

RM33b boost to GDP

> Creative industry has potential to contribute more, says DPM

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KUALA LUMPUR: The creative industry, which includes arts and culture, has contributed RM33 billion to the country's Gross Domestic Product (GDP), said Deputy Prime Minister Tan Sri Muhyiddin Yassin.

"With the cooperation between the government, private sector and the creative industry which includes arts and culture, a RM17 million grant was given to carry out short-term programmes known as 'Quick Wins' for arts performance between 2012 and 2014. This programme was carried out under the Economic Transformation Programme," he said at the opening ceremony of the Art Economy Conference (AEC) here yesterday.

Muhyiddin reiterated that Putrajaya has been supporting the creative arts industry and will continue to emphasise the development of the industry as it has the potential to contribute more to the GDP.

In line with efforts to create a

culturally-rich society, various programmes have been undertaken to enhance the appreciation of culture and arts among Malaysians.

"In the education sector, various universities, colleges and institutes of higher learning offer arts and design courses and will produce professionals who will later contribute to the promotion and development of the industry in future," Muhyiddin, who is also education minister, said.

The Tourism and Culture Ministry also plays an important role in promoting the arts and culture industry in Malaysia through the National Visual Arts Gallery.

The gallery promotes visual arts by organising exhibitions, seminars, workshops, competitions and arts activities throughout the year.

These activities aim at nurturing greater awareness, understanding and appreciation of arts among Malaysians.

The Art Economy Conference showcases topics about the arts industry to be discussed in a roundtable panel of international and national experts.

"I believe this conference will serve as a good platform for experts and industry players to deliberate in greater detail on the potential and future direction of the creative industry in Malaysia," Muhyiddin said.