

Brunei Darussalam national day

Scope of cooperation expands

Mohamad Alias Serbini
AMBASSADOR OF BRUNEI DARUSSALAM

On this auspicious occasion of celebrating our 27th National Day, and on behalf of the government of His Majesty Paduka Seri Baginda Sultan and Yang Di-Pertuan of Brunei Darussalam and the people of Brunei Darussalam, it is a great honor to convey our respectful greetings and best wishes to Their Imperial Majesties, the Emperor Akihito and Empress Michiko, members of the Imperial Family, and to the government and people of Japan.



Brunei Darussalam and Japan have continuously enjoyed warm, cordial and friendly relations for the last 40 years. Such bonds are further cemented by the visit of His Majesty Paduka Seri

Baginda Sultan and Yang Di-Pertuan of Brunei Darussalam to attend the APEC leaders' summit and the meeting with His Imperial Majesty Emperor Akihito, which signify the importance of the long-standing alliance.

Looking back over the past years, notable achievements have been reached in various fields. Most significant are the signing of the Brunei Darussalam-Japan Economic Partnership Agreement (BJEPA) and the Double Taxation Avoidance Agreement (DTAA). Hence, for the coming years, high emphasis is placed on building up this good relationship that both countries have enjoyed so far in all areas and levels.

To this very day, Japan remains an important dialogue partner, a major investor for Brunei Darussalam and a significant trading partner in liquefied natural gas (LNG) since 1972. Until now, Brunei Darussalam continuously be-

comes a reliable and stable supplier of LNG to Japan. Based on this, the government of Brunei Darussalam and the Japanese buyers have agreed to discuss the extension of the current LNG contract, which is set to end in the near future, in a mutually beneficial manner.

Last May, His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam officially launched the opening of the methanol plant of Brunei Methanol Co. (BMC). It is a joint venture between National Petroleum Brunei and Japanese firms, namely Mitsubishi Gas Chemical Co. and Itochu Corp., which has the capacity to produce about 850,000 tons of methanol annually, solely for export to other parts of the world including Japan. In fact, the first shipment of 10,000 tons of methanol was made soon after the officiating of the plant, marking the first major downstream activity of

Brunei Darussalam. The petrochemicals facility and other downstream industries in the pipeline are part of the aggressive efforts of the government of Brunei Darussalam to achieve Brunei's Vision 2035, which calls for economic diversification.

In the non-oil and gas sector, the government of Brunei Darussalam has already undertaken other major projects to diversify the economy such as the Brunei Halal Industry, self-sufficiency in rice production, tourism and a deep-water port container terminal at Pulau Muara Besar.

In this connection, the government of Brunei Darussalam has also embarked on attracting potential investors in its diversification efforts. Also, as part of this concerted effort, throughout this year we together with the relevant agencies in Brunei have identified a number of projects and programs to further increase the presence and awareness of Brunei Darussalam, including partaking in various promotional exhibitions, seminars and business meetings with potential partners all over Japan. These endeavors will also provide good opportunities for our small and medium-size enterprises (SMEs) to introduce and promote their products and increase their knowledge of the Japanese market to enhance their competitiveness, which is in line with Brunei's Vision 2035 to enable the SMEs to achieve leadership in business and industry.

Currently, a Brunei Week Exhibition is being held in Tokyo where a number of exhibitors from Brunei Darussalam and Japan in food and beverages, handicrafts and interior lifestyle, tourism and hospitality services sec-



Cementing bonds: Sultan Hassanali Bolkiah and Emperor Akihito meet in Tokyo on Nov. 13 while the leader of Brunei is in Japan to attend the APEC summit. BRUNEI INFORMATION DEPARTMENT

tor are participating under a single theme of "Peaceful Brunei." Such an event is the first of its kind to be organized solely to showcase Brunei Darussalam's products and uniqueness.

Besides the energy sector, Brunei and Japan have also extended their scope of cooperation. One of the areas of cooperation is in the renewable and alternative energy, where the government of Brunei Darussalam through its agencies and university are working closely with Mitsubishi Corp.

and Japanese universities and research institutes to develop the potentials of this new source of energy in Brunei Darussalam. In addition, other collaborations in research and capacity building in halal products and the health sector including cancer treatment are also undertaken. These also include the annual exchange of students at all levels from both countries.

