

Penang Creative Multimedia Content Industry

Penang Creative Industry Conference & Showcase (PCICS)

On 6th May 2014, investPenang supported by the Penang State Government teaming up with Multimedia Development Corporation (MDeC), The One Academy and Lemon Sky Animation organised the Penang Creative Industry Conference & Showcase (PCICS), to promote Penang as a creative city for the creative multimedia content (CMC). The PCICS event has successfully attracted over 500 participants from the creative industry as well as students and lecturers. Notwithstanding, the event was able to attract participants all the way from *Perlis, East Coast (Kelantan) and Central (Selangor)* though the event was held in Penang.



The *conference* featured a combination of local and international speakers who shared their extensive knowledge and experience on creativity and its career opportunities. At the keynote speech, the Chief Minister of Penang Rt. Hon. Mr Lim Guan Eng highlighted business environment in Penang that helped promote innovation and creativity, and Penang had the potential to become an animation cluster in the future. Participants were much inspired by internationally renowned speaker John Hughes from Tau Films (formerly known as Rhythm & Hues) who spoke about the computer animation and visual effects (VFX) industry. Specialists from leading arts, animation and game developer shared on creative opportunities.



A full-house of students and lecturers eagerly awaited the *3D Animation and Video Game Art Workshop* led by Wong Cheng Fei the CEO of Lemon Sky Animation. Students were very excited of the capabilities of Lemon Sky and dozens of them have registered themselves for job prospects with the company. Entrepreneur participants also attended *funding facilitation clinics* manned by venture capitalists such as Cradle Fund Sdn Bhd, Malaysian Debt Ventures, MyCreative Ventures, MDeC Creative Industry Lifelong Learning (CILL) Programme and Expara Ventures Asia for fund raising.

They were many students who showed their interest on skills and talent growth as they registered themselves with the MDeC Creative Industry Lifelong Learning (CILL) Programme. The *creative showcase* exhibiting creative works from Lemon Sky Animation, The One Academy and Equator Academy of Art were very well-received and attended by the participants before, during the breaks and at the end of the Conference.



Creative Multimedia Content (CMC) Ecosystem in Penang

There are over 200 Multimedia Super Corridor (MSC) companies in Penang, mainly in information & communication technology (ICT). There is always potential to expand horizontally to CMC on top of Shared and Services Outsourcing (SSO). Penang currently hosts over ten CMC companies producing mobile games, digital art design and animation such as Akeetoons, Game Pro, LandArt, and other players. Another local studio which has been producing for international clients including Nelvana, EA, Microsoft and Bandai Namco has decided to set-up operations in Penang in Q414.

There are nine institutions of higher learning (IHLs) in Penang offering creative multimedia courses with a total of 700 students. In the near future, PSDC and an IHL are planning to provide training to talents to meet Photoshop (PS) high quality, industry standard for (Visual Arts Production) art and game production. InvestPenang will continuously put in effort to work closely with IHLs to expand their courses in 3D animation. Given opportunity, local game developers on computer animation and game engineering are expected to provide support to grow the industry to the next level.

Creative Animation Triggers (CAT)

Creative Animation Triggers (CAT) is a new state initiative located within the George Town UNESCO World heritage Site with 100,000 sq. ft. of heritage building space to spearhead the CMC industry by inviting local and international studios to set up in Penang.

