

# Dubai Internet City: A Vision with New Millennium Business Model

by Ahmed Salman

DUBAI Internet City Stand was relatively quiet in comparison to other well-branded ones at Gitec99. Because it is simply a new concept to people who might not be understood at first glance. But taking a closer look, it is a surprising realisation that a Titanic vision is coming to light!

This writing ventures to highlight some key strategic issues of Dubai Internet City, which are to be analysed carefully to make the gigantic vision materialise successfully.

Fortune 500 companies should be targeted first to make it globally attractive. Their acceptance and co-operation will help a lot. All major blue chip companies and big consultancy groups can be approached on one to one basis to seek co-operation. Special conference can be convened for their involvement, support and advice.

Major critical success fac-

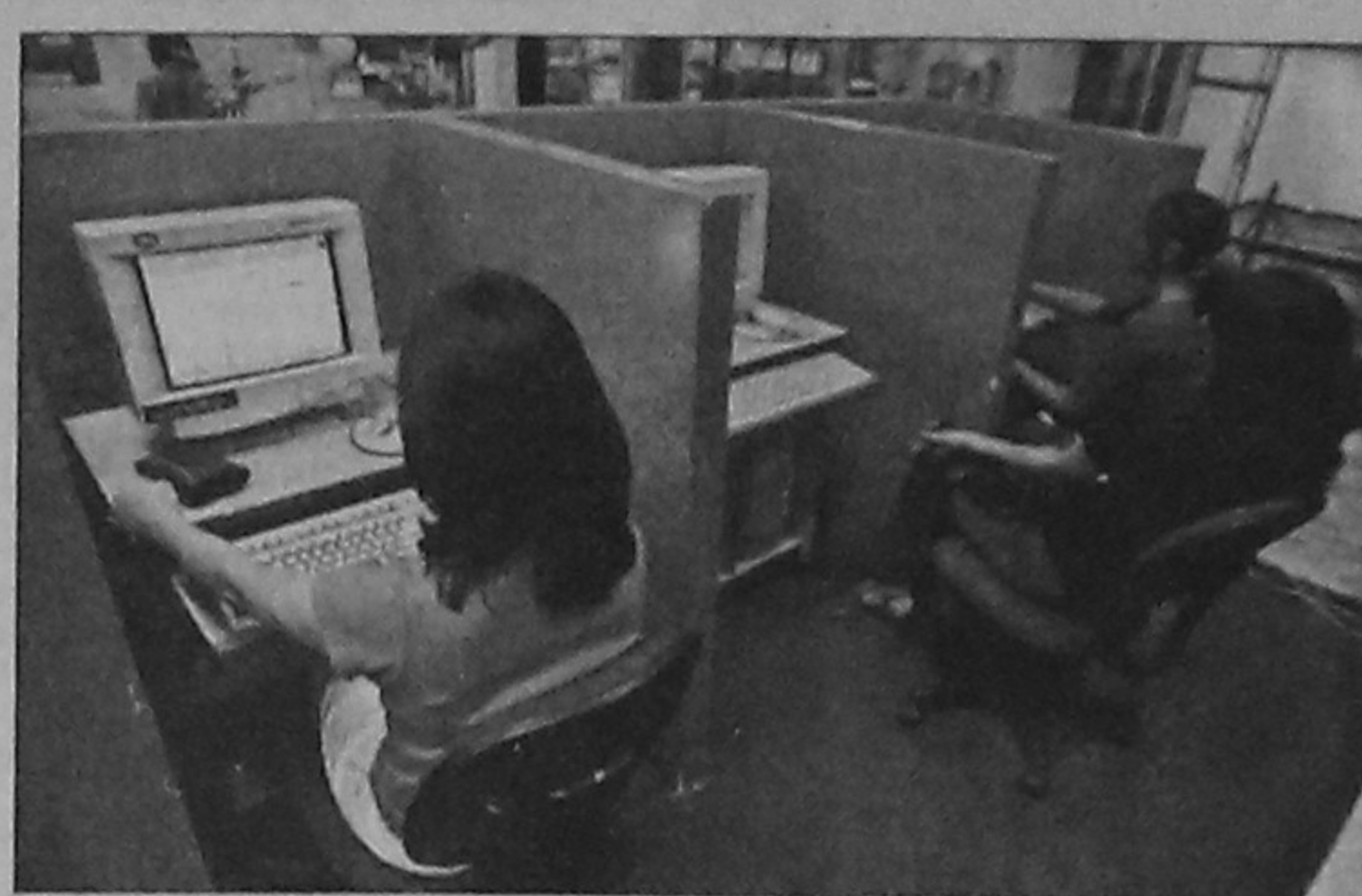
tors have already been identified and emphasised—Strategic Location, Tax Free Environment, Research and Development, Education Backup, Infrastructure, 100% Foreign Ownership, 0% Problem Promised regarding Government Clearance, including those pertaining to trade license and work permit, World Class Logistics and other facilities that a modern city should have on offer.

