

# 'EMULATE JAPANESE LOVE FOR READING'

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Reading culture one reason for its success, says Ismail Sabri at book fair

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**P**RIME Minister Datuk Seri Ismail Sabri Yaakob called on Malaysians to emulate the Japanese love for books.

He said the development of a country depended on its people to be knowledgeable, positive-minded, hard-working and competitive, and these could be acquired through reading.

He said a reading culture was one of the reasons for Japan's success.

"While I was in Japan for a working visit last week, I witnessed the love for knowledge not only among young people, but also adults.

"Successful businessmen, such as Bill Gates, read 50 books a year. Billionaire and aerospace company SpaceX owner Elon Musk ... reads science fiction novels to improve his knowledge of rockets.

"So books are not just a source for people to add knowledge, but also to nurture knowledge.

"Books are also for us to record, express and spread our culture," he said when launching the nine-day Kuala Lumpur International Book Fair at the World Trade Centre here on Saturday night.



'Berita Harian' acting group editor Datuk Ahmad Zaini Kamaruzzaman (second from right) demonstrating the NSTP e-newspaper application to Prime Minister Datuk Seri Ismail Sabri Yaakob at the Kuala Lumpur International Book Fair yesterday. At Ismail Sabri's right is Senior Education Minister Datuk Dr Radzi Jidin. PIC BY HAIRUL ANUAR RAHIM

Present were Senior Education Minister Datuk Dr Radzi Jidin and Federal Territories Minister Datuk Seri Dr Shahidan Kassim.

The fair features more than 700 booths by 100 exhibitors, including 20 from other countries, such as Singapore and Turkey. It ends on June 12.

The electronic editions of newspapers published by the New Straits Times Press (NSTP)

Bhd caught the attention of the prime minister at the fair.

'Berita Harian' acting group editor Datuk Ahmad Zaini Kamaruzzaman demonstrated the e-newspaper application to the prime minister at the NSTP booth.

NSTP offers electronic versions of the *New Straits Times*, *Berita Harian* and *Harian Metro*.

The latest edition of the e-newspapers is published as ear-

ly as 12.30am on the app, which is available for smartphones, tablets and computers.

The public can visit [subscription.nstp.com.my](http://subscription.nstp.com.my) to subscribe to the e-newspapers.

Ismail Sabri expressed hope that officers at the Prime Minister's Office would use NSTP e-newspapers to perform their tasks.

NSTP is the strategic media partner of the fair.

From as low as 46 sen a day subscribers to NSTP's e-newspaper can access the group's newspapers and its archive of news on three devices.

Readers can subscribe for a week, a month, three months, six months or a year.

NSTP offers a special subscription of RM31.80 for one year to educators and students.

Digital and print combo subscriptions are also offered.