

**BUSINESS****Digital Perak-Lazada MoU to develop microsite for Perak traders**

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IPOH, Oct 6 -- The Perak state government through its subsidiary Digital Perak Corporation Holdings (Digital Perak) today inked a memorandum of understanding (MoU) with Lazada Malaysia to create a special microsite for local traders.

Digital Perak chief executive officer (CEO), Meor Rezal Fitri Meor Redwan said the move was aimed at economic rehabilitation for Perak traders impacted by the COVID-19 pandemic and augmenting their income potential.

He said it was also to spur the target group's transformation from being physical traders to digital entrepreneurs.

“Under the Lazada website, a special microsite has been developed just for Perak traders. To date, 3,000 traders in the food, electronics and accessories sector have jumped on the bandwagon and we believe the number will increase.

“This joint venture will run for three months from today until the end of December, after which Lazada will provide a report on the earnings harvested by the traders involved,” he said after signing the MoU.

Lazada Malaysia was represented by its Public Policy and Government Affairs vice president, Shahrul Azhar Shaari, while state Youth, Sports, Communications and Multimedia Committee chairman Khairul Shahril Mohamed was the witness.

Meor Rezal Fitri said Digital Perak had also set aside some funds for cash vouchers for customers, to encourage the latter to buy from Perak traders.

Meanwhile, Digital Perak also signed MoUs with POIS Sdn Bhd and Nepolink Sdn Bhd to prop the state’s digital application and management system.

He said the MoU with POIS involves design, development and implementation of ICT solutions and infrastructure as well as a digital agriculture system.

“It includes creating a special system for farmers in Perak that would facilitate operations, management and marketing, thereby helping to improve their income, productivity and service delivery quality,” he said.

He said the MoU with Nepolink entails strengthening internal digital media (IDM) management for state announcements on the government’s initiatives.

“This collaboration involves management and hardware maintenance of 250 IDM televisions that are under Perak Digital’s charge in 133 locations such as government departments and agencies, institutions of higher learning and tourist spots,” he said.

POIS managing director Eidia Erriany Abdul Rahim and Nepolink CEO Rusli Awang represented their respective companies in the MoUs.

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