

بروني هاري اين

BRUNEI TODAY

SEPTEMBER 2010

VOLUME 12, Number 3

Publication of Information Department





Editorial Advisory Board

Dr. Haji Muhammad Hadi Muhammad Melayong
(hadi.melayong@information.gov.bn)

Editor

Sastra Sarini Haji Julaini
(sarini.julaini@information.gov.bn)

Text

Brunei Halal Brand

Sastra Sarini Haji Julaini
Hajah Noorhijrah Haji Idris

Gasing

Sastra Sarini Haji Julaini

Layout

Hajah Zaianit Haji Noorkhan
(zaianit.noorkhan@information.gov.bn)

Proof reader

Hajah Norpisah Md Salleh
(norpisah.salleh@information.gov.bn)

Photos

Brunei Halal Brand

Sastra Sarini Haji Julaini
Haji Ariffin Mohd. Noor
Eardey Hussiney Norshari Kamaluddin

Gasing

Photography and Audio Visual Division of Department of Information
Sastra Sarini Haji Julaini
Nurizzah Awang Kamis

C o n t e n t s

3 - 9 & 16.....Brunei Halal Brand, a flagship in the diversification of economy

10 - 15*Gasing*, a spinning art

Note on front & back cover photos

Front cover - *Gasing*

Back cover - Brunei Halal Brand

Published By

English News Division
Information Department
Prime Minister's Office
Brunei Darussalam BB 3510

Tel: 673 2 383400

Disclaimer

All rights reserved. No part of this book may be reprinted, reproduced or utilised in any form or by any electronic, mechanical or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the English News Division, Department of Information, Prime Minister's Office, Brunei Darussalam.

Printed By

Borneo Printers & Trading Sdn. Bhd.

Brunei Halal Brand, a flagship in the diversification of economy



The Government of His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam has been making great efforts to reduce its dependence on its oil and gas industry by giving strong emphasis on the diversification of its economy such as exploring the field of fisheries, agriculture, textiles, Islamic banking and the *halal* industry.

Venturing into the *halal* industry is seen as a wise move as it currently is estimated to be worth US\$1.2 trillion worldwide with US\$650 billion in the *halal* food sector alone. Hence there are vast opportunities in the global *halal* industry for Brunei to use

the strength of its accreditation system to seek opportunities in the *halal* sector and to position itself as a global leader within these industries.

But what is *halal*? *Halal* are things or actions permitted by *Hukum Syarak* without punishment imposed on the doer. Some of the samples of *halal* items or foodstuffs are such as non-alcoholic beverages, or proper slaughtering of an animal according to Islamic rites.

With that, the Brunei Halal Brand was officially endorsed in August 2007 by His Majesty Sultan Haji Hassanah Bolkiah Mu'izzaddin Waddaulah, The Sultan and Yang Di-Pertuan of Brunei Darussalam

at the Second International Halal Product Expo held in Bandar Seri Begawan and was launched at the Fourth International Halal Expo in July 2009.

The Brunei Halal Brand is the initiative of the Ministry of Industry and Primary Resources along with cooperation from the Islamic Religious Council of Brunei Darussalam, Ministry of Religious Affairs, the Ministry of Health and the Ministry of Finance. The Brunei Halal Brand is a commercial brand owned by Brunei Wafirah Holdings Sdn. Bhd. while its food related products are marketed by Ghanim International Food Corporation Sdn. Bhd.

Its establishment is in line with Brunei

* Continue on page 4



Brunei's local products bearing the Brunei Halal logo.



*From page 3
(Brunei Halal Brand, a flagship in the diversification of economy)

Darussalam's move towards developing a diversified, competitive and sustainable economy and to fulfil the religious duty of *Fardu Kifayah* by increasing the amount of *halal* certified food for the Muslim population.

The Brunei Halal Brand will be used as one of the drivers of the future economy for Brunei Darussalam and will encompass all related *halal* sectors such as food products, pharmaceuticals, cosmetics, supply of raw materials, production and manufacturing, packaging, storage, transportation, logistic and other services.

The brand will also be used as a platform for the development of local products and SMEs, it will provide job and career opportunities for local Bruneians and will assist in the development of Brunei Darussalam as an important tourist and investment destination within the region.

