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## S.M.A.R.T Niaga@Perak help traders to market their goods internationally



By [TIN Media](#) | [Perak](#) Published 3 years ago on 7 May 2020

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IPOH : Perak traders are now able to market their goods internationally, in conjunction with Hari Raya Aidilfitri and through the e-commerce S.M.A.R.T Niaga@Perak initiative initiated by the State Government, to control the spread of COVID-19.

The initiative was introduced in partnership with Shopee Malaysia (Shope), Lazada Malaysia (Lazada), and Axiata Digital Ecode Sdn Bhd e-wallet payment service, through the Boost application by Digital Perak Corporation Holdings (Digital Perak) e-commerce operators.

State Housing, Local Government, Transportation, and Tourism Committee chairman Datuk Nolee Ashilin Mohamed Radzi Interested traders may register for different categories, such as clothes, RAYA cookies, biscuits, beauty products, and home décor items, through [digital.perak.my/smartniaga](#) until the end of the year.

Nolee Ashilin who is also the acting Communications and Multimedia exco, said through the initiative, Lazada will waive the listing fees, commission charges, and transaction fees for the new traders of Lazada's smart Package Store for 30 days.

"Shope also offered RM400 voucher, RM200 'My Ads' advertising allowance, free shipping for a minimum order of RM19 for two weeks for new traders via the digital support kit, exempted commission fees," she said.

Nolee Ashilin also said that Lazada and Shopee provided a special site for traders in the state, especially those who were registered through the S.M.A.R.T Business initiative @ Perak.

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