



PRESS RELEASE

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BILATERAL MEETING BETWEEN BRUNEI DARUSSALAM AND ASEAN-JAPAN CENTRE AND ASEAN-KOREA CENTRE

A bilateral meeting between the Ministry of Primary Resources and Tourism, Brunei Darussalam and the ASEAN-Japan Centre (AJC) followed by the ASEAN-Korea Centre (AKC) was held on the 18th January 2019 at Ha Long City, Viet Nam in conjunction with the 38th ASEAN Tourism Forum 2019. The discussions were led by Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism from Brunei Darussalam and H.E Masataka Fujita, Secretary General of the ASEAN-Japan Centre and H.E Lee Hyuk, Secretary General of the ASEAN-Korea Centre respectively. Also present were H.E Pg Hj Sahari bin Pg Hj Salleh, Ambassador Extraordinary and Plenipotentiary of Brunei Darussalam in Viet Nam, Yang Mulia Pg Hj Kamalrudzaman bin Pg Hj Mohd Ishak, Permanent Secretary Ministry of Primary Resources and Tourism and officials from the Tourism Development Department of the Ministry of Primary Resources and Tourism.

Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong firstly expressed his gratitude to the ASEAN-Japan Centre and ASEAN-Korea Centre for their initiatives in promoting tourism, and strengthening people-to-people and cultural exchanges between Brunei Darussalam and Japan and Republic of Korea throughout the year 2018 and looked forward to more participation of activities in 2019.

During the bilateral meeting with AJC, the Meeting discussed on tourism-related activities to further increase tourist arrivals between the two destinations. Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong expressed his gratitude to the AJC for their initiatives, particularly in providing capacity-building programs to tour operators in Brunei Darussalam. Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong further encouraged AJC to further enhance cooperation in tourism-related initiatives, including providing language skills to tour guides as well as through youth exchange programs. Brunei Darussalam also thanked AJC for their support and contribution by translating Brunei Darussalam's tourism promotional materials into Japanese language.



Brunei Darussalam looks forward to the collaborative efforts with the AJC in organizing Brunei Festival Week in February 2019 in conjunction with the inaugural flight to Narita, Japan.

Meanwhile in the bilateral meeting with the AKC, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, thanked the AKC for the support in conducting tourism capacity-building workshops to tour operators and tour guides in communication, language and other services to facilitate the tourists from the Republic of Korea travelling to Brunei Darussalam more effectively. Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong also highlighted the increase in the number of tourist arrivals from the Republic of Korea to Brunei Darussalam was not only due to connectivity, but also through the efforts of tour operators providing media exposure of Brunei Darussalam to the Republic of Korea.

Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong requested for the AKC for their support in translating tourism promotional materials into Korean language to be used by tour operators in Republic of Korea to improve tourism promotion for Brunei Darussalam. Brunei Darussalam welcome the support given by the AKC in organizing the ASEAN Tourism Capacity Building Workshop from the 30th – 31st January 2019 in Bandar Seri Begawan, Brunei Darussalam. Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong also encouraged for closer cooperation between the airlines, travel agents and the Brunei Tourism Board with the airlines and travel agents from the Republic of Korea.

Brunei Darussalam hopes that with all these initiatives and cooperation between Brunei Darussalam and the ASEAN Centres can bring mutual benefits and attract more tourist arrivals travelling to these destinations.

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Distributed by:
Public Relations Unit,
Management and Finance Division
Ministry of Primary Resources and Tourism

Date: 23 Jan 2019