



بروني دارالسلام

BRUNEI DARUSSALAM

newsletter

Published by the Department of Information
PRIME MINISTER'S OFFICE

15 JANUARY 2001

Knowledge – key to growth of economy

Knowledge and education are to become the priorities in order to achieve the desired development and progress for Brunei Darussalam, as well as in the continued efforts toward economic recovery - the nation's main agenda for the growth and development of its economy.

The focus is critical in this era of globalisation, where skilled and intelligent people have become important assets for a country's growth and development. Hence the emphasis on human resource rather than natural resources. In particular, those in the field of technology and information technology are highly regarded.

His Majesty the Sultan and Yang Di Pertuan of Brunei Darussalam underscored the goal in his televised speech to the nation which ushered in the 2001 New year in Brunei Darussalam. The speech made from Istana Nurul Iman was broadcast live on the eve of the new year.

The emphasis on information and technology is in line with the vision of the Asia-Pacific Economic Cooperation (APEC) which aims to bridge the technology divide in the region. In the Leaders' Declaration, it reads, "We commit to develop and implement a policy framework which will enable the people of urban, provincial and rural communities in every economy to have individual or community-based access to information and services offered via the internet by 2010."

"This is the reality the process of globalisation is imparting on every country and that no countries can avoid," says His Majesty, "and the youths – the mass population in the country need to realize their role in the future development of the country." It is estimated that youths – under the age of 25, comprise of nearly half of the country's population of just over 300, 000.

In addition to worldly knowledge, His Majesty also emphasized on the importance of having strong religious values, good virtue, honesty, and loyalty which are essential to achieving a sustainable development and progress for the country. Such characteristics when duly displayed by every individual will also be manifested at every level of the community and country.

To that, His Majesty says, "Members of the civil services as well as those in the service sector need to aim for high quality work ethics through excellent and trusted service. Likewise those in the private sector whose participation and contribution as well as enhanced productivity are equally essential in the development and progress of the country."



His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Sultan and Yang di-Pertuan of Brunei Darussalam, in a televised address ushering in the New Year 2001, underscored the importance of knowledge and education for nation building.

Speaking on achievements for the Year 2000, His Majesty says, "The experience as host to the Asia-Pacific Economic Cooperation (APEC) Summit allows Brunei Darussalam to play its role as well as to perform its duties and contributions as a member of the regional and global community." "The successful event," adds His Majesty, "was attributed to the solid support and cooperation from all the people in the country."

His Majesty expressed his appreciation and thanks to all the people involved both in the public and private sector for their contributions. His Majesty also congratulated all members of the APEC committees and volunteers as well as school chil-

** Continued on page 2*

BRUNEI DARUSSALAM NEWSLETTER

is published fortnightly by the Department of Information. It reports on government, social and business events in the country. All money values are expressed in Brunei dollars \$, unless otherwise stated. Any information in this newsletter may be reproduced; a clipping of the publication would be appreciated. For free subscription (excluding postage) write to the Distribution Division, The Department of Information, Old Airport, Berakas BB 3510, Brunei Darussalam.

Editorial Staff

Chief Editor
Mahari Haji Ismail

Editors
Aisah Haji Piee
Hajjah Zaianit Haji Noorkhan
Ak Jefferi Pg Duraman
Musa Mohidin
Adeline Goh

Layout/Design
Editorial Staff

Photographs
**Photography Unit of
The Department of Information**

YOUR TURN

The next issue of the Brunei Darussalam newsletter will appear on 31 January 2001. If there are events relating to our country you would like featured in this newsletter please call us on Tel: 02-383400 or better still, send us a report with a picture, if possible. All editorial rights reserved.

BRUNEI DARUSSALAM WELCOMES NEW YEAR BY LAUNCHING **VISIT BRUNEI YEAR 2001**

The evening drizzle did not fade public enthusiasm, probably in response to the media publicity that persisted throughout the year 2000. An eight-day ASEAN-level forum was deliberately organised in tandem with it from January 9-16. Just to underline the host's capability in running big events the likes of APEC conference that took place two months before, the evening's itinerary produced a combination of glamour and glitter: the presence of royalty and ASEAN dignitaries to grace the event followed by cultural song and dance by performers from the ten ASEAN member states. Plus computer generated audio-visual display about ASEAN bearing the theme *Under the ASEAN sky* and the promise of a twenty-minute firework display that served as the show's finale. And witnesses there were. With male dancers carrying props in the form of umbrellas and ceremonial heraldry banners traditionally used in martial arts contests and female performers bedecked out in flamboyant sequined costumes, displaying beads where beads were never seen before. It was a stage set for a star.

