

Film industry needs a champion, says Moggie

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CYBERJAYA: The film industry might need a champion to help promote its cause in Malaysia, according to Energy, Communications and Multimedia Minister Datuk Amar Leo Moggie.

Efforts to promote the local film industry needed a focus, he told a press conference after the recent first meeting of the "E-Village International Advisory Panel" (EVIAP).

Currently, there was no single organisation that could help filmmakers from abroad negotiate the many hurdles involved in filming in Malaysia, he said. One way to set up this "champion" would be to establish a **film** commission.

The EVIAP was set up to guide the development of the "E-Village" being built on the fringes of the Multimedia Super Corridor (MSC).

It held its first meeting on April 5-6 at the Multimedia Development Corp (MDC) office here, which included visits to the E-Village facilities, and a 90-minute meeting with Prime Minister Datuk Seri Dr Mahathir Mohamad to discuss issues such as a policy framework for the E-Village and regional collaborations.

According to an earlier statement from **Moggie**, the objective of the meeting was to decide how to attract investments and new technology and foster the local content and entertainment industry.

The EVIAP also looked to identify potential bottlenecks; identify areas for **collaboration**; and raise awareness in local **film** and television producers about the opportunities available and the need to tap into the global market.

The panel also discussed creating a policy framework for fostering the local entertainment and creative industry; marketing Malaysia's filming locations and creative services, and developing the right **skills** sets.

The E-Village project, announced a year ago, consists of 1,200 acres (486 hectares) of land on the outskirts of **Cyberjaya** and is expected to house sound stages, a **backlot**, special effects and post production facilities.

Out of 100 Multimedia Super Corridor companies involved in multimedia, 14 have committed to move to the E-Village, MDC **officials** said.

MDC said it was in talks with the rest of the companies to make the move.. — **H. AMIR KHALID**