

# Digital Silk Road will enhance China-Malaysia cooperation

**KUALA LUMPUR:** The Digital Silk Road initiative, which integrates digital technology into culture, tourism and industrial cooperation to shape a “digital culture industry”, is targeting the Internet-savvy generation.

The “2020 Malaysia-China Year of Culture and Tourism — Digital Silk Road” campaign cloud-launched by China Culture & Entertainment Industry Association (CCEA) is one such effort to bolster communication and cooperation between the people of China and Malaysia, especially among the youths.

The campaign, which was held on Sept 24-30, featured the Malaysia-China Digital Silk Road Forum, Malaysia-China Digital Culture & Tourism Forum, Malaysia-China Young Industry Talent Cloud Grouping, and the Malaysia-China Silk Road Culture & Tourism Electronic Sports Championship featuring King Pro League Global Tour.

The cloud forum, hosted by CCEA secretary-general Kong Ming, featured five experts from China and Malaysia who shared their views on topics concerning “digital culture” through interactive sessions with the audience.

“Malaysia is embracing 5G, big data, cloud computing, blockchain technology, artificial intelligence, virtual reality and other emerging digital technologies to boost the digital culture industry, driven by culture and tourism, which is redefining itself through the power of the Internet,” said China ambassador to Malaysia Bai Tian said during his keynote address.

According to the National Bureau of Statistics of China, 16 typical business entities belonging to the digital culture industry recorded 523.6 billion yuan in annual revenues with a growth rate of 15.5 per cent.

“I strongly support such initiatives that provide young people an aspiring platform to contribute their ideas and talents to benefit the economy,” said Tourism, Arts and Culture Minister Datuk Seri Nancy Shukri.

CCEA president Liu Jinhua said the integration between culture and tourism, together with traditional industries through digitalisation, was creating new business opportunities to take the economy to the next level.

Deputy Higher Education Minister Datuk Dr Mansor Othman

said young people were the backbone of the digital culture industry, which offered plenty of promising careers driven by the powerful digital technology.

Malaysia Digital Economy Corporation (MDEC) chief operating officer Ng Wan Peng said the global digital content market presented a huge potential and the growth of digital content development was gaining prominence in Malaysia.

“Malaysia has set up a creativity and innovation development hub to nurture young talents in animation and new media.

“Malaysia and China will be working together to bring forth more intellectual properties through industrial collaboration.”

China Central Academy of Fine Arts professor and doctoral supervisor Wang Zhong said the world was going through an unprecedented reform where the industrial civilisation was being transformed into intelligent civilisation and its development growing exponentially.

Taihe Institute vice-chairman and Perfect World vice-president Yi Di said humans were being driven by digitalisation into a new world of “Internet of every-



*Tourism, Arts and Culture Minister Datuk Seri Nancy Shukri says she supports initiatives that provide young people an aspiring platform to contribute their ideas and talents to the economy.*

thing”, where creative thinking revolving around smart technology would speed up new market expansion culture tourism.

Tencent Interactive Entertainment Group mobile eSports director and King Pro League president Zhang Yijia said the up-trend in e-sports globally helped establish connections among youths across different countries where online social interaction through digital products had shaped the way people interacted

and did things.

FEG Esports chief executive officer Chen Qidong believed the Digital Silk Road would create more cooperation opportunities for enterprises of the two countries while bridging communication gap between them.

Moderator Kong Ming said the 2nd Digital Silk Road programme brought together digital domain field experts who were working towards realising a shared vision, beyond borders and cultures.