



Datuk Seri Saarani Mohamad

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Opening Of A-ASign's New Office Strengthens Perak As GBS Hub - Saarani

IPOH, Jan 8 (Bernama) -- 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 said the development is in line with the state government's aspiration to position Perak as a competitive state in the knowledge-based economy through the strengthening of 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, in line with the Perak Sejahtera 2030 direction and the Perak State Digital Economy Action Plan 2030.

“The presence of A-ASign in Ipoh complements the role of this city as the state’s GBS hub, or GBS@Ipoh, through the provision of business process support services, information technology services, and digital solutions based on smart technology,” he told a press conference after officiating the opening of the company’s new operations office here today.

Saarani said the GBS industry has now emerged as one of the key drivers of the knowledge- and technology-based economy, with the potential to generate high-skilled and competitively paid job opportunities for the local population.

“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 and technical and vocational education and training (TVET) providers,” he continued. “The state government, through Digital Perak as the driving agency of the state’s digital economy, will continue to play its role as a facilitator to ensure that investments can be implemented smoothly and deliver long-term benefits to the state.”

He reiterated that the state government remains committed to empowering the GBS industry through the GBS@Ipoh initiative in collaboration with industry players, in order 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, thereby complementing the Perak State Entrepreneur Secretariat (STeP) initiative, which is currently strengthening entrepreneur participation in the digital economy and digital marketing.

“With the presence of A-ASign, the digital ecosystem in Perak will become more vibrant, and I believe it will facilitate and further strengthen the success of initiatives being implemented through STeP,” he said.

Earlier, Saarani also witnessed the exchange of a memorandum of understanding (MOU) between Digital Perak and A-ASign Corporation as an initial step towards strategic collaboration, including efforts to promote Wisma A-ASign as one of the GBS@Ipoh nodes and to explore new digital business opportunities.