Preemptive core competencies must be identified and nurtured. One might find it useful to analyse Silicon Valley, Bangalore, Cyberabad etc. for developing deep insight into reasons behind the success of such big projects. E-business means much more than just software industry and that is why Dubai Internet City project is more complex and has wider implications. 'Singapore Trade Net' can also be analysed to identify the cohesive roles of Government, Business Com-

munities and Public with particular focus on outsourcing policy to avoid risk and bestowing much bargaining power upon strategic partners. One can learn valuable lessons from 'Hong Kong Trade Net' in terms of not achieving its target.

E-marketing to build up e-branding and strategic alliance with most often visited websites will help them considerably. Strategic alliance with airlines that cover world's most significant routes for business can be taken into account for advertising. Venture capitalist will be out there and Netpreneurs or Infopreneurs can be attracted substantially with successful e-marketing.

Bill Gates says that companies and organisations must put the net right at the centre of their strategic plan. E-business is leading towards convergence; it means cross industry customer/supplier relationship where Supply Chain Man-



Users log in at an internet kiosk.

agement, Enterprise Resource Planning and Customer Relationship Management (putting in a simple way) will work together cohesively to integrate e-commerce system with back office. The focus will be upon cus-

tomers and scalability as critical success factors. Time and cost of integration is a big issue where few Gulf companies even have proper ERP system. The platform from which integration with e-commerce system is

easier. That can be a big threat to local companies and since E-business is an inevitable event not an option, companies will face serious trouble. Dubai Internet City will have to do a lot to tackle the problem. But companies who are in 'Jebel Ali Free Zone' will have good advantage for e-business.

Dubai Internet City consultancy group can help local companies in redesigning business processes, aligning e-commerce strategy and corporate one, managing business process change, building learning organisation and training new skills. The major reasons behind e-commerce project failure in western world are the incoherence between e-commerce strategy and corporate strategy and the project managers who have business background but not proper IT knowledge or vice versa. That is why consultants should have hybrid skills—sound knowledge and expertise in Business as well as in IT. But hybrid professionals are not abundant as survey predicts that there will be shortage of 10,000 hybrid managers in UK alone by 2000.

Therefore, attracting world-class talents and retaining them will be challenging. IT people are paid rather low in Gulf in comparison to western world that must be handled properly.

Besides, India, China, Philippines, Mexico are entering into software industry as powerful country with low cost advantage and they might emerge as rival countries in E-business as well. But 'Dubai Internet City' will have extra advantage for having good infrastructure and being a tax heaven country. But how 'Dubai Internet City' will compete with them and rest of the world for world class intellectual power is a challenging subject that must be managed effectively.

Knowledge of Egypt might be helpful to some extent. Quality should be pursued instead of positioning for price competitiveness, as other developing countries will have better advantage out there.

Will that Internet University

be enough for mass training in e-commerce for local companies or should there be government policy to standardise and align all training centres and other educational institutions to provide mass training?

Regarding infrastructure, banking and telecommunication system will have to integrate with e-business system. E-cash system is coming into existence in banks where as E-tillat will have to increase capacity for coping with Internet Protocol based traffic with recourse to bandwidth rich optical network. Potential threat and tremendous opportunity are lying out there. High access cost of network should be adjusted accordingly.

The legal issue surrounding e-commerce in general is intricate and still in its initial stage. Some people express their concern that legislators might introduce unworkable laws that might stifle infant e-business industry. Proper and standard legal system is precondition for growth of digital economy.

