

MGBF to support creative economy in post-Covid-19 recovery

LETTERS: The Malaysia Global Business Forum (MGBF) has moved to support the creative economy as the overall economy moves into the recovery phase of the Covid-19 pandemic.

As a step in the direction of normalcy, MGBF will host the art exhibition "I Know You're Somewhere So Far" by one of Malaysia's leading young artists, Mulaika Nordin.

The full spectrum of the creative industry, from film to visual arts, has been heavily impacted since the past two years. Prior to the pandemic, the creative industry was estimated to worth RM29.4 billion, contributing 1.9 per cent to the nation's gross domestic product in 2019, according to a report by the **Department of Statistics Malaysia**.

MGBF, like many other businesses, has evolved extensively due to the pandemic.

Many of our business-matching and government engagement programmes have shifted into the virtual space.

We are pleased to announce that our first step back to in-person physical events will take place this month with the hosting of this important art exhibition.

This is a perfect opportunity to energise the arts while contributing to the economy by empowering a member of the artistic community.

It is our hope that the arts scene becomes more vibrant. It is important to develop not just the artists, but also the stakeholders and policies that empower this sector of the economy.

With considerable growth prospects as the creative industry seamlessly integrates into the global digital economy, the government in the recent budget recognised the importance of this sector by allocating several hundred million to boost its rapid recovery.

MGBF will play our part by taking a concerted effort to achieve the targeted results for creative industry players in the country.

Mulaika rose to prominence in 2019 when, at the age of 16, she became the youngest artist to hold a solo exhibition at the National Arts Museum (Balai Seni Visual Negara). Now, her second solo exhibition, "I Know You're Somewhere So Far", will feature more than 60 works of art.

Completed over the last four years, the artworks explore themes of disconnect and isolation from the lens of an empathic teenage artist as she navigated a constantly changing environment culminating in the period of the global pandemic in 2020 and 2021.

The exhibition will be held at the Ken Gallery in Menara Ken, Taman Tun Dr Ismail, from Dec 9 to 19. For more information on the exhibition, visit www.Mulaika.com.

<https://www.nst.com.my/opinion/letters/2021/12/750391/mgbf-support-creative-economy-post-covid-19-recovery>