

# IndustryINFO

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## Australian Governor-General visits Kampong Ayer

**H**er Excellency Ms Quentin Bryce, Governor-General of Australia, accompanied by her husband, Mr Michael Bryce went on a guided tour of Kampong Ayer on 3 October 2012.

Beginning her visit at the BSB Waterfront in the heart of the capital, Her Excellency Ms Bryce was welcomed to the beat of Hadrah (a sign of welcome and respect for special guests) and a display of men and women wearing traditional Bruneian clothing. Her Excellency was also given a golden Bunga Telur (flower decoration). She was also greeted by the Minister of Industry and Primary

Resources, Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar; the Acting Minister of Home Affairs, Pehin Datu Lailaraja Major General (Rtd) Dato Paduka Seri Haji Awg Halbi bin Haji Mohd Yussof; and the Minister of Communications, Pehin Orang Kaya Hamzah Pahlawan Dato Seri Setia Awg Haji Abdullah bin Begawan Mudim Dato Paduka Haji Bakar as the Minister in attendance.

Her Excellency Ms Bryce was then brought on a river cruise along the Brunei River, followed by a visit to the

Her Excellency Ms Bryce was brought on a river cruise along the Brunei River, which was followed by visits to the Kampong Ayer Cultural and Tourism Gallery and the residence of the Penghulu in Kampong Tamoi.





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Kampong Ayer Cultural and Tourism Gallery. At the Kampong Ayer Gallery, Her Excellency viewed the entire displays in the gallery hall and was briefed on Brunei's evolution from the 10<sup>th</sup> century till the present day, as well as recent economic and social developments. She also had the chance to witness the making of the famous

Bruneian handicraft, Kain Tenunan. The Governor-General of Australia then proceeded to sign a visitor's book and also received a souvenir from the gallery, presented by the Minister of Industry and Primary Resources. A visit to the residence of the Penghulu of Mukim Tamoi concluded Her Excellency's itinerary for the day.

Also present during the tour were the Australian High Commissioner to Brunei Darussalam, His Excellency Mr Todd Mercer together with other members of the Australian delegation, as well as permanent secretaries and senior government officials.

## Alcohol-free French Fragrance Launched!

**R**aviseine, a relatively new French perfume line, recently launched its range of scents at Secret Recipe, The Mall, Gadong on 15 October 2012. A range of 12 fragrances were featured, six for each of the sexes. The perfumes, considered Halal due to the absence of alcohol, paraben or any animal-derived constituents in their manufacture, aim to bring about a 'delightful harmony between Eastern elegance and Western modernity', taking the user on an olfactory journey with the 'Sensorial Journey' collection – which come in interesting choices of woody, exotic, spicy, oriental, oceanic, fresh and floral notes.

Present to officiate the launch of the luxurious perfume was the guest of honour, Yang Mulia Dyg Hajah Hasnah bte Ibrahim, Deputy Permanent Secretary



(Primary Resource Development) at the Ministry of Industry and Primary Resources (MIPR). The event also saw the attendance of Mr Julian Wee, Managing Partner of Paloma Perfumes and Cosmetics; His Excellency Louis Le Vert, Ambassador of France to Brunei Darussalam; and Mr Farrukh Raza, Commercial Director/Co-founder of Raviseine.

In her speech, Yang Mulia Dyg Hajah Hasnah said that Brunei is very honoured to have been chosen as the first country in the Southeast Asian region to enjoy Raviseine's alcohol-free perfumes. She added that the public have been inquiring about non-alcoholic perfumes and hoped for Raviseine to become the number one selling brand in Brunei. The Deputy Permanent Secretary also congratulated the owners of Raviseine for making a difference by bringing into the Brunei

market a product that can be used by Muslims in the Sultanate.

During the launch, Mr Farrukh Raza explained that Raviseine's vision is to produce perfumes and cosmetics that are recognised globally, and to be a leading international perfume brand. The perfumes come in 8 ml frosted glass bottles with metallic roll-on dispensers and can be found at Paloma Perfumes and Cosmetics at The Mall, Gadong.

“ The market for Halal products increases with the growth of the global Muslim population and economy of Islamic countries. Thus, there is enormous potential for the Halal products to penetrate this vast Muslim market. Many countries, including Brunei Darussalam, are taking initiatives to capitalise on this growth potential. ”

*Yang Mulia Dyg Hjh Hasnah bte Ibrahim, Deputy Permanent Secretary of MIPR (Primary Resource Development)*





## Saving Wildlife through Photography



A talk entitled 'Documenting Wildlife in Asia – Stills and Motion: Empowering Environment/Wildlife Conservation and Education through Photography' was held on 9 October 2012 from 2pm – 5pm at Dewan Setia Pahlawan, MIPR. Organised by Green Brunei with support from the Heart of Borneo Centre, MIPR, and sponsored by HSBC Brunei, the talk featured international award-winning wildlife photographers, Mr C.S. Ling and Mr Ethan Lim from Life List

Chase, Singapore, who shared their amazing photographic adventures documenting some of the world's most magnificent and endangered wildlife in Asia and Borneo.