The usage and awareness of Internet is not well distributed among Gulf or Middle Eastern countries. Few countries like UAE, Saudi Arabia, Lebanon, and Egypt are coming up with more awareness and growth rate of usage. The mismatch among regional countries might undermine regional e-business potential especially the business to business one. Private sector cannot compete with their existing business model in e-business environment. Potential threat is too imminent to ignore and bury it among corporate agenda.

Dubai Internet City aspires to lead the regional business to the realm of new millennium business model; the vision is worth extolling. But every one should uphold the view by coming forward with helping hands. Successful vision is the outcome of right strategic decisions and proper implementation. We got to do a lot over there! Are you ready? Is your company ready for that sea of change? Please remember that in this world of constant change, complacency is fatal

## People and Cash to Strain Forests beyond 2010

by Juan L Mercado

HEFTY profit margins from permanent crops and food needed, by growing populations will divert 36 million hectares by the year 2010, from dwindling reserves of arable land in Asia and the Pacific.

Persistence of high deforestation rates would slice 17 million hectares from forest and other wooded lands, the Food and Agriculture forecasts. And permanent pastures will shrink by 48 million hectares. (See table on page 2.)

FAO presents these projections in its new study: Asia-Pacific Forestry Towards 2010. In this 242-page analysis, the United Nations agency foresees: The region's natural forests will decline by 35 million hectares; from 490 million has. in 1994 to 455 million has. in 2010.

As a result, pressure is building up in countries, including those of ASEAN, to increase

forests under legally-protected status.

To make up for the drain, industrial forest plantations is likely to expand: from 40 million hectares (in 1994) to about 64 million hectares in 2010, most will consist of fast-growing short-rotation plantations, many for pulpwood use.

Demand in the region for all forest products will increase significantly due to population growth and the easing of the Asian economic crisis.

Estimated Land Use, Asia-Pacific Region, 1994-2010			
Land-use type	Area in 1994 (million ha)	Estimated area in 2010 (million ha)	
Arable land	404	413	
Permanent crops	51	78	
Permanent pasture	974	926	
Forest and other wooded land	806	789	
Other land	613	640	

Source: FAO/DEPTNews

"There is broad consensus among recent studies that wood supplies at a global level will be adequate to meet demands for both industrial wood and fuelwood in the immediate future."

For Asia and the Pacific region, the present supply-demand balance will probably remain at "the present levels of shortfall, through the year 2010." The one major exception is for large-size logs, already in short supply.

Nonetheless, "Asia-Pacific's

dependence on imports for all industrial wood products" will deepen.

By 2010, the region will find itself a net importer of all forest products. Today, Asia-Pacific is already the world's largest net importing region.

For the region as a whole, imports are expected to supply 16% of the region's industrial roundwood; 18% of sawnwood; 28% of wood-based panels; 9.2% of paper and paperboard; and 11.6% of fiber-furnish.

Consumption of wood-based panels and paper and paperboard here, by 2010, will exceed North America and Europe combined. "Consumption of sawn wood in this region will be second only to that in North America."

Regional production of paper and paperboard will likely increase to 126 million metric tons, up from 75 million metric tons.

Use of wastepaper will con-

tinue to expand. Countries here will increasingly re-use paper collected in domestic recovery operations. Imports will, however, continue to be significant.

At present, only Japan, and possibly the Republic of Korea, are utilizing the full potential of the wastepaper resource. Similarly, use of non-wood fibers can potentially expand beyond the People's Republic of China and India.

Growth of "other fiber" pulp will be modest due to environmental concerns and adverse market preferences, particularly in China.

Relative stagnation in sawn wood production is likely to persist until 2010. Declining availability of large diameter logs, improved technologies for manufacturing engineered wood products and panels, will reinforce the shift away from sawn wood.

—DEPTNews

## TV Guide

Saturday 6th May

(All programmes are in local time. The Daily Star will not be responsible for any change in the programme)

### ETV

2:00 Swift Justice (Rtp) 3:00 Shoni Barer Boi: Uthman Poton (Rubel, Mishela, Humayun Faridi) 6:00 European Football Show 7:00 Wildlife on One, "Prani Jagat", Zebra 7:30 News 7:35 Mon Mon Re Amar (Rabindra Sangeet) 8:00 MTV Classics 8:30 Bhalobasha Kare Koy 9:00 Hollywood Night 10:00 BTV News After BTV News Hollywood Night

