

*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  
Tokyo, 30<sup>th</sup> May 2003*





*"Celebrating 30 Years of Successful Partnership"*



**BJFA**  
Brunei  
Japan  
Friendship  
Association

# *The Brunei Economic Development Board*

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## *Mission Statement*

*“Powering Sustainable Economic Growth in  
Brunei Darussalam”*



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*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”*



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## *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*

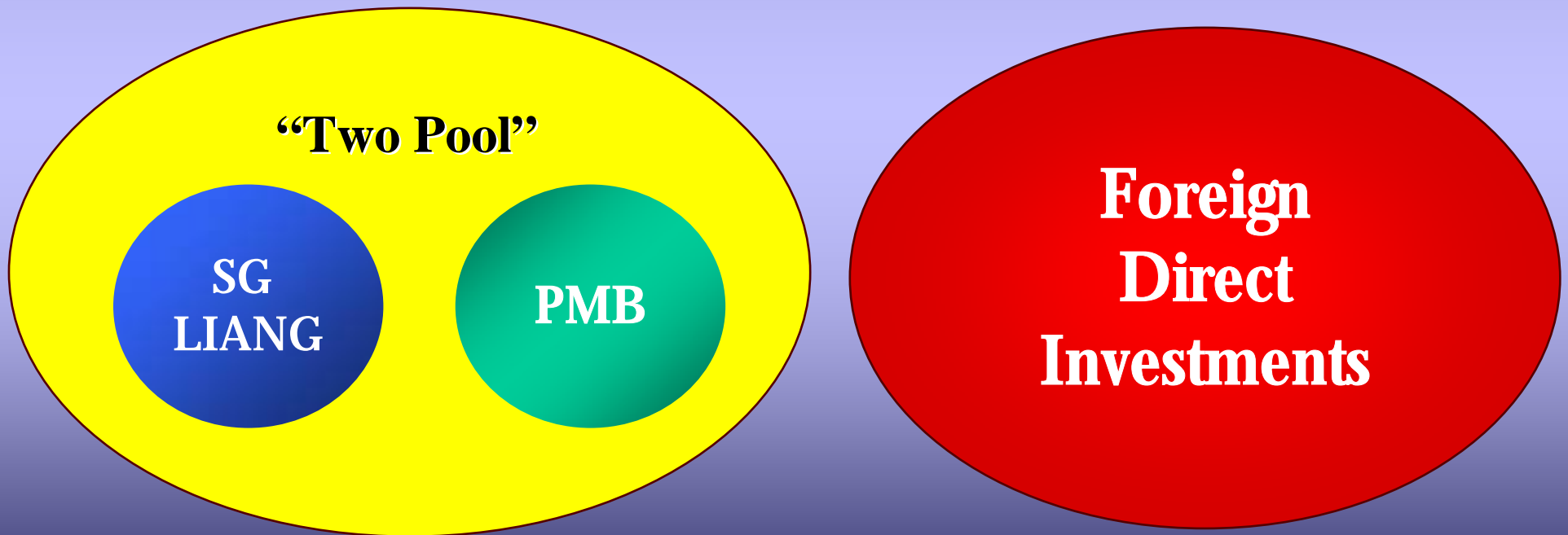
◆ *6,000 Permanent New Jobs*



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## *The Two Pronged Strategy*



# *The Brunei Economic Development Board*

## *Two Pool Investments*

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

# BEDB PROJECT IMPLEMENTATION SCHEDULE THRU 2008

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



# *Critical Success Factors*

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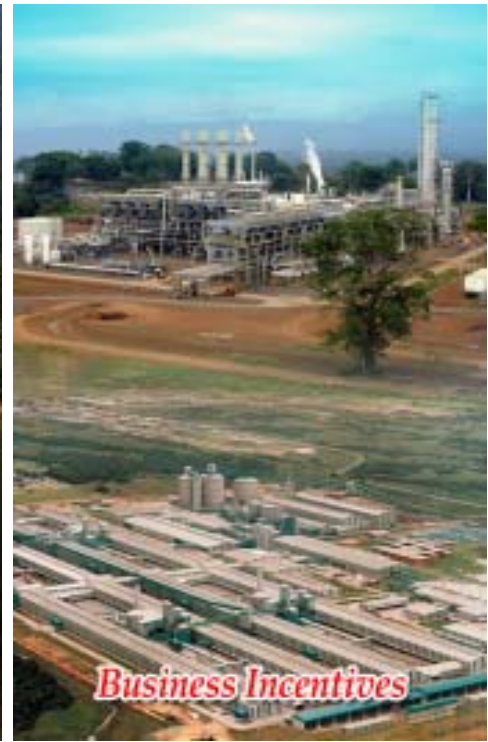
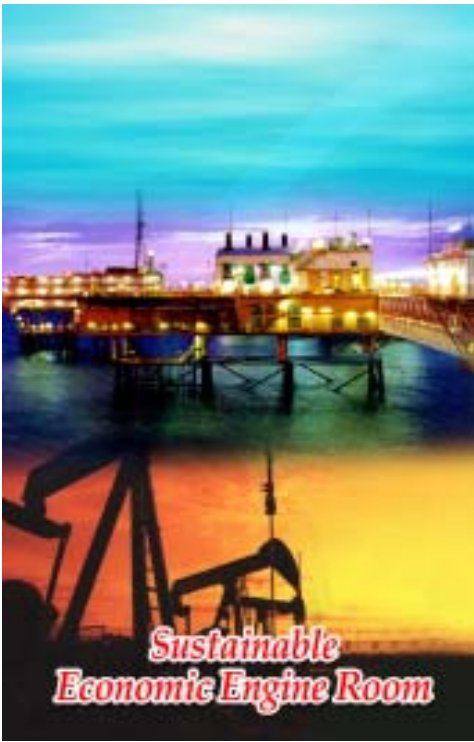
## ◆ *External*

- ◆ *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*









**Brunei Darussalam**  
**A Kingdom of Expected Treasures**

*“Powering Sustainable Economic Growth in  
Brunei Darussalam”*

*John Perry*  
*Chief Executive Officer*  
*Brunei Economic Development Board*