



## **MEDIA BROADCAST:**

**ALERT:** The Industrial Revolution 4.0 Talk Programme is aimed at encouraging discussions and developing relevant cultural arts in line with the development of Industrial Revolution 4.0 which has been talked about since 2016 by focusing on Cultural Arts as the main agenda in the nation's economic growth through Malaysian Digital 4.0 Industry. – **Tan Sri Norliza Rofli, Director General of JKKN**

### **INDUSTRIAL REVOLUTION 4.0 TALK: ELEVATING CULTURAL ARTS AS NATION'S ECONOMY**

KUALA LUMPUR, November 5 - The increasing speed of technology with the various applications produced, cultural arts has now joined in the fray to compete at par with the development that it has achieved. Through the Industrial Revolution 4.0 Talk organized by the National Department for Culture and Arts, Ministry of Tourism, Arts and Culture Malaysia in cooperation with the National Arts Centre organized a Talk and knowledge sharing with cultural arts activists in Malaysia.

The Government today has made culture as the main agenda in a strategy to spur the nation's economic growth - through Malaysian digital industrial 4.0. The fact that machineries capabilities will replace human resources will be more apparent simultaneously with current technological development has to be accepted by cultural arts activists.

Based on data issued by the 2018 World Economic Forum, it is estimated that by 2022, every employment market offered involving human expertise will be reduced.

By 2025, that amount will reduce the employee market that involves human resources to 48% compared to 52% which uses robotic and algorithm machines or problem solving procedures using mathematical methods.

According to research by 2018 World Economic Forum, future employment market needs to be filled with highly skilled, creative and critical thinking work force comparable to the digital technology which is the important element for every individual.

The mission of this programme is to combine latest technology utilized by industries, businesses and everyday life style. With this programme, participants attending this talk will be able to increase human capital value of cultural arts members, making cultural arts industry more dynamic, economical longevity and glorifying cultural arts in the eyes of the world by collecting data or awareness, social development, digital content stage, cultural arts innovation network, and as global smart partners.

## **Industrial Revolution Development**

Looking back at industrial revolution from the context of modern history in the west, specifically Britain who have experienced the change process from an agriculture-based country and manual-based manufacturing economy to machinery driven industries around the 17th century. Later, the first industrial revolution continues to evolved focusing on the use of steampowered machines and further extended by the second industrial revolution that focuses on electricity, and the third industrial revolution which were more towards utilizing information technology (I.T.).

Industrial Revolution 4.0 is a continuity of the information technology explosion and a world without borders. This era of modern technology adoption started in the second millenium era until today will bring forth a future that directly connects humans and robots.

This new technology wave that is rapidly happening throughout the world requires all parties to react quickly in line with the rapid development of smarter technological products and automation systems.

We have only a couple of months remaining before stepping into Visit Malaysia Year 2020 which is targeting 30 million tourists visiting and industry's revenue of 100 billion. In line with the industrial revolution 4.0 era which forms part of the country's policy through the 2030 shared prosperity heritage, various efforts need to be done to attract more tourists to Malaysia to support Visit Malaysia Year with the "Visit Truly Asia Malaysia 2020" slogan.

This talk programme will feature panel members who are experts in discussing issues of the current Nation's Industrial Revolution such as Datuk Nik Ahmad Faizul Abdul Malek, City Nexus Chief Executive Officer, Dr. Nor Azmi Alias, Senior Vice President, Collaborative Research in Engineering Science & Technology Center (CREST), Mr. Maksim Percheskiy, Former Chief Data Officer for the City of San Diego, USA together with Moderators Azreena Azizan, CREST - Programme Director.

JKKN in cooperation with the Ministry of Tourism, Arts and Culture Malaysia are always aware in formulating initiatives to add value, reformation towards transformation and being the catalyst for the nation's cultural art development through efforts in supporting such cultural tourism products.

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**Published by:**

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Ministry of Tourism, Arts and Culture Malaysia  
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