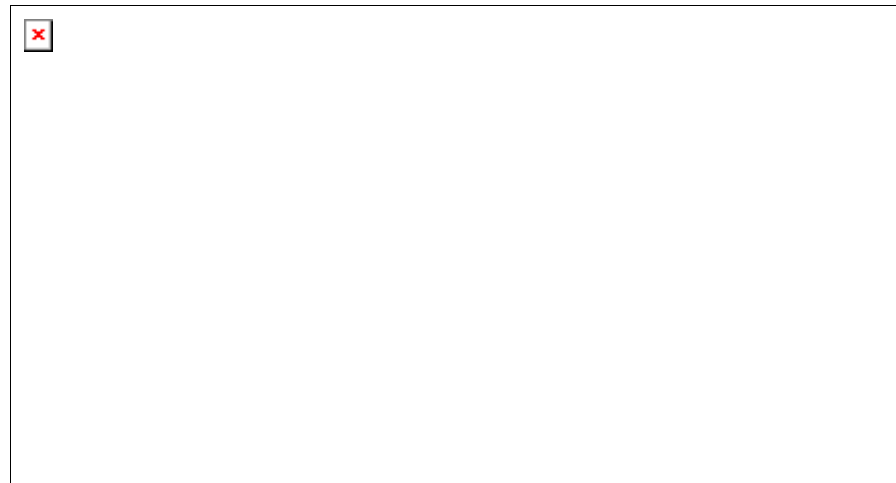


- ▶ [About MDeC](#)
 - ▶ [Board of Directors](#)
 - ▶ [Senior Management](#)
 - ▶ [Organisational Chart](#)
- ▶ [Subsidiaries](#)
- ▶ [Publications](#)
- ▶ [MDeC Initiatives](#)
 - ▶ [MSC ICT Recruitment Fair 2005](#)
 - ▶ [MSC K-Workers Development](#)
 - ▶ [Shared Services & Outsourcing](#)
 - ▶ [MSC Apicta](#)
 - ▶ [MSC Technopreneur Development Flagship](#)
 - ▶ [Creative Multimedia Cluster](#)
 - ▶ [Cyberlaws](#)
 - ▶ [MSC Innovation Centre](#)
 - ▶ [Showcase & Facilities](#)
 - ▶ [Solution Assessment & Development Centre \(SADC\)](#)
 - ▶ [Malaysian Research & Education Network \(MYREN\)](#)
 - ▶ [Creative Applications & Development Centre \(CAD-C\)](#)
 - ▶ [Programmes at MSC IC](#)
 - ▶ [Photo Gallery](#)

MSC Innovation Centre



The MSC Innovation Centre (MSC IC) is where vision, scientific discipline and the power of possibilities come alive, and where futuristic ideas are explored and improved.

Attracting numerous visitors from Government agencies, private organisations and foreign dignitaries via its strategic location at the heart of the MSC, the centre offers a wealth of useful, state-of-the-art testing facilities and meeting areas for companies based within the MSC.

Here, you'll find showcase areas as first stop for those who are keen to explore the MSC concept, learn what's going on. Then, the virtual reality centre and multimedia lab is where the MSC's resident developers and programmers are given lavishly equipped facilities for their imaginations. The purpose is a serious one, however: it's where they visualise, test, and refine their products.

The centre's facilities within comes with several meeting rooms and an e-Innovation facility, ideally equipped to host an array of events, workshops and presentations. And lastly, the testing facility

.....
offers a full suite of advanced equipment and software tools for in-depth application testing.

News Highlight

May 2006 eNewsletter Interview Feature [5/17/2006](#)

An interview with Mr. Lee Lai Huat, CEO of HolidayCity.com

1. Could you tell us on how HCity (HolidayCity.com) started and where you are today?

HolidayCity.com was launched in June 1998 with a limited number of hotels to gauge the potential business growth in the online accommodation reservation industry and project feasibility. After a successful trial phase, Holiday City Pte Ltd was registered in Singapore on 27th September 1999. HolidayCity.com successfully navigated the dotcom crash in early 2000 and grew in leaps and bounds, not only in terms of products but also technological advancement and staff strength. In March 2003, HolidayCity opened an office in Cyberjaya, Malaysia. We currently have staff strength of 55.

Over the last few years, HolidayCity has seen a tremendous growth in both our operational and financial performance. From a small number of hotels, we now have a record number of more than 7000 hotel partners in over 400 locations worldwide, offering a variety of accommodation from major hotel chain groups to independent properties. Over the next following years, our main focus was on the enhancement of our products, development of our technology and the amplification of the online marketing strategy, which has delivered a consistent result in terms of website traffic and increase in the number of online bookings.

