



ASEAN-BAC BRUNEI

ASEAN Business Advisory Council



Bruneian Entrepreneurs Gear Up Towards Greater Intra-ASEAN Trade

BANDAR SERI BEGAWAN, 17 March 2022 – 29 representatives from the Bruneian public and private sectors, *inter alia* the ASEAN Business Advisory Council (ASEAN-BAC), Darussalam Enterprise (DARe), National Chamber of Commerce and Industry (NCCIBD), Brunei Malay Chamber of Commerce and Industry (DPPMB), French Bruneian Business Association (FBBA), SME business owners and many other trade associations and business organizations in Brunei Darussalam, attended an outreach event on the **ASEAN Trade Repository (ATR)**, available at <https://atr.asean.org> and the **ASEAN Solutions for Investments, Services and Trade (ASSIST)**, available at <https://assist.asean.org/> on 15 March 2022. The event was organized by the EU-funded programme **ASEAN Regional Integration Support from the European Union (ARISE Plus)**, in partnership and collaboration with ASEAN BAC Brunei and DARe, and held virtually.

Mr. Javed Ahmad, Chief Executive Officer of the Darussalam Enterprise (DARe), stated that *“Trade facilitation is particularly important for the MSMEs hit hardest by the crisis. In the midst of this global crisis, international co-operation in trade facilitation will remain important to keep trade flowing. Such initiatives on the development of ASSIST and ATR are a demonstration of international collaboration between EU, ARISE PLUS and ASEAN Business Advisory Council”*.

The Hon. FDr. Ar. Siti Rozaimeriyanty DSLJ Haji Abd Rahman, Brunei Chair of ASEAN Business Advisory Council (ASEAN BAC), said *“ASEAN BAC always emphasize on the importance of public-private sector engagement in driving regional economic integration and trade facilitation as our priority. We believe it has to go in tandem to achieve our AEC goals. After all, ASEAN has to remain in solidarity for collective action as we are set to become the fourth largest economy by 2030”*.

This Outreach Event was followed by the ‘ASSIST Train-the-Trainers Workshop’ on 16-17 March 2022. This training workshop has been designed to benefit and help participants to develop, organize and deliver training modules on how to use ASSIST. Participants of the training workshop are expected to become trainers and conduct future capacity building exercises on ASSIST to the benefit of their Bruneian colleagues, members of their trade associations/business organizations, and fellow entrepreneurs. Representatives from ASEAN BAC Brunei, Adinin Hardware Sdn Bhd, Astonish Company, Baiduri Bank, Weelago.com, Western Food and Packaging (WFP) Sdn Bhd, Darussalam Enterprise and Mabel Trading attended the workshop.

“Businesses can also leverage on the adoption of technology and digital tools, such as the ASSIST platform and reap the benefits of an online, consultative mechanism to find solutions to problems encountered by the ASEAN private sector on cross-border issues,” as mentioned by **Ms Haslina Taib**, Brunei



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Council Member of ASEAN Business Advisory Council (ASEAN BAC), CEO of Dynamik Technologies.

“Participants that are now elevated to the role of Trainers are encouraged to benefit the ASSIST platform by sharing the information to their Brunei colleagues, members of their trade and commercial associations, business organizations and fellow entrepreneurs about this ASEAN trade facilitation tool,” as said by **Mr Musa Adnin**, Brunei Council Member of ASEAN Business Advisory Council (ASEAN BAC), Managing Director of Adinin Group of Companies.

