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MALAYSIA-SYRIA

FLARE STUDIOS & SYRIAN CO IN DEAL TO DEVELOP CREATIVE CONTENT INDUSTRY

KUALA LUMPUR, Aug 19 (Bernama) -- MSC-status company, Flare Studios Sdn Bhd, and a Syrian company today signed an agreement to develop and produce creative works as well as to exchange expertise for both countries' creative content industry.

A statement from Flare Studios today said the agreement was a follow-up to Prime Minister Datuk Seri Dr Mahathir Mohamad's official visit to the country recently.

The company's chief executive officer, Miza Mohamad, said both parties were able to come to an understanding through the dedicated efforts of the Malaysia External Trade Development Corporation (MATRADE) to spur bilateral relations and through the network capabilities of the Multimedia Development Corporation (MDC) and its Chief Executive Officer, Datuk Dr. Mohamed Arif Nun.

Flare Studios is a long-format animation and media convergence and a local film production and distribution company, founded on the concept of a media stand-alone studios, i.e.: audio, video, interactive programming and 2D and 3D animation.

The agreement is expected to create positive inroads in exposing the two countries to each other's business culture and present opportunities for both countries to leverage on each other, Miza said. -- BERNAMA

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