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Explore Business Opportunities In Film Industry - IDFR D/G

KUALA LUMPUR, March 18 (Bernama) -- The two-day Bangladesh Short Film Festival 2011, beginning tomorrow, at the Institute of Diplomacy and Foreign Relations (IDFR) will create investment opportunities in the film industry between Malaysia and Bangladesh.

IDFR director-general Datuk Ku Jaafar Ku Shaari said the festival would be an eye-opener to all and would certainly generate the people's interest to know more about the Bangladesh film industry.

"The history, culture, customs and traditions differ from one country to another, through films, and particularly the short films, which are to be screened for two days, starting tomorrow.

"I hope the culture, history and the people of Bangladesh will be depicted and understood by the audience.

"Since it is held for the first time at IDFR, I do hope Malaysians will take advantage of the festival to discover more about Bangladesh," he said.

Ku Jaafar said this in his speech after the launch of the festival organised by the Bangladesh High Commission, in collaboration with IDFR, at the IDFR here.

It was launched by Dewan Negara President Tan Sri Abu Zahar Ujang.

Also present was Bangladesh High Commissioner to Malaysia A. K. M. Atiqur Rahman.

Meanwhile, Atiqur believed the festival would bring the peoples of the two countries closer and provide a common platform for direct interaction for their filmmakers.

-- BERNAMA