

Bernama Ready To Collaborate With Partners To Organise Summits

Bernama

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KUALA LUMPUR, March 7 (Bernama) -- National News Agency (Bernama) has strong resources and was now considering collaborating with partners and organisations to host summits.

General Manager Datuk Yong Soo Heong said the 46-year old established news agency could do more than just report the news.

He said Bernama could expand its services in handling events judging from today's successful organisation of the first National Economic Summit and Dialogue with the Prime Minister.

The agency jointly organised the summit with the Asian Strategy & Leadership Institute (Asli) to address issues and challenges confronting the nation's economy.

The summit and dialogue comes just after Malaysia reported positive growth and recorded high investment figures for 2013, but despite improved ratings and international banks viewing Malaysia more favourably now, its economic credentials remain underplayed.

"I think this summit today has proven that Bernama can do it because we have all the resources, we have the journalistic resources, we have the people who know various subject matters and we have also various support services, we can combine them together," he said.

Yong also said although handling summits would be a different task, it was nevertheless about providing messages and carrying news information to the public.

"This will also generate income for Bernama. We are very grateful for the strong response received for the National Economic Summit and Dialogue with the Prime Minister.

"It has been my dream for Bernama to host such a summit on this scale," he told Bernama TV after his closing remarks at the summit.

Yong also said Bernama would try to tap new areas in disseminating information across.

The National Economic Summit and Dialogue with the Prime Minister was concluded today with great success in highlighting government efforts to bring the country's forward.

"The attendance was well-represented by both the public and private sectors, as well as, local and foreign business associations.

Meanwhile, Bernama Editor-in-Chief Datuk Zulkefli Salleh said Datuk Seri Najib Tun Razak's

messages had successfully reached the target audience.

The event was telecast live by Bernama TV, Radio and Television Malaysia and live streaming through Bernama.com.

The 500 odd participants at the summit gained a deeper understanding of why the government had to implement the fiscal rationalisation scheme to reduce its budget deficit and increase appeal among foreign investors, he added.

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