Bearing the catchphrase *Brunei-A kingdom of unexpected treasures*, the official launching of the Visit Brunei Year 2001 ceremony on January 13 by His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, the Sultan and Yang Di-Pertuan of Brunei Darussalam at the Jerudong Amuse-

ment Park Amphitheatre represented one of the country's tangible manifestations of economic diversification attempts. The launching coincided with the formal public introduction - hitherto a secret - of the Visit ASEAN 2002 campaign's marketing logo that resembled a stylized, blue- and green-coloured gently slanting fan of ten blades representing unity of the ten ASEAN member states in addition to reflecting the inhabitants' grace and gentility.

On arrival at the Jerudong Amusement Park Amphitheatre the royal entourage comprising of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam, His Royal Highness Prince 'Abdul Malik and His Royal Highness Prince 'Abdul Mateen were received by the Minister of Industry and Primary Resources, Pehin Dato Haji Abdul Rahman Taib.

Also witnessing the official launching of the Visit Brunei Year 2001 that evening were tourism ministers of the ASEAN member states of Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

As host country of the Visit Brunei Year 2001 that anticipates one million visitors, Brunei Darussalam has prepared an assortment of tourism-orientated events for the whole year such as the international Islamic expo, international kite flying festival, golf cham-

** Continued on page 9*

** From page one
(New year address)*

dren for their commitment and contributions.

Apart from the APEC Summit, last year's calendar saw Brunei Darussalam taking part in several other regional and international meetings including the United Nations Millennium Summit in New York, the Asia-Europe Meeting in the Republic of Korea and the 4th Informal ASEAN Summit in Singapore.

This year, Brunei Darussalam is

equally busy if not more as it prepares to host the 7th ASEAN Summit in October. The year 2001 has also been declared as 'Visit Brunei Year 2001' and many activities have been lined up throughout the year for the targeted one million tourists. 'Visit Brunei Year 2001' is among the other efforts of the Brunei government in its plan to diversify the country's economy, and to be less dependant on oil - currently the largest revenue earner. Specifically, Brunei Darussalam offers eco-tourism, which is appropriate with its abundant lush green pristine forests.



His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam presenting letters of appointment to Brunei Darussalam's ambassador-designate to the Republic of Indonesia, His Excellency Dato Seri Setia Dr. Awang Haji Mohd. Amin, and to the Permanent Representative to the United Nations in New York, His Excellency Awang Serbini, above left and above right respectively.

His Majesty appoints new Brunei diplomats and receives credential of Australia's new envoy

Three Brunei Darussalam's ambassadors taking up new postings have received their letters of appointment from His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Sultan and Yang Di-Pertuan of Brunei Darussalam, at Istana Nurul Iman on 10 January.

His Majesty first presented the letter of appointment to Brunei Darussalam's Ambassador to the Republic of Indonesia, His Excellency Dato Seri Setia Dr. Awang Haji Mohd. Amin bin Pehin Dato Pekerma Dewa Dato Paduka Haji Abdul Rahim. His Excellency, who is aged 56 years, was previously the country's ambassador to

the Republic of Iran.

His Majesty also presented letters of appointment to the Permanent Representative of Brunei Darussalam to the United Nations in New York, His Excellency Awang Serbini bin Haji Ali, and the Sultanate's Permanent Representative to the United Nations in Geneva, His Excellency Awang Haji Mohd. Hamid bin Haji Mohd. Jaafar.

Prior to his appointment as a diplomat, His Excellency Awang Haji Serbini, 45, was the Executive Director of the Secretariat of Asia Pacific Economic Cooperation (APEC), while His Excellency Awang Haji Mohd. Hamid, 40, was formerly the Director

of Brunei Darussalam National Secretariat for APEC at the Ministry of Foreign Affairs.

The same day His Majesty consented to receive the credential of Australia's new High Commissioner to Brunei Darussalam, His Excellency Mr. Allaster Edward Cox.

His Majesty granted the new envoys separate audiences. Present at the ceremony were His Majesty's Special Adviser at the Prime Minister's Office, Yang Berhormat Pehin Orang Kaya Laila Setia Bakti Diraja Dato Laila Utama Haji Awang Isa, who is also the Home Affairs Minister.



