



SPEECH BY YANG BERHORMAT DATO PADUKA HAJI ALI APONG
Minister of Primary Resources and Tourism, Brunei Darussalam

AT THE OFFICIAL OPENING OF KINGDOM RIDES AND ADVENTURES BICYCLE SHOWROOM

Madang, Berakas, Brunei Darussalam.
Thursday, 10th December 2015

Bismillah Hirahmaneer Raheem,

Mr Jason Pickett, Director of Kingdom Rides and Adventures;

Yang Mulia Awang Haji Khairuddin bin Haji Abdul Hamid, Acting Permanent Secretary of the Ministry of Primary Resources and Tourism;

Yang Mulia Awang Wardi bin Haji Mohammad Ali, Deputy Permanent Secretary for Tourism, Ministry of Primary Resources and Tourism;

Distinguished Guests, Ladies and Gentlemen,

Assalamualaikum Warrahmatullahi Wabarakatuh and a very good morning to you all.

1. First and foremost, please allow me to take this opportunity to express my sincere thanks and appreciation to Mr. Jason Pickett, Director of Kingdom Rides and Adventures, for inviting me as the Guest of Honour and to officiate the launching of his bicycle business establishment.

Ladies and Gentlemen,

2. Brunei Darussalam is blessed with high forest cover and a long stretch of beautiful coastline and natural landscapes. Such landscapes in Brunei Darussalam are unique and easily accessible by everyone.

3. These natural assets present great opportunities for Brunei Darussalam to include them as places of interest, and at the same time to further develop and strengthen our existing tourism products. With the combination of activities that can be developed through our natural tourism sites such as adventure tourism, this presents an opportunity that can be enjoyed by visitors of all ages especially repeat visitors.

4. With this in mind, several activities can be introduced at our recreational parks, clean beaches and natural tourism sites which are suitable for jungle trekking, camping, diving, hiking, and mountain-bike activities.

5. There are an increasing number of tourists who enjoy outdoor activities. A number of them also like to explore and experience travelling even to remote areas that have beautiful sceneries. This type of activity is increasingly becoming popular as tourists look for holiday destinations which are different, interesting and more challenging from what is being currently offered.

6. Brunei Darussalam is a unique destination and has a lot of potentials that can be further developed for our visitors. This requires concerted effort from various agencies including the private sectors to make our tourist products more attractive, enjoyable and fun, or as in our local language we say "**SIUK**", which we hope will entice people to come back again and again.

7. The Government of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam, through the Ministry of Primary Resources and Tourism is currently identifying recreational parks and beaches in the country to be developed as recreational areas for both local and foreign visitors. One such area is the Berakas Forest Reserve Recreational Park. The Berakas Forest Reserve Recreational Park will be developed where the operations, management and maintenance of the park area will be outsourced soon. This Berakas Forest Reserve Recreational Park will be the pilot project for such an arrangement. The park will be themed as "**Forest Activities and Mountain Bike**" park. We welcome participation from the private sector for this purpose.

8. In this regard, I would also like to encourage other parks and beaches owners in the country to work with the Ministry of Primary Resources and Tourism to do similar arrangement and outsource the operation, management and maintenance of their parks and beaches to the private operator. The operator will provide activities within the parks and beaches, and make these places more favourable to local and foreign tourists. The variety of choices to do activities in the parks and beaches will also attract visitors to come back to these places again as repeat visitors.

9. Lastly, I would like to highlight that it is important to develop close partnership with all the relevant tourism stakeholders like; travel agents, tour operators, hoteliers and transport operators to accomplish this objective. Kingdom Rides and Adventures is a potential stakeholder in that endeavor, especially in providing mountain biking activities such as cycling expedition for areas such as the Berakas Forest Recreation Park for Bruneians and international tourists.

10. In closing, let me once again express my sincere thanks and appreciation to Mr. Jason Pickett for giving me the honour to officiate the opening of the Kingdom Rides and Adventures Bicycle Showroom. I wish you the very best and every success in your business venture

11. With the Kalimah '***Bismillaah Hirrahmaanir Rahiim***' and with the blessings of Allah and Prophet Muhammad Sallallahu Alahi Wassalam, may Peace be Upon Him, it is indeed my great honour and pleasure to officially open the "Kingdom Rides and Adventures Bicycle Showroom".

**Wabillahittaufik Walhidayah,
Wassalamualaikum Warahmatullahi Wabarakatuh.
Thank you for your attention.**