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A-ASign's new Ipoh office boosts Perak as global business hub

A-ASign opens new operations office in Ipoh, strengthening Perak's position as a global business services hub and supporting digital economy growth.

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 high-value service industries.

Menteri Besar Datuk Seri Saarani Mohamad said this aligns with the state's goal to be competitive in the knowledge-based economy by strengthening the global business services (GBS) sector.

"The development of the GBS sector is among the state government's priorities in reinforcing the digital economic transformation agenda," he said after officiating the opening.

He stated that A-ASign's presence complements Ipoh's role as the state's GBS hub, known as GBS@Ipoh.

The company provides business process support, IT services, and smart technology-based digital solutions.

Saarani highlighted the GBS industry as a key driver of the technology-based economy with potential for high-skilled jobs.

"Perak has its own advantages in continuing to attract investment in this sector due to its competitive operating costs, a young and skilled workforce, as well as support from educational institutions," he continued.

The state government, through Digital Perak, will act as a facilitator to ensure investments deliver long-term benefits.

He reiterated commitment to empowering the GBS industry via the GBS@Ipoh initiative with industry players.

Saarani noted A-ASign offers digital services to large companies and local entrepreneurs, complementing the Perak State Entrepreneur Secretariat (STeP).

"With the presence of A-ASign, the digital ecosystem in Perak will become more vibrant," he added.

Earlier, Saarani witnessed a memorandum of understanding exchange between Digital Perak and A-ASign Corporation.

This marks an initial step for strategic collaboration, including promoting Wisma A-ASign as a GBS@Ipoh node.