal \geq RM10K.
- RM10M investment in 5 years.

CMC

Multimedia content creation, processing, packaging & aggregation and delivery activities which include but not exhaustive to:

- Production of Multimedia & New Media Content IP.
- Production Process: (include for interactive content).
- Post Production: Digital Audio and Visual EFX/ Computer Graphics based (CGI).
- Animation: 2D/3D, Virtual Reality and Simulation.
- Aggregation / Packaging of content.
- Digital delivery of content.
- Digital content development, aggregation, packaging and delivery on any platform.