



Recognition for talent: Dr Mahathir receiving his doctorate from Assoc Prof Sahar Sa'di while Dr Siti Hasmah looks on.

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PM: Quality productions are profitable

KUALA LUMPUR: Creative art content such as films, dramas and animation can be profitable exports if their products are of quality, says Prime Minister Tun Dr Mahathir Mohamad.

He said there are 345 MSC Malaysia status companies under the Creative Content and Technology cluster as of March 31.

"These MSC companies recorded sales of RM7.69bil with export value of RM1.4bil and provided 11,471 job

opportunities," he said at the 15th National Academy of Arts Culture and Heritage (Aswara) Convocation ceremony here yesterday.

At the event, Dr Mahathir and his wife Tun Dr Siti Hasmah Mohd Ali were awarded honorary doctorates in creative arts.

Aswara rector Assoc Prof Sahar Sa'di Hashim presented the awards to the couple.

Dr Mahathir said Aswara had the ability to provide high-quality

creative industry content and products for local and international markets.

Dr Mahathir said the use of creative arts can also instil noble values.

"The arts can send a message, you can tell a good story through the arts – music and acting (theatre-play) can carry a message.

"My stress is on ethics. Part of the culture is ethics – the value system. If the value system is good, then you will succeed," said Dr Mahathir.

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