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AFPN launches Agrolink Information Toolbox

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KUALA LUMPUR, Sept 1 -- Agro-Food Productivity Nexus (AFPN), fully supported by the Malaysia Productivity Corporation (MPC) in collaboration with Tunku Abdul Rahman University College, has organised a virtual soft launch of the Agrolink Information Toolbox.

The toolbox is a digital one-stop centre developed to help agriculture businesses access information and provide assistance in terms of productivity development and building connectivity within the agro-food supply chain.

MPC director-general Datuk Abdul Latif Abu Seman, in a statement today, said: "Data not only enriched our knowledge and open new possibilities, but data is also the answer to freeing up resources so we can better utilise their capabilities to push the frontier of existing achievement."

The COVID-19 pandemic has accentuated the vulnerability of the country's agro-food subsector which requires urgent intervention from all parties involved.

Whilst the agro-food supply chain has been hit due to the Movement Control Order, demand for the products has been constantly on the rise.

He said to facilitate these remedial actions, a holistic and accurate information dissemination system that encompasses the whole chain of existing agriculture ecosystem that is robust enough to support and sustain future growth is needed.

"This online-based information portal provides data transparency to every Malaysian. And a prime example of how the aspiration of the Malaysia Productivity Blueprint is being realised is by overcoming the challenges of technology and digitalisation through collaboration between a government agency, academia and industry players," he said.

