

Najib Calls On Film Makers To Produce Films Of International Standards
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KUALA LUMPUR, Sept 4 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak has called on Malaysian film makers to come out of their comfort zone and strive to produce works of international standards.

He said their tendency to use the same formula each time they produced a film merely to reap high returns would not help to boost the standard of the Malaysian film industry.

"I understand the tendency of the film makers to use the same formula to ensure the success of their films...this is the reality in balancing between investment and profits.

"However, continuing such a practice will not help to develop the local film industry. The quality of film produced will remain unchanged and eventually the Malaysian film industry will be lagging behind," he said in his speech at the Official Launching of the Malaysian Film Expo 2015 at the Kuala Lumpur Convention Centre, here today.

The text of his speech was read by the Minister in the Prime Minister's Department, Datuk Seri Azalina Othman Said.

The Expo was organised by the National Film Development Corporation (Finas) to provide a platform for industry activists to share knowledge, expertise and technology.

Also present at the function were Communications and Multimedia Minister Datuk Seri Dr Salleh Said Keruak and its secretary-general Datuk Seri Dr Sharifah Zarah Syed Ahmad, as well as local arts activists.

Meanwhile, the prime minister wanted investors in the film industry to continue supporting film makers with the courage to produce works that were different from the usual, as long as they had the potentials to succeed commercially.

"Only with this willingness, and with collaboration between the film makers and investors, can works of high quality be produced," he added.

In addition, Najib said the government would continue to pay attention to all the proposal papers submitted and problems faced by local arts activists.

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