

PACIA Conference A Platform to Promote Performing Arts in Malaysia

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FRIDAY, 28 JUNE – An international conference on Arts Presentation As A Creative Industry in Asia (PACIA) 2013 organised by the UMS School of Arts Studies which had registered 140 including participants from 10 different countries, would help in promoting Malaysia especially Sabah which is rich in art and culture resources.

Datuk Masidi Manjun, the Minister of Tourism, Culture and Environment Sabah hoped that international activities such as this would be intensified to generate growth and income for industries such as tourism.

“The PACIA 2013 Conference is in line with the aim of promoting the country through its rich resources, which is culture and arts. It is hoped that this conference would be able to produce a transformation for the Performing Arts in Sabah to attract not only locals but international tourists as well,” he said. His speech was read by his representative, the Assistant Minister of Tourism, Culture and Environment Sabah, Datuk Kamarlin Ombi at the opening ceremony of the 3rd PACIA Conference 2013 at the 1Borneo Grand Ballroom.

He added that the government would assist in the improvement and the development of performing arts in Malaysia through some grants in the field of arts.

“Grants totalling up to RM4 million have been allocated to the country’s arts enthusiasts for the development of performing arts. This allocation not only can alleviate the financial burden of local artists, but to also encourage the search for new talents in Malaysia,” he added.

UMS Deputy Vice-Chancellor (Academic and Internationalisation), Prof. Dr. Shariff A. K. Omang who represented the Vice-Chancellor of UMS, Prof. Datuk Dr. Mohd. Harun Abdullah said the 3rd PACIA Conference was a platform for the sharing of ideas from art enthusiasts which would generate the future of arts and culture in Malaysia especially in Sabah. He added that the organising of this conference is in line with the university’s strategic plan to maintain excellence towards internationalisation.

“My hope is that this conference would be able to assist researchers, students and arts enthusiasts in exploring and conduct their researches relating to the creative industry to help uplift the standard of the country’s culture and arts into the world arena,” he said.

The 3 day conference also featured specialists in the Performing Arts and Culture; among them were Prof. Hatta Azad Khan, Prof. Tan Sooi Beng, Aida Redza, Prof. Ding Choo Ming and Prof. Jonathan Holmes as the main speaker. - *FL*