



BUSINESS

Opening of A-ASign's New Office Bolsters Perak's Position as GBS Hub

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Ipoh: The opening of A-ASign Corporation Sdn Bhd's new operations office in Ipoh reflects investor confidence in Perak as a strategic location for the growth of high-value service industries and the digital economy. Menteri Besar Datuk Seri Saarani Mohamad announced that this development aligns with the state government's aspiration to position Perak as a competitive state in the knowledge-based economy, particularly through the strengthening of the global business services (GBS) sector.

According to BERNAMA News Agency, Saarani highlighted that the development of the GBS sector is among the state government's priorities in reinforcing the digital economic transformation agenda. This initiative aligns with the Perak Sejahtera 2030 direction and the Perak State Digital Economy Action Plan 2030. He emphasized that the presence of A-ASign in Ipoh complements the role of this city as the state's GBS

hub, or GBS@Ipoh, by providing business process support services, information technology services, and digital solutions based on smart technology.

Saarani noted that the GBS industry has emerged as a key driver of the knowledge- and technology-based economy, with the potential to generate high-skilled and competitively paid job opportunities for the local population. He added that Perak's competitive operating costs, a young and skilled workforce, and support from educational institutions and technical and vocational education and training (TVET) providers make it an attractive destination for investment in this sector. The state government, through Digital Perak as the driving agency of the state's digital economy, will continue to facilitate these investments to ensure smooth implementation and long-term benefits for the state.

He reiterated the state government's commitment to empowering the GBS industry through the GBS@Ipoh initiative, in collaboration with industry players, to attract quality digital investments and enhance the state's competitiveness. A-ASign offers comprehensive digital-related services not only to large companies but also to local entrepreneurs. This initiative complements the Perak State Entrepreneur Secretariat (STeP) initiative, which is strengthening entrepreneur participation in the digital economy and digital marketing.

Saarani expressed confidence that the presence of A-ASign will make the digital ecosystem in Perak more vibrant and support the success of initiatives being implemented through STeP. He also witnessed the exchange of a memorandum of understanding (MOU) between Digital Perak and A-ASign Corporation, marking an initial step towards strategic collaboration to promote Wisma A-ASign as one of the GBS@Ipoh nodes and explore new digital business opportunities.