### BBC

6:00 BBC World News 6:30 Click Online (Pres-Stephen Cole) 7:00 BBC News 7:30 Asia Today 8:00 BBC News 8:30 Asia Today 9:00 BBC World News 9:30 Asia Today 9:45 World Business Report 10:00 BBC News 10:30 World Living: Talking Movies (Pres. Tom Brook) 11:00 World News 11:30 Australia Direct 12:00 World News 12:30 World Living: Question Time India Talk (Presenter- Dr. Prinyoy Roy) 1:30 BBC World News 1:30 Correspondent 2:00 BBC World News 2:10 Horizon 3:10 Full Circle 4:50-4:30 World Living: The Travel Show 5:00 BBC News 5:30 This Week 6:00 World Headlines 6:10 Horizon 7:00 BBC World News 7:30 World World: 8:05 Weekend World 8:10 Under The Sun 9:00 BBC World News 9:10 Full Circle 9:50-10:00 World News 10:30 Face To Face India (Presenter-Karan Thapar) 11:00 BBC World News 11:30 This Week 12:00 World News 12:30 Earth Report 1:00 World News Headlines 1:10 Horizon 2:00 BBC World News 2:30 Talking Movies (Presenter- Tom Brook) 3:00 BBC World News 3:10 Under The Sun 4:00 BBC News 4:30 Australia Direct

### ZEE ENGLISH

8:00 Late Show With David Letterman 9:00 Candido Camera 9:30 Remarkable 20th Century 10:00 Music Zone 10:30 The Roseanne Show 11:30 OST 12:00 Touched By An Angel 1:00 The Roseanne Show 2:00 Music Zone 2:30 Kate And Allie 3:00 Candido Camera 3:30 Touched By An Angel 4:30 The Roseanne Show 5:30 Music Zone 6:00 OST 6:30 Spice 7:00 The Roseanne Show 8:00 Candido Camera 8:30 Here's Lucy 9:00 Over The Edge 9:30 Saturday Series: If Tomorrow Comes 10:30 Adult Comedy: Benny Hill Show 11:00 News 11:30 Late Show With David Letterman 12:30 Here's Lucy 1:00 News 1:30 The Roseanne Show

### ZEE MOVIES

8:30 OST 9:00 Film: 11:00 Remarkable 20th Century 11:30 Film: 1:30 OST 2:00 Film: 4:00 Total Recall 4:30 Just For Kids Film: 6:30 Remarkable 20th Century 7:00 Film: 9:00 Hollywood Remembers 9:30 Movie of The Week: 11:30 Fright Nights Film: 1:30 Film.

### CARTOON NETWORK

6:30 Jetsons 7:00 Flintstones 7:30 The Popeye Show 8:00 The New Scooby Doo Mysteries 8:30 Courage

The Cowardly Dog 9:00 Johnny Bravo 9:30 Dexter's Laboratory 10:00 The Completely Mental Misadventures of Ed Grimley 10:30 Big Bag 11:00 Mon Chhichis 11:30 Tom & Jerry Show 12:00 Two Stupid Dogs 12:30 The Twisted Tales of Felix The Cat 1:00 Bugs & Daffy Show 1:30 The Detective Squad 2:00 Goldie Gold And Action Jack 2:30 Captain Planet 3:00 The Mask 3:30 Adams Family 4:00 The Real Adventure of Jonny Quest 4:30 The New Scooby Doo Mysteries 5:00 The Popeye Show 5:30 Courage The Cowardly Dog 6:00 Johnny Bravo 6:30 Dexter's Laboratory 7:00 Tom & Jerry Show 7:30 Bugs & Daffy Show 8:00 Two Stupid Dogs 8:30 The Detective Squad 9:00 The Twisted Tales of Felix The Cat

### DISCOVERY CHANNEL

6:30 Ushuaia 7:30 Travelers 8:30 Lonely Planet 9:30 Eyewitness 10:30 Without Warning 11:30 Uncharted Africa 12:00 Lands of Legends 12:30 New Sanctuaries 1:00 Oceans of Mystery 1:30 Hunters 2:30 The Ultimate Guide 3:30 Untamed Amazonia 4:30 Beyond 2000 5:00 Discovery News 5:30 Assignment Discovery 6:30 Going Wild With Left Corwin 7:00 So You Want To Be? 7:30 Extreme Machines 8:30 Discovery Channel Eco Challenge 9:30 High Adventure 10:00 Outer Bounds 10:30 Wings Future Wings 11:30 Ultra-science 12:00 Nest Step 12:30 Challenge 1:30 High Adventure 2:00 Outer Bounds

