



KEMENTERIAN EKONOMI

OPENING SPEECH BY

**YB TUAN HAJI AKMAL NASRULLAH MOHD NASIR
MINISTER OF ECONOMY**

IN CONJUNCTION WITH

**KL20 @ JOHOR 2026
THE ORANGE ECONOMY CHAPTER
“CREATIVITY REIMAGINED”**

**29 SEPTEMBER 2026 | TUESDAY | 9.00 AM | ISKANDAR
PUTERI, JOHOR**

Bismillahirrahmanirrahim.

Terima kasih saudara pengacara majlis.

SALUTATIONS

Yang Berhormat Tuan Lee Ting Han

Pengerusi Jawatankuasa Pelaburan, Perdagangan, Hal Ehwal Pengguna dan Sumber Manusia Negeri Johor

Yang Berhormat Dato' Sri Mohd Shahar Bin Abdullah

Timbalan Menteri Ekonomi

Yang Berhormat Tuan Haji Mohd Hairi bin Mad Shah

Pengerusi Jawatankuasa Belia dan Sukan, Pembangunan Usahawan dan Koperasi Negeri Johor

Yang Berbahagia Datuk Seri Nor Azmie bin Diron

Ketua Setiausaha Kementerian Ekonomi

Yang Berusaha Tuan -Tuan Konsul Jeneral

Pegawai-pegawai kanan Kerajaan Persekutuan dan Kerajaan Negeri Johor

Para penceramah dan ahli panel KL20@Johor 2026;

Rakan-rakan strategik serta pemain industri dari dalam dan luar negara;

Rakan-rakan media;

Tuan-tuan dan puan-puan yang saya hormati sekalian.

Assalamualaikum Warahmatullahi Wabarakatuh, Salam Sejahtera dan Salam Malaysia MADANI.

1. Alhamdulillah, bersyukur kita ke hadrat Allah SWT kerana kita dapat berhimpun pada pagi ini. Saya mengalu-alukan kehadiran semua hadirin ke Iskandar Malaysia Studios.

2. Saya juga merakamkan penghargaan kepada Kerajaan Negeri Johor atas kerjasama erat sebagai tuan rumah, serta kepada semua rakan pelaksana dan industri yang menjayakan **KL20@Johor 2026: The Orange Economy Chapter, "Creativity Reimagined"**.

MALAYSIA'S NEXT CHAPTER OF GROWTH

Ladies and Gentlemen,

3. It is a privilege to welcome all of you to KL20@Johor 2026. We are here together with creators, founders, studios, investors, platforms representatives, technology partners and public-sector leaders.
4. Your presence reflects a shared understanding: Malaysia's next chapter of growth will increasingly be shaped by ideas, talent and our ability to turn both into value.
5. KL20 is not a series of separate events. It is one national journey to enhance Malaysia's capacity to create, innovate and capture greater value across the economy.
6. Launched in 2024 as a whole-of-nation initiatives, KL20 seeks to strengthen Malaysia's startup and venture-capital ecosystem, with a clear aspiration to place Malaysia among the world's top 20 startup ecosystems.
7. In 2026, this journey is anchored in Malaysia's distinct strengths. In Penang, KL20 highlighted the technology, semiconductor and innovation capabilities that will shape the industries of tomorrow.

8. Here in Johor, we turn to another equally important dimension of that future: **The Orange Economy**. Kuala Lumpur will then bring the wider innovation ecosystem into focus.
9. This is not a choice between technology and creativity. Technology gives us new tools, platforms and reach. Creativity gives those tools meaning, experience and commercial potential. Combined with entrepreneurship and investment, they can create new industries and higher-value Malaysian enterprises.

A CLEAR AGENDA IN AN UNCERTAIN WORLD

10. We meet at a time of continued global uncertainty. In its latest July update, the **IMF projects global growth of 3.0 per cent in 2026**. Yet, the outlook remains uneven. Conflict in the Middle East, higher commodity prices, geopolitical uncertainty and the risk of financial-market repricing continue to weigh on confidence and investment.
11. For an open economy such as Malaysia, this is a reminder that resilience depends not only on what we produce, but also on the markets we reach, the assets we own and the partnerships we sustain.
12. Malaysia enters this period from a position of relative strength. The economy expanded **by 6.0 per cent in the second quarter of 2026, bringing growth in the first half to 5.7 per cent**. Bank Negara Malaysia projects full-year growth of between **4 and 5 per cent**.
13. This calls for confidence, but not complacency. We must **diversify our markets, pursue higher-value activities and advance domestic capabilities**.

14. **In a fragmented world, Malaysia must create and retain more value - Malaysian-owned, globally connected and resilient to volatility.**

WHY THE ORANGE ECONOMY MATTERS

15. The Orange Economy is not a peripheral part of this response. It is where creativity, culture, knowledge and intellectual property generate economic value.
16. It includes **film, television, animation, games, music, design, visual effects, virtual production, digital content and creative technology.** These activities create skilled jobs, exportable products and businesses that can carry Malaysian stories and brands into new markets.
17. **The scale is already significant.** According to DOSM, the cultural and creative industry contributed **6.8 per cent to national GDP** and generated **RM130.7 billion in gross value added in 2024.** This is an economic base that deserves the same seriousness we apply to other strategic growth sectors.
18. Under RMK13, the Government recognises the Orange Economy as a **new source of growth.**
19. The priority now is to **establish an end-to-end value chain.** This requires commercially viable works, the creation and retention of Malaysian intellectual property, wider access to finance, and stronger talent and industry capability.
20. It must also enable creative products to move from preproduction through distribution and monetisation to international markets.