2. What is your current focus and where do you see HCity (HolidayCity.com) in the value chain?

Our current focus is to continue to build on several key elements; the enhancement of our products and technology support; implementation of our brand positioning and brand loyalty through an aggressive marketing strategy and advertising campaign; and continuing to provide our guests with quality customer service.

In terms of HolidayCity's position in the value chain, we see ourselves as the service provider that creates value for our customers through our primary activity of being an online accommodation reservation service.

Related Events

3. What is your latest product/initiative and could you elaborate a little on your future plans as well?

A major development in 2006 is the launch of our new and improved website which offers our customers a more attractive and enhanced online experience. Another exciting development is the introduction of the 'Online Chat', which was officially launched in April. Available on each webpage, the 'Online Chat' allows our customers to communicate with our customer service officers in real-time with queries related to hotel room rates and availability, hotel information, booking status as well as how to make online reservation.

In tandem with our branding campaign, we also launched a new logo and tagline, which clearly reflect our company's goal and mission to establish a more global presence. Our initial steps towards strengthening our position in the global arena have also included the setting up of administrative offices in various international locations in such as Sydney, London, New York, Auckland and Dublin.

We have lined up several exciting development in the next six months as part of our continuous effort to enhance our customers' online experience. We are launching an integration of the latest mapping technology into our website through our collaboration with Multimap which would enable our customers to view the location of our hotel partners. A public review section would also be introduced in the website to provide an outlet for the public to share unbiased comments, reviews and feedback on hotels. Our offline marketing campaign would continue with our plan to implement a global advertising campaign.

4. What would your advice be for upcoming Technopreneurs and those interested to get involved in your industry?

Most new players who face difficulty sustaining themselves in this particular industry include those who do not fully utilise their expertise and positioning as an online company. At HolidayCity, we started out by being focused on delivering or fulfilling our customers' needs and requirement by utilising our expertise – that of an Internet company doing business online. We also build on what we earn and we leverage our success on the efficient usage of the Internet marketing strategy. Some new Technopreneurs tend to spend too much on advertising; resulting in a customers' acquisition cost that is higher than their revenue.

Another weakness is that they are not paying attention to what their customers' needs; not keeping in touch with their requirements and preferences. It is also important to be sensitive towards the shifting trends and market demands in the industry. Failure to adhere to these basic factors would certainly spell doom especially in the type of industry we are in that depends largely on the customers' feedback.

5. Have you or your team visited or participated in events organized at MSC Innovation Centre before? If YES, what benefits do you see?

The MSC Brand Workshop which we attended last year was beneficial as it exposed us to various thought processes that can be utilized to enhance our brand positioning and how to diversify and strategize our marketing efforts. The workshop has also, in a way, contributed to our preparation towards the implementation of an aggressive global branding campaign.

6. How do you see MSC IC improving its offerings (in terms of programs and facilities) to the MSC community?

MSC IC may improve its offerings by organising more conferences and meetings conducted by the top minds in the country and from the international arena. This would not only enhance our skills and knowledge but provide a chance to create business opportunities and enhance international networking.

Mr. Lee, MSC IC would like to thank you for your time and insights.

[▀ back](#)

MSC Animation Pitch 2006 4/28/2006

Cyberjaya, 26 April 2006 – Multimedia Development Corporation (MDeC) through the Creative Multimedia Department (CMD) today announced the MSC Animation Pitch 2006 competition.

[▀ more](#)

Interview with CEO of ThreeSixty Technologies Sdn Bhd 17/4/2006

An Interview with Mr. CM Voon, CEO of ThreeSixty Technologies Sdn. Bhd.

[▀ more](#)

MSC-APICTA Winners @ MSC Innovation Centre

[17/4/2006](#)

You are invited to a month long exhibition of the recent Malaysian Winners APICTA 2005, Chiangmai, and MSC-APICTA Winners, at the Showcase Area of the MSC Innovation Centre

[more](#)

MSC Project Management Awareness Dialogue

[28/3/2006](#)

28th March 2006, MSC Innovation Centre, Cyberjaya; "Managing IT Projects In A Global Environment: A 25 Year Journey Around The World" was the topic for the 2nd MSC Project Management Awareness Dialogue, which grabbed the attention of more than 60 ICT companies to participate in the session.

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