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## **FSBM wins ICT 'Oscar'**

By Stefan Naidu

**KUALA LUMPUR:** IT services and systems provider FSBM Holdings Berhad has received the Prime Minister's Choice award for outstanding contribution to the local information and communications technology (ICT) industry.

The award was presented at the Multimedia Development Corporation's (MDeC) 9th MSC Malaysia Asia Pacific Information and Communications Technology Alliance (Apicta) awards night.

FSBM Holdings won the award for having the best communications application — its mobile phone software called UNOS. It was deemed the "best of the best" among the winners of all 18 Apicta categories.

The team at FSBM Holdings is getting to attend a week-long entrepreneur development programme at the Sloan School of Management at the Massachusetts Institute of Technology (MIT) as its prize.

Winners of the MSC Malaysia Apicta awards will go on to compete in the main Apicta awards event, scheduled to take place in Jakarta, Indonesia, next month. For the full list of winners, go to [www.mscapeicta.com.my](http://www.mscapeicta.com.my).

This year's MSC Malaysia Apicta awards ceremony was organised by MDeC and The Association of the Computer and Multimedia Industry of Malaysia (Pikom).

MDeC chief executive Datuk Badlisham Ghazali said he hoped Pikom's involvement would further enhance the awards event, making it "the Oscars of the ICT industry."