The signing of the Memorandum of Understanding between Jerudong Medical Park Centre, Brunei Darussalam,

and Southern Tohoku General Hospital recently signifies the desire to cooperate in the medical sector. Such collaboration will be a fundamental and major venture toward enriching the development of Brunei's human resources and technological knowledge in line with Brunei's Vision 2035. The exchange program, besides raising the knowledge in their respective fields, is also an important aspect to promote understanding on the different cultures, values and way of life between the students of

our two countries. In conclusion, we would like to acknowledge the commendable contributions by the Japan-Brunei Parliamentarians' League, Japan-Brunei Friendship Association and Kyushu-Brunei Darussalam Club in strengthening the bilateral relationship between Brunei Darussalam and Japan. We are looking forward to continuing the relationship between our two countries at all levels in a mutually beneficial manner in the next 40 years or more.



Landmark: The Sultan Omar Ali Saifuddin Mosque, built in 1958, dominates the skyline of Brunei's capital Bandar Seri Begawan. BRUNEI TOURIST DEPARTMENT

Tourism will help further bilateral relationship

Kozo Watanabe
CHAIRMAN, JAPAN-BRUNEI
PARLIAMENTARIANS' LEAGUE FOR THE
PROMOTION OF FRIENDSHIP

On the occasion of the 27th anniversary of the independence of Brunei Darussalam, I would like to convey on behalf of the Japan-Brunei Parliamentarians' League for the Promotion of Friendship my heartfelt felicitations to His Majesty Sultan Haji Hassanal Bolkiah and the people of his state.



Brunei is a country blessed with natural resources that has continued its path toward development. The country has succeeded in building a stable,

wealthy society, and as a key member of ASEAN, its presence continues to grow.

I was one of the fortunate participants who took part in the ceremony seven years ago celebrating the 20th anniversary of Japan-Brunei relations. That marked my first visit to the country and I was deeply moved by the warm reception I received. Rich natural resources and warm, friendly people — these things played no small part in making Brunei my favorite country. In addition, I was able to exchange opinions and have fruitful discussions with Sultan Haji Hassanal and the people of Brunei.

It is my sincere wish that more Japanese visit Brunei and see how wonderful the country is with their own eyes.



Nature: Pilong Rock, offshore of Muara in eastern Brunei, is a scenic tourist attraction. BRUNEI TOURISM DEPARTMENT

By this I mean not just government officials and those who already have relationships with the country, but more visitors, tourists and companies as well. I believe that bilateral relations at every level, including the civil level, will help to promote the relationship between the two countries. In addition, it is my wish for the people of Brunei to visit Japan so that they may see what Japan has to offer as well.

In order to further relationships between any two countries, inter-personal relationships are crucial and necessary. If mutual respect is born

out of such interaction, then the relationship between the two countries will be second to none. As the chairman of the parliamentarians' league, I will work diligently toward having members of the Diet visit Brunei. I hope that by organizing such exchanges, it will act as a catalyst to enliven the interpersonal relationships between the two countries.

Lastly, I sincerely would like to extend my best wishes to Sultan Haji Hassanal and the people of Brunei Darussalam for their further prosperity and development.

Congratulations

on the Occasion of
the 27th National Day of
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of Their National Day

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E-mail: info@jbfa.or.jp
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Congratulations
to the People of
Negara Brunei
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as They Celebrate
Their 27th National Day

Mitsubishi Corporation



Hard work: Sultan Hassanal Bolkiah (center) plants rice during a ceremony launching a project for food self-sufficiency in Brunei Darussalam on April 27, 2009. BRUNEI INFORMATION DEPARTMENT

Achieving food security

His Majesty Paduka Seri Baginda Sultan and Yang Di-Per-tuan of Brunei Darussalam, accompanied by His Royal Highness the Crown Prince of Brunei Darussalam, planted Laila rice during a launching ceremony of the project Cultivation of Padi Toward Achieving Self-Sufficiency in Rice Production on April 27, 2009.