### DD INT'L

7:00 Classical Music 7:30 Nishan 8:00 Business Mantra 8:30 Adventure 9:00 The First Edition 9:32 Se-



Jackie Collins' Hollywood on Star World at 1.30pm

### STAR SPORTS

7:00 WTA Tour Family Circle Cup Hilton Head Island, So USA Semifinals 10:00 SBK Superbike Sugo, Japan Highlights 10:30 World Wrestling Federation Raw 12:30 NBA Inside Stuff 99/2000 1:00 Inside The PGA Tour 1:30 Spanish League Highlights 1999/00 2:00 Badminton Swedish Open 2000 Borlange, Sweden Doubles Finals Highlights 4:00 International Motorsports News 5:00 Live- Formula One Qualifying 2000 Catalunya, Spain- Spanish Grand Prix Qualifying 6:00 National Rugby League Melbourne, Australia- Newcastle Knights Vs Melbourne Storm Round 13 8:00 Rugby Hong Kong Rugby Tens 2000 Hong Kong, China Highlights 9:00 Windsurfing The 19th Gte Micronesia Open Saip An, Northern Mariana Islands Highlights 9:30 Gillette World Sports Special 10:00 Inside The PGA Tour 10:30 Auto Racing Review Of '99 Le Mans, France Review 11:00 Formula One Qualifying 2000 Catalunya, Spain- Spanish Grand Prix Qualifying 12:00 Futbol Mundial 12:30 Spanish League Highlights 1999/00 1:00 Live- Spanish Football League 1999/00

### ESPN

6:00 Live- NBA Playoffs: First Round (If Necessary) Game #5 8:30 West

Indies Cricket 2000 Cable & Wireless Test Series Guyana, Guyana-Pakistan Vs West Indies 1st Test, Day 1, Highlights 9:30 Racehorse Digest 10:00 Italian Series A Football 1999/2000 12:00 UEFA Champions League 99/00 Valencia, Spain-Barcelona Vs Valencia Semifinal #1, Leg 1 2:00 X-Game Files 1999 X-Game Files Classic-Wrecked 2:30 X-Game Files 1999 X-Game Classic



Whose Line is it Anyway on Star World at 7.00pm on 8/5/2000

Sky Surfing 3:00 Nba Action 99/2000 3:30 Nba Playoffs: First Round (If Necessary) Game #5 6:00 West Indies Cricket 2000 Cable & Wireless Test Series Guyana, Guyana-Pakistan Vs West Indies 1st Test, Day 1, Highlight Ts 6:55 Live- West Indies Cricket 2000 Cable & Wireless Test Series Guyana, Guyana-Pakistan Vs West Indies 1st Test, Day 2, 1st Session 9:10 Extreme Bloopers Wrecked 9:40 Live- West Indies Cricket 2000 Cable & Wireless Test Series Guyana, Guyana-Pakistan Vs West Indies 1st Test, Day 2, 2nd & 3rd Session 2:00 Western Union World Football

### SONY MAX

6:30 Rangeela Re 7:00 Chartbusters 7:30 Music Mantra 8:00 Film Show: 11:00 Chartbusters 11:30 Music Mantra 12:00 India Down Under 1:00 Film Show: 4:00 Chartbusters 4:30 Music Mantra 5:00 Film Show: 8:00 Chartbusters 8:30 Music Mantra 9:00 Harmony 9:30 Film Show: 12:30 Film Show: 3:30 Film Show.

### ZEE NEWS INDIA TV

7:30 Zee News: Hindi 8:00 Morning Zee 9:00 Namaste Zee 10:30 Ru-Ba-Ru 11:00 Guftagu 12:00 Ru-Ba-Ru 06:30 The Health Show 07:00 Business News 07:30 The Premier Show 08:00 Zee News: Hindi 08:30 IT Trail 09:00 News In English 09:30 Zee News: Hindi 10:00 Zee Prime Time Show 11:00 NR Eyes 11:30 News In English 12:00 Zee News: Hindi 12:30 AM to 06:30 AM Every Half Hour - Zee News: Hindi

