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Taking Sabah and Sarawak culture international

KOTAKINABALU: The Information, Communication and Culture Ministry plans to take Sabah and Sarawak culture to the international stage in the form of quality and interesting animation, documentary and feature films.

Its minister Datuk Seri Rais Yatim said the move was in line with the government's vision of exporting animation, documentary and feature films each year.

"This means we must find ways to make interesting dramatisation of stories from Sabah and Sarawak that are worth for the export market," he said, after opening the Borneo Culture and Heritage Seminar at the Lembaga Tabung Haji Building, here.

Rais added that the Malaysian Communications and Multimedia Commission (MCMC) provided allocations to help achieve the ministry's mission of selling Sabah and Sarawak's image through films.

"I had discussed with MCMC for part of the expenditure allocation be given for the production of animation, documentary and feature films.

"We are giving Sabah and Sarawak special attention as these places could appeal to the world as they evoke romanticism with

stories based on humanity, and we can also use such taglines as 'The Land Below The Wind' for Sabah," he said.

The minister hoped that all quarters could work together to relive the stories based on Sabah and Sarawak's history and the people's way of life, including of the young generation, through films.

He added that his ministry was also working with various bodies to ensure the culture and traditions of the various ethnic groups in the two states would not become extinct.

Rais said the ministry through the TVi (Astro) broadcast was giving ample room for programmes and news from Sabah and Sarawak to be featured.

"I've also sought the Prime Minister's approval for some of RTM's programmes and services to be privatised to obtain more interesting content than the usual stuff. So, TVi also has a role to play

in this," he said.

Rais said the ministry was also assisting the state government in organising the Top Festival and Tamu Besar Sipitang (Gata Sipitang 2011) event scheduled for July.

Earlier, in his speech, Rais said his ministry had taken into consideration the plea from the people of Sabah and Sarawak for locals be appointed to head the various departments and agencies under his ministry. - Bernama.

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Sweet sounds: Rais clapping to the sound of the flutes played by the Lundayeh tribe of Sipitang, Sabah.