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Khalil-communication

MORE PROFESSIONALS IN CORPORATE COMMUNICATION NEEDED, SAYS KHALIL

PUTRAJAYA, Oct 21 (Bernama) -- Information Minister Tan Sri Khalil Yaakob today proposed the setting up of a national research and training institution for corporate communication to enhance the public relations and corporate communication profession.

He said the services of such professionals were greatly needed as the country faced the the process of globalisation which at time jeopardised the country's image.

He said that during the economic crisis, many outsiders criticised Malaysia's policy and approach to rehabilitate the economy.

"At that time, we were in dire need of the services of public relations and corporate communication practitioners to counter criticisms against Malaysia's economic theory and other actions which could damage the country's image and reputation," he said when opening the National Corporate Communication Conference 2002 here.

Khalil said that when Prime Minister Datuk Seri Dr Mahathir Mohamad was faced with the situation, no corporate communication practitioner or consultant came forward to offer help to clear the country's image.

Speaking to reporters later, Khalil said the country did not have communicators who could take on outsiders.

He said the problem was that the profession itself had yet to be recognised as a professional career.

He said institutions relating to the profession should work together to set up the proposed institution.

At present the profession is represented by four institutions, including the Malaysian Public Relations Institute.

He said a fifth one was in the process of being set up.

-- BERNAMA

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