There are conditions imposed to use the Brunei Halal Brand such as:

- i. Only those products which have been issued a permit to use the Halal Label in accordance with Halal Label Certificate and Halal Label Order, 2005, Brunei Darussalam Standard for Halal Food PBD 24: 2007 and Brunei Darussalam Certification Guideline for Halal Certificate and Halal Label: BCG Halal 1 will be able to be part of the Brunei Halal Brand.
- ii. Other criteria for use of the Brunei Halal Brand include:
 - a. The manufacturing company must possess a Brunei Business License, or the equivalent in the country in which it is located.
 - b. The manufacturing company must operate from premises which hold current licences from its country of origin.
 - c. The manufacturing company must have acceptable manufacturing practices in place. It is expected companies will have adopted Hazard Analysis and Critical Control Point system or equivalent and recognised global systems.

* Continue on page 5



An officer explains the different types of packaging.

* From page 4

(Brunei Halal Brand, a flagship in the diversification of economy)

- d. The food products must be of a high quality standard and all packaging must conform to *halal* standards.
- e. The manufacturing company must have quality control and quality assurance procedures in place to maintain consistent quality of the food products.



While below is the listing of food products for inclusion in the Brunei Halal Brand (not exhaustive):

Meat-based Products

- Processed meat products included canned, frozen, chilled and ready-to-eat meals
- Sausages (Chicken, beef, goat)
- Chicken and poultry products included frozen pieces, nuggets.

Cereal-based Products

- Breakfast cereals
- Biscuits
- Rice crackers
- Snack foods
- Bakery products
- Frozen desserts

Jams, Conserves, Spreads

- Fruit-based jams and conserves
- Marmalades
- Vegetable and fruit spreads
- Seafood spreads

Dairy Products

- Cheese and cheese products (natural and processed cheeses)
- Cheese spreads
- Yoghurts
- Flavoured Milk

Confectionery

- Chocolate and cocoa-based products
- Sugar-based confectionery
- Fruit gums
- Muesli and health bars
- Nut-based confectionery

Beverages

- Fruit-based drinks (juices and juice based, temperate and tropical fruit mixes)
- Milk-based drinks
- Soy-based drinks
- Health drinks
- Energy drinks
- Cordials
- Powdered drinks

Brunei Darussalam is known as a nation that has strongly practiced the Islamic faith since Islam arrived in the 14th century. It has since become the official religion of Brunei Darussalam.

* Continue on page 6



* From page 5
(Brunei Halal Brand, a flagship in the diversification of economy)

With a strong background, the global market can be assured that Brunei Halal Certification will be very strict, rigorous and stringent. The highest level of approval required for Brunei Halal Certification comes from the Islamic Religious Council of Brunei Darussalam whose members are made up of qualified, experienced and prominent level of clerics.

The country has also developed Brunei Halal Standards as the guidelines for Brunei Halal Certification. The certification is covered under the Halal Meat Act: Public Health (food) Act and Regulations, 2000; Halal Certificate and Halal Label Order, 2005.

The Brunei Halal Commercial Brand and the Brunei Halal Certification Marque (the Religious marque) will be marketed and promoted globally so that the consumer can identify them as representing quality goods, products that adhere to the strong beliefs of Islam and products that will represent the values and honesty of the Brunei people. In ensuring consistent compliance of Brunei Halal Brand, a few branding process will be carried out such as promoting and marketing the new commercial image of the logo; the company has taken measures to protect the misuse and copying of the Commercial Brand and the Certification Marque by filing and registering them in over 26 countries

* Continue on page 8



* From page 6

(Brunei Halal Brand, a flagship in the diversification of economy)

worldwide.

Other measures in place to protect the integrity of the brand are a strict audit control system, regular audits by Religious and Technical auditors, the positioning of *halal* supervisors and the support of the Department of Agriculture and Agrifood laboratories that will analyse products if required.

By introducing these various measures Brunei Darussalam has reinforced its aspirations and its commitment to the global *halal* community and has signalled its intention to become a substantial contributor to the growth of the *halal* market. The success of venturing into this industry will become a factor in reducing its dependence on the oil and gas industry.

In August 2008, the Ministry of Industry and Primary Resources released a list of companies and its products that have been granted the permit to use the Brunei Halal Brand. Nine local companies related to food manufacturing was in the list which also included names of 92 food products produced by the respective companies.

