Chief Minister Datuk Seri Musa Aman said Malaysia, including Sabah, has the capability to produce films that are on par with top film producing nations. He said this given the unity, support and cooperation between local film producers and State and Federal Government agencies. "If developed nations are ahead in the industry such as US, Korea, India and Hong Kong, I believe our country including Sabah also can do it," he said after officiating at the Hari Seniman 2011 held at Universiti Malaysia Sabah (UMS).

The 22nd Malaysia Film Festival (FFM22) in 2009, he said, provided Sabah with a rare opportunity to host the event. It was so successful that it created history to Sabah because it was described as the best Malaysia film festival in its 22 years.

In another context, he said it also promoted Sabah as among filming location destinations by local film producers in the country.

He said many domestic production companies mushroomed after the film festival that subsequently also created many opportunities to the locals here.

At the same time, he said the positive review about Sabah boosted further its image as a tourism destination in the country. "So, we should work on this so that we can produce quality films and compete at the international filming industry," he said.

Regarding the new media, Musa said it is controlling the lives of the people because of its far reaching impact.

Vice-Chancellor of UMS, Prof Datuk Seri Dr Kamaruzaman Ampom said the UMS via its School of Arts and School of Social Science has always been supporting activities related with creative industry such as film industry.

The school also has been co-operating with production companies and government agency National Film Development Corporation Malaysia (Finas) in aspects of research, consultation and equipment facility for workshop, training and preparation of materials for television broadcast," he said.