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From: Unit Komunikasi Korporat
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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CREATIVE INDUSTRY MUST DIVERSIFY IN ORDER TO GO FURTHER



UUM ONLINE: Kuala Lumpur - The content of the country's creative industry requires diversification to go further.

The Vice-Chancellor, Prof. Dato' Seri Dr. Mohamed Mustafa Ishak, said the creative industry should not rely solely on film, media or communications, but instead include television, music, visual arts, performing arts, books, as outlined in the 2015 World Economic Forum.

According to him, the creative and performing arts industry is a 'business' that needs to be managed and can be carried on further.

"By 2020, the industry is expected to generate a fortune of USD50 billion, but judging from the content in terms of creative industry in Malaysia, we are still lagging behind compared to the outside world.

"Hence, we need various support to bring the country's creative industry to a global level with the advantages of strategic management and planning as well as its existing uniqueness," he said at the Opening Ceremony of the Exploring Malaysia's New Creative Industry Frontier: Policy, Governance System and Global Breakthrough Roundtable Conference at KLCC, yesterday.

He said the roundtable conference or RTC was held at the right on time to debate the current issues, directions and challenges of the content of the country's creative industry.

He said industry players can also re-evaluate the National Creative Industry Policy gazetted in 2011 so that it will be in line with the current Fourth Industrial Revolution (IR4.0) era.

Meanwhile, Managing Director of Serba Dinamik Holdings Berhad Group, Dato' Ir. Abdul Karim Abdullah said he believes that intense effort and intensive planning from all walks of life, GCE Capital can achieve success which will bring a win-win situation in the effort of upholding creative industry.

As for the Chairman of the Malaysia Book Development Foundation (YPBM), Mr. Hasan Hamzah said that industry practitioners should dare to explore everything even though they can be found in the village.

He said there was no reason why the country's creative industry could not penetrate the international market which only needed ideas and values to market the creative idea in the global marketplace.

The roundtable conference was jointly organized by the School of Creative Industry Management and Performing Arts (SCIMPA), UUM with Global Content Exchange (GCE) Capital.

At the event, UUM which was represented by the Vice-Chancellor also signed a Letter of Intent (LoI) with YPBM which was represented by its Chairman.

The one-day RTC which brought together experts, industry players and academics was aimed at establishing frameworks, systems and the implementation of the country's creative industries related to education.



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