The companies and the numbers of products granted the permit to use the Brunei Halal Brand are:

- Sabli Food Industries (B) Sdn. Bhd. – one product
- Syarikat Haji Mat Jali & Anak-anak – 13 products
- TMM Processing Sdn. Bhd. – one product
- SAHAMADA Corporation Sdn. Bhd. – six products
- Seri Pekatan Sdn. Bhd. – 20 products
- Marimin Sdn. Bhd. – 14 products
- BMC Food Industries Sdn. Bhd. – 22 products
- Noraini Bakery – six products
- Usaha OSRA – nine products

A hamper containing Brunei Halal Brand products.



product or food trade or business in Brunei Darussalam. The Brunei Darussalam Standard for Halal Food covers the general guidelines on the production, preparation, handling, distribution and storage of *halal* food.

The Guidelines for use of the Brunei Halal Brand (BCG Halal Brand), this certification guideline for use of the Brunei Halal Brand is intended solely to provides guidance for certification for the use of the Brunei Halal Brand and does not constitute a license, implied or otherwise, to use the Brunei Halal Brand.

The aim of the guidelines is to clarify the requirements to be complied to in order to obtain the Halal Certificate and Halal Permit issued by the Islamic Religious Council of Brunei Darussalam. The guidelines are authorised under the Islamic Religious Council of Brunei Darussalam (there are four different guidelines available).

Also available is Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Medicinal Products,

* Continue on page 9



Among the products are canned chicken curry, breaded prawn, biscuits, chilli sauce, prawn and fish crackers, frozen food like nugget, frankfurter and minced meat and local delicacies like *Kelupis* and *Gatas*.

As a referral, publications on standard and guidelines are produced as references. Among the publications are the Brunei Darussalam Standard Halal Food (PBD 24:2007) and Guideline for use of the Brunei Halal Brand (BCG Halal Brand).

The Brunei Darussalam Standard Halal Food was prepared by the Technical Committee on the Development of National Halal Standard and Guidelines for Halal Food under the authority of the Islamic Religious Council of Brunei Darussalam.

The standard is published to meet the current needs of the local *halal* food industry. It specifies the requirement for food

Pictures 1 & 2 show the proposed products for Brunei Halal Brand.





Proposed products for Brunei Halal Brand.

* From page 8
(Brunei Halal Brand, a flagship in the diversification of economy)

Traditional Medicines and Health Supplements.

The Brunei Halal Brand will also be a major contributor to other development projects such as the Halal Science Centre, Agrotechnology Park and Brunei Port Expansion (Pulau Muara Besar).

A model of the Brunei Agrotechnology Park.

It is hope that the success of Brunei Halal Brand will place Brunei Darussalam on the world map as one of the leading participants in the *halal* industry; and will achieve its aim of creating career opportunities for Brunei citizens and contributing to the diversification of the economy.



Gasing, a spinning art





The shape of a gasing carved out from a tree trunk.

Gasing or top spinning is one of the oldest traditional games in Brunei Darussalam where it could be traced back as far as the 14th century during the reign of the first Sultan of Brunei, Sultan Muhammad Shah. This was mentioned in the writings known as *Syair Awang Semaun*.

Historians and researchers have had great difficulty in pinpointing where the game of top spinning originated from. But what is certain, top spinning is played throughout Southeast Asia though the shapes of the tops and the styles of play differ quite a lot.

Interesting to note, it has been a popular belief that top spinning started when a group of people saw long-tailed monkeys spinning fruits with their tails.

It is conceivable that this very simple and innocent act sparked the interest in man too, and of course it was not long before man invented not only better and more durable tops but also simple ground rules for competition.

Over the years, the quality and durability of the tops have dramatically improved in which technology too has played a vital part as the rotation of it depends to a large extent on the symmetry of the top itself.

Machines have enabled the top to be shaped into almost perfect symmetrical form so important for balance and length of rotation. Initially though, much of the early stages of manufacture was a purely hand-skilled matter.

Top-makers in Brunei Darussalam normally choose *Mengaris* or *Impas* hardwoods because of their toughness and weight. The best section of the tree is usually just above the trunk where the veins are compact. Here a piece, rectangular in shape is cut and then roughly fashioned by hand into a shape roughly resembling a top. These trees are usually found in the interior parts of Brunei Darussalam such as Ulu Belait, a remote part of the Belait District.

Like any other crafts, making a top-spin requires patience, perseverance and hard work as it involves a number of important stages.