FROM PARTICIPATION TO OWNERSHIP

21. **The central policy question is ownership.** Malaysia must not be satisfied with contributing only one small part of someone else's product. Long-term value lies in the characters, worlds, stories, formats, technology and brands that can be licensed, distributed, adapted and monetised across platforms.
22. Our own creative achievements show what is possible. **Malaysian films have moved from a time when RM6 million was regarded as a strong local box-office outcome to productions approaching RM90 million.**
23. Our animation industry has earned recognition in competitive overseas markets, including **MONSTA in Japan**. Intellectual properties such as **Upin & Ipin, Ejen Ali, Mechamato and Gigabash** show that Malaysian ideas can create value through content, licensing, merchandising and wider market expansion.
24. **A Malaysian creation should not only be seen by the world. It should create lasting value for Malaysia.**

JOHOR AS A PLATFORM FOR EXECUTION

25. Johor is well placed to advance this agenda. Its proximity to Singapore, strong industrial and digital infrastructure, regional connectivity and the capabilities around Iskandar Malaysia Studios make it a practical platform for production, technology and market access.
26. Through the Johor-Singapore Special Economic Zone, we can connect Malaysian creative companies with regional capital, production networks, technology partners and international buyers.

27. This requires coordination, not isolated programmes. The Ministry of Economy will work with the Ministry of Communications, Ministry of Digital, Ministry of Tourism, Arts and Culture, state governments, industry, investors and the creative community.
28. The Majlis Ekonomi Jingga, chaired by the Prime Minister, provides the strategic leadership to bring this agenda together and focus on outcomes that can be measured: intellectual property created, businesses scaled, exports secured and high-value jobs generated.

DELIVERING THROUGH KL20 JOHOR

Ladies and gentlemen, this agenda must be practical.

29. KL20@Johor is designed around the practical requirements of a creative business. It convenes buyers, studios, platforms, investors, financial institutions, founders and creators to focus on seven areas: market access, content, formats, talent, technology and AI, trust, and capital. The objective is to shorten the distance between a promising idea and the partners, capital and markets needed to bring it forward.
30. We must also address the impact of generative AI, virtual production and changing distribution models. These technologies can help creators work faster, localise content and reach larger audiences.
31. Yet they must be deployed with clear protection for intellectual-property rights, attribution and trust. Technology should empower human creativity and expand opportunity; it should not weaken the foundations on which creative work depends.

32. Today, I am pleased to announce an **international collaboration** led by **OMG Studios with Sandpiper Entertainment from Australia, Green Fish Studio from Korea and other regional studios.**
33. **Over the next two years**, they will develop and produce slates with a **combined value of US\$22 million: a US\$10 million Malaysia-Australia film and television slate**, and a **US\$12 million Malaysia-Korea feature-film slate.**
34. This collaboration can create real opportunities for Malaysian talent, vendors, studios and intellectual-property owners to participate in international productions and develop lasting capabilities.
35. It also reinforces the potential of the Johor-Singapore corridor as a regional hub for international content, virtual production, generative AI and creative technology.
36. The **36-hour Game Jam** and **Screen Jam** offer a second pathway for emerging talent. The **top three Screen Jam teams or films** will be shortlisted and may proceed to the **FINAS funding-application stage.** Thank you to FINAS!
37. And the **top three Game Jam teams** will gain access to **LEVEL UP KL in October 2026**, where they can engage the wider games ecosystem, gain industry exposure and continue developing their ideas.

A SHARED RESPONSIBILITY

38. **To creators and founders:** pursue the idea. Then turn it into an asset. Protect your intellectual property, understand your audience and develop a business model that gives the work a life beyond a single project.

39. **To investors and financial institutions:** creative businesses may not always hold traditional physical assets, but they hold intellectual property, communities, data, technology and brands. With sound evaluation, governance and commercial discipline, these can become scalable enterprises.
40. **To international studios, buyers and platforms:** Malaysia offers more than locations. We offer capable talent, multilingual storytelling, competitive infrastructure, cultural diversity and a strategic gateway to Southeast Asia.
41. **Let KL20@Johor be judged by the work that follows: the projects developed, the investments structured, the markets entered and the Malaysian value created.**
42. **With that, it is my pleasure to declare KL20@Johor 2026: The Orange Economy Chapter, "Creativity Reimagined", officially open.**

Sekian, wabillahi taufik wal hidayah, wassalamualaikum warahmatullahi wabarakatuh.

Terima kasih.

YB Tuan Haji Akmal Nasrullah bin Haji Mohd Nasir
Minister of Economy
29 September 2026