

Brunei Darussalam national day

Working to expand friendly relations in business, culture

Mahamud Ahmad
AMBASSADOR OF BRUNEI
DARUSSALAM

On the auspicious occasion of the 31st National Day of Brunei Darussalam, it is with great pleasure that I convey the warm greetings and best wishes of the government of His Majesty Paduka Seri Baginda Sultan and Yang Di-Pertuan of Brunei Darussalam and the people of Brunei Darussalam to Their Imperial Majesties Emperor Akihito and Empress Michiko, members of the Imperial family, and to the government and friendly people of Japan.

I am pleased with this opportunity to say a few words to commemorate our 31st National Day, and am also pleased to note that we are cel-

brating the 31st anniversary of the establishment of diplomatic relations between Brunei Darussalam and Japan this year as well.

Firstly, I would like to extend my warm greetings to the esteemed readers of The Japan Times and to express my sincerest appreciation to The Japan Times for publishing this special supplement celebrating our National Day.

For our 31st National Day, Brunei Darussalam has once again adopted the theme of "Generasi Berwawasan," or "Generation with Vision," which reflects the government and people of Brunei Darussalam's ongoing commitment to achieving "Vision 2035." Since achieving independence in 1984, the government of Brunei Darussalam has made many endeavours to ensure the prosperity of the people and country and we hope that by 2035, we will be recognised



Brunei 31st National Day logo
EMBASSY OF BRUNEI

for our well-educated and highly skilled people, quality of life and our dynamic, sustainable economy.

With the energy sector at the core of our economy, Brunei Darussalam has made its mark in the world as a self-sustainable country, rich in oil and gas reserves. Projects involving re-

newable energy and petrochemicals also highlight the diversity in this sector. Our relationship with Japan, particularly in the area of energy cooperation, continues to strengthen with Brunei Darussalam's commitment to providing a reliable and stable supply of liquefied natural gas (LNG) to Japan.

Additionally, the government of Brunei Darussalam has also been investing in non-energy related projects aimed at adding value to Brunei Darussalam's existing resources. The government has also invested in capacity-building activities aimed to strengthen and support small and medium enterprises (SMEs) in order to promote competitiveness in the business sector. Cooperation in areas such as ICT, pharmaceuticals and supporting industries such as financial services, all contribute toward our goal for economic diversi-

fication for Vision 2035.

The education sector also plays an important role toward achieving Vision 2035. With an emphasis on the youth of Brunei Darussalam, which makes up more than 50 per cent of the population, the government has been steadfast in its efforts to make sure that 100 per cent of the nation's youth receive formal education. Ensuring that our youth are equipped with the necessary skills and information needed for the future is very important to us, particularly with globalisation in mind.

Several youth exchange programmes have also been designed, not only to enhance our people-to-people contacts, but also to improve our youth's understanding of the different cultures and traditions around the world. It is pleasing to note that Japan has been an active partner in this field, with



Ulu Temburong National Park in eastern Brunei contains unspoiled jungle and is known as the "Green Jewel of Brunei." BRUNEI TOURISM/THIJS HESLENFELD

Japan-Brunei Friendship Association fosters strong ties

Tsuyoshi Okamoto
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 31st National Day. At the same time, I would like to express my deep appreciation for the sultanate's long-standing and stable supply of energy to our country.



Last year marked the 30th anniversary of the establishment of diplomatic relations between Brunei Darussalam and Japan. Commemorative silver coins to celebrate the occasion were issued and many other events took place in both countries to mark the milestone.

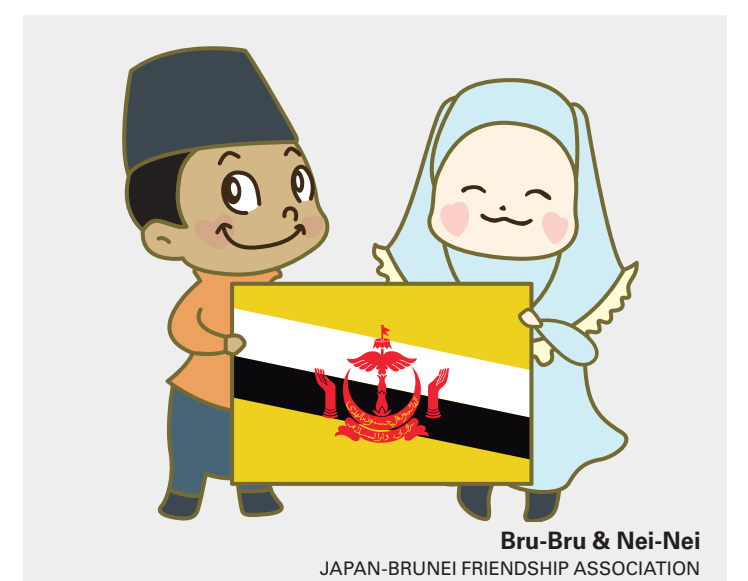
With regards to diplomatic relations, Special Adviser to the Prime Minister, Taro Kimura, had an audience with H.M. Sultan Haji Hassanal Bolkiah in May, where the two exchanged views on various projects aimed at promoting bilateral relations, which was a major news item in Brunei Darussalam. H.M. the Sultan also expressed his gratitude to Japan for the cooperation extended to Brunei Darussalam when it assumed the ASEAN chairmanship in 2013.