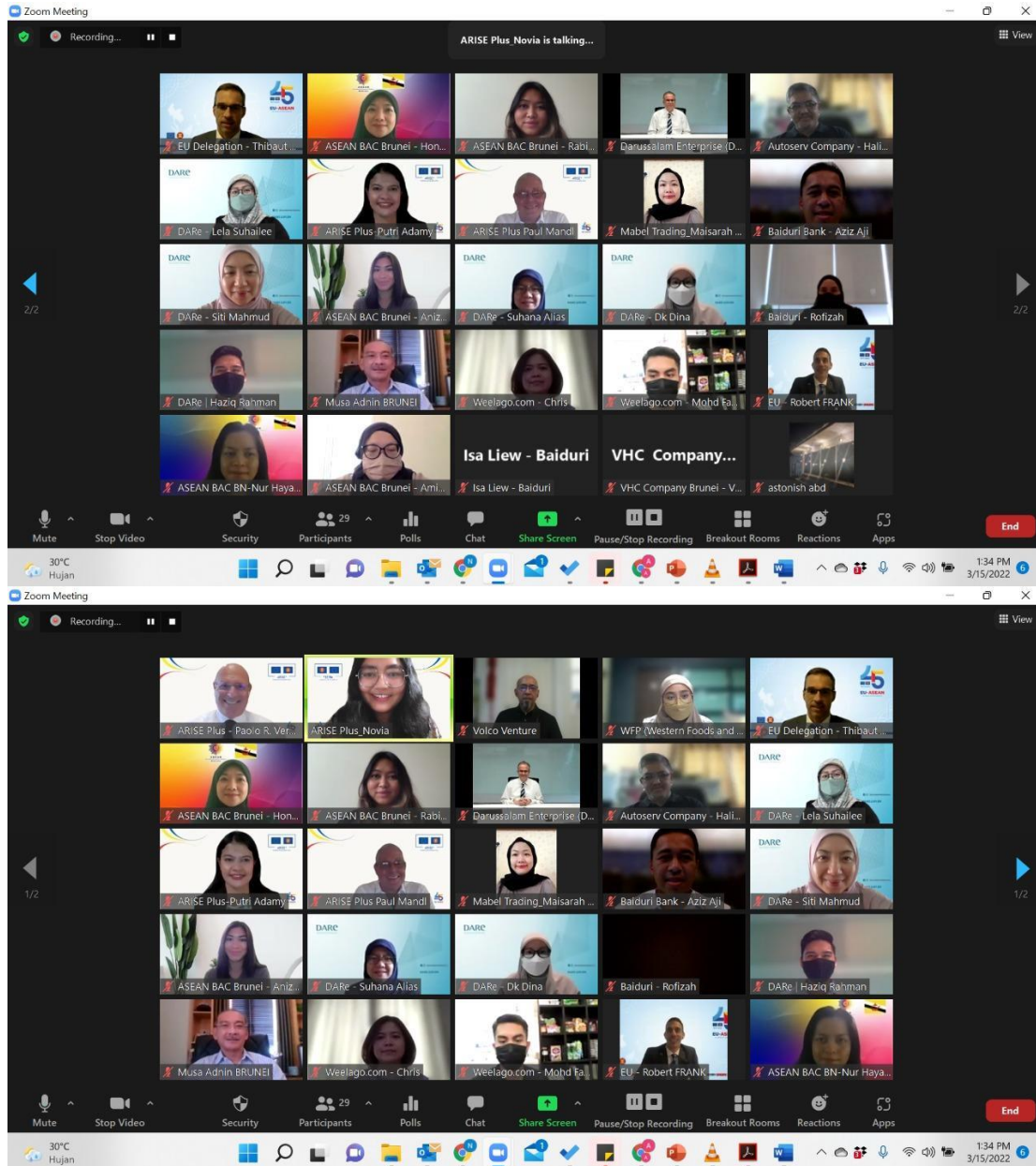
The ARISE Plus Regional Project and the EU remain committed to supporting the effective implementation of the **ASEAN Trade in Goods Agreement (ATIGA)** through improved transparency and trade facilitation, by assisting ASEAN to advance the development of the ATR in all ASEAN Member States. The ARISE Plus Regional Project will also remain available to work with the private sector to advance ASSIST by holding regular outreach and awareness creation events and training of trainers, in cooperation with the respective private sector stakeholders, gearing towards greater intra-ASEAN trade and regional economic integration.





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Pictured: Mr. Thibaut Portevin, Head of Cooperation, Delegation of the European Union to ASEAN, Delegation of the European Union to Indonesia and Brunei Darussalam, Representatives from ARISE Plus, ASEAN Business Advisory Council (ASEAN-BAC), Darussalam Enterprise (DARE), National Chamber of Commerce and Industry (NCCIBD), Brunei Malay Chamber of Commerce and Industry (DPPMB), French Bruneian Business Association (FBBA), SME business owners and many other trade associations and business organizations in Brunei Darussalam.