

Brunei Darussalam national day

Increasing our economic diversity

Nation looks to strengthen ties as it seeks investment in new areas

Mahamud Ahmad
AMBASSADOR OF BRUNEI
DARUSSALAM

On this auspicious occasion of our 29th National Day, it gives me great pleasure, 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, to convey our respectful greetings and best wishes to Their Imperial Majesties Emperor Akihito and Empress Michiko, members of the Imperial family, and to the government and friendly people of Japan.

It is also a pleasure to note that we are celebrating our 29th year of established diplomatic relations with Japan this year. The relationship between our two countries however, dates back further when Brunei Darussalam delivered its first cargo of liquefied natural gas (LNG) to Japan on Dec. 15, 1972. It has been 40 years since that first delivery, and we are happy to see that our relations have only strengthened over the years.

On Jan. 12, 2013, H.E. Fumio Kishida, minister of foreign affairs of Japan, made a visit to Brunei Darussalam and was granted an audience with H.R.H. Prince Haji Al-Muhtadee Billah, the Crown Prince, as well as H.R.H. Prince Mohamed Bolkiyah, minister of foreign affairs and trade of Brunei Darussalam. His Excellency's visit to Brunei Darussalam signifies the close relationship between our two countries and further bolsters our bilateral relations. As one of Brunei Darussalam's most important trading partners and

major sources of foreign direct investment, we greatly appreciate Japan's friendship and support and we look forward toward extending our cooperation in the energy sector and continuing our commitment as a reliable and stable supplier of LNG.

There has also been significant progress in our cooperation together in areas related to the energy sector. Our collaboration with Japanese companies saw the establishment of the Brunei Methanol Company (BMC) in 2010; and the launch of the Tenaga Suria Brunei (TSB) Solar Energy Plant in 2011. We are also looking forward to the completion of our photochemical project sometime in the near future.

Brunei Darussalam is always looking toward further strengthening our partnership in all areas and we are pleased to note that our work together in projects such as health sciences and agriculture have been developing smoothly. Our cooperation in the field of education continues to prosper with frequent exchanges between students from the University of Brunei Darussalam and several universities and institutes in Japan. These exchanges of visits are very important to us as they signify not only the close relationship between our governments, but also between the people of our countries as well.

The government of Brunei Darussalam is also investing in various activities involving non-energy related projects such as pharmaceuticals, food and food ingredients and information and communications technology. Several key industry clusters that add value to Brunei Darussalam's existing resources have also been identified and investors are invited to set up businesses in our renewable energy



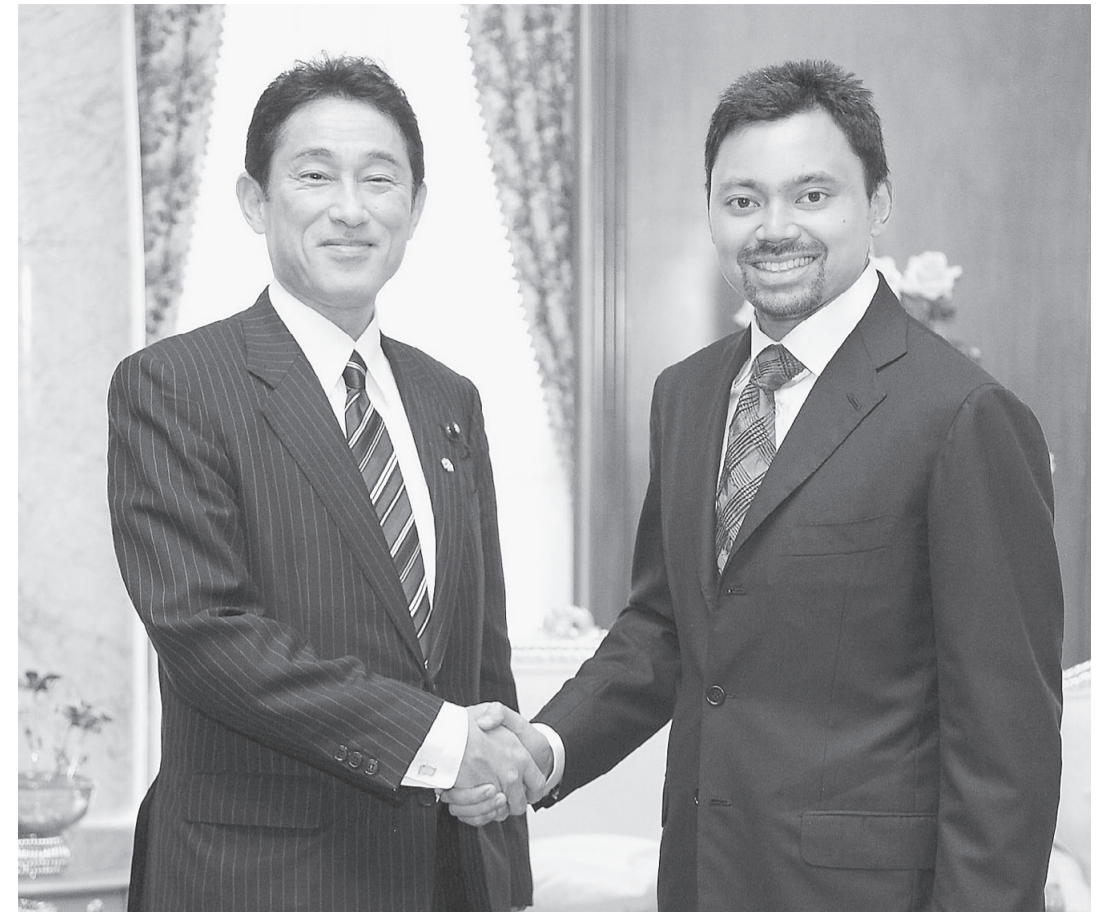
Amicable relations: H.R.H. Prince Mohamed Bolkiyah, minister of foreign affairs and trade of Brunei Darussalam, meets with Foreign Minister Fumio Kishida on Jan. 12 in Bandar Seri Begawan during Kishida's visit. Right: Kishida pays a courtesy call on H.R.H. Prince Haji Al-Muhtadee Billah, the Crown Prince. MINISTRY OF FOREIGN AFFAIRS AND TRADE OF BRUNEI DARUSSALAM