During the exchange of opinions with Dato Haji Erywan bin Pehin Dato Haji Mohd Yusof, Brunei Darussalam's permanent secretary of the ministry of foreign affairs and trade, both sides confirmed the promotion of energy cooperation through LNG supplies from Brunei Darus-

salam and close coordination in the context of Japan-ASEAN relations.

In that memorable year, the JBFA was awarded Foreign Minister's Commendations for its achievements in promoting friendly relations between the two countries over many years. The JBFA remains committed to encourage the continued friendly bilateral relationship.

As part of its efforts to foster amicable ties, the JBFA sponsors an annual program that brings Bruneian students to Japan. Last year, we invited four students from Brunei Darussalam and provided them a firsthand view of how liquefied natural gas from Brunei is being used in Japan as well as a glimpse of Japanese high-tech industries. In addition, the students were exposed to Japanese culture and lifestyle through home stays with Japanese families in Kamakura, Kanagawa Prefecture. The Bruneian students were also able to deepen their friendship with Japanese students through a visit to Waseda University,



Twins invite tourists to Brunei

Hello, we are Bru-Bru & Nei-Nei. Would you like to come to Brunei with us? Brunei Darussalam is one of the friendliest countries in the world. Please come and share in the tenderness that will support your happiness.



The Kampong Ayer, an area of Brunei's capital city Bandar Seri Begawan that is situated over Brunei Bay, is one of the largest water village in the world. AFP-JIJI

Congratulations
to the People of
Negara Brunei
Darussalam
as They Celebrate
Their 31st National Day

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on the Occasion of
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introductory article on Brunei Darussalam in the travel information magazine Crea Traveller.

Brunei Darussalam, a name meaning "peaceful homeland," is a sovereign state practicing Islam as a state religion off the north coast of Borneo that is blessed with a rich ecosystem and oil and natural gas reserves. The country boasts a variety of tourist attractions, including beautiful mosques; Kampong Ayer, one of the world's largest water villages; untouched rainforests; and beautiful beaches and diving spots. I strongly recommend visiting Brunei Darussalam so more Japanese can understand the charm of the country.

The JBFA remains committed to the development of cordial bilateral relations through its activities. I am 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 31st National Day.

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Brunei Darussalam national day



Tourists can enjoy the Canopy Walkway in Ulu Temburong National Park. BRUNEI TOURISM DEPARTMENT

Unspoiled natural attractions

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several universities around Japan hosting exchange programmes for our youth and vice versa. Frequent exchanges between our people on all levels from government officials to private sector individuals and students add to the strengthening of our overall relations.

The government of Brunei Darussalam has also been stepping up its efforts in the tourism sector. In addition to "Kampung Ayer," or Water Village, in the heart of Brunei Darussalam, visitors are also able to enjoy pristine rainforests, unspoiled coral reefs, mangrove-covered islands, white sand beaches and accessible nature reserves. Under the government's staunch protective efforts, more than 70 per cent of Brunei Darussalam's land area is covered by primary rainforests, which makes it an ideal location for ecotourism. I hope many Japanese will take this opportunity to visit Brunei Darussalam and enjoy the many wonders we have to offer.

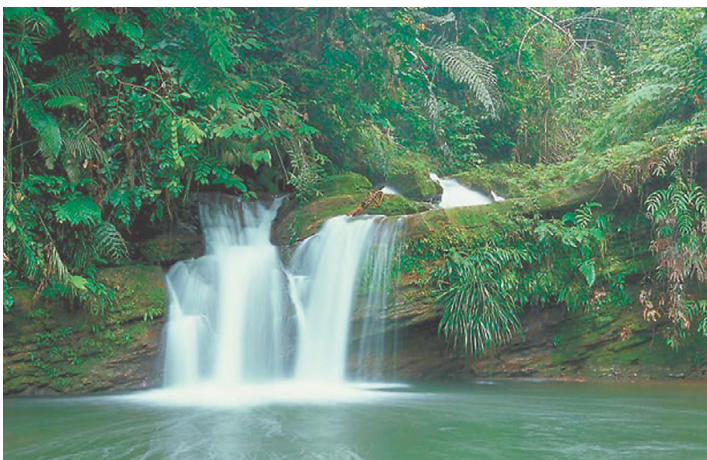
Japan remains a very important partner to Brunei Darussalam and we greatly appreciate Japan's support and cooperation throughout the years. It is my hope that the friendship between our two countries will continue to strengthen through our various cooperation programmes, as well as through our people-to-people exchanges.

In commemoration of the

31st anniversary of the establishment of diplomatic relations with Japan this year, the Embassy of Brunei Darussalam has identified a number of projects and programmes, including partaking in various promotional exhibitions, seminars and business meetings with potential partners all over Japan. Through these endeavours, we hope to further increase the presence and awareness of Brunei Darussalam in Japan and to promote better relations and understanding between our people.

In closing, 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.

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.



Waterfalls in the rain forest. BRUNEI TOURISM/DAVID KIRKLAND

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