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***FOR IMMEDIATE RELEASE***

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**Tourism Productivity Nexus (TPN) facilitates recovery for the tourism industry players to boost productivity growth**

Petaling Jaya – Tourism Productivity Nexus (TPN) with full support from Malaysia Productivity Corporation (MPC) is building the e-directory for the tourism products and services in Perlis, a move to reset the tourism industry one destination at a time. The effort is a preparation to restart tourism businesses in helping the industry players to generate their income and boost productivity growth.

TPN is currently collecting the data on the tourism products and services in Perlis and all the tourism industry players based in Perlis are encouraged to be listed in the e-directory by filling in the form at <https://tpnmatex.com/perlis>. TPN hopes to list more than 200 tourism products and services. The e-directory is expected to be completed by the end of October this year and onboarded to a digital B2B digital platform for promotion.

TPN Champion, Uzaidi Udanis said in a statement commenting on the project, “We have to save the industry, we need to start now to facilitate the tourism industry players, and we do this one destination at a time. Perlis has the lowest number of positive COVID-19 cases, and soon Langkawi will be open for tourists under travel bubble sandbox. These are advantages for Perlis tourism industry.”

“We want to see those travelling to Langkawi via Kuala Perlis to spend a day or two, or the least half a day in Perlis before they go to Langkawi or when they are leaving Langkawi. The e-directory will help the tour operators and directly the tourists themselves to choose the best places, the most delicious food, and the most appropriate activities while in Perlis. The state is an untouched jewel. By the time Langkawi is receiving its tourists, we hope the e-directory is completed to be fully utilised.” added Uzaidi.

The development of the e-directory is expected to boost the productivity growth of the tourism industry in Perlis. TPN is an industry-led establishment under Malaysia Productivity Blueprint (MPB), which aims is to increase the productivity level of the sector. TPN is working closely with MPC Northern Region and Perlis State Government in building the e-directory.

Dato' Abdul Latif bin Haji Abu Seman, MPC Director General said, "We need to look forward and charter the recovery plan to really boost the productivity growth of the tourism industry. MPC is fully supportive of any effort that can facilitate the players to be productive again in their tourism businesses."

"Yet, all of us need to remember, recovery efforts must be balanced with the well-being of the community. SOP compliance is a must during the planning and implementation stage of any programme. Everyone should go for vaccination. The balancing act is crucial." Dato' Abdul Latif added further.

Perlis-based tourism industry players may visit <https://tpnmatex.com/perlis> to submit information on their products and services.

End.

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**About Malaysia Productivity Corporation (MPC)**

*Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality, and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.*

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