

KERATAN AKHBAR

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Affin Bank partners NCIA to foster growth of SME



KUALA LUMPUR: Affin Bank Bhd and Affin Islamic Bank Bhd have exchanged a memorandum of agreement (MoA) with Northern Corridor Implementation Authority (NCIA) at the official launch of Kedah Rubber City (KRC) in Padang Terap, Kedah, on Monday.

The collaboration with NCIA aims to foster the economic development and sustainability of startups and small and medium enterprises (SME) in the northern region.

NCIA was established to promote and accelerate the development of the Northern Corridor Economic Region (NCER), which includes Perak, Perlis, Penang and Kedah, into a world-class economic region, technology hub and a choice of destination for investment, work and living. It is also responsible for the implementation of strategic and sustainable socio-economic developments within the area.

“We are committed to work in tandem with NCIA to boost NCER’s economic potential by offering attractive banking facilities to significantly support and nurture the northern region SME scene. As it is our goal to become the ‘bank of choice’ for SME and startups alike, this strategic collaboration is a great opportunity for us to demonstrate our capacity as a progressive bank in addressing the financial needs of SME inclusively, while stimulating and enhancing the economic and social development of SME from various industries across NCER”, said Affin Bank president and group CEO Datuk Wan Razly Abdullah Wan Ali.

“With over 20 branches and four business centres located in the northern region, Affin Bank, with its tagline of ‘Always About You’, is confident in efficiently demonstrating its abilities to serve the thriving unserved and underserved segments within NCER,” he added.

NCIA chief executive Datuk Seri Jebasingam Issace John said: “This strategic collaboration between Affin Bank and NCIA under the entrepreneurNCER programme this year will benefit about 1,000 micro, small and medium-sized entrepreneurs throughout the 12MP (12th Malaysia Plan).”