

Brunei Darussalam national day

A Quarter-century of warm, friendly ties

Brunei-Japan EPA provides opportunities to explore new avenues to work together economically and politically

Mahadi Maidin
CHARGE D'AFFAIRES A.I. OF BRUNEI
DARUSSALAM IN JAPAN

Today, Feb. 23, 2009, Brunei Darussalam celebrates the 25th anniversary of its National Day. Therefore, on this auspicious occasion 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 gives me great pleasure and honor to convey our respectful greetings and best wishes to Their Imperial Majesties Emperor Akihito and Empress Michiko, members of the Imperial family, and the government and people of Japan.



As all Bruneians rejoice in this very significant event, this year also marks the 25th anniversary of the establishment of diplomatic relations between Brunei Darussalam

and Japan. Related programs have been earmarked throughout the year to celebrate the momentous occasion. It is hoped that such events will further promote better understanding among Bruneians and Japanese alike on the existing warm and friendly relationship of both countries for the past 25 years.

The signing of the Double Taxation Agreement between Brunei Darussalam and Japan in January by Minister of Foreign Affairs and Trade His Royal Highness Prince Mohamed Bolkiah and Foreign Minister Hirofumi Nakasone coincides with the 25th year of the formal relationship of the two countries. The agreement that was inked in Tokyo will hopefully facilitate and further increase trade cooperation between the two countries.

Historically, the relationship between Brunei Darussalam and Japan began over 30 years ago, when a business deal between Brunei LNG and three Japanese compa-

nies was reached, which led to Brunei Darussalam exporting its first LNG shipment to Japan in 1972. Since then, Brunei Darussalam, as the fifth-largest LNG supplier to Japan, has been steadily supplying its energy resources to Japan.

Japan on its part has contributed substantial investments in Brunei Darussalam, the latest being the MOU inked between Mitsubishi Corp. and the Energy Division of the Prime Minister's Office of Brunei Darussalam in August 2008. Under the MOU, both parties have agreed to work together to carry out the large-scale photovoltaic (PV) demonstration project called the Tenaga Suria Brunei project (TSB) in Brunei Darussalam. A PV system with a nominal capacity output of 1.2 MW will be installed at the Seria Power Station in the Belait district.

The project is expected to be commissioned in 2010. This project, apart from promoting the development of an alternative energy source,

will also create job opportunities and contribute to the diversification efforts in Brunei Darussalam.

Brunei Darussalam will continue to regard Japan as a major trading partner. Over the last 25 years, there has been a significant increase in trade between Brunei Darussalam and Japan. The increase is largely attributed to the export of oil and gas. Japan remains the dominant export destination, amounting to 40.8 percent of total exports, whereas more than 70 percent of Japan's exports to Brunei comprise of automobile-related trade.

The important trade relations between both nations were further reinforced when the Brunei Darussalam-Japan Economic Partnership Agreement (BJEPA) was signed in June 2007 and subsequently entered into force in July 2008.

The agreement is aimed at increasing new market opportunities and further developing strong economic ties

between the two countries. It was then followed by the inaugural meeting of the joint committee under the BJEPA, which was held July 31, 2008. The meeting was attended by Prince Mohamed Bolkiah and then Foreign Minister Masahiko Koumura.

Under the BJEPA, the two countries will further intensify cooperation particularly on capacity building through assistance and expertise from the Japanese side. Brunei Darussalam puts high emphasis on its human resources development and education with respect to creating an educated, highly skilled workforce. Such cooperation extended under the pact will contribute to Brunei Darussalam's economic diversification strategy.

Brunei Darussalam and Japan have been actively engaged in capacity-building programs and workshops in wide-ranging areas of cooperation organized in either country at all levels, encompassing government officials, private-



Done deal: Brunei Darussalam's Minister of Foreign Affairs and Trade His Royal Highness Prince Mohamed Bolkiah and Foreign Minister Hirofumi Nakasone sign the Double Taxation Agreement between Brunei Darussalam and Japan at the Ministry of Foreign Affairs in Tokyo on Jan. 20. INFORMATION DEPARTMENT, BRUNEI DARUSSALAM

sector representatives, youths and students. The EPA is an important step to further increase the ties, and provide an avenue for the exploration of

new and potential opportunities, and as such renew the commitments economically and politically.

