



## **OPENING REMARKS**

**YANG BERTAMBAH**

**DATO SERI SETIA AWANG HAJI ALI BIN APONG  
MINISTER OF PRIMARY RESOURCES AND TOURISM**

**LAUNCHING OF BRUNEI.EVENTS WEBSITE**

**ART GALLERY, ROYAL WHARF, BANDAR SERI BEGAWAN**

**1<sup>st</sup> November 2017**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ  
الحمد لله رب العالمين، وبه نستعين على أمور الدنيا والدين،  
والصلاة والسلام على أشرف الأنبياء والمرسلين،  
سيدنا محمد وعلى آله وصحبه أجمعين

Yang Berhormat Awang Haji Sabli bin Haji Arshad, State Legislative Council Member and the President of Association of Travel Agents in Brunei;

Your Excellencies Ambassadors and High Commissioners;

Permanent Secretaries;

Brunei Tourism Board Members;

District Office;

Distinguished Guests;

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Ladies and Gentlemen.

السلام عليكم ورحمة الله وبركاته

Salam Sejahtera & a Very Good Morning

Distinguished Guests, Ladies and Gentlemen,

1. First and foremost I would like to thank everyone for taking the time out of your busy schedule to join me here today. It gives me great

pleasure to inform everyone that in conjunction with the upcoming Brunei December Festival I am here to officially launch a new website known as Brunei Events. Brunei Events is a dedicated website developed for tourism services for the general public as well as tourists to keep themselves up-to-date on the latest events and upcoming happenings within the Sultanate. The website was developed in collaboration with Progresif, managed exclusively by Mixmediaworx and endorsed by the Ministry of Primary Resources and Tourism that promotes events that happen in Brunei.

2. Brunei Events will be working closely with Brunei Tourism Board in support of their effort to promote domestic events and tourism products, which will definitely contribute to improving the quality of tourism services and increase tourism activities in the country.
3. As a result of the Press Conference on the Brunei December Festival held in August, more event organizers have come forward including strong support from Foreign Missions in Brunei. We have now compiled over 40 exciting events and activities lined up to take place across all four (4) districts throughout the month of December. Events and activities range from Arts & Culture, Culinary, Performing Arts as well as Sports & Recreation.
4. Therefore, with the creation of the Brunei Events website not only it is an extension of our promotional efforts for the Brunei December Festival, it also provides as a platform for both locals as well as foreign visitors to access information on the current and future happenings in Brunei Darussalam all year round. This is particularly

valuable for foreign visitors to enable them to plan their holidays ahead and while they are here in the country.

5. In addition to the website creation we have also produced a Festival Insider's Guide which features detailed information on the various events and activities listed in the Brunei December Festival.
6. I am pleased to note that the Brunei December Festival has received tremendous support from the various Government agencies namely Ministry of Home Affairs, Ministry of Culture Youth and Sports, Ministry of Religious Affairs, Ministry of Communications and Ministry of Health, Foreign missions here in Brunei, Strategic Partners and Event Organizers. I also wish to applaud volunteers who have signed up to provide support to ensure smooth running of logistics and operations. Once again, I would like thank everyone for all their contribution and continuous support given by the public.
7. By holding yearly festivals such as this; we want to make Brunei Darussalam an attractive destination for both the locals and tourist to spend their holidays and enjoy; as well as make positive impact on the economy which enables us to move closer to the diversification goal of Wawasan 2035 of His Majesty's Government.
8. With that I end with, Wabillahi taufiq wal hidayah wassalamualaikum warahmatullahi wa barakatuh

Thank you.

9. On this note, with the Kalimah '***Bismillaah Hirrahmaaniir Rahiim***' and with **Salawat dan Salam** to our Prophet Muhammad **Sallallahu Alahi Wassalam**, may **Peace be Upon Him**, it is indeed my great honour and pleasure to officially launch the Brunei Events website