

NCIA FACILITATES PERAK'S POSITIVE RECOVERY TRAJECTORY AND IMPACT ON THE RAKYAT THROUGH REVIVAL OF TOURISM SECTOR

Ipoh, 24 January 2022 – The Northern Corridor Implementation Authority (NCIA) continues to facilitate Perak's socioeconomic recovery from COVID-19 via the implementation of high-impact projects and strategic investment initiatives that has developed an infrastructure ecosystem that is conducive to the revitalisation of the tourism sector in Perak.

Already experiencing a marked increase in tourist arrivals with a 78% increase in hotel bookings and the second highest domestic visitors arrival last year with 13.17 million visitors after the reopening of domestic inter-state travel, Perak's tourism sector is on-track to register a strong recovery this year.

The Ipoh Heritage Tourism Project is a key initiative to revitalise the sector. NCIA in collaboration with Ipoh City Council (MBI) has upgraded the existing tourism facilities at Kinta Riverwalk such as walkways and pedestrian bridges as well as established relevant business infrastructure along Kinta Riverwalk. The iconic tourist attraction in Ipoh was officially reopened to the public 15 January 2022.

As part of the Ipoh Heritage Tourism Project, a new attraction at Ipoh Padang will also soon be opened to the public. It will include light and sound show infrastructure to feature the history and culture of Perak along with other tourist destinations in the State and the memoirs of the famous cartoonist from Perak, Dato' Lat.

Under Phase Two of the Ipoh Heritage Tourism Project, NCIA will upgrade the old Ipoh Town Hall building to become a Performing Arts Center and the Old Post Office will be converted into a Digital Art Gallery. Construction is expected to begin in the second quarter of 2022.

NCIA also embarked on holistic in-situ development for Orang Asli, in collaboration with Jabatan Kebajikan Orang Asli (JAKOA) in Lata Kinjang, Perak. The multi-pronged development strategy includes implementation of NCER Human Capital Programmes for Lata Kinjang community and upgrading of tourism infrastructure at the famous Taman Eko-Rimba Lata Kinjang. Taman Eko-Rimba Lata Kinjang will be operated by Koperasi Orang Asli Lata

Kinjang (KOALK) once it is reopened to the public in February 2022. This is part of the effort to increase Orang Asli's participation in the local economic activities. The infrastructure upgrading works for Lata Kinjang Phase 2 is expected to commence in March 2022

“Perak’s overall economic indicators signal Perak is on the right trajectory for recovery, including for tourism sector. We welcome the various high-impact projects in the sector such as Ipoh Heritage Tourism and Lata Kinjang tourism infrastructure upgrade by NCIA, to ensure this positive trajectory is sustained until the economy is back to pre-pandemic levels,” said Perak Menteri Besar, YAB Datuk Saarani Mohamad after chairing the state’s first Jawatankuasa Pemandu Negeri (JPN) meeting for 2022.

To complement efforts by the State to mitigate the impact of COVID-19 and achieve Zero Hardcore Poverty by 2025, 150 participants from NCIA’s rakyat-centric human capital programmes such as Kasih Ibu Darul Ridzuan (KIDR), empowerNCER and entrepreneurNCER will benefit from the increase of economic activities such as retailing, eco-tourism, cultural activities and facilities management generated from this initiative.

NCIA’s Strategic Intervention Programme (SIP) continues to assist the unemployed, retrenched workers and businesses in the various sectors including tourism. More than 800 retrenched workers in the manufacturing sector and over 80 workers from the tourism sector have benefitted from this programme in Perak. NCIA has also enhanced its two fast-track programmes, JomKerja@NCER and JomNiaga@NCER by extending the wage subsidy incentive from six months to one year to sustain businesses and supporting them during the recovery period.

To date, NCER Human Capital Programmes have significantly benefitted 17,604 since 2019 – 2021 and 12,983 for January – December 2021 in Perak in line with the National Recovery Plan.

The Manufacturing Sector also saw positive recovery where the sector recorded an increase in investments, jumping 200% Y-o-Y between January and September 2021 on the back of continued rise in the global demand for medical grade rubber gloves. In 2021, NCIA facilitated RM4.34 billion worth of investment into Perak, with committed creation of 7,122 job opportunities.

“NCIA has implemented projects and initiatives that are in line with our Northern Corridor Economic Region (NCER) Strategic Development Plan (SDP) 2021-2025 to help in the recovery process of the local tourism industry that has been impacted by the pandemic. The

strategic and high-impact projects will provide much needed economic spill over from the increased business activities to create jobs and boost the entire local tourism ecosystem and will ultimately benefit the rakyat in terms of job creation and enhanced livelihood,” said Datuk Seri Jebasingam Issace John, Chief Executive of NCIA.

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NOTE TO EDITORS:

About NCIA

The Northern Corridor Implementation Authority (NCIA) is a regional development authority responsible for establishing directions, devising policies and strategies related to the socioeconomic development of the Northern Corridor Economic Region (NCER). Incorporated in June 2008 under the Northern Corridor Implementation Authority Act 2008 (Act 687), NCER encompasses the four northern states of Kedah, Penang, Perak and Perlis in Peninsular Malaysia. NCIA’s Chief Executive is Datuk Seri Jebasingam Issace John.

NCIA drives the growth of NCER towards becoming an excellent economic region while catalysing and implementing high value-added development programmes in six (6) economic clusters: Manufacturing, Agribusiness, Petrochemical, Mining, Green Economy and Services (Inc. Tourism; Logistics and Connectivity; and Digital Economy).

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