Above left: Brunei Darussalam's Permanent Representative to the United Nations in Geneva, Switzerland, His Excellency Awang Haji Mohd. Hamid receiving his letter of appointment from His Majesty, and above right, the new Australian High Commissioner to Brunei Darussalam, His Excellency Mr. Allaster Edward Cox presents his credential to the ruler.

Strong Islamic spiritualism for ummahs' resilience: HM The Sultan



His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam urged for the strengthening of faith in order to uphold the resilience of the Muslim race.

His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Sultan and Yang Di-Pertuan of Brunei Darussalam has said that the 'Islamic soul' is the most important factor in building the resilience of the ummahs (Muslim race). Muslims with true Islamic spiritualism and piety will be blessed and protected by Allah The Almighty.

Highlighting the significance of faith and piety in his titah (royal address) broadcast nationwide over radio and television, on the eve of Hari Raya Aidilfitri (Eid Mubarrak) on 27 December, His Majesty said that a pious individual is the source of strength for his community, and this strength will be increased when all members of the community are pious.

This is because no one can com-

pete with the strength of Allah The Almighty, as mentioned by the verse 160 of the Surah Ali-Emran which says: *When Allah helps you then no one else can defeat you. On the contrary, if He ignores you, nothing else will be able to help you other than Allah. Therefore, it is to Allah that you should be faithful and surrender.*

His Majesty further stressed that every Muslim, especially the younger generation, has the responsibility to uphold and maintain the national resilience.

To achieve this objective, Muslims in the country should not ignore their religion. They should protect their belief and faith, upgrade their piety to Allah The Almighty, increase their charitable activities and keep themselves away from all wrongdoings.

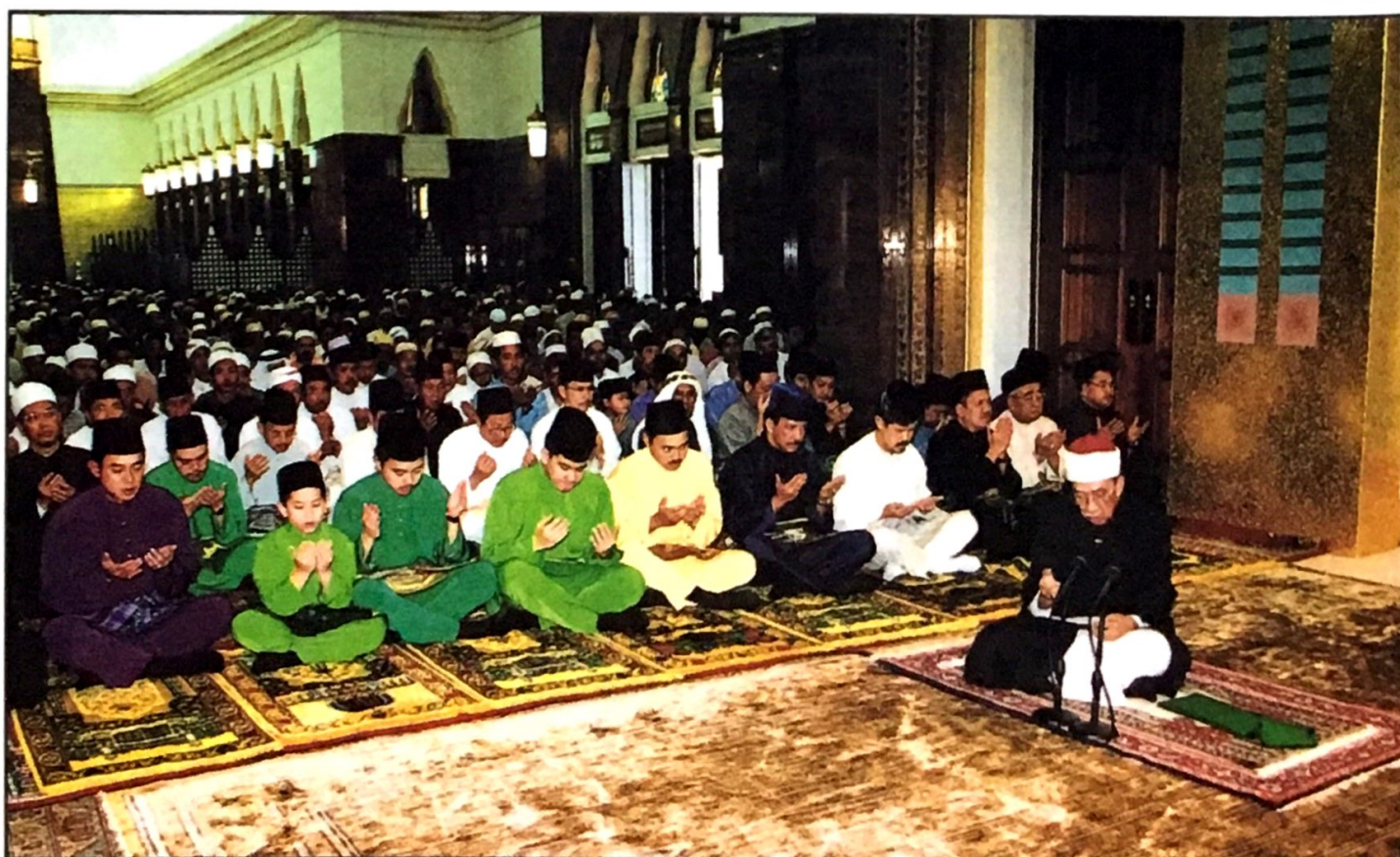
In this respect, His Majesty called on the young generation to act more wisely and urged parents to play their part in producing youths with high morality, as parents are the most important agent other than school in producing youths of excellence.