### MTV INDIA

7:00 Non Stop Hits 8:00 MTV Party Zone VJ Sonia 8:15 MTV Classic 9:00 MTV Hungry 9:30 Pop Indonesia 10:00 MTV Non-Stop Hits 11:30 MTV Top 2000 12:30 MTV Hit Film Music 1:00 MTV HouseFull VJ Nafisa 1:30 MTV Essential 2:00 MTV Top 2000 2:30 MTV Non-Stop Hits 3:30 MTV Loveline VJ Malaika 4:00 MTV Bakra 4:15 Non-Stop Hits 5:00 MTV Best of Both Worlds 5:30 MTV Most Wanted VJ Shehnaz 6:30 MTV Fresh VJ Cyaras/Asif/Nikhil 7:30 MTV Cinemascope 8:00 MTV Troolife AIDS

Special 8:30 MTV Top 2000 9:30 MTV Hit Film Music 10:00 House Full VJ Nafisa 10:30 Non-Stop Hits 11:00 MTV Loveline VJ Malaika 11:30 The Grind 12:00 MTV Unplugged 1:00 Non-Stop Hits Continue

### MUSIC ASIA

7:30 Aalaap 8:00 Ta Ra Rum 9:00 Brake Fail 10:00 Dil Se 10:30 Hit

8:30 Serial: Half Chocolate #10 9:00 Serial: Nil Chander Alo 9:30 Serial: Guest House 10:00 News In Bangali 10:30 Serial: Jiban Jeban 11:00 Serial: Shyaola (\*Kushal Banerjee, Pallob, Sabbosachi, Biplob Chatargee) 11:30 Serial: Hiyaar Mahe 12:00 Daag 12:30 Bharat Bhroman 1:00 Grihosajja 1:30 Bangla Movie 4:00 Serial: Reen 4:30 Serial: Shoni-Robi Mogar Chobi

### SONY TV

7:30 Aatma 8:00 Sant Asaram Wani 8:30 Ramayan #56 9:30 Music Mantra (Trailer Show) 10:00 Chartbusters 10:30 The Good Home Show 11:00 Cook It Up With Tarla Dalal 11:30 Archana Talkies 12:30 Cine Matinee Hindi Film: Chhalia 4:00 Udaan 4:30 Mahayagya 5:00 Heena #71 (\*Rakhi Bhijjan, Siman Singh, Rahul Bhatt, Nina Kulkarni) 5:30 Kanyadaan #28 (\*Kiran Kher, Poonam Narula) 6:00 Saaya #74 (\*Achinatay Kaur, Anup Soni, Aar Mahadev, Monisha) 6:30 Star Yaar Kalakar 7:30 C.I.D. Files 8:30 Hindi Film: Karan Arjun (Shahrukh Khan, Salman Khan, Kajol, Mamta Kulkarni) 12:30



Xena on Star World at 8.30pm

Midnight Hours: CATS 1:30 Aahat 2:00 Missing Rajendra Kulthe (Pre Jacky Shroff) 2:30 CID #112 Ep-The Terrified Wife 3:00 The Poppadum Show 3:30 Cine Nite-Film: Nau Bhar

### ZEE TV

6:00 Yeadon Ki Pal (B/W Songs) 6:30 Zee News & Business 7:00 Bhakti Songs 7:30 Jagran 7:55 Fitness Plus 8:05 Guldasta 8:30 TVS Sa Re Ga Ma 9:30 Disney Hour (Cartoon) 10:30 Ek Nazar 11:00 Koshish 11:30 Yeh Hai Mere Apne 12:00 Raahin 12:30 Ek Nazar 1:00