Their photographs speak in profound ways, highlighting the beauty of the natural world and raising awareness for the endangered animals, inspiring all to make a positive difference. Collectively, with a string of awards, exhibitions and publications notably in National Geographic Explorer magazine and BBC Wildlife (online), they are determined to make the world a better place, one photo at a time.

Green Brunei is a non-profit organisation and operates using the social enterprise model. Green Brunei hopes to be the biggest green

community in Brunei, with the goal of providing free green educational materials, green resources and an enabler of youth-initiated environment projects.

“ This is in line with Heart of Borneo Brunei's national communication strategy to enhance the general public's understanding on environment protection and biodiversity resource conservation through informal education and awareness programmes by incorporating the use of ICT. ”

*Awg Mahmud bin Haji Yussof,  
Deputy Director of Forestry and Interim Acting CEO  
of the Heart of Borneo Centre, Brunei Darussalam*

## Leasing Land... for Rice!



A land lease agreement signing ceremony for the Rice Cultivation Project under the Department of Agriculture and Agrifood between the Government of His Majesty, Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, Sultan and Yang Di-Pertuan of Brunei Darussalam and the Cooperative Setia Kawan (KOSEKA) Berhad; Majlis Perundingan Mukim, Mukim Pengkalan Batu; Majlis Perundingan Kampong, Kampong Bebuloh; and Majlis Perundingan Kampong, Kampong Wasan was held on 15 October 2012 at Dewan Setia Pahlawan, MIPR.

Representing the Government of His Majesty, Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, Sultan and Yang Di-Pertuan of Brunei Darussalam was Dyg Hajah Aidah bte Haji Mohd Hanifah, Acting Director of Agriculture and Agrifood. Koperasi Setia Kawan (KOSEKA) Berhad was represented by Lt. Col. (Rtd) Haji Mohd Shahlan bin Hidup, Chairman of KOSEKA; Majlis Perundingan Mukim, Mukim Pengkalan Batu was represented by Awg Haji Tahir bin Haji Tarip, Chairman of Majlis Perundingan Mukim; Majlis Perundingan Kampong, Kampong

Bebuloh was represented by Awg Haji Muhammad Sa'id bin Tundak, Chairman of Majlis Perundingan Kampong (Kampong Bebuloh); while Majlis Perundingan Kampong, Kampong Wasan was represented by Awg Mat Noor bin Ma'arof, Chairman of Majlis Perundingan Kampong (Kampong Wasan).

Also present and witnessing the signing ceremony were the Heads of Departments and senior officials of MIPR, senior officials and staff of the Department of Agriculture and Agrifood, and rice entrepreneurs.

# MIPR Diary

## OCT 02 Japan Ambassador to ASEAN makes Courtesy Call

His Excellency Mr Kimihiro Ishikane, Ambassador of Japan to ASEAN, made a courtesy call to the Minister of Industry and Primary Resources, Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar on 2 October 2012.



## OCT 08 Double Courtesy Call

The CEO of WWF-Malaysia, Dato' Dionysius Sharma and the CEO of WWF-Indonesia, Dr Efransyah, paid courtesy calls to the Minister of Industry and Primary Resources, Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar on 8 October 2012.



## OCT 11 Congrats!

The Minister, Permanent Secretary, Deputy Permanent Secretaries, and officers and staff of MIPR and the Departments under it would like to congratulate the following DCM (Data Collection Management) group members from the Department of Agriculture and Agrifood for achieving the Bronze Award at the 19<sup>th</sup> Quality Control Circle Convention for 2012:

Dyg Hjh Rokiah bte Hj Omar, Dyg Nurhidayat bte DP Dr Awg Hj Ismail, Dyg Nurul Ehra Hayati bte Hj Mohd Hussin, Awg Rosemadi bin Hj Kurus, Dyg Rukiah bte Bair, Awg Has Dattul Amin bin Hj Mohd Tahir, Dyg Hafizah Nurhaziyah bte Abdullah, Dyg Rohana



bte Join, Awg Abu Bakar bin Hj Mohd Yassin, Dyg Hjh Asmahwati bte Hj Hashim, and Awg Muhammad Azmi bin Hasni.

The project's title 'Speeding Up Agriculture and Agrifood Data Retrieval Process' was derived from the Quality Control Circle's (KQC) need for speedy retrieval of vital agriculture-related

information; information which serves as crucial early warning indicators of agricultural trends in relation to national food production. This project will also improve the effectiveness of yielding timely and quality data by providing more efficient workflow charts and publication of guidelines as a reference for parties involved in data handling.