

Forum to discuss Sabah's creative content industry

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KOTA KINABALU: The Coalition for Creative Content Industries or Creative Content Industry Guild (CCIG) will be holding a forum to discuss the future direction and the creative content industry in Sabah in particular on May 22, 2012 at Universiti Malaysia Sabah (UMS).

Recognising the importance of the creative industry as an economic resource and business in a state, the forum will be organised by CCIG together with the National Film Development Corporation Malaysia, Ministry of Information, Communication and Culture and the Prime Minister's Department Performance Management and Delivery Unit.

CCIG Chairman, Jurey Latiff Rosli, said the forum hopes to become the starting point for the State to move forward with a more proactive role in developing the creative industries.

These include the arts, information and communication technologies such as video production, film, television, radio, software, entertainment (multimedia: animation and interactive games, web sites), writing, publishing and print media, advertising, graphic design, product design, photography, theatre, dance, music creation, advertising, architecture, product design and fashion

He said the forum will try to look at the overall challenges faced in developing the creative industry in Sabah and find alternative solutions to problems that occur.

"Even as a follow-up programme, CCIG specifically is willing to assist the State to improve this industry to a higher level," he said.

Thus, they would work together with UMS and other institutions of higher learning in Sabah to organise training programmes in the field of creative content.

As such, all individuals involved in the creative industries either as activists or representatives of associations are invited to attend the forum.

"Hopefully, through this forum, the panel and participants can provide many ideas that will be used to further develop the creative industry in Sabah," he said.

For further information about the forum and Creative Content Industry Exploration programme, those interested can contact the organisers at Tel 088-320000 extension 2728 (Alinah Osman), School of Arts, Universiti Malaysia Sabah.