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### Three veterans honoured

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TO recognise its peer contribution to the advertising film industry, the Malaysian Association of Advertising Film Makers presented its Achievement Award to three prominent personalities at the Grand Ballroom, Shangri-La Hotel in Kuala Lumpur recently.

The award, conferred for the first time, went to Tan Sri Ghazali Shafie, Datuk L. Krishnan and Datuk Jaffar Mohd Ali - all of whom have played a pivotal role in the film industry in the country.

Krishnan and Ghazali received the award from PPFIM president T. Gopala Krishnan while Jaffar, who was abroad, was represented by Malaysia Advertisers Association vice-president Zainuddin Noh.

Ghazali was instrumental in changing the face of the Commercial Film Production Industry in 1971 when he was the Information Minister.

He not only revolutionised the production of Malaysian commercials but also introduced the policy where all commercials aired over Malaysian television could only contain local talent, images and flavour.

Krishnan is synonymous to the local film industry as he is one of the pioneers. His first movie Bakti launched the icon of Malaysian filmdom P. Ramlee.

The founding member of two film studios in Malaya - Cathay Keris Productions and Merdeka Studios, Krishnan directed Tun Teja, the first feature film produced in Malaya. Until then it was produced in Singapore.

He went on to set up the first Malaysian Commercial Film Production House, Gaya Film in 1970, which has won many awards for works produced in its time.

In 1976, Krishnan proposed the Made-in-Malaysia ruling to Ghazali, the then Information Minister.

Krishnan was instrumental in proposing to the Trade and Industry Minister, who in 1981 was Datuk Mahathir Mohamad, to establish Finas (Malaysian Film Development Board).

Krishnan was actively involved in community work with 20 organisations, including Malaysian Film Academy, National Welfare Foundation, Malaysian Association for the Blind, Federal Territory Welfare Council, The Medic Alert Foundation of Malaysia and Malaysian Film Producers Association.

As for Jaffar, he is certainly no stranger to the Advertising Film Production Industry and its associated business partners.

His list of industry related achievement dates back to 1970s when he represented Cycle & Carriage on the Council of the Advertisers Association.

Known affectionately as Jeff, he worked tirelessly for almost 30 years to raise the standards of advertising industry not only in Malaysia but globally as well.

As testament to his efforts, Jaffar was awarded the Max Lewis Award in 1980, served as a member to the Advisory Panel on Advertising Codes and held the position of deputy chairman of Advertising Standards Authority Malaysia.

In 1986, he was appointed executive chairman of Foote, Cone and Belding. Four years later he was chairman of the Asian Federation of Advertising Associations, spearheading the bid for Malaysia to host the 1990 Asian Advertising Congress.

In 1992, his efforts led to the establishment of the Institute of Advertising Communication and Training.

Two years later, he was appointed member of the World Council of the International Advertising Association and in 1996, was appointed vice president for professional development and received the prestigious Advertising Man of the Year Award from Hong Kong's media magazine.

As president of the MAA for the past 18 years, he has been responsible for the development of the industry.

The 600-odd guests also saw the launching of the PFFIM's new logo by Datuk Dr Suleiman Mohd, the Deputy Health Minister.

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