



ASEAN Business Advisory Council Brunei
Harnessing Impact with Resilient
Employability Digitally (H.I.R.E.D)



Press Release

ASEAN Business Advisory Council Brunei Legacy Project: HIRED

Bandar Seri Begawan, Brunei Darussalam – The ASEAN Business Advisory Council (ASEAN BAC) of Brunei Darussalam yesterday held a virtual workshop with employers to discuss and identify solutions for their data analytics skills needs. The half-day workshop was part of a pilot internship programme under the HIRED (Harnessing Impact with Resilient Employability Digitally) Legacy Project in partnership with the UK's Department for International Trade with the support of the UK-ASEAN Business Council.

His Excellency John Virgoe, British High Commissioner to Brunei Darussalam and Haji Mohammad Nazri bin Haji Mohammad Yusof, Permanent Secretary of Ministry of Transport and Infocommunications, Brunei Darussalam delivered opening remarks alongside with the Hon. Siti Rozaimeriyanty DSLJ Haji Abdul Rahman, Chair of the ASEAN Business Advisory Council Brunei. Furthermore, Dr. Hajah Siti Haziah binti POK Saiful Mulok DSP Haji Abidin, Head of Manpower Planning and Employment Council (MPEC) Secretariat and also Haji Jailani Haji Buntar, Acting Chief Executive of Authority for Info-communication Technology of Brunei Darussalam (AITI) and co-lead of Manpower Industry Steering Committee (MISC) ICT took part in the workshop providing an overview of Brunei Darussalam's Manpower and Industry needs.

The main aim of the workshop was to provide an understanding of the professional standards, competence requirements and skills opportunities that are based on employers needs for data analytics. The role of a data analyst is in high demand globally and is experiencing a shortage of supply. His Excellency John Virgoe, British High Commissioner to Brunei Darussalam stated "as ASEAN's first new Dialogue Partner in 25 years, the UK is delighted to support HIRED, boosting the region's data analysis capability, which is key to sustainable growth and job creation". During the workshop, the majority of the employers highlighted the need for soft skills in order to communicate the data clearly enough to tell an accurate story. Other areas that were discussed included analysing data to predict future trends and supporting decision making.

The HIRED legacy project focuses on providing opportunities for digital training and mentorship programmes within ASEAN's current workforce and the unemployed to reskill and upskill in staying relevant to today's industry skills requirements. The chair



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of ASEAN BAC, Hon. Siti Rozaimeriyanty DSLJ Haji Abdul Rahman emphasised that “it is important businesses and the government to work together to ensure they are taking the necessary measures towards creating a better-equipped workforce”.

Brunei Darussalam Digital Economy Masterplan 2025 under the Ministry of Transport and Infocommunications outlines strategies to become a smart nation with a digital and future-ready workforce as the country aspires towards an educated, highly skilled and accomplished nation of Wawasan 2035. The HIRED legacy project hopes to play a contributing role in supporting Brunei and ASEAN workforce towards an inclusive and sustainable digital future.

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