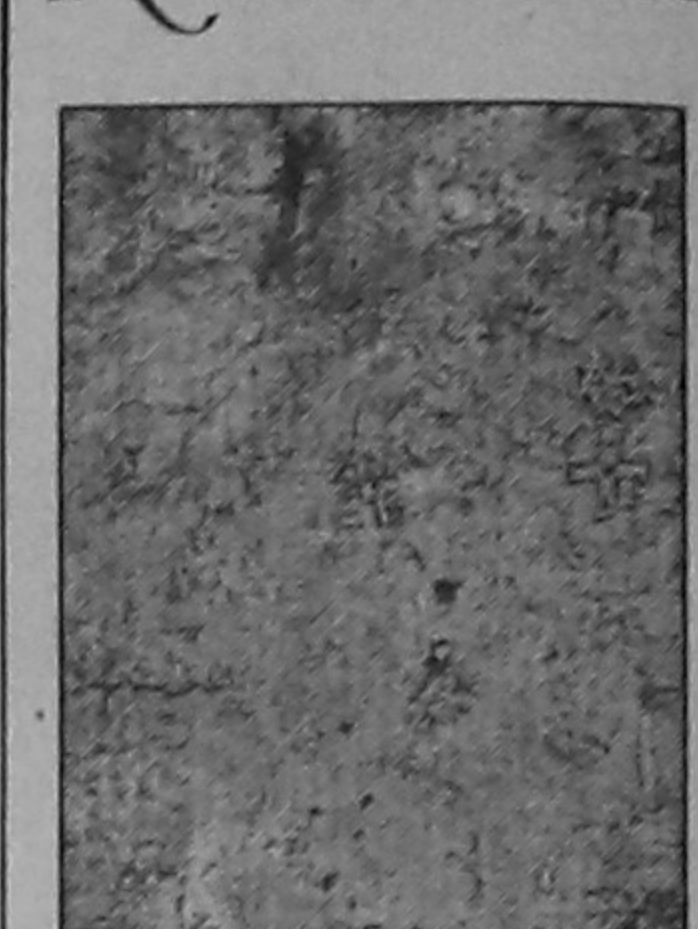
Nestle- Jhatpat Kazana 1:30 Vijay Jyoti 2:00 Hum Paanch 2:30 Daayre #41 (\*Mostafa Siraj) 3:00 Khubsorat (Fashion Tips Show) 3:30 Cinema Hits-Hindi Film 6:30 Gaane Anjane 7:00 Disney Hour (Cartoon) 8:00 Gudgudee 8:30 Hindi Film: Arzoo (\*Akshy Kumar, Saif Ali Khan, Madhuri) 11:30 Alvida Darling 12:00 Basera 12:30 Janam 1:00 Mrityudand #45 1:30 Hotel Hindustan #10 (\*Salish Koushik, Sudher Panda, Soma Anand, Ramon Singh) 2:00 Lakeerein 2:30 Gaane Anjane 3:00 Hindi Feature Film (B/W)

### DD METRO

7:00 Anhad/Bhakti Sagar 7:30 Saturday Wake Up Show 8:00 Business Mantra 8:30 Cinema Scene 9:00 The First Edition 9:30 The Millennium Journey 10:00 I.T. Digest 10:30 Top Job 11:00 Serial: We Love Nahi 11:30 Serial: Rehne Ko Ghar Nahi 12:00 TV Brand 12:30 Serial: Baie Payal 1:00 Be Happy 1:30 Fun In The Kitchen 2:00 Vvidha 2:30 Hindi Feature Film: 2:55 News In Urdu 5:00 Circus 6:00 Dennis The Menace 6:30 Mickey & Donald

## Culture

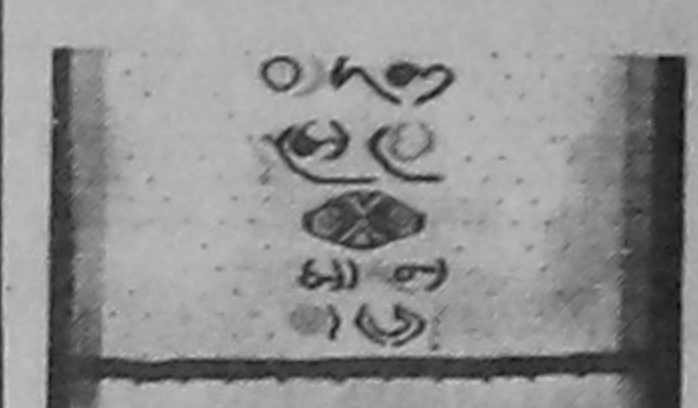
### RECOMMENDATIONS



**Kazi Ghiyasuddin** is an artist who figures among the few Bangladeshis who have carved their own niche in the international art scene. Bengal Gallery of Fine Arts has organised the first ever solo in Bangladesh by Kazi Ghiyasuddin on May 5.

The inauguration of the exhibition will be held at 6.00pm. Eminent artist Mohammed Kibria will inaugurate the exhibition as chief guest.

