

Emulate South Korean creative industry
New Straits Times
11 July, 2012

CYBERJAYA: Malaysian creative industry players should emulate the success of their South Korean counterparts.

Deputy Prime Minister Tan Sri Muhyiddin Yassin said the South Korean creative industry not only contributed to its economy, but also helped spread Korean culture globally.

"The contribution by the creative industry should not be seen purely from the economic perspective, but also on how it can develop the potential of the younger generation in character building and creating a stronger identity, developing a local culture and spreading national brands to the world and in promoting the tourism sector while attracting foreign investments."

Muhyiddin was speaking at the launch of the KRU Group of Companies' Corporate Social Responsibility Programme (CSR) at KRU Studios here yesterday.

He said an example of this could be seen from the success enjoyed by the East Asian nation in exporting its movies, television programmes and music globally.

Muhyiddin said the exports reached to the point of influencing the younger generation worldwide to learn the Korean language to understand the creative works that South Korea produced.

He said the Malaysian government had created numerous business and employment opportunities for creative industries as part of its plan to turn the country into a high income nation by 2020.

"According to Price Waterhouse Coopers analysis, the global creative industry's size will reach RM4.35 trillion for this year and is expected to reach RM6 trillion by 2015.

"The local film industry, which is a branch under the creative industry, has registered a growth of 47 per cent from 2009 to last year."

He attributed the success to the joint effort by government agencies with corporate companies.

Muhyiddin commended KRU's CSR initiatives and said it would help the local creative industry by producing trained and talented human capital.

At the event, KRU announced that as part of its CSR programme, it would be offering scholarships to Penilaian Menengah Rendah and Sijil Pelajaran Malaysia students. Other CSR programmes will see them give career talks on the creative industry for school students, scholarships for students at KRU Academy and an annual talent show for youth under 21 to become artistes under KRU.

KRU Group of Companies executive president Norman Abdul Halim said he and his brothers Yusry and Edry had planned to do the CSR programme for years, but could not do so due to limited resources.

Source: <http://www.nst.com.my/nation/general/emulate-south-korean-creative-industry-1.105634>