Creative industry: 7,799 jobs, RM674.8m in investments

SINTOK: A total of 7,799 jobs and RM674.8 million in investments were created through programmes implemented under the National Creative Industry Policy since 2010 until 2015.

Secretary-General of the Communications and Multimedia Ministry, Datuk Seri Dr Sharifah Zarah Syed Ahmad, said this encompassed the performing arts and music, films and drama, design and animation, advertising and development of quality content.

“The Government had allocated RM200 million through the 10th Malaysia Plan to fund activities related to the creative industry such as producing movies and dramas, music and animation.

“The channelling of allocations through this ministry since 2012 proves the Government’s seriousness and commitment in boosting the creative industry.”

She said this at the launching of the Creative Industry Talent Empowerment (Cite) Zone programme, organised by the ministry and School of Multimedia Technology and Communication, Universiti Utara Malaysia (UUM), here.

Her speech text was read out by Malaysia National Film Development Corporation (Finas) Director-General Datuk Kamil Othman.

The Cite Zone was created in line with the National Creative Industry Policy agenda to bring together the professionals, academicians, practitioners and students to boost the participants’ potential in the creative line.

The four-day programme from today at UUM will be filled with activities such as forums, seminars and workshops for the participants to share information, ideas, experiences and expertise.

Sharifah Zarah said the ministry also saw the need to intensify efforts to popularise Malaysia’s creative industry not only locally but also internationally.

“The time has come for our creative talents and products be taken abroad. Today, the Cite Zone programme will open the eyes of other countries on the capabilities of our young people in the creative field,” she said.