We look forward to further

deepening our long-standing and excellent friendship, and at the same time broadening our cooperation to much greater heights.

A growing presence in Asia

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

On the occasion of the 25th anniversary of the founding of Brunei Darussalam, I would like to extend, on behalf of the Japan-Brunei Parliamentarians' League for the Promotion of Friendship, my heartfelt felicitations to Sultan Haji Hassanal Bolkiah and the people of his state.



Brunei Darussalam has steadily been making progress, building a stable and affluent society on the strength of abundant natural resources. As

an important member of the Association of Southeast Asian Nations, I believe that Brunei's influence will continue to grow and expand in Asia.

I visited Brunei Darussalam five years ago for ceremonies to observe the 20th anniversary of the establishment of diplomatic relations between the monarchy and Japan. It was my first visit to the country and I was very cordially welcomed, and I had an opportunity to have a significant exchange of views with the sultan and other leaders. Brunei, which has impressed me with its rich natural resources and verdure as well as its warm hospitality, has become one of my most favorite countries.

I would like more and more Japanese to visit Brunei and come to know its charms. The Japanese government last year

established a tourism agency to improve facilities to receive tourists from abroad, and I expect more people from Brunei to visit Japan and discover its wonders.

Visiting each other's country frequently is essential to building a close relationship, and most desirably, to create mutual understanding and respect. First of all, the Japan-Brunei Parliamentarians' League for the Promotion of Friendship is urging as many members of the Diet as possible to visit Brunei, and remains resolved to make every possible effort to further promote and strengthen the relationship between the two countries.

Last but not least, I say with great sincerity that I would like to extend my best wishes to Sultan Bolkiah and the people of Brunei Darussalam for their prosperity and development.

With the nation shielded from much of the adverse impacts being felt by other countries due to the financial crisis, investors can rest assured that Brunei Darussalam continues to offer political, social and economic stability, and continues to welcome investments in many of its local infrastructure and economic diversification projects.

At the Sungai Liang Industrial Park (SPARK), Brunei's first world-class petrochemicals hub, the 272-hectare site has been fully prepared. Basic infrastructure and shared utilities are in place and ready for investors to move in.

Its strategic location, where the country's major gas pipelines come onshore, ensures that the main feedstock, natural gas, is available close by. The first tenant at SPARK, the methanol plant, will begin commercial operations in early 2010. With an annual production capacity of 850,000 tons, the plant is developed by the Brunei Methanol Co., a joint venture between Mitsubishi Gas Chemicals, Itochu Corp. and the national oil company, Petroleum Brunei.

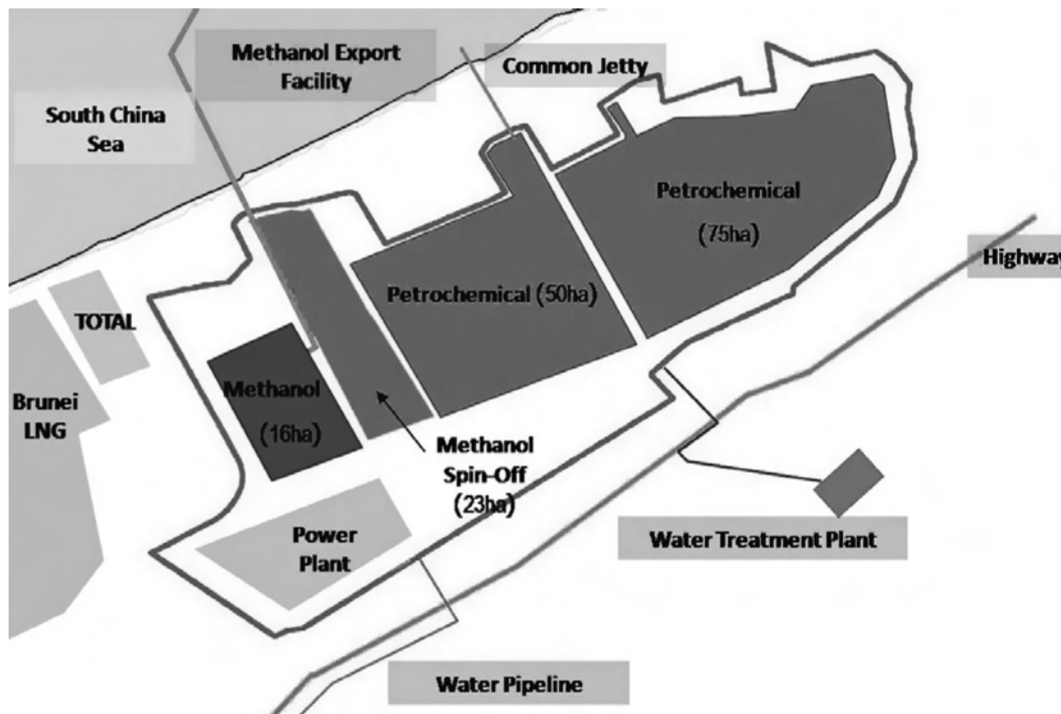
The Brunei Economic Development Board (BEDB) is actively looking for more in-

vestors to come up with other proposals based on methanol derivatives such as polyacetal and gas-based petrochemicals.

SPARK, with its abundant 272 hectares, provides opportunities for investors to be involved in downstream and support industries, as well as infrastructure development, including clean coal-fired power plants, solar energy, water treatment and an export facility.

To manage infrastructure development at SPARK and ensure investors do not face a lengthy approval process, the BEDB has created the Sungai Liang Authority (SLA), which acts as a single point for all applications and approvals.

To leverage Brunei's strategic location in the region and seize the opportunity of the growing container trade, the BEDB is also embarking on a multiphased development at Pulau Muara Besar (PMB) through a public-private partnership. This will include a new deep-water container port, an export processing zone, halal food distribution hub, logistics and warehousing facilities. The investment for the deep-water port has been secured and ICTSI from the Philippines, a



Open for business: SPARK (the Sungai Liang Industrial Park), Brunei's first world-class petrochemicals hub, is ready for investors to move in.

port operator with extensive experience and currently managing 16 ports worldwide, has been selected to operate the new port, which is expected to be completed in 2012.

A Singaporean consortium, Surbana, has been appointed by the government to draw a master plan for PMB development. PMB offers many other investment opportunities in the petrochemicals, downstream industries and manufacturing sector. Investment opportunities will be available in ICT, aquaculture, tourism, logistics, as well as in infrastructure works such as port construction, dredging, reclamation, power generation, water supply, roads and bridge construction.

The global halal industry

for food, pharmaceuticals and cosmetics, estimated at more than \$500 billion, is fast growing, and Brunei Darussalam aims to play a significant role in this industry and tap into these lucrative markets. Brunei's halal brand, introduced in 2007, is well known for its credibility and strict implementation.

Brunei is leading the way in the formulation of the guidelines for the manufacture of halal pharmaceuticals expected to be endorsed by the authorities in April this year.

Several proposals from international companies, including some from Japanese, to manufacture halal pharmaceuticals are being followed up.

To support the initiative, Brunei is developing an Agro

Technology Park on a 263-hectare site, and investors are welcome to invest in the areas of research and development, commercialization in agriculture, horticulture, food and forest products, pharmaceuticals, cosmetics and aromatics.

ICT has been identified as one of the key catalysts for sustainable socioeconomic development and it will continue to be given priority. The government has allocated over 1 billion Brunei dollars in the National Development Plan 2007-2012 to the ICT sector, including allocation for human capacity building and e-business programs to further develop the SMEs' capability.

There is investment potential for ICT collaboration in

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**Congratulations
on The National Day of
Negara Brunei Darussalam**

TOKYO ELECTRIC POWER COMPANY

TOKYO GAS

OSAKA GAS

**Congratulations on the Occasion of
the 25th National Day of
Negara Brunei Darussalam**

Agents: Igreck Insurance
Katsuji Yamazaki

**Congratulations
on the Occasion of
the 25th National Day of
Negara Brunei Darussalam**

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**Congratulations
to the People of
Negara Brunei
Darussalam
as They Celebrate
Their 25th National Day**

Mitsubishi Corporation

**Congratulations
on the Occasion of
the 25th National Day of
Negara Brunei Darussalam**

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Economic exchanges lead to wide-ranging relationship

Kunio Anzai
CHAIRMAN, JAPAN-BRUNEI FRIENDSHIP
ASSOCIATION

On behalf of the Japan-Brunei Friendship Association, 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 25th National Day. Also we would like to express our gratitude to Brunei Darussalam for its steady supply of energy resources to Japan for many years.



In July, the Japan-Brunei Economic Partnership Agreement came into force, and in January, Foreign Minister Hirofumi Nakasone and Foreign Affairs and Trade Minister Mohamed Bolkiah signed the agreement for the avoidance of double taxation, and the prevention of fiscal evasion with respect to taxes on income.

Incidentally, 2009 also marks the 25th anniversary of the establishment of diplomatic relations between Japan and Brunei Darussalam, which had become independent a little earlier.

Under such circumstances, I greatly hope that friendly relations between the two countries will be further promoted not only in the economic field but in various other areas.

The Japan-Brunei Friendship Association again invited Brunei University students to Japan in December to promote mutual understanding through youth exchanges. The group visited

Tokyo Electric Sodegaura Thermal Power Station, the Tokyo Gas Science Museum and a Toyota Motor Corp. assembly plant. Tokyo Electric Power Co. and Tokyo Gas Co. import liquefied natural gas from Brunei. The students also attended an exchange meeting with counterparts from Rikkyo University majoring in tourism.

We believe that these kinds of cultural exchange activities are very effective in maintaining and strengthening our friendship.

Brunei Darussalam, located on the northern shores of the Island of Borneo, is a peaceful kingdom rich in natural resources, including oil and natural gas. People have a high standard of living, and enjoy a rich cultural heritage and unspoiled natural beauty, which attracts foreign visitors with its Asian charms. Nearly 70 percent of the land is covered in luxuriant and pristine tropical rain forests in which there is a wide variety of rare plant and animal species. Brunei is a paradise for nature lovers and ecotourism.

With warm hospitality and noble Islamic traditions, the sultanate has one of the lowest crime rates in the world. I sincerely hope more and more Japanese will visit the country to explore the real Brunei Darussalam.

The Japan-Brunei Friendship Association will continue to work to enhance the friendly ties between the two countries through various activities, programs and cooperation.

In closing, I cordially wish His Majesty Sultan Haji Hassanal Bolkiah and the people of Brunei Darussalam every happiness, and further prosperity.

Haven for investors

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the establishment of a data center and disaster recovery center in the country. Brunei Darussalam is strategically located at the heart of ASEAN and has a well-developed web of international submarine cables, an abundance of capacity, state-of-the-art telecommunications systems, educated and skilled workforce, and suitable locations to support this project.

Complementing the government's efforts, the BEDB has established the iCenter — a center of excellence for nurturing and developing local entrepreneurs in the ICT arena. The center promotes key industries such as business solutions, mobile solutions and Internet applications, and currently accommodates 16 incubatees. It also provides com-

prehensive and effective incubation programs, entrepreneurship training, mentoring and marketing support.

Since its establishment, several incubatees have been able to penetrate overseas markets and inked deals with foreign companies, including one recently with Crestar Communications of the Philippines for the deployment of innovative technologies with applications in the commercial and public sectors in the country. The long-term vision is to create a dedicated technology park. A new building, the Knowledge Hub, is being built as a center for technology research and development with potential tenants from the Defense Ministry and the ICT sector.

Article by the Brunei Economic Development Board (www.bedb.com.bn)

Congratulations on the 25th Anniversary
of the National Day of

Negara Brunei Darussalam

To Build A Glorious Future



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