

05 APR 2001

E-Village

FOCUS FOR CONTENT TO ACHIEVE A SUSTAINABLE DEVELOPMENT FOR E-VILLAGE

PUTRAJAYA, April 5 (Bernama) -- Malaysia is advised to look at the grass roots in finding the right content for Entertainment Village (E-Village) to achieve a sustainable development.

A member of the International Advisory Panel (IAP) James Griffin of Vancouver Film School said the content of E-Village was one of the major topics discussed during an hour-long meeting with Prime Minister Datuk Seri Dr Mahathir Mohamad here today.

Twelve IAP members met Dr Mahathir to discuss among others the policy framework and regional collaboration with regards to E-Village.

"Content seems to be a big topic. Infrastructure is now here to create the content. The next step is to find and build a sustaining creative force in Malaysia for better development.

"To create a content is not a simple process. It should start with the grass roots, with understanding of Malaysian story and understanding how it can be packed in such a way (to suit) Malaysian interest first, than to the world," he said.

The RM3 billion E-Village project, expected to be fully completed in 2007, will be the country's multimedia centre for producing hi-tech entertainment products and services.

Griffin said that since there were many options for the Multimedia Super Corridor (MSC), it was necessary to focus on where was best to pursue the many options.

Another IAP member, India Digital Studio President Padmashri K.Balachandar said Malaysia must ensure wide promotion given to E-Village to attract foreign film industry.

"To ensure its (E-Village) success, there must be a global advertisement making sure everybody in the film industry knows about it. E-Village has its own natural resources, (with beautiful) backdrop and scenery, the climate is good and its greenery. As a matter of fact I would like to come here (to shoot) for my Tamil film," he said.

He said Malaysia need not necessarily depend upon foreign film industry to invest in E-Village but instead ample opportunities should be given to local Malay film industry.

"I am suggesting to the Prime Minister that a lot of incentives be given to the local Malay industry and not necessarily to depend upon others coming in Malaysia.

"At least E-Village will come to the rescue of the Malay film industry and lift it to greater heights," he said.

--BERNAMA

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