

# Brunei Darussalam national day

## Promoting better understanding

Mahamud Ahmad  
AMBASSADOR OF BRUNEI  
DARUSSALAM

On the auspicious occasion of the 30th National Day of Brunei Darussalam, it is with 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 my 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 also celebrating 30 years since the establishment of diplomatic relations with Japan this year. The relationship between our two countries, which has spanned over four decades



H.M. Sultan Haji Hassanal Bolkiah and Prime Minister Shinzo Abe unveil the 30th Anniversary logo on Dec. 13 on the sidelines of the ASEAN-Japan Commemorative Summit. CABINET PUBLIC RELATIONS OFFICE

since the first shipment of liquefied natural gas (LNG) to Japan in 1972, has only strengthened throughout the years and I am happy to be able to commemorate these two milestone events

with everyone here in Japan.

Firstly, I would like to thank The Japan Times for giving me this opportunity to say a few words to their valued readers and also to the sponsors for their

generous support.

Since our independence in 1984, Brunei Darussalam has become one of Southeast Asia's most developed nations. Under the reign of His Majesty Sultan

### Celebrating 30 years of Japan-Brunei friendship

Toshihiro Nikai  
CHAIRMAN, JAPAN-BRUNEI PARLIAMENTARIANS'  
LEAGUE FOR THE PROMOTION OF FRIENDSHIP

Today, Brunei Darussalam marks its 30th National Day. I would like to convey my heartfelt felicitations to His Majesty Sultan Haji Hassanal Bolkiah, the royal family and the people of Brunei Darussalam.

Looking back on the past year, I extend my appreciation for the actively conducted mutual visits of VIPs, such as the visit to Japan by H.M. Sultan Haji Hassanal Bolkiah and Queen consort Pengiran Anak Saleha in May; the visit to Brunei Darussalam of Prime Minister Shinzo Abe and his wife Akie in October; and the visit to Japan once again of H.M. Sultan Haji Hassanal Bolkiah to serve as co-chairman, along with Prime Minister Abe, of the Japan-ASEAN Commemorative

Summit in December. I also extend my congratulations to Brunei Darussalam for its ASEAN chairmanship in 2013, during which time it successfully led the conferences related to ASEAN.

In 2012, I visited Brunei Darussalam for the first time in 11 years, and received the second-class distinguished order of Paduka Seri Laila Jasa directly from H.M. Sultan Haji Hassanal Bolkiah. I swore to myself I would continue to promote Japan-Brunei friendship through the activities of the parliamentarians' league.

On this auspicious occasion of the 30th National Day of Brunei Darussalam, Japan and Brunei also mark the 30th year of diplomatic relations. Based on trade in the natural resources sector, Japan and Brunei Darussalam have cemented a good relationship in all areas. I understand many events celebrating the 30th year are scheduled throughout this year. I sincerely hope that mutual understanding will



Official logo celebrating 30 years of friendship between Japan and Brunei. MINISTRY OF FOREIGN AFFAIRS

deepen and bilateral relations will further make a leap forward in this commemorative year.

Lastly, I would like to extend my sincere best wishes to H.M. Sultan Haji Hassanal Bolkiah, the royal family and the people of Brunei Darussalam for their continued health and further prosperity.



The Sultan Omar Ali Saifuddin Mosque is the landmark of Brunei's capital Bandar Seri Begawan. EMBASSY OF BRUNEI DARUSSALAM

Haji Hassanal Bolkiah, a fast-paced modernization program, building upon the nation's oil wealth, has resulted in a noted improvement in the quality of life for all Bruneians.

Looking towards our future, H.M. Sultan Haji Hassanal Bolkiah announced Brunei Darussalam's Long-Term Development Plan or Vision 2035, which outlines the strategies to be undertaken by both Government and private bodies to ensure future prosperity.

For our 30th National Day, Brunei Darussalam adopted the theme "Generasi Berwawasan" or "Generation with Vision," which reflects the government and people of Brunei Darussalam's commitment to achieving Vision 2035. By 2035, we hope that Brunei Darussalam will be recognized for the accomplishments of its well-educated and highly skilled people, our quality of life, as well as our dynamic, sustainable economy.

With the energy sector at the helm of our economy, Brunei Darussalam has made its mark in the world as a self-sustaining country, rich in oil and gas reserves. Toward Japan, one of our largest trading partners, we have extended our cooperation in this sector and committed ourselves to providing a reliable and stable supply of LNG.

In addition to that, the government of Brunei Darussalam has also been investing in non-energy related projects aimed to add value to Brunei Darussalam's existing resources. Coop-



An LNG tanker is loaded with one of Brunei's main exports. EMBASSY OF BRUNEI DARUSSALAM

eration in areas such as renewable energy, petrochemicals, ICT, pharmaceuticals and supporting industries, such as financial services, all contribute toward our goal for economic diversification for Vision 2035.