"Excellent youths are precious asset, and a country that could have such kind of youths is a fortunate one, said His Majesty, while expressing confidence that Brunei Darussalam has a great potential for this.

The Brunei ruler earlier spoke on the month of Syawal, which is the month of happiness for all Muslims, and in which Muslims congregate either in the mosques and elsewhere to recite words of praise to the Almighty and perform a congregational prayer on the first of Syawal (The tenth month

** Continued on page 5*

With full concentration and devotion, Muslims upturn the palms of their hands to ask for blessings during the congregational Hari Raya Aidilfitri prayer. His Majesty and other members of the royal family joined Muslims in the prayer at the Sultan Haji Omar Ali Saiduddin mosque in the Brunei capital, Bandar Seri Begawan, right.



** From page 4
(Hari Raya address)*

in the Islamic calendar and comes after the fasting month of Ramadhan).

What can be witnessed at this moment are uniformity and unity. At this time, Muslims focused their attention only to Allah The Almighty, said His Majesty.

"This is a time when no other power can conquer or break them up because they are under the power of Allah," said His Majesty.

This shows that acts of piety and devotion to Allah, particularly prayers, are an incomparable strength.

The Hari Raya Aidilfitri marks the end of the fasting month of Ramadan. The celebration began with Muslims all over the world performing congregational prayers.

His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam joined his subjects in a congregational prayer at the Sultan Haji Omar Ali Saifuddien mosque in the capital, Bandar Seri Begawan. Similar prayers were also held at mosques and suraus throughout the country.

With His Majesty were His Royal Highness Crown Prince Haji Al-Muhtadee Billah, His Royal Highness

Prince Mohamed Bolkiah, His Royal Highness Prince Haji Sufri Bolkiah, His Royal Highness Prince Haji 'Abdul 'Azim, His Royal Highness Prince 'Abdul Malik and His Royal Highness Prince 'Abdul Mateen.

At Istana Nurul Iman, His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam, Her Majesty Raja Isteri Pengiran Anak Hajjah Saleha and Her Royal Highness Pengiran Isteri Hajjah Mariam consented to grant an audience and received Hari Raya greetings from state dignitaries, foreign diplomats and their wives shortly afterwards.

His Majesty at Bertahlil ceremony



His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam leads members of the royal family to sprinkle 'ayeng asah-asahan' (scented water) on the tombs of his late parents at the royal mausoleum in Bandar Seri Begawan.

His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Sultan and Yang Di-Pertuan of Brunei Darussalam attended a bertahlil (recital of Islamic religious verses) ceremony for his late parents at the Royal Mausoleum in Jalan Kubah Makam Di-Raja in the Brunei capital on January 3.

Also present were His Royal Highness Crown Prince Haji Al-Muhtadee Billah, His Royal Highness Prince Mohamed Bolkiah, His Royal Highness Prince Haji Sufri Bolkiah, His Royal Highness Prince Haji 'Abdul 'Azim, His Royal Highness Prince 'Abdul Malik and His Royal Highness Prince 'Abdul Mateen.

