



**OPENING REMARKS**

**YANG BERTHORMAT**

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

**LAUNCHING OF BRUNEI DECEMBER FESTIVAL 2018  
AWARENESS CAMPAIGN**

**SETIA PAHLAWAN HALL,  
MINISTRY OF PRIMARY RESOURCES AND TOURISM**

**Wednesday, 14th November 2018**

---

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 as the President of  
Association of Travel Agents in Brunei;

Your Excellencies Ambassadors and High Commissioners;

Permanent Secretaries;

Brunei Tourism Board Members;

Distinguished Guests;

Event Organisers;

Ladies and Gentlemen.

السلام عليكم ورحمة الله وبركاته

Salam Sejahtera & a Very Good Morning

Distinguished Guests, Ladies and Gentlemen,

1. Firstly, thank you everyone for being here. It gives me great pleasure to be here this morning to officially launch the “Brunei December Festival 2018 Awareness Campaign”, Brunei’s most anticipated event at the end of the year.

2. This morning, we are here to continue our promotional efforts of 2<sup>nd</sup> Brunei December Festival with exciting line up of events and activities prepared to make Brunei Darussalam a must-visit tourist destination this upcoming holiday.
3. I am so pleased to note that this year there are 60 events and activities that will be happening throughout the month of December. During the festival, there will be many different activities on offer to both domestic and international visitors. The events and activities involves various categories such as 1. Food Festival; 2. Islamic Festival; 3. Culture and Creative Arts; 4. Sports and Adventure; as well as 5. Recreation and Shopping. There are also some new events to be highlighted this year such as the 'Longest Braided Rice (Jalanan Kelupis Terpanjang)' which is about 700 feet or 202 meters long, Science Carnival (Pesta Sains 2018), Shitokai Brunei Darussalam Open Karate Do Championship, Drone Race, Open Radio-Controlled Powerboat Race, World Nasyeed Festival, and Art Painting Exhibition 'Raja Julangan Kasih Rakyat' which will be held at the Waterfront Art Gallery. Furthermore, for the first time, we will have our own 'Brunei Book of Records' for any records in this country to be set or broken.
4. The Ministry of Primary Resources and Tourism have collaborated with a number of Strategic partners to launch today a number of new initiatives such as firstly the *Festival Insider's Guide*, this guide provides an insight to events that is listed in the Brunei December Festival. Secondly - The Brunei.(dot) Event website has also extended its features to produce a Brunei. (dot) Event Magazine

which provides quarterly information of local events that will take place in Brunei Darussalam. This is important to have so that visitors can schedule for the best times to visit and plan for something to do whilst they are here.

5. Thirdly, as part of a tourism initiative by Bank Islamic Brunei Darussalam (BIBD) and Dakwah and Islamiah Centre, Ministry of Religious Affairs, they have produced a guide book for travelling known as the 'Musafir Guide Book' which is now available both in Malay and English and also accessible online through the tourism's website ([bruneitourism.com](http://bruneitourism.com)). This will provide travellers with proper guidance and methods of performing prayer during travel, as according to Islamic practices and outlines. I would like to thank BIBD and Dakwah and Islamiah Centre for their contribution in creating this guide book. With Bandar Seri Begawan named as the 'Capital City of Islamic Culture for Asia in 2019 as well as the ASEAN City of Culture (2016-2018)', this guide book is indeed very handy for muslim travellers.
6. And finally, the Brunei December Festival has received tremendous support from various Government agencies namely Ministry of Home Affairs, Ministry of Culture Youth and Sports, Ministry of Religious Affairs, Ministry of Education, Ministry of Communications and Ministry of Health as well as Foreign missions here in Brunei, Strategic Partners and Event Organizers. We have also opened opportunities for youth involvement who wish to volunteer and be part of this exciting event!

7. Once again, I would like to thank everyone for all their contribution and continuous support given by the public. It is the Brunei Tourism Board's aim to hold an annual event such as this to make Brunei Darussalam an attractive holiday destination for both the locals and tourist to spend their holidays and enjoy as well as make positive impact on the economy.
  
8. With that I end with, Wabillahi taufiq wal hidayah wassalamualaikum warahmatullahi wa barakatuh.

Thank you.