

## Digital Perak, A-Assign open new GBS hub, create skilled jobs in Ipoh



By: Rosli Mansor Ahmad Razali

IPOH: The opening of A-Assign Corporation Sdn Bhd's new operations office at Wisma A-Assign, Basco Avenue@Kepayang recently, through a collaboration with Digital Perak Corporation Holdings (Digital Perak), is expected to strengthen the state's Global Business Services (GBS) industry.



The initiative is also set to create more high-skilled employment opportunities for local talent.

The strategic initiative is in line with the Perak Sejahtera 2030 (PS2030) agenda and the Perak State Digital Economy Action Plan 2030, aimed at attracting high-value digital investments and accelerating the state's economic transformation.



Perak Menteri Besar Datuk Seri Saarani Mohamad said the expansion of A-Assign's operations reflects investor confidence in the state's growing digital economy, while also driving the GBS sector and generating high-income jobs, particularly in corporate support, operations management and digital services.

He added that the integrated approach involving Digital Perak, the Perak State Development Corporation (PKNPk) and the GBS@Ipoh Implementation Committee has helped create a conducive ecosystem for digital industry players, further strengthening Ipoh's position as a sustainable and competitive GBS hub.

The event also witnessed the exchange of a memorandum of understanding (MoU) between Digital Perak and A-Assign to promote Wisma A-Assign as a

GBS@Ipoh Hub, while exploring new digital business opportunities, thereby enhancing local talent development and supporting the growth of a digitisation-driven economy in Perak.