It is one of the projects initiated by the government to boost Brunei's local rice production from the current 1,300 hectares to nearly 10,000 hectares by 2015 to achieve 60 percent self-sufficiency. The Laila rice, which is a new hybrid high-yield variety of rice introduced during the launching ceremony, has been proven to be more healthy besides its scientifically enhanced advantages.

This project will also involve several approaches including the upgrading of farm

infrastructure such as drainage and irrigation systems and roads.

Global food initiative begins

Another project undertaken by the Brunei government is the development of the halal industry through a number of initiatives, including the establishment of the Halal Food Standards, Halal Pharmaceutical Guidelines (the first in the world) and the launching of the Brunei Halal Brand.

The Brunei Halal Brand provides an avenue for businesses to penetrate into the Muslim market. The brand can guarantee consumers that its products have gone through



Brunei Halal Brand logo

the utmost safety and have been tested to meet and exceed halal consumers' expectations, with the main aim to provide premium quality products to the global halal market.

Various activities deepen bonds

Kunio Anzai
CHAIRMAN, JAPAN-BRUNEI FRIENDSHIP
ASSOCIATION

On behalf of the Japan-Brunei Friendship Association (JBFA) I would like to extend my sincere congratulations to His Majesty Sultan Haji Hassanal Bolkiah of Brunei Darussalam, the government and people of the sultanate on the occasion of their 27th National Day.



Brunei is a key supplier of energy resources to Japan and I would like to take this opportunity to express my gratitude to everyone involved in this important endeavor for their steady and continual support.

The annual APEC leaders' summit held in Yokohama last November was attended by His Majesty Sultan Haji Hassanal. Brunei has been working actively toward an economic cooperative initiative in the Asia-Pacific region and in this regard it has been a proud member of the TPP (Trans-Pacific Partnership) since its inception. We expect to see greater economic and interpersonal exchanges in the region and JBFA looks forward to playing an active role in advancing the region's activities.

In an effort to promote mutual understanding, the Ja-

pan-Brunei Friendship Association has been inviting a number of Bruneian students to Japan every year since 2007. Last December, seven participants — five students from the University of Brunei Darussalam (supported by JBFA) and two from Sultan Saiful Rijal Technical College (supported by the Brunei Japan Friendship Association) — were invited to Japan. During their weeklong visit, they visited notable place such as the TEPCO Electric Energy Museum, the Tokyo Gas Negishi LNG Terminal, the Fujitsu Technology Hall and the Toshiba Science Museum. Touring these sites gave them a firsthand view of how the natural gases of Brunei are being used in Japan, as well as giving them a glimpse of Japan's high-tech industries. In addition, they interacted with students from Kanto Gakuin University, paid a courtesy call on the mayor of Kamakura and participated in a brief home stay with Japanese families in Kamakura. I am confident that activities such as these, even if they are modest, will encourage our young people to act as a bridge between the two cultures through continuing interaction, thus deepening the bonds of friendship between our two nations further in the future.

Negara Brunei Darussalam ("The Country of Brunei Darussalam, Abode of Peace") is a sovereign state

situated on the northern shores of Borneo blessed with abundant natural resources, including oil and natural gas. As the name suggests, it is a peaceful and tranquil nation with a genuinely friendly and hospitable population grounded in noble Islamic traditions. In addition, the country boasts beautiful mosques and various other tourist destinations such as Kampong Ayer (literally, Water Village), one of the biggest above-water villages in the world, and the Ulu Temburong National Park, an untouched jungle that spans 50,000 hectares. Recently, the Brunei Tourism Board has been working toward increasing visitors to Brunei by offering eco-tourism packages and by accepting more low-cost flights into the country. JBFA sincerely hopes to see an increase in the number of Japanese people who visit and explore this wonderful country.

Our two nations have enjoyed a strong and enduring friendship for many years. JBFA remains committed to the deepening of that friendship and will continue to promote amicable relations between the two nations through various activities.

In conclusion, I would like to extend my sincere and cordial wishes to His Majesty the Sultan and the people of Brunei Darussalam for their continued and further prosperity on the occasion of Brunei's 27th National Day.

Congratulations on The National Day of Negara Brunei Darussalam



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