



MEDIA RELEASE

ATF 2020 / 003

FOR IMMEDIATE RELEASE

HIS ROYAL HIGHNESS THE CROWN PRINCE OFFICIATED THE ASEAN TOURISM FORUM 2020 AND LAUNCHED THE NEW ASEAN TOURISM WEBSITE

Bandar Seri Begawan, [Tuesday, 14 January 2020] – His Royal Highness Prince Haji Al-Muhtadee Billah ibni His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Crown Prince and Senior Minister at The Prime Minister's Office this evening officiated the opening of the ASEAN Tourism Forum 2020 at the Indera Samudra Grand Hall, The Empire Brunei, Jerudong.

Upon arrival, His Royal Highness was greeted by Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism, Brunei Darussalam as Chairman of the ATF 2020.

His Royal Highness was also greeted by all the ASEAN Tourism Ministers before consented for a group photo with ASEAN Tourism Ministers attending the Forum. His Royal Highness then proceeded to view a mini showcase by Ministry of Transport and Infocommunications, and Huawei Technologies (Brunei) Sdn. Bhd.

At the exhibit, His Royal Highness was demonstrated on the use of Virtual Reality Technology in travel and was briefed on Digital Technologies for Smart Tourism by the Permanent Secretary, Ministry of Transport and Infocommunications; and on 5G Technology in Smart Travel by the CEO of Huawei Technologies (Brunei) Sdn. Bhd.



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At the opening ceremony, His Royal Highness consented to officiate the ASEAN Tourism Forum 2020 and launched the new ASEAN Tourism website. His Royal Highness then consented to receive a pesambah presented by the Minister of Primary Resources and Tourism.

The new ASEAN Tourism website would serve as a one-stop platform for integrated information for the public on ASEAN tourism products and activities. It hopes to drive more interest to the Southeast Asian region as a preferred destination to experience the culture and authentic life of the ASEAN people thereby, strengthening people-to-people connectivity and deepening cross-culture understanding.

Prior to the launching, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism in his sembah alu-aluan thanked His Royal Highness for gracing this evening's event and to officiate the Opening Ceremony of the ASEAN Tourism Forum 2020.

Yang Berhormat Dato then highlighted that the ASEAN tourism industry has seen significant growth in the last decade and continues to be an important contributor to socio-economic development in ASEAN. This year's ATF theme "**ASEAN – Together Towards a Next Generation of Travel**" is relevant for what the world is facing today, as it reflects the way in which the tourism industry is rapidly progressing. In this regard, ASEAN Tourism greatly recognizes that innovation and technology brings benefits to the tourism industry, and shapes the way in which governments, key stakeholders and communities embrace the current trend of digital transformation.

The opening event of the ATF 2020 included a variety of cultural performances. Before leaving the event, His Royal Highness bid farewell to the ASEAN Tourism Ministers.



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The 23rd ASEAN Tourism Ministers Meeting and Related Meetings will commence tomorrow, 15th January until 16th January 2020 at The Empire Brunei, Jerudong.

/END.

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Brunei Darussalam

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