His Majesty and the other members of the royal family later sprinkled 'ayeng asah-asahan' on the graves of Al-Marhum Sultan Haji Omar 'Ali Saifuddien Sa'adul Khairi Waddien and Al-Marhumah Duli Raja Isteri Pengiran Anak Damit.

The bertahlil ceremony was led by the State Mufti, Yang Dimuliakan Lagi Dihormati Pehin Datu Seri Maharaja Dato Paduka Seri Setia Ustaz Haji Awang Abdul Aziz bin Juned.



His Majesty and other members of the royal family and others present at the bertahlil ceremony upturn the palms of their hands to seek Allah The Almighty's blessings as the State Mufti reads the do'a.



Above: His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam and his brother, His Royal Highness Prince Mohamed Bolkiah, the Minister of Foreign Affairs, mingle and chat informally with state dignitaries and foreign diplomats on Hari Raya Aidilfitri morning. Right: The ruler exchanges greetings with one of thousands of visitors who had come to Istana Nurul Iman when it was open to the public for three-days in conjunction with the Hari Raya Aidilfitri festival. Looking on are His Royal Highness Crown Prince Haji Al-Muhtadee Billah, second from right and His Royal Highness Prince Mohamed Bolkiah, far right.



More than 47,000 well-wishers convey Hari Raya Aidilfitri greetings to His Majesty The Sultan and royal family

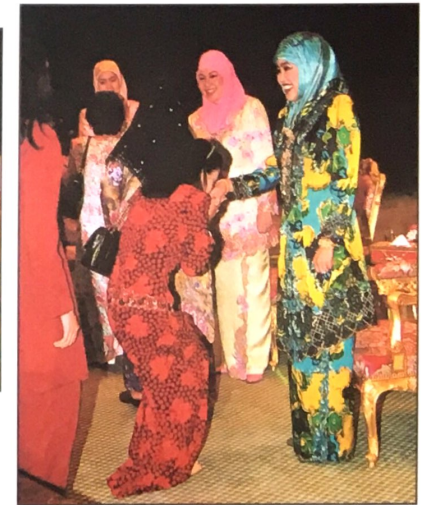
Some 47,246 citizens and people of the country conveyed greetings to His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Sultan and Yang Di-Pertuan of Brunei Darussalam and members of the royal family during the three-day open house at Istana Nurul Iman from 29 December to 31 December 2000, in conjunction with Hari Raya Aidilfitri festival (Id Mubarak).

The well-wishers included personnel of the uniformed government departments, members of organisations, government officials and staff, members of the public and foreign visitors.

** Continued on page 8*



Far right: Her Majesty Raja Isteri Pengiran Anak Hajjah Saleha and Her Royal Highness Pengiran Isteri Hajjah Mariam, smiling, exchange greetings with female well-wishers, numbering several thousands who had come to Istana Nurul Iman during its three-day open house for the Hari Raya festival. Seen partly at far end of the picture is Her Royal Highness Princess Hajjah Rashidah Sa'adatul Bolkiah.



Her Majesty Raja Isteri Pengiran Anak Hajjah Saleha exchanges greetings with wives of state dignitaries and foreign diplomats, centre-left, while Her Royal Highness Pengiran Isteri Hajjah Mariam does likewise, above-left, as did other members of the royal family, left below. Above centre: His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam and other male members of the royal family receiving a long line of visitors who came to convey greetings. Right: His Majesty's first grandchild, Princess Raheemah Sanaul Bolkiah appears intent while going through her first experiences of exchanging greetings with the well-wishers.



His Majesty's daughters, Their Royal Highnesses Princess Hajjah Rashidah Sa'adatul Bolkiah, Princess Hajjah Muta-Wakilah Hayatul Bolkiah, Princess Hajjah Majeedah Nuurul Bolkiah, Princess Hajjah Hafizah Sururul Bolkiah, Princess 'Azemah Ni'matul Bolkiah and Princess Fadzilah Lubabul Bolkiah also joined in the festive greeting exchanges with the thousands of visitors who converged on Istana Nurul Iman, below.



