



## **OPPORTUNITIES & CHALLENGES IN MOBILE CONTENT INDUSTRY SEMINAR**

**22 March 2014, Saturday  
Auditorium, Pustaka Miri, Sarawak**

<b>TIME</b>	<b>PROGRAM</b>
<b>TIME</b>	<b>ITEM</b>
8:00am – 8:45am	- Registration
9.00am	- National Anthem - Doa - Welcoming address by Encik Adiman Ajem, Head of MCMC Sarawak Region - Speech & Official launching by Yang Berhormat Datuk Lee Kim Shin, Assistant Minister of Communications, Assistant Minister of Sports & The Chairman of SABERKAS ICT (Innovation, Communications and Technology) Sub-Committee
9.50am – 10.15am	- Break
	<b>Session 1:</b>
10.15am – 10.40am	- Klik Dengan Bijak <i>By Cik Fadzlida Hanim, MBO</i>
10.40am – 11.10am	- Mobile Content: Unlocking the Opportunities <i>By Madam Laurel Tan, MCMC</i>
11.10am – 11.30am	- Digital Lifestyle & the Internet of Things <i>By Mr. John Tay, MCMC</i>
	<b>Session 2:</b>
11.30am – 12.15pm	- Entrepreneurship in Mobile Content Industry <i>By Mr Melvin Wong, Just Mobile Sdn Bhd</i>
12.15pm – 1.00pm	- Building A Sustainable Mobile Content & Application Business <i>By Puan Nuraizah Shamsul Baharin, Madcat World Sdn Bhd</i>
1.00pm – 2.00pm	- Lunch
	<b>Session 3:</b>
	Funding:
2.00pm – 2.30pm	- CIDF MCMC <i>By Mdm Laurel Tan, MCMC</i>
2.30pm – 3.00pm	- Funding Facilitation from MDeC <i>By Encik Mohd Asrul Sulaiman, MDEC</i>
	- Sharing Sessions by CIDF Award Recipients – 2 representatives
3.00pm – 3.30pm	o <i>By Melvin Wong, Just Mobile Sdn Bhd</i>
3.30pm – 4.00pm	o <i>By Encik Zairolhamisam, www.Taximonger.com</i>
4.00pm – 4.10pm	- Q & A
4.10pm – 4.30pm	- Tea Break & End of Seminar

