

# Role in realising post COVID strategy

**KUCHING:** The active participation and contribution of media practitioners and strategists are crucial for the successful realisation of the Post COVID-19 Development Strategy (PCDS) 2030.

Datuk Abdullah Saidol, Deputy Minister in the Premier's Department (Corporate Affairs and UKAS), emphasised that this strategy served as a roadmap for transforming Sarawak into a developed and high-income region by 2030.

"As the government, under the leadership of the Premier, implements various development policies, it is essential to craft a compelling economic development and social narrative.

"This narrative must be understood by diverse stakeholders, the public, and the business community to enhance Sarawak's global image," he said.



**ABDULLAH** (second left) witnesses the exchange of MoA documents between Hazel (right) and Commercial Director (Country Lead, Malaysia) of Isentia, Fabian Nesan Selva (left).

Abdullah also commended the media for supporting Sarawak's vision of prosperity.

He made these remarks when attending the Communication 360 forum, which was hosted

by Isentia and Magical Thinking People at the Borneo Convention Centre Kuching (BCKK) yesterday.

During the event, the deputy minister witnessed the signing of a memorandum of agreement (MoA) between Magical Thinking People, a leading Sarawakian advertising agency, and Isentia, a renowned media intelligence and data technology company.

The MoA symbolises the commitment of both parties to share expertise and expand their services in Sarawak.

Hazel Jasni, partner and director of Magical Thinking People, expressed enthusiasm about the strategic collaboration, highlighting Isentia's trust in their capabilities.

"We see this collaboration as a significant step for Sarawak's communication industry, as it will offer innovative solutions and enhanced strategies," she said.