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WCIT 2008 breaks all records

Malaysia is poised for a record-breaking World Congress on Information Technology with more than 3,000 delegates from over 80 countries converging on Kuala Lumpur for an event billed as the 'Olympics of ICT'.

"These global leaders in business, government and civil society", said WCIT 2008 Chief Executive Officer Dan E. Khoo, "include more than 100 eminent speakers who will address pressing issues related to information and communications technology."

The five-day event also includes program innovations such as the Great Debate, CIO-CEO Panels and an online business matching portal that can

B2B meetings.

WCIT 2008 is also expected to attract some 50,000 expo visitors to a showcase of the latest ICT products and services covering more than 100,000 sq ft of exhibition space. Also on the cards are ancillary activities, comprising a golf tournament, technical and city tours as well as an auction of items of posterity from global ICT personalities.

"This is by far the largest-ever WCIT in its 30-year history. The numbers speak for themselves: more than 80 countries, 100 speakers, 2,000 B2B meetings, 3,000 delegates, 50,000 expo visitors and 100,000 sq ft of exhibition space," added Khoo.

WCIT 2008 Related Events

- 18 - 20 May 2008
www.globalsmm.com
- 19 - 20 May 2008
www.gsd.org
- 20 - 22 May 2008
- 16 - 18 May 2008
www.asoc.org
- 20 - 22 May 2008
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- 15 - 16 May 2008
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- 17 - 18 May 2008
www.wcit.org
- 22 May 2008
www.asoc.org
- 18 - 19 May 2008
www.wcit.org
- 18 - 21 May 2008
www.papawave.com.my
- 18 - 20 May 2008
www.asoc.org

MSC Malaysia Empowers Businesses & Lives



MSC Malaysia will continue to spearhead transformation and lead Malaysians to achieve more, compete better and stand out in the world, says CEO of MDeC, Dato' Badlisham Ghazali.



Showcasing The Best of MSC Malaysia @ WCIT 2008

Be part of the world's most exciting ICT event!

Known as the 'Olympics of ICT', WCIT 2008 is expected to be the point of convergence for more than 2,500 participants from over 80 countries worldwide.

MSC Malaysia is proud to bring on this initiative to provide a global platform for your business potential, and assist you in gaining valuable insights from the movers and shakers of the ICT world.

MSC Malaysia @ WCIT 2008 : You'll be empowered to achieve more.



WITSA's World Congress on IT 2008 - May 19-22

Proudly Swiss

Caran d'Ache's beautifully crafted, unique writing instruments

At the Caran d'Ache boutique in Pavilion KL, Olivier Walthert, managing director of Dianomiq Pte Ltd, sole distributor of the brand of Swiss writing instruments for Southeast Asia, slips on a pair of white gloves before opening the wooden, lacquer-finished black box that houses the limited edition, 18-carat gold 1010 pen. He wears the gloves to ensure he leaves no unsightly fingerprint marks on the piece. Very carefully and ever so gingerly, he picks up the precious writing instrument, of which only 10 pieces have been made and only one is available for purchase in the whole Southeast Asian region.

The writing instrument, named after the position of the long and short hands of 10 minutes past 10 on a watch, is a tribute to the great Swiss tradition of haute horlogerie. "When you think about Swiss made, what would you think of?" asks Walthert. "You would think primarily of

watches, and whatever has a Swiss connotation also has a qualitative meaning. That is why it was really important for us to reinforce this by bringing out a very special product that is a tribute to the watchmaking industry, a pen that recalls all the elements of mechanical watches."

Walthert proceeds to take the pen apart to better show its exquisite craftsmanship and design, two attributes that Caran d'Ache has come to be synonymous with. Anyone can certainly appreciate the intricacy of the pen's construction, which combines the craft and expertise of watchmaking and fine writing, but it will especially resonate with watch aficionados.

Inspired by timepieces with skeletonised casebacks, the pen's interior cage represents the mechanism of a watch movement while the exterior cage depicts the bridges that support a watch's gear train. The balance wheel, the key element that brings a timepiece to life, is positioned on the tip of the pen's body and secured by two rubies. Wristwatch crowns are what the cap is modelled after, with a clip shaped like a watch's hand and set with a diamond. Even the nib is not forgotten — it is engraved with gear wheels.

The handcrafted 1010 is more than just a pen — it is, in all aspects, a stunning work of art. At this year's Fifth Stylographe Trophies, which awards the most beautiful writing instruments and the finest leather ware from leading international maisons, the 1010 not only bagged the trophy for Design and Artistic Creation, but also the top

prize of Grand Stylographe.

"It was a very good way for us to show the market what Caran d'Ache is all about," Walthert says when queried on why the piece was brought to Malaysia. Even though the brand has a 20-year presence here, represented by various agents throughout the years, the boutique in Pavilion is its first standalone one. It also marks Caran d'Ache's re-entry "in full force" into this market, as the brand went through a rebranding exercise in recent years, repositioning itself as maison de haute écriture, or house of fine writing instruments.

Caran d'Ache has a Swiss heritage that dates back more than 80 years, but with a decidedly non-Swiss moniker. The name, reveals Walthert, is actually a French transliteration of the Russian word for pencil, *karandash*. The story goes that founder Arnold Schweitzer was an admirer of the works of 19th century Russian-born, French satirist and political cartoonist Emmanuel Poiré, who signed his works with "caran d'ache". When Schweitzer bought the Ecridor Pencil Co in 1924, he was inspired to rename it thus.

The brand initially specialised in developing quality colour pencils, and its products revolutionised the fine art world, particularly in the realm of drawing. In the 1940s, it produced its first gold-point pen for the American army and later brought it to market in the 1950s. For many years, the company sold fine

writing instruments in parallel with colour pencils, Walthert says.

But that proved to be an unsuccessful mix because the two lines of products, though from the same family, are actually quite distinct. "The markets are different, and also the target groups, customers and the way you go to market," says Walthert. "So, what the company decided to do at the turn of the new millennium was to divide the two

d'Ache has established itself as a purveyor of beautifully fashioned, unequivocally unique writing instruments that daringly combine technology and aesthetics, with truly original concepts. At the boutique, there's a limited edition piece called Harmony that's finished in red Chinese lacquer, with dancing gold bamboo leaves swirling around the body. A truly stunning one is the Couture pen in the Ecridor XS collection,



The 1010 pen is a tribute to the watchmaking industry



The store in Pavilion KL is Caran d'Ache's first standalone boutique in Malaysia

product categories by creating two clear, distinct divisions — one focusing on fine art products, thus continuing with the colour pencils and the pastels targeted at schools and artists, and then creating another division that focused on fine writing instruments, adding leather accessories and cufflinks that complement the pens."

As Switzerland's sole manufacturer of writing instruments, Caran d'Ache holds firmly and proudly to its core defining trait of being Swiss-made, a label that denotes quality, precision and expert craftsmanship. The company is still very much independent and family owned, and its pens made by master craftsmen in its headquarters in Geneva.

Over the years, Caran

which looks very much like jewellery on a pen. Plated with 21-carat pink gold, the body is engraved with curvy lines and dotted with crystallised Swarovski elements.

Ultimately, the people who purchase Caran d'Ache pens are those who have a penchant for "fine products, art and craftsmanship", says Walthert, adding that pen collecting is a hobby that is spreading across the globe.

"It is an interesting phenomenon that started in the early 1990s. We see people collecting because they love the product — they enjoy the craftsmanship, appreciate the concept behind it and the history. But some also look at it as an investment, as is the case with the limited edition pieces, because over time, they can become extremely valuable."



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