

BUSINESS

NITYO, DIGITAL PERAK DEVELOP S.M.A.R.T NIAGA @ PERAK APP FOR SME ENTREPRENEURS



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IPOH, Nov 17 (Bernama) – Nityo Infotech Services Sdn Bhd (Nityo), in collaboration with Digital Perak Corporation Holdings (Digital Perak), has developed the S.M.A.R.T Niaga @ Perak application, which is a complete e-commerce platform for small and medium enterprises (SMEs) in Perak.

Menteri Besar Datuk Seri Saarani Mohamad said that, for a start, Nityo will guide and implement integration for 200 SME entrepreneurs in S.M.A.R.T Niaga @ Perak at no cost to the state government as well as the SMEs.

"The Shopmatic e-commerce platform, prepared by Nityo, can propel entrepreneurs to a higher level and give them the potential to penetrate the international market, in line with the Perak Sejahtera 2030 agenda under the Digital Economy Flagship programme.

"This initiative accelerates Perak's preparedness to adapt technology that encourages the growth of innovation and opens up space for government agencies, the private sector and entrepreneurs to improve the quality of services delivered to the people and businesses," he said.

Saarani told reporters this after witnessing the exchange of the Memorandum of Understanding (MoU) documents between Digital Perak and Nityo here today.

Elaborating, Saarani said the entrepreneurs involved could market their products without going through middlemen, thus saving costs and time.

"These entrepreneurs will increase in the future. For a start, entrepreneurs involved with this application are already known domestically and internationally, such as Singapore," he said.

Saarani said relevant digital entrepreneurship guidance training will also be provided to Perak SMEs through collaboration with the Perak Digital Innovation & Multimedia Hub (HiM) and the Perak State Entrepreneur Secretariat (STeP).

Meanwhile, at a separate event, Saarani launched the 'Perak Traditional Food Promotion: The Miracle of Culinary Traditions' in conjunction with the Visit Perak Year 2024.

He said the initiative, an effort by Hotel Casuarina @ Meru, aims to promote and highlight Perak culinary and cultural heritage to tourists visiting the state, thus boosting the state as the main food tourism destination in the country.

"This traditional Perak food promotion combines various traditional dishes, including *Ikan Patin Masak Tempoyak, Rendang Tok, Sambal Tempoyak Pucuk Ubi* dan *Ikan Loma Pekasam*, as well as desserts like *Kuih Limas, Kuih Cecemek, Bubur Anak Lebah, Puteri Mandi* and other traditional food and sweets that are synonymous with the state," he said.

Saarani said the food promotion can help the growth of the state's tourism industry as it has great potential to improve the experience of tourists as well as highlight and dignify Perak's traditional food heritage.

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