

## **The Official Launch Of E-Village**

E-Village, Dengkil, Selangor 8 September 2000

For Malaysia and Malaysians this must easily be one of the more momentous occasions for us, as we stand here in the Sound Studio in E-Village to signify the beginning of an exciting new entertainment era and industry for our country.

2. It is also of great significance that we are on the threshold of acquiring a new spirit or quest that is related to gaining new knowledge and the necessary technical know-how of managing the wonderful new electronic world of entertainment.
3. The development of E-Village and particularly the virtual and Sound Studios clearly demonstrate our ability to keep up with, if not be ahead, of a burgeoning IT industry and growing market.
4. Out of this E-Village project we will witness a growth of opportunities - both social and economic, the transforming of society and the building of new creative skills and professions. Students will embark on new courses and training related to IT and its myriad applications. New talents will be born.
5. The learning curves for all in fact will change as we immerse ourselves in managing IT potentialities. Truly the vision to establish an entertainment centre goes far beyond mere entertaining. It is also going to help in developing the skills and capacities to handle the modern and fast changing technologies involved in entertainment in the Information Age.
6. I have every confidence that with the development of E-Village we will set ourselves the right targets and goals that will not only liberate us as an industrialised nation but enlarge the boundaries to test and challenge ourselves into achieving more.
7. The studios are naturally the point of entry for us as a developing country, and like the MSC in the bigger context, it will be the engine of growth for the E-Village. A whole new infrastructure will emerge and the foundation of hi-tech entertainment will be laid from which we can further develop and generate revenue or earnings.
8. It is my sincere hope that this E-Village will be the springboard for attracting international film producers and providers of entertainment. There is a new resurgence of film making everywhere in the world and we have ventured into the industry at the most opportune time.
9. Film makers are constantly on the look out for producing films and works of art in a better and more international environment. Through E-Village we can provide competitive facilities and locations that accurately represent cultural depictions of Asia in all its diversity and its colourful peoples.
10. The local film industry will also benefit from E-Village in that its standards and

technics will stand a chance to improve and become comparable to those produced at other entertainment centres.

11. I look forward to the day when our home grown films and other international productions carry the credit mention of having being produced in 'E-Village Studios Malaysia'.

12. What started as an idea has now materialised into something tangible. E-Village is today a reality and we will pursue this till we can stand alongside others in the entertainment industry professionally and globally.

13. With that I have every pleasure in declaring open E-Village studios, and the honour to commence the first action scenes by saying these words .. STANDBY ... (pause) ... ACTION!