The top maker needs to produce a symmetrical shape with the use of a rudimentary lathe. The roughly fashioned top is rotated, often with the use of a foot pedal, while the artisan used a sharp wood tool to smooth and shape the top.

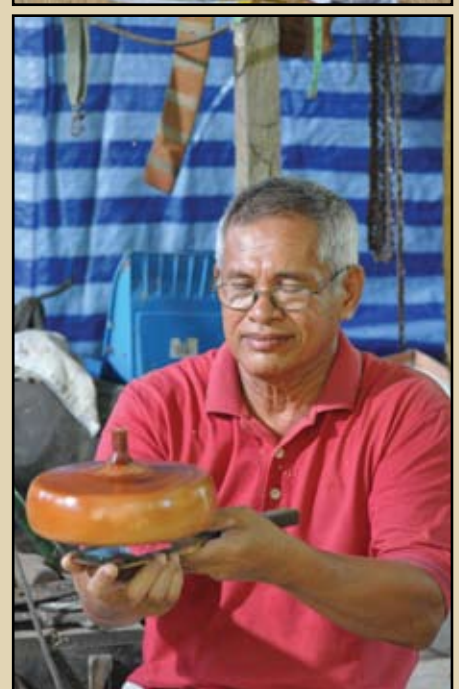
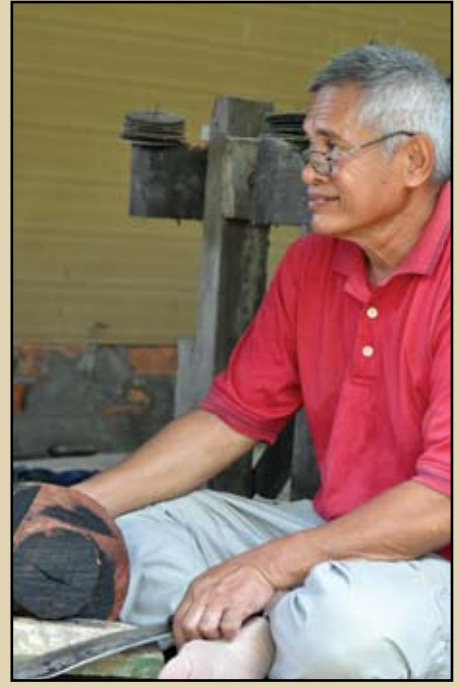
Once this has been completed, all that needs to be done is to insert a small nail in the base a few coats of varnish to preserve the wood.

The nail is then positioned at the base because it is on the sharpened end that the top rotates.

The final stage in the manufacturing of the top is the fitting of thin steel plate called *sampak* and the insertion of a narrow round metal top called the *kepala*.

The making of a top-spin is incomplete without a rope. The rope is made using produced

* Continue on page 13



* From page 11
(Gasing, a spinning art)

materials usually taken from *Kayu Timbaran* or *Kayu Ara* which both trees are indigenous in Brunei Darussalam.

The length of the rope measures two arm spans and it is wound round the top from left to right. In order to have the top reached its maximum spinning time, it is placed on a small 5 cm by 10 cm piece of glass. This coupled with the nail of the top offer two surfaces that reduce friction to a minimum thus allowing the top to gyrate for long periods.

Under certain conditions – because of modifications and better designs – tops can now rotate for as long as two hours though the average would likely be 40 to 60 minutes.

According to Awang Khamis bin Haji Hashim, an avid *gasing* player who is also a top maker, one *gasing* could be produced within two hours provided there are no interruptions.