Brunei Darussalam has much to offer in the tourism sector as well. Rich in biodiversity, more than 70 percent of Brunei Darussalam's land area is covered by primary rainforests, which the government of Brunei Darussalam has taken great strides to protect. Pristine rainforests, unspoiled coral reefs, mangrove-covered islands, white sand beaches and accessible nature reserves offer visitors an array of eco-tourism options.

Youth exchange programs designed to enhance person-to-person contacts are also an important area of cooperation

for Brunei Darussalam and it gives me great pleasure to note that Japan has been an active partner in this field. Frequent exchanges between our people on all levels from government officials to members of the private sector and students add to the strengthening of our overall relations.

Japan remains a very important partner to Brunei Darussalam and we greatly appreciate Japan's support and cooperation throughout these past 40 years. The friendship between our two countries was further highlighted during the meeting between H.M. Sultan Haji Hassanal Bolkiah and Prime Minister Shinzo Abe in Tokyo last December.

During their meeting, both Leaders unveiled the logo to commemorate the 30th anniversary of friendship between

Brunei Darussalam and Japan, reaffirming the close ties between our two countries. It is my hope that the logo will inspire both Bruneians and Japanese to continue working together as well as seek new areas of cooperation to further bolster our relationship.

In conjunction with the 30th Anniversary of Friendship between Brunei Darussalam and Japan, the Embassy of Brunei Darussalam has also identified a number of projects and programs around Japan, such as promotional exhibitions and seminars, to commemorate this event. Through these endeavors, it is our hope to increase awareness of Brunei Darussalam in Japan to promote better relations and understanding between our people.

I would like to take this opportunity to express our sincerest appreciation to the Japan-Brunei Parliamentarian's Friendship League, the Japan-Brunei Friendship Association, the Kyushu-Brunei Darussalam Club, and the ASEAN-Japan Centre for the various contributions they have made in promoting friendship and cooperation between our two countries. I sincerely believe that through their dedicated efforts, the relationship between our two countries will continue to prosper.

Lastly, I would also like to thank the Japanese government and people of Japan for their warm friendship and I look forward to continuing the strong partnership between Brunei Darussalam and Japan. I have every confidence that our relationship and cooperation will continue for many years to come.

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as They Celebrate  
Their 30th National Day

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# Brunei Darussalam national day

## Growing relations across range of areas

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, the government and the people of Brunei Darussalam on the occasion of their 30th National Day. At the same time, I would like to thank the sultanate for their continued long-term, stable supply of energy resources to Japan.

Looking back upon the milestones this past year, Second Minister of Foreign Affairs and Trade Pehin Lim Jock Seng, who is also the chairman of Brunei LNG as well as Brunei Shell Petroleum Co., received the Order of the Rising Sun, Gold and Silver Star, while Dato Hamdillah, advisor to the Brunei-Japan Friendship Association, received the Order of the Rising Sun, Gold Rays with Neck Ribbon on Nov. 3.

I am happy that the Japanese government recognized the contribution by these men toward the enhancement of bilateral friendship and close economic ties between Brunei and Japan.



In an effort to contribute to promoting mutual friendly relations, the JBFA sponsors a program to invite Bruneian students to Japan. Last year, we invited five university students from Brunei Darussalam and provided them with a firsthand view of how 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, to visit Wakayama University and also participate in home stays with a Japanese farm family.

Also, in celebration of the 30th anniversary of Japan-Brunei Darussalam diplomatic relations, we have created mascots to introduce Brunei Darussalam to the public. The twins, Bru-Bru and Nei-Nei were created to introduce the attractions of Brunei Darussalam to Japanese people.

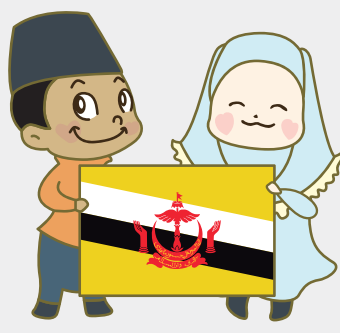
The JBFA remains committed to the development of bilateral, amicable relations through a variety of activities. I would be most grateful for your further support and cooperation.

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.

### Twin mascots celebrate 30 years of ties

Commemorating the 30th anniversary of Japan-Brunei diplomatic relations, the Japan-Brunei Friendship Association presents twin mascots, Bru-Bru & Nei-Nei.

They want to ask: "Hello, we are Bru-Bru & Nei-Nei. Would you like to come with us to Brunei? Please come and share in our happiness and friendship."



**Bru-Bru & Nei-Nei** JAPAN-BRUNEI FRIENDSHIP ASSOCIATION



Tourists can enjoy the canopy walkway and experience the unspoiled rain forest in Ulu Temburong National Park in eastern Brunei. BRUNEI TOURISM DEPARTMENT

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