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**RIM LAUDS THE ESTABLISHMENT OF THE MALAYSIAN MUSIC INDUSTRY CORPORATION (PIMM)**

**Kuala Lumpur, 26 July 2021-** The Recording Industry Association of Malaysia (RIM) commends the action taken by the Ministry of Communications and Multimedia Malaysia (MCMC) to establish the Malaysian Music Industry Corporation (PIMM).

Said Rosmin Hashim, Chairman of RIM, “This is a dream come true for the local music industry. For the longest time, the music industry has been lobbying for the establishment of a single dedicated government agency that can look into the affairs of the music industry. After such a long wait, our wishes have finally been fulfilled. We owe a big gratitude to the honourable Minister of MCMC, YB Dato’ Saifuddin Bin Abdullah for making this a reality”.

“Sometime middle of last year, RIM together with other music industry players had made a submission to YB Saifuddin to set up a single dedicated government agency that can look into the interests of the local music industry. The required agency would be the music industry equivalent to the National Film Development Corporation Malaysia (FINAS) for the film industry. After slightly over a year from that meeting, the dedicated government agency for the music industry has now finally been established” added Rosmin.

“With the establishment of PIMM, the music industry can work hand in hand with the government to bring the local music industry to greater heights. Prior to this, the music industry has managed on its own to establish Malaysian artists like Dato’ Siti Nurhaliza, Datuk Shiela Majid, Search, Slam, Exists and others as household names in neighbouring countries like Indonesia, Singapore and Brunei. Through the efforts of her own record label, Red Room Records, Yuna even managed to achieve international acclaim. Local Malaysian Chinese artists A-Niu, Fish Leong, Gary Cao, Penny Tai and Michael & Victor also made it big in the Pan-China market. Local Indian singer, Mugen Rao also won the popular ‘Big Boss 3’ singing competition in India recently and is currently making big waves there. Imagine what we can achieve together with the focused support and funding from PIMM. A Grammy-winning single from Malaysia can be made a reality!”, exclaimed Rosmin Hashim.

“According to the economic impact study report made by Price Waterhouse Coopers (PWC) in 2016, the local music industry generated an economic multiplier output of RM 13.4 billion annually to the Malaysian economy. The music industry provides employment to 83,113 Malaysians annually and tax contributions of RM247 million per annum. Intellectual property from content like film, animation, games and music can be one of the new engines of growth for the Malaysian economy. The animated characters, ‘Upin & Ipin’ created by local production company, LesCopaque which is not only popular in Malaysia but hugely popular in Indonesia as well have a very high net worth. HYBE, a single entertainment company in Korea



had a valuation of US\$ 9 billion when it was public listed in that country recently. That shows the huge potential that music companies in Malaysia possess”, exuded Rosmin.

“Even though Malaysia has a relatively small population of 32 million, we have a rich source of musical talents. The slow rock songs produced by Malaysian songwriters and artists like Search, Wings, Exists, Slam, Iklm and Hattan continue to garner a big following in Indonesia. The Nasyid songs produced by the many popular local Nasyid acts like Raihan, Rabbani, Hijjaz and In-Team can tap into the huge global Muslim market”, said Rosmin excitedly.

“As an association established in year 1978, RIM has been working for the development of the Malaysian music industry for more than 40 years. Currently representing a total of 366 members comprising local and International record companies, RIM hopes to play an active role as a member of PIMM’s protem committee that will be set up to draw up policies and initiatives that will ensure the continued growth, success and sustainability of the local music industry ecosystem”, ended Rosmin.

For more information, visit [www.rim.org.my](http://www.rim.org.my) or follow us at facebook.com/RecordingIndustryMalaysia, @recordingindustrymalaysia on Instagram and @rim\_malaysia on Twitter.

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