

*A STRATEGY TO CREATE SUSTAINABLE
ECONOMIC DEVELOPMENT IN BRUNEI DARUSSALAM*



**Presentation to
Brunei Japan
Friendship Association**

*John Perry, Chief Executive Officer
Brunei Economic Development Board
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"Celebrating 30 Years of Successful Partnership"



BJFA
Brunei
Japan
Friendship
Association

The Brunei Economic Development Board

Mission Statement

*“Powering Sustainable Economic Growth in
Brunei Darussalam”*



The Brunei Economic Development Board

*Providing economic incentives is not enough
Brunei Darussalam must have
a clear value proposition to win*

*“Brunei Darussalam is more than an investment
destination – it is your **partner** in pursuing
opportunities”*



The Brunei Economic Development Board

Brunei – Your First Choice

- ◆ *Strong Engine Room – Upstream*
- ◆ *Stability – Medium / Long Term*
- ◆ *Government Intent to draw FDI (Investment Incentive, Industrial Coordination Act)*
- ◆ *Well-educated and flexible workforce*

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Brunei – Your First Choice

- ◆ *Strategic location*
 - ◆ *Regional Hub, Trans shipment*
- ◆ *Excellent infrastructure*
- ◆ *Generally a very nice place to live*

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Brunei – The Drivers

- ◆ *Natural Resources – Gas*
- ◆ *Strategic Location – Deep Water*

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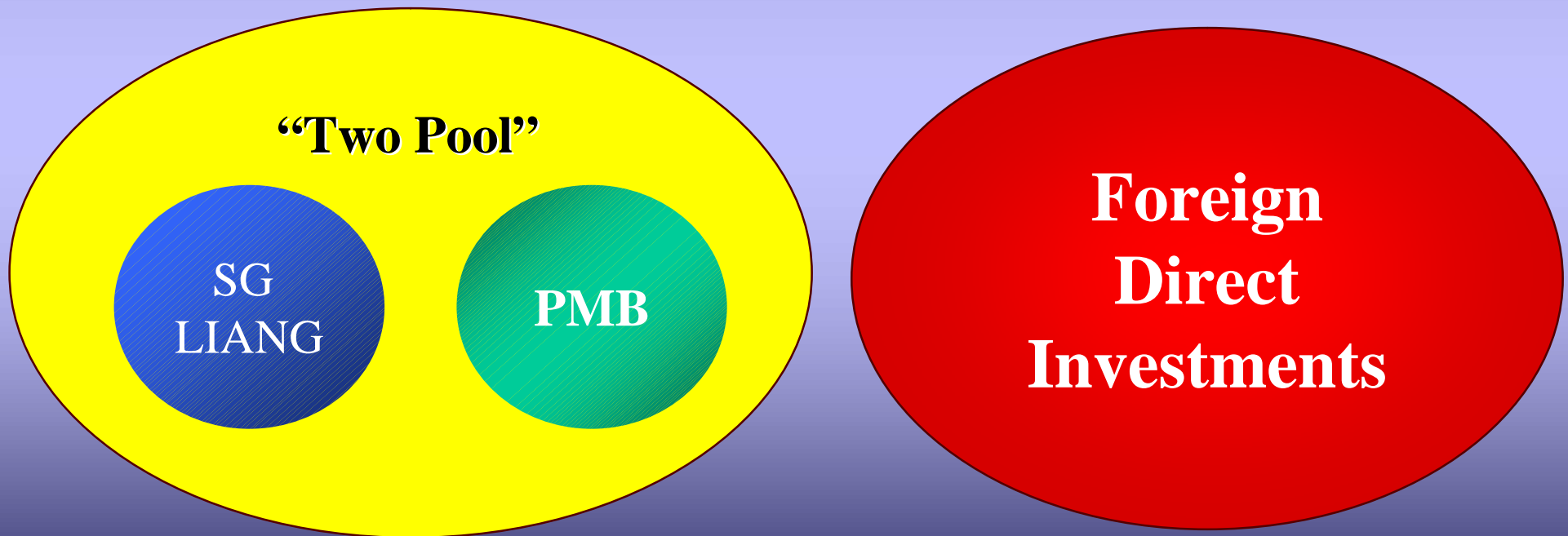
BEDB's Quantifiable Objectives Thru 2008

◆ *US\$ 4.5 billion New Investments*

◆ *6,000 Permanent New Jobs*

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The Two Pronged Strategy



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Two Pool Investments

	Investment US\$	Permanent Jobs
• Sungai Liang Industrial Site		
500 MW Power Plant	400 million	200
2 Downstream Projects (Led by Petroleum Brunei)	500 million	300
1 Manufacturing	1.5 billion	1,000
1 Jetty	500 million	200
Infrastructure	100 million	300
• PMB Mega Port	1.5 billion	4,000
Total	4.5 billion	6,000



BEDB PROJECT IMPLEMENTATION SCHEDULE THRU 2008

ACTIVITY	2003	2004	2005	2006	2007	2008
SUNGAI LIANG						
BASIC INFRASTRUCTURE						
ALUMINIUM SMELTING						
Construction						
DOWNSTREAM INDUSTRIES						
Construction						
POWER PLANT						
Construction						
MARINE TERMINAL						
Construction						
PULAU MUARA BESAR						
Basic Infrastructure						
Construction						
FOREIGN DIRECT INVESTMENT						
Access to FDIs						



