

Welcome Address

Mr Wemel Cumavoo, CEO, LTT Global Communications Sdn Bhd, Director CommTechAsia

Good morning, Ladies and Gentlemen

First of all, I would like to convey the apology from Dato' Badlisham Ghazali. Chief Executive Officer of Multimedia Development Corporation (MDeC) for not being able to attend this morning as he is away overseas.

We are delighted and honoured to welcome all of you to 3rd Asia Pacific Mobile Learning & Edutainment Conference.

It has **since its inception in 2007 become Asia Pacific's premier mobile learning & Edutainment conference.**

The conference **has been an avenue for presentation of research papers, collaboration and most importantly help create awareness for Universities, Public and Private Sector about mobile learning.**

This conference is **jointly supported by the APACMLEAP an Advisory Panel.**

The advisory panel was **set up in 2007 to steer and promote the development of mobile learning in the region and establish a forum and networking platform for discussion and dissemination on all aspects of Mobile Learning,** including research, policy, implementation issues and impact on the government organizations and the society as a whole.

Over the last 2 years several academas, organizations and individuals received the APACMLEAP mobile learning recognitions during the MobileWorld Star Awards Gala Dinner held in conjunction with the annual GoMobile event.

The recipients include :

- Open University Malaysia
- Universiti Teknikal Malaysia, Melaka
- Maxis Academy
- TMnet
- Atheneum Communications
- Taylors University College
- K-Perak
- Global Mobile Soft
- University Sains Pulau Pinang
- Maxis Developers Program (MDP)

A number of analysts are **predicting that major changes will happen to mobile devices over the next two years**, it is predicted that **more people will be surfing the net with mobile devices than with desktop computers.**

This will have amazing consequences for mobile learning in particular.

As the **world changes at an increasingly fast rate so do the economic, social and cultural needs that can be met by education.**

In a technological world, the environment in which individuals find themselves has the capacity **to change the way that people think, behave and learn in ways that were never previously possible.**

The purpose of the conference is **to facilitate knowledge exchange and knowledge sharing between the participants.**

The past six or seven years have seen a host of pilots and initiatives globally in pockets.

These have established **firstly that mobile learning takes learning to individuals, communities, and countries where access to learning was challenging.**

And **secondly that mobile learning enhances, enriches, and extends how learning is understood.**

Today's conference **looks to drive innovation across colleges, universities and organizations through technology.**

The key features of mobile learning are

- **flexibility** and **self paced**
- **customized packages**
- available for a **fee for service basis**
- **update skills** will be future labour market

Participants **will learn what mobile learning is and why it can be an extremely effective learning tool.**

The **session will also cover the types of mobile learning that we have and are being carried about globally**, where mobile learning is about to head globally.

The future of the internet, the next 1.4 billion users (currently there are about 1.4 billion total users of the internet), **will be very strongly mobile phone based users.**

If you want to build education services, to teach something for example, then the mobile is the natural platform, that most of your students will have access to.

I wish all of you a fruitful 2 day conference. I am looking forward to the speakers' presentations.

To our overseas delegates I realize that you are fully dedicated to the sessions that will follow but **I do hope you will take time to enjoy fascinating Malaysia with its tropical setting, friendly people and multi-cultural cuisine.**

I also wish to thank members of the Organizing Committee and staff and all those who have contributed their untiring effort in making this Conference and Workshop a success.

Let me end by quoting **Pablo Picasso**....

BE BOLD'I AM ALWAYS DOING WHAT I CANNOT DO IN ORDER TO LEARN HOW TO DO IT'

Thank you.

Wemel Cumavoo

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