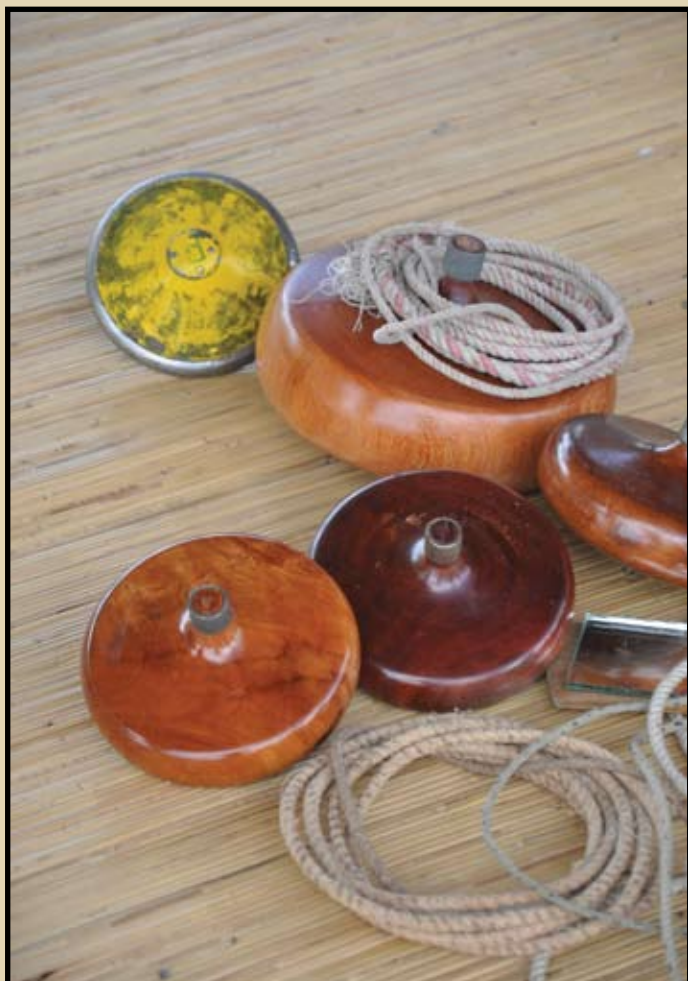
The art of playing top-spinning is made more exciting through competitions. Throughout the year a number of events would be organised either as part of a celebration or solely organised for top-spinning competition alone.

While the price range differs from one another as it highly depends on the size. For Awang Khamis, he would sell an 18-inch top spin around \$15 to \$20 while a 26-inch *gasing* might cost between \$40 to \$50.

Initially, there are three main types of top spinning competitions. Tops spin on the ground only known as *gasing di tanah*; tops picked from the ground with the *penyuit* or known as *gasing bersiut*; and tops weight with lead or *gasing berisi timah*. Moving along with changes, more varieties are included in top spinning competitions.

The prominence of *gasing* is more signified through its inclusion as one of the sporting events in the Borneo Games and National Sports Festival; and as part of the itineraries to celebrate the birthday anniversary of His Majesty The Sultan and Yang Di-Pertuan of Brunei Darussalam.

* Continue on page 14





* From page 13
(Gasing, a spinning art)

In preserving the traditional game, the Department of Youth and Sports of the Ministry of Culture, Youth and Sports has -built a proper venue for gasing enthusiasts to play.

With a cost of more than \$400,000.00, the venue which is based at the National Sports Complex in Berakas, was officially opened.

Its inaugural opening saw it staging the Borneo Games in 2008.

More positive efforts are seen for this traditional game as the Ministry of Education has agreed to work with Brunei Darussalam's Top Spinning Association or PERGAP to include top-spinning as one of the schools' extracurricular activities.

This move is very much lauded as it will create more awareness among the younger generations of the traditional game; and as one of the many efforts to preserve the art of top-spinning.

Top-spinning or *gasing* is one of the oldest games in the Malay community where it is played by men, young and old. *Gasing* holds an important element in Brunei Darussalam's culture, thus it is imperative that this art of top spinning should survive the challenges of time and to flourish more in the future.





Gasing competition featured at the Borneo Games 2009.



brunei halal

Cookies

CHOCOLATE CHUNK & MACADAMIA

Deliciously Crunchy Cookies
Packed with Chocolate & Nuts

brunei halal

corn crunchies

brunei halal

corn crunchies

Very crunchy puffed
corn flakes packed with
BBQ flavour

brunei halal

brunei halal

Cookies

STRAWBERRY JAM FILLED

Deliciously Soft Cookies
Filled with Strawberry Jam

brunei halal

Cookies

STRAWBERRY JAM FILLED

Very Filled
CLASSIC STRAWBERRY

brunei halal

Cookies

CHOCOLATE CREAM FILLED

Deliciously Soft Cookies
Filled with Chocolate Cream

brunei halal

Cookies

CHOCOLATE CREAM FILLED

Deliciously Soft Cookies
Filled with Strawberry Jam

brunei halal

Cookies

CHOCOLATE CREAM FILLED

Deliciously Soft Cookies
Filled with Strawberry Jam