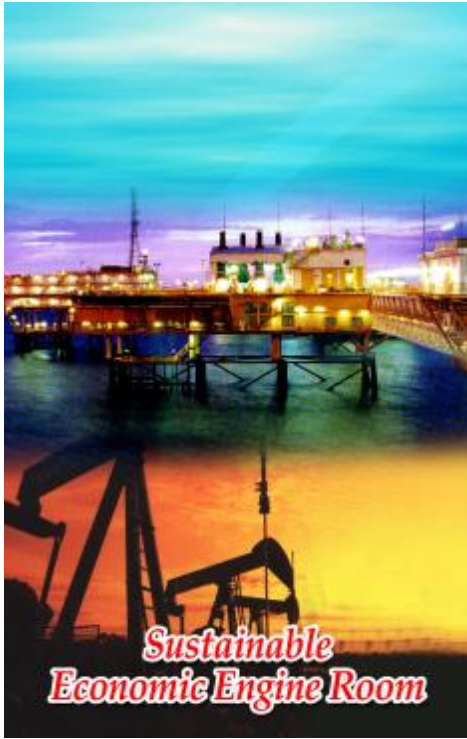
Critical Success Factors

◆ *External*

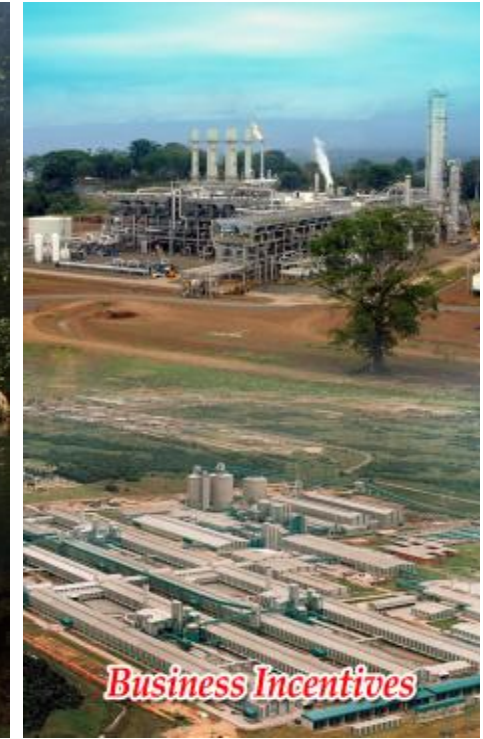
- ◆ *Redefining Brunei Darussalam Image*
- ◆ *Marketing, Promotion*

◆ *Internal*

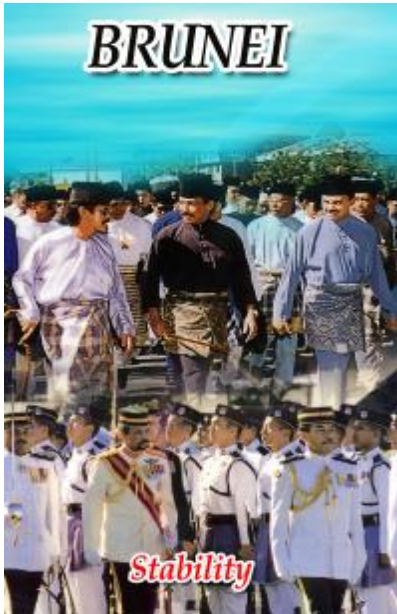
- ◆ *Utilization of Sufficient Proven Gas Reserves*
- ◆ *Availability of Land with Long Term Tenure*
- ◆ *Human Resources Development*
- ◆ *Common Ownership of the Strategy*



*Sustainable
Economic Engine Room*

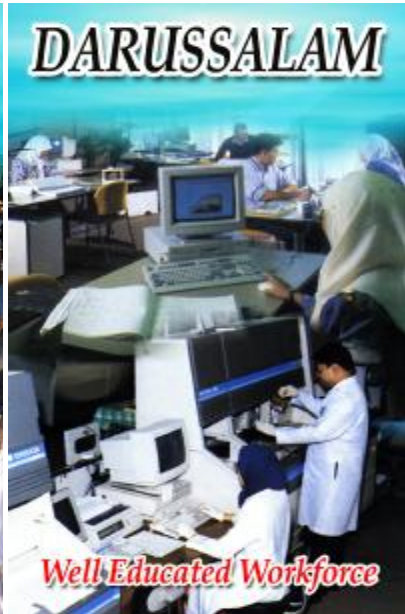


Business Incentives



BRUNEI

Stability



DARUSSALAM

Well-Educated Workforce



YOUR

Strategic Location



FIRST

Excellent Infrastructure



CHOICE

People Friendly



Brunei Darussalam
A Kingdom of Expected Treasures

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Brunei Darussalam”*

John Perry
Chief Executive Officer
Brunei Economic Development Board