His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam and Her Royal Highness Pengiran Isteri Hajjah Mariam along with their children, Their Royal Highnesses Prince Haji 'Abdul 'Azim, Prince 'Abdul Mateen, Princess 'Azemah Ni'matul Bolkiah and Princess Fadzilah Lubabul Bulqiah receiving greetings from some of the 3,500 orphans, handicapped and less fortunate who were entertained to a Hari Raya gathering at Istana Nurul Izzah at Jerudong, 24 kilometres from the capital.



* From centre page
(Hari Raya greetings)

His Majesty led the male members of the royal family to receive Hari Raya greetings from male well-wishers. With His Majesty were His Royal Highness Crown Prince Haji Al-Muhtadee Billah, His Royal Highness Prince Mohamed Bolkiah, His Royal Highness Prince Haji Suffri Bolkiah, His Royal Highness Prince Haji 'Abdul 'Azim, His Royal Highness Prince 'Abdul Malik and His Royal Highness Prince 'Abdul Mateen.

In another part of the palace, Her Majesty Raja Isteri Pengiran Anak Hajjah Saleha and Her Royal Highness Pengiran Isteri Hajjah Mariam led the female members of the royal family to receive female visitors, along with Her Royal Highness Princess Hajjah Rashidah Sa'adatul Bolkiah, Her Royal Highness Princess Hajjah Muta-Wakillah Hayatul Bolkiah, Her Royal Highness Princess Hajjah Majeedah Nuurul Bolqiah, Her Royal Highness Princess Hajjah Hafizah Sururul Bolqiah, Her Royal Highness Princess 'Azemah Ni'matul Bolkiah, Her Royal Highness Princess Fadzilah Lubabul Bulqiah and His Majesty's grand daughter, Yang Amat Mulia Pengiran Anak Raheemah Sanaul Bolkiah.

Also present were Her Royal Highness Pengiran Anak Isteri Pengiran Anak Hajjah Zariah, Her Royal Highness Princess Hajjah Masna, Her Royal Highness Princess Hajjah Nor'ain and Her Royal Highness Princess Hajjah Amal Umi Kalthum Al-Islam.

On 1 January, His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin



Orphans, handicapped and less fortunate enjoying the festivity.

Waddaulah, The Sultan and Yang Di-Pertuan of Brunei Darussalam and Her Royal Highness Pengiran Isteri Hajjah Mariam consented to entertain orphans and the less fortunate at a Hari Raya gathering.

Attended by 2,100 orphans and 1,500 members of the Association for the Paraplegics and Handicapped (PAPDA) and Association of the Handicapped Children (KACA), the gathering took place at Baitul Aman, Istana Nurul Izzah in Jerudong about 24 Kilometres from the Brunei capital, Bandar Seri Begawan.

At the function, the orphans and the less fortunate had the opportunity to convey Hari Raya greetings to His Majesty, Her Royal Highness and their children.

Congratulation to Myanmar

His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Sultan and Yang Di-Pertuan of Brunei Darussalam has sent a congratulatory message to His Excellency Senior General Than Shwe, the Prime Minister and Chairman of the Council of Peace and Development of the Organisation of Myanmar, in conjunction with the Independence Day of the Organisation of Myanmar on January 4.

His Majesty expressed happiness on the warm relations and close understanding that have been long established between Brunei Darussalam and Myanmar and hoped that such relations would be further enhanced and upgraded for mutual interest, and that the Prime Minister and the people of Myanmar will continue to enjoy peace and prosperity.

Making a civil service of excellence a realisation

The Government of His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam wants to see the civil service as one of excellence, hence, last year it introduced the concept of the Civil Service Vision For The Twenty First Century.

And with the coming of the year 2001 came a strong call for the country's civil servants to work toward making the vision a realisation.

The Prime Minister's Office, making the call in a circular issued on January 1, underscored the importance for an efficient and competent civil service so as to be able to fulfill the country's needs in this era of globalisation and modernisation, and meet whatever challenges they may bring.

The circular stated that a civil service must be dynamic, progressive and proactive, and capable of meeting changes. It outlined that the Civil Service Vision For The Twenty-First Century, among other things, emphasises

on the importance for civil servants to be diligent, giving full attention to the duties with which they have been entrusted with full commitment and dedication so that maximum productivity can be attained. In cases where direct service to the public is involved, this means meeting and satisfying the needs of the clients with quality and prompt services.

At the same time while in the conduct of their duties, civil servants must adhere to such virtues as sincerity, trustworthiness, high morality and ethics.

