

**Malaysia, Singapore Join Forces To Accelerate Growth In Content Industries**  
**Bernama**  
**October 10, 2012**  
**From Kamallaila Sulaiman**

CANNES (France), Oct 10 (Bernama) -- Malaysia and Singapore are engaged in a strategic twin-pronged alliance to penetrate the global market in creative content industries, said Information Communication and Culture Ministry secretary-general Datuk Seri Kamaruddin Siaraf.

He said the cooperation by the creative industries of the two countries was timely as they shared common interests, cultures, traditions, languages and race.

"We commend Singapore's positive efforts and welcome mutually-beneficial collaboration in Iskandar Malaysia, noting the potential for Iskandar Malaysia to provide industrial facilities and infrastructure for Singapore companies," he said.

Kamaruddin was speaking to Malaysian journalists on the second day of the World Audio Visual Trade Exhibition (Mipcom) 2012 at the Palais des Festivals here.

The Pinewood Iskandar Malaysia Studios is one of the key features of the massive development project due to be completed next year. It is expected to generate an economic profit of RM1 billion over a period of eight years and will create 3,000 job opportunities.

Kamaruddin is leading a Malaysian delegation comprising 40 creative content companies to the four-day exhibition which ends on Oct 11.

On Tuesday, National Film Development Corporation (Finas) and Media Development Authority (MDA) of Singapore co-organised a Malaysia-Singapore cocktail reception for the purpose of networking.

Over 70 Malaysian and Singaporean company delegates played host to invited international guests, comprising broadcasters, distributors, producers and investors.

During the event, the organisers also showcased the latest available programmes for sale and distribution in the market, produced and developed by Malaysian and Singaporean studios.

Meanwhile, Finas chairman Md Afendi Hamdan said, in line with the significant growth in the Asian entertainment and media industry in recent years, it was important that Finas and MDA engaged in more co-productions and combined distribution projects within the region.

"Sharing efforts and resources together amongst regional neighbours, such as Singapore, bring a wealth of advantages to both countries. Malaysia and Singapore are able to strategically benefit on each other's strengths, which are both digital content providers and possess a high-growth sector known worldwide," he said.

MDA assistant chief executive officer Yeo Chun Cheng said it was crucial for Singapore and Malaysia's media industries to grow in tandem and collaborate in media projects, together with the interest of penetrating the global market.

"This first of many future events by Singapore and Malaysia is only the beginning, in efforts to further synergise our efforts, and open the way for Singapore and Malaysian companies to create compelling content that resonates with local and international audiences," he said.

Mipcom is an annual global content event for co-producing, buying, selling, financing and distribution of entertainment content across all platforms.

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