The exhibition will remain open for viewing from 3.00pm to 9.00pm everyday and 11.00am to 8.00pm on holidays till May 20.



**Shatabdi**

The second exhibition of sari, salwar kameez and panjabi by design house Shatabdi was inaugurated on May 5 at the Alliance Francaise de Dhaka.

In this exhibition some of the saris are designed with Tagore's lyrics.

'Badal Diner Pratham Kadam Phool', 'Rang Lagale Bone' and 'Badal Meghe Madal Baje'. Some of the saris are also designed in the Shantiniketon tradition.

The exhibition will remain open to all from 4.00pm to 8.00pm till May 7.

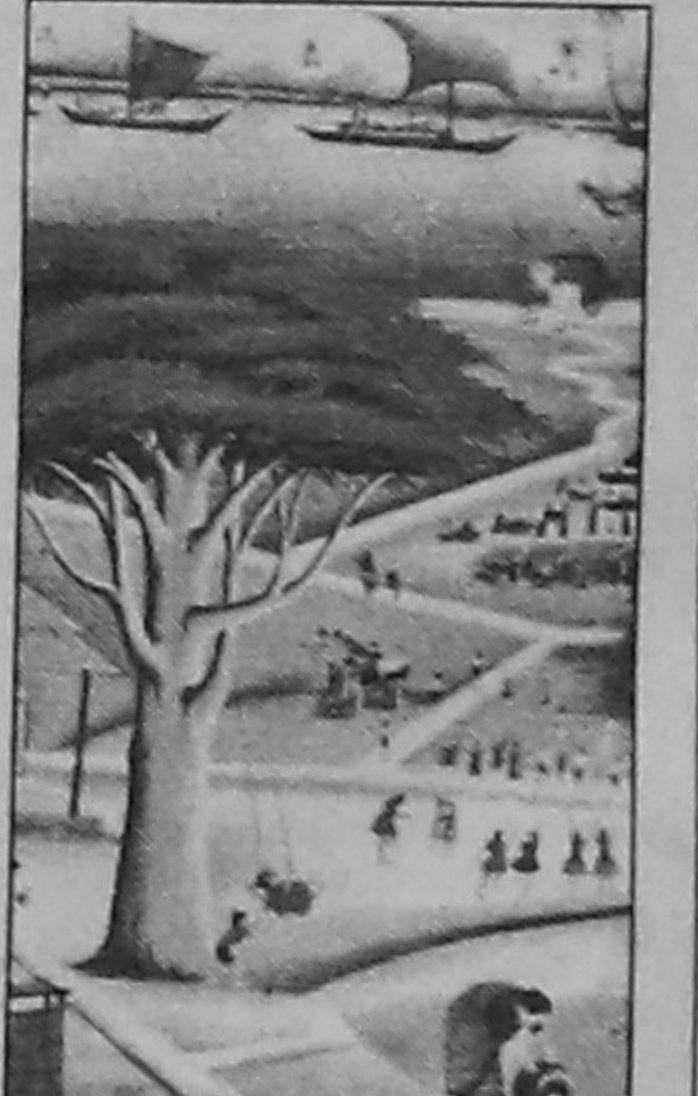


**Dry Point 2000**

The inaugural ceremony of a printmaking exhibition titled 'Dry Point 2000' by artist Professor Bulbon Osman was held at the Divine Art Gallery on May 5 at 5.30pm.

Professor A K Azad Chowdhury, vice chancellor, University of Dhaka inaugurated the exhibition as chief guest.

The exhibition will remain open from 10.00am - 8.00pm till May 14.



**Bangladesh Heritage**

The opening ceremony of the solo painting exhibition titled, 'Bangladesh Heritage' by Mohammad Ali was held on April 28 at the Alliance Francaise de Dhaka.

Muzaffar Hossain Palto, joint secretary Bangladesh Awami League inaugurated the exhibition as chief guest.

The exhibition will remain open every day from 9.00am till 8.00pm till May 11.

**Chandra Shekhar Dey**

A ten daylong exhibition by Chandra Shekhar Dey started at the Gallery 21 on April 21. Artist Mostafa Monwar inaugurated the exhibition as chief guest while artist Rafiqun Nabi, Monirul Islam and Syed Abdullah Khalid was also present as special guests.

The exhibition will remain open to all from 10.00 am till 8.00 pm till May 9.