

**Malaysian Films In Radar Of International Film Industry Players**  
**Bernama**  
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**From Mohd Faizal Hassan**

BERLIN, Feb 9 (Bernama) -- Malaysia's participation at the European Film Market (EFM) Berlin has caught the eye of international film distributors who now have local films in their radar.

The distributors are especially, keen on films produced by KRU Studios, such as The Vikingdom and Ribbit, with 80 countries having purchased the rights to distribute the films, thus far.

KRU Studios representative Norman Abdul Halim said, the move by the foreign distributors was a good sign for the local film industry, and the platform could help develop local producers.

"The earlier success of Merong Mahawangsa (The Malay Chronicles) has made us more renowned, and potential buyers and distributors are looking forward to our new films.

"This would not have materialised, had it not been for the initiative of the government, via Malaysian National Film Development Corporation (Finas), which worked hard to give exposure to local films by taking part in the festival," he said when met by Malaysian journalists here Friday.

Norman said, a good marketing strategy was key to their success, apart from daring to take risks to make multi-genred films to cater to the international market.

"We also have to find serious buyers, and those capable of distributing the films, to be successful in the markets. This is among the risks we take."

According to Norman, the action-packed film, 'Vikingdom', and the animation-move, 'Ribbit', were expected to be screened nationwide from October to November.

Also exhibited at the Finas stall at the Marriot Berlin Hotel, were trailers of films by U-Wei Shaari, 'Hanyut', 'Tanda Putera' by Datin Paduka Shuhaimi Baba and 'Papadom 2', 'Pontianak vs Orang Minyak' and 'Berani Punya Buddak' by Afdlin Shauki.

Meanwhile, FINAS chairman Datuk Md Afendi Hamdan visited foreign booths today, including those set up by the Islamic Republic of Iran Broadcasting, to seek their cooperation in the film industry.

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