The Prime Minister's Office, through the circular, urged civil servants at all levels to renew their will and determination toward enhancing the quality of the civil service to ultimately meet its goal of excellence. Without the support, cooperation and commitment by all, the vision to make the civil service efficient, effective and resilient cannot be achieved, the circular fur-

ther stated.

It was in the spirit of close cooperation and unity as well as good planning by all the committees involved that Brunei Darussalam was well able to host last year's series of meetings of the Asia-Pacific Economic Cooperation or APEC, which culminated with the Eighth Economic Leaders' Meeting last November, the circular exemplified.

By so doing, it added, "we were able to show to the world that although we may be small in size, with close cooperation, careful planning and solidarity we were able to host this big event properly and successfully".

The circular pointed that this same spirit can be instilled and applied toward bringing about a civil service of excellence.

Administratively, Brunei Darussalam has 13 ministries and under these are some 70 government departments, which combined employ about 60 thousand civil servants.

** From page 2
(Tourism)*

pionship, international fishing competition, international regatta, the third ASEAN orchid congress-and-floral festival, and cultural performance of traditional Brunei songs, dances, games, and exhibitions of handicraft.

The first batch of foreign arrivals at the Brunei International Airport on January 4 was a group of 153 Russians who were visiting Brunei Darussalam for the first time. As ground handler and tour operator, the Brunei-based Sunshine Borneo Tours and Travel Sendirian Berhad has prepared relevant arrangement for the Russians' 11-day itinerary.

The eight-day ASEAN Tourism Forum (ATF) held in Bandar Seri Begawan, Brunei Darussalam's capital, from January 9-16 that enforced the Visit ASEAN Campaign (VAC) from January 13 of which Brunei contributes B\$30 million to market ASEAN as a single destination was planned in tandem with the launching of the Visit Brunei Year 2001.



ASEAN Tourism ministers in a group photograph during their fourth meeting in Bandar Seri Begawan. The Chairman of the meeting, Brunei Darussalam's Minister of Industry and Primary Resources is in the centre.

According to the Chair of the Task Force on ASEAN Joint Marketing Program, Sheikh Jamaluddin Sheikh Mohammed who is also Director General of Brunei Darussalam Tourism Development, implementation of the VAC will be in phases. The first phase was designed to create awareness among the travel trade and private sector. This will be projected through public relations activities that will run for the

entire 2001 that entail participation in the ATF in Brunei; the Internationale Tourismus Borse (ITB) in Berlin in March; the World Travel Mart (WTM) in London in November; and the Japanese Association of Travel Agents (JATA) in Japan also on November.

"The second phase, commencing at the beginning of 2002 will be expanded

** Continued on page 10*

to include promotional and communications activities targeted directly at consumers," said Sheikh Jamaluddin.

The ATF, organised annually and hosted by an ASEAN member state, is a set of acronym loaded meetings comprising of Meeting of the Task Force on ASEAN Tourism Investment; ASEAN Communications Team for Tourism (ACTT); ASEAN National Tourism Organisations' (NTO) Meeting; Joint ASEAN NTOs-Senior Officials' Meeting Consultation; Federation of ASEAN Travel Agents' (FATA) Board Meeting and its Annual General Assembly (AGM); ASEAN Airlines Association Meeting; ASEAN Hotel and Restaurant Association Meeting; ASEAN Tourism Association (ASEANTA) Board Meeting; and the ASEAN Tourism Ministers' Meeting (ATMM).

Spearheaded by tourism experts from government institutions and private sectors of ASEAN member states and sporting the theme *"The pinnacle of tourism excellence"* the ATF was concluded with the ASEAN Tourism Conference on January 14. The remaining two-day itinerary comprised of Meeting of the ASEAN Task Force on Tourism Manpower Development of January 15 and media briefings concerning the outcome of the ATF 2001. In tandem with the ATF, the accompanying tourism trade expo called TRAVEX that brought together international "buyers" and "sellers" was also held in the Brunei capital.

In his opening remarks on January 13, the Chairman of the fourth ASEAN Tourism Ministers' Meeting, Pehin Dato Haji Abdul Rahman Taib who is Brunei Darussalam's minister of industry and primary resources said that 1999's ASEAN tourism receipts was worth US\$23.7 billion. Forty per cent of 33.8 million visitors – an increase of 15.28 per cent compared to the 1998 statistics – derived from intra-ASEAN travel while the rest comprised of tourists from Australia, China, Europe, Japan, Taiwan, the United Kingdom, and the United States. Arguably, the study of intra-ASEAN travel indicated that the traffic comprised mainly of cross-border visitations.