sector, such as petrochemicals and solar energy; supporting industries such as air and sea logistics, aviation support services and financial services; and emerging new technologies such as environment, health care and health sciences and food security. These are just some of the

projects that are part of the government of Brunei Darussalam's efforts to achieve our Vision 2035, which calls for economic diversification.

In this connection, the embassy, on its part, together with relevant agencies in Brunei Darussalam, have identified a number

of projects and programs including partaking in various promotional exhibitions, seminars and business meetings with potential partners all over Japan. Through these endeavors, we hope to further increase the presence and awareness of Brunei Darussalam in Japan.



I would like to take this opportunity to acknowledge the Japan-Brunei Parliamentary League, the Japan-Brunei Friendship Association, the Kyushu-Brunei Darussalam Club and the ASEAN-Japan Centre for their continued efforts in strengthening and promoting

the friendship and close ties between our two countries. It is with great honor that we extend our sincerest appreciation for their contributions.

Last but not least, I would like to thank The Japan Times for giving me this opportunity to say a few words and also to

the sponsors for their generous support. We look forward to continuing the strong partnership between Brunei Darussalam and Japan and we have every confidence that our relationship and cooperation will continue for many years to come.

Brunei Agro-Technology Park to help develop new advancements

Located in Kampong Tungku, Brunei Darussalam, the Brunei Agro-Technology Park (BATP) is a high-tech, business-oriented park, designed to provide significant contributions to the transformation of traditional agriculture at the regional and international levels.

Run by the Ministry of Industry and Primary Resources (MIPR), through the Ministry of Development, the BATP was established as a one-stop center for the development of industries in the community that offers op-

portunities to small, medium and large industrial enterprises. It is a new advancement in the field of agro-economy, which further supports the Brunei Halal Brand (BHB) and serves as a catalyst for agriculture and agri-food innovations.

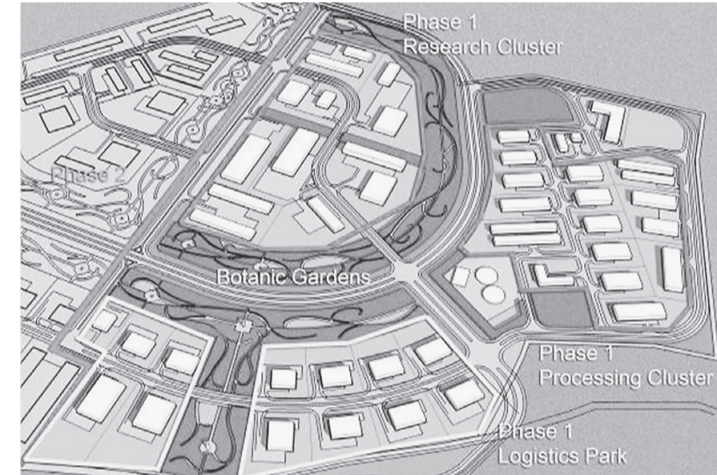
The establishment of the BATP is expected to open up more than 9,000 employment opportunities including 2,000 professional workers. There would be as many as 800 warehousing jobs; 2,467 in the manufacturing division; 400 in hotels.

The rest will be in retail, health spas and other sectors.

The BATP project will be carried out in several phases, the first of which involves the development of a 50-hectare area, consisting of 25 lots of land. Phase one includes the provision of basic amenities such as roads, drainage and sewerage, and electrical supply.

