

RM33b in GDP by creative industries

'PROMISING': Industry has potential to generate more income, says DPM

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THE local creative industry, which includes arts and culture, contributed about RM33 billion to the nation's Gross Domestic Product (GDP), Deputy Prime Minister Tan Sri Muhyiddin Yassin said yesterday.

"Arts and culture is a promising industry that can potentially generate higher national income in the future," he said in his speech at the Art Economy Conference (AEC) 2015 opening ceremony here.

He said under the Economic Transformation Programme (ETP), the creative industry — with the cooperation between the government, industry and private sector, received a RM17 million grant to carry out short-term programmes known as "Quick Wins" for art per-

formance for a period between 2012 and 2014.

In line with efforts to create a culturally-rich society, Muhyiddin said the government had carried out various programmes to enhance appreciation of culture and arts among Malaysians.

"The government has always supported the creative arts industry and will continue to em-

that France had been particularly successful in arts and culture-based tourism, earning as much as US\$256 billion (RM939 billion) annually, via tourism.

"It is good to learn from France and other cities around the world on how they have been successfully developing strategies to promote the tourism industry and arts sector as the main contributor to national economic growth.

"Paris is a great example of how arts and culture have become the main tourist attraction, contributing to its high GDP, and ranks as one of the five wealthiest regions in Europe," he added.

Muhyiddin, who is also the education minister, said there were a number of universities, colleges and institutions of higher learning in the country which offered arts and design courses,

such as Universiti Teknologi Mara, International Islamic University of Malaysia, Universiti Malaya and Akademi Seni Warisan dan Budaya.

"These institutions produce high-quality professionals, who will contribute to the promotion and development of the arts and culture industry in the future."

At the event, Muhyiddin also launched the Ba-

hasa Malaysia translation of the French book, *L'ingenierie Culturelle (Cultural Engineering)* by Claude Mollard.

On the conference, Muhyiddin said it would serve as a good platform for the experts and industry players to deliberate in greater detail about the potential and future direction of the arts and culture industry in Malaysia.

"The government has always supported the creative arts industry and will continue to emphasise on the development of the industry."

Tan Sri Muhyiddin Yassin
deputy prime minister