

For Release: 8 November- 18:00 (local Malaysia time, 10am GMT)

MALAYSIA PARTNERS WITH SONY INTERACTIVE ENTERTAINMENT IN EXPANDING WORLDWIDE STUDIOS

Partnership reinforces Malaysia as the heart of the games industry in Southeast Asia

KUALA LUMPUR, 8 NOVEMBER 2019 – The Ministry of Communications and Multimedia Malaysia today announced that it is partnering with Sony Interactive Entertainment Worldwide Studios (SIE WWS) to establish the global games powerhouse's very first Southeast Asia studio in Malaysia in 2020. This announcement, made by **Gobind Singh Deo, Minister of Communications and Multimedia Malaysia**, is strong recognition of Malaysia as the heart of the games industry in this region.

"We are excited and honoured to announce our formal partnership with SIE WWS on the establishment of its studio in Malaysia, which will create more opportunities for the local and regional game industry," said **YB Gobind Singh Deo**.

He added: "With this establishment, Malaysia will be working closely with Sony Interactive Entertainment Worldwide Studios to create more opportunities for the local and regional games industry. Together, we will work to uplift creative talents in Malaysia and even establish a partnership with our local educational partners. This is to ensure the accelerated growth of this industry in our country will be supported."

Sony Interactive Entertainment Worldwide Studios Malaysia Sdn. Bhd. (SIE WWS Malaysia) will provide art and animation services as part of SIE WWS activities, developing global exclusive titles for PlayStation® platforms.

"Impressive talent, a vibrant game ecosystem, and support from the government are key reasons why we have decided to take our partnership with Malaysia to the next level," said **Jim Ryan, President and CEO, Sony Interactive Entertainment**.

YB Datuk Darrel Leiking, Minister of International Trade and Industry Malaysia commented, "This establishment by SIE WWS is a key win for Malaysia and a testament to the nation's efforts to attract strategic high-quality investments from international companies. Malaysia has all the right criteria to become the favoured investment location for international game developers. Our thriving games ecosystem and world-class talent have attracted over 60 game development studios from all over the world and we look forward to more in the future."



Over the past 20 years, Malaysia has successfully built its local Digital Creative Content industry, creating 149 IP titles, generating RM7.6 billion revenue and export sales of 1.3 billion with a global reach to over 120 countries.

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About MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)

Malaysia Digital Economy Corporation (MDEC) is the government agency under the Ministry of Communications and Multimedia Malaysia entrusted with leading the nation's digital economy forward.

To future proof Malaysia for the digital age, MDEC will leverage our proven track record, industry credibility and experienced leadership to connect, catalyse, and commercialise digital initiatives to advance a thriving and sustainable digital economy with diversity and inclusivity at its core.

#LetsBuildTogether #DigitalMalaysiaForward

To find out more about MDEC's Digital Economy initiatives, please visit www.mdec.my or follow us on: Facebook: @MyMDEC Twitter: @mymdec

About MALAYSIA INVESTMENT DEVELOPMENT AUTHORITY (MIDA)

MIDA is the government's principal promotion agency under the Ministry of International Trade and Industry (MITI) to oversee and drive investments into the manufacturing and services sectors in Malaysia. Headquartered in Kuala Lumpur Sentral, MIDA has 12 regional and 20 overseas offices. MIDA continues to be the strategic partner to businesses in seizing the opportunities arising from the technology revolution of this era. For more information, please visit www.mida.gov.my and follow us on Twitter, Instagram and Facebook.

"PlayStation" is a registered trademark or trademark of Sony Interactive Entertainment Inc.

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