



**OPENING REMARKS FROM CHAIRMAN OF BTB
YANG BERHORMAT DATO SERI SETIA AWANG HAJI ALI BIN APONG
MINISTER OF PRIMARY RESOURCES AND TOURISM**

LAUNCHING OF BRUNEI GASTRONOMY WEEK

Wednesday, 15th February 2017

Bismillah hir Rahman nir Rahim
Assalamualaikum warahmatullahi wabarakatuh

Your Excellencies;
Members and representatives of the Board;
Distinguished Guests;
Ladies and Gentlemen.

1. A very good afternoon to all and thank you for taking the time to attend the launch of the Brunei Gastronomy Week. This is the first time that we have organized such an event and it will be in conjunction with the 33rd National Day of Brunei Darussalam.
2. For Brunei Darussalam the main purpose of the Brunei Gastronomy Week is to celebrate diverse tastes of Brunei's food past and future. The objective of this event is to celebrate Brunei and create an awareness on the Bruneian Cuisine; to encourage more hotels and restaurants to serve the Bruneian cuisines in a more sophisticated way; to further improve on the taste and elevate the presentation of Bruneian dishes to be served as part of a fine dining experience or at receptions held within or outside the country; to provide a unique Bruneian gastronomical experience to visitors within or outside Brunei.

The highlight of this Brunei Gastronomy Week is to promote the Brunei Bamboo Chicken as an authentic Bruneian delicacy showcasing Brunei's culinary diversity and creating awareness to Brunei's expansive gastronomy.

3. I am proud to announce that we have 15 participating hotels and restaurant companies and our national carrier Royal Brunei Airlines as our partners. We are pleased to note that the airlines will also be serving

Brunei Cuisines during the National Day on the Regional Flights. This is quite significant in our drive to promote our local cuisine, as it will give our tourists a taste of the Brunei Gastronomy, before even arriving in our beautiful country. Participating restaurants will be promoting their own signature dishes, whereby Brunei cuisines are served as the highlight of the buffet or Ala Carte menu. During this Gastronomy Week, we will also be conducting a Rating Program whereby we have identified 4 judges with different backgrounds and experiences in the Service Industry to rate in terms of presentation, taste, creativity of the signature cuisines served by each restaurant during the event. The Judges will be sampling the dishes served at ALL the participating hotels and restaurants during the Gastronomy Week and the winners will be announced at the Tourism Industry Award ceremony which is expected to be held tentatively in April 2017. But lucky for us here today, some of our supporting partners have kindly offered to share a taste teaser of their gastronomic menu, at the end of this ceremony.

4. We need to build stronger linkages between our local chefs and internationally renowned Chefs if we are to succeed in building innovative and vibrant food industry. We want to build and heighten the level of skilled personnel within the F&B industry. The Ministry of Primary Resources and Tourism through the Tourism Development Department will work closely with the relevant agencