

Malaysian Government Wins Praise For Developing Local Film Industry
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From Mohd Faizal Hassan

BERLIN, Feb 9 (Bernama) - The Malaysian government initiative to develop the local film industry via the National Film Development Corporation (FINAS) has won praise from an Indonesian producer.

Indonesia's leading producer and director Helfi Kardit commended government efforts in promoting Malaysian films at the European Film Market (EFM) here.

"You Malaysians are very fortunate to have the support of your government. We are on our own and have to join up with other production houses to come here.

"We have to raise RM30,000 to open a booth to exhibit Indonesian films such as Broken Hearts, The Martyr, Lantai 13 and Miracle Death Challenge," he told Malaysian journalists on Saturday.

Helfi said that the film industry needs to be supported by the government in an effort to promote them to the international arena.

"It is difficult for films to gain a foothold in this film festival without the involvement of government agencies," he added.

Executive President of KRU Studios, Norman Abdul Halim said it is difficult for Malaysian films to penetrate the world market without the help of FINAS.

He said this is because it needs cooperation of the government, high cost and strong contact with international industry players.

Chairman of FINAS, Datuk Md Afendi Hamdan said local producers should use the opportunity given by the government to promote Malaysian films abroad.

I hope that more local producers can join this festival as we are willing to help them market their films. We can help them market the films in Asia, Europe, Middle East and other parts of the world.

EFM is the largest film market in the world and meeting platform for major industry players in the international film world.

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