Matters raised during the ATMM

include the implementation status of the so-called ASEAN Tourism Training and Education Network (ATTEN) that warranted the publication of an ATTEM Directory plus an ASEAN tourism journal and a compilation of the existing tourism training and educational programs and research activities within ASEAN. Core discussions focused on how to intensify ASEAN tourism promotion internationally; encouraging the participation of airline industry; and the effective employment of information communication technology (ICT) in realising the so-called ASEAN Tourism Portal.

Correspondingly, technical impediments became subject of debates within the ATF meeting rooms and topics of discussion among travel agents at "back stage" level. One of the enduring issues is ASEANTA's leadership ineffectiveness. As ASEAN's trade group encompassing hotel and tour operator associations and airlines, ASEANTA is theoretically an ideal mechanism to serve as an institution specialising in data research for ASEAN tourism industry. In an era of knowledge-based and electronically disseminated information via computers, high quality information brought about by thorough research is one of the prerequisites of modern day business survival. Critics argued that funding shortage has prevented the association from exercising such role.

Mediocre intra-ASEAN tourism,

critics argued, resulted from unawareness of ASEAN travel destinations by some travel agency operators among the new ASEAN member states.

Unfavourable flight planning of some ASEAN airlines, leading to poor connectivity to some ASEAN destinations is the third factor affecting the efficiency of the region's tourism industry. In addition to non-direct air travel route, insufficient seating capacity also contributed to the so-called inaccessibility.

Brunei Darussalam's economic diversification mooted in its Sixth National Development Plan of 1986-1990 entailed a multifaceted industrial development that included the tertiary industrial sector such as tourism. Tourism potential was once again underscored in the Seventh National Development Plan of 1996-2000 with a sum of B\$8.9 million earmarked for tourism infrastructure expenses. Following the economic downturn of 1997, Brunei's response was the establishment of the Brunei Darussalam Economic Council (BDEC) in 1999, a group comprising of State officials and prominent members of the local business community tasked to produce short and long-term action plans for economic recovery. BDEC produced a cascade of reports that collectively form the country's economic blue print. In one of its reports BDEC's recommendations identified the tourism sector as bearing economic potentials.



The Director of Promotion and Tourism Development, Sheikh Jamaluddin chairs a meeting of the ASEAN Tourism Forum.



Above: His Majesty pictured with his children, Their Royal Highnesses Prince 'Abdul Malik and Prince 'Abdul Mateen and ASEAN Tourism Ministers at the launching ceremony of Visit Brunei Year 2001 and Visit ASEAN Campaign 2002. The fireworks and cultural show-filled event took place at Jerudong Playground and Recreation Park.



After the firework displays and an array of cultural performances, His Majesty consented to mingle and chat informally with business people, entrepreneurs as well as artistes (above), who contributed to making the evening a lively occasion.

Right: The Chairman of the ASEAN Tourism Minister's Meeting who is also Brunei's Minister of Industry and Primary Resources, Pehin Dato Awang Haji Abdul Rahman looks on as His Majesty officially launches the Visit Brunei Year 2001 and Visit ASEAN Campaign 2002. Below: Artistes get together on stage for the final presentation of the evening as some 2,000 guests watched.



BRUNEI IN BRIEF

Capital : Bandar Seri Begawan
Land size : 5765 sq. km.
Population : 336,376 (July 2000 est.)
Official Language : Malay
Official Religion : Islam
December rainfall : 273.6 mm



**THE TRAFFICKING IN
AND THE ILLEGAL
IMPORTATION OF
CONTROLLED DRUGS
ARE VERY SERIOUS
OFFENCES IN
BRUNEI DARUSSALAM
AND THE PENALTY
FOR SUCH OFFENCES
IS DEATH.**

Printed by BRUNEI PRESS SDN.BHD.
Lot 8 & 11, Perindustrian Beribi II,
Jalan Gadong, Brunei Darussalam

What's happening NEXT month in Brunei Darussalam?

22-25 February

Sail Brunei International Regatta at Jerudong Marina
Challenge the rough and unpredictable sea of Brunei

23 February

Brunei Darussalam National Day

Witness the colourful parades and performances, beautiful arches and illuminated decorations.

Visit

or email

for more details.