

**Local Animation Film Industry needs to Penetrate Global Market – Ahmad Zahid
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KUALA LUMPUR, Nov 1 (Bernama) -- Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi said the local creative and animation industry needs to penetrate the global market in line with the National Transformation 2050 (TN50).

He said the animation players must get out of their comfort zone and challenge themselves into doing something that could be the pride of self and the nation.

Ahmad Zahid said the the local animation industry had gained a place in the international market when it recorded a positive growth last year with an export value of RM101 million, while the value of domestic sales reached RM127 million.

"Local animation films have great potential. This is proven with the 'Upin and Ipin' film aired on the Disney channel.

"We expect that the local animation sector can be accepted and recognised by the international community by 2050," he said when opening the latest sequel of animation film 'Upin and Ipin: Jeng, Jeng, Jeng' here today.

The film, a collaboration between Les' Copaque Production and KRU Studios, will be shown in cinemas nationwide from Nov 24.

In tabling the 2017 Budget recently, Prime Minister Datuk Seri Najib Tun Razak announced that the government would launch a series of national discourse, known as TN50.

The three-decade programme is tailored to form a truly credible nation with the mentality of excellence among the people.

Ahmad Zahid said local animation films must also display positive messages so that it could serve as a lesson and good example to the audience.

"Animation film makers also need to find a way to attract people from all walks of life and not just children," he said.

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