The park is built on the prospects of cluster developments that support the progression of the halal industry, growth of small and medium-size enterprises (SMEs) and cooperatives, natural tourism, industrial incubators, food security and biodiversity development.

In connection to the development prospects of the cluster, the concept of development is divided into several sections; taking into account the cluster concept, the development can be further expanded into several



Opportunity: A rendering of the Phase 1 cluster proposals for the Brunei Agro-Technology Park. EMBASSY OF BRUNEI DARUSSALAM

sectors:

The Education Cluster: Designed to house a research center for commercialization, product testing and halal certification focusing on science, agriculture,

food technology, pharmaceuticals, cosmetics and aromatics. Also included in this cluster:

The Halal Science Centre, which will serve as a global reference institution related to halal.

The center will implement activities through the laboratory analysis of food ingredients which are of dubious halal status, and provide support to the halal certification requirements.

The Food Development Centre, which is focused on the development of agri-food products for local markets and abroad.

The Education and Training Centre will be the support center for SMEs with access to research facilities and incubators.

The Logistics and Distribution Cluster: Aims to attract local and overseas firms who wish to produce, package and distribute products under the Brunei Halal Brand (BHB).

Food Processing Incubator: For the development of SMEs and the provision of processing equipment and training and support for aspects of processing, packaging, marketing and financial assistance.

Botanic Garden: An area that provides for local cultivation of plants such as tropical fruit and forest plants, as well as plants that have traditional medicinal values.

The BATP is expected to build a strong and significant relationship between the academic world and businesses both in the country and regionally, which in turn leads toward the development of science and technology related to agricultural innovation to meet local capacity development in achieving the country's Vision 2035. This is in line with the government's intention to expand the diversity, competition and stability in the economy to be completely independent of oil and gas production.

Source: Radio Television Brunei

Warmest Congratulations

to

His Majesty the Sultan

and Yang Di-Pertuan of

Brunei Darussalam

and the People of Brunei Darussalam

on Their 29th National Day Anniversary

From Management & Staff

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as They Celebrate

Their 29th National Day

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Brunei Darussalam national day

Promoting mutual friendly relations

Mitsunori Torihara
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 29th National Day. At the same time, I would like to thank the people of Brunei Darussalam for their continued long-term stable supply of energy resources to Japan.



Looking back upon the milestones last year, leading parliamentary members Kozo Watanabe and Toshihiro Nikai, as well as Ken Kobayashi, president of Mitsubishi Corp., received the second-class distinguished order of Paduka Seri Laila Jasa directly from His Majesty Sultan Haji Hassanal Bolkiah last July. It is with the greatest pleasure that the top-grade decorations for foreigners were bestowed on these three Japanese.

In an effort to make a contribution to promoting mutual friendly relations, the JBFA conducts a program to invite Brunei students to Japan. Last year we invited five students from the University of Brunei Darussalam and provided them with a firsthand view of how the natural gas from Brunei is being used in Japan as well as a glimpse of

Japan's high-tech industries. In addition, the students traveled to Wakayama Prefecture, which has established cultural ties with Brunei Darussalam, and visited Wakayama University and participated in a home-stay with local Japanese families.

Also, aiming at introducing Brunei Darussalam to the Japanese public, the JBFA held a photo exhibition by Japanese photographer Masanobu Moriyama titled "Brunei Darussalam Vol. 2" from Feb. 8 to 14 at Fujifilm Square in Tokyo. The photo exhibition is currently being held in Osaka (see box below).

The exhibition introduces the sultanate from a variety of angles, such as the splendid palace; beautiful mosques; Kampong Ayer, one of the biggest above-water villages in the world located near the mouth of the Brunei River; the Ulu Temburong National Park, an untouched jungle that spans 50,000 hectares; and people's lives. I hope that as many people as possible will visit the exhibition and learn about Brunei Darussalam, a land with many different attractions.

The JBFA remains committed to the development of the bilateral amicable relations through various activities. I would be grateful for your further support and cooperation.

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 good health and further prosperity on the occasion of their National Day.

'Brunei Darussalam Vol. 2' photo exhibition by Masanobu Moriyama

- Date, time: through Feb. 28, 10 a.m.-7 p.m. (Feb. 28 until 2 p.m.)
 - Place: Fujifilm Photo Salon, Fujifilm Osaka Building, 1F, 3-5-11 Bingomachi, Chuo-ku, Osaka; a 2-minute walk from Exit 1 of Honmachi Station, Midosuji Line. (06) 6205-8000.
 - Admission: free
 - Organized by the Japan-Brunei Friendship Association
 - Supported by the Embassy of Brunei Darussalam
- For more information, visit www.fujifilm.co.jp/photosalon/osaka/13022201.html.

Congratulations on the 29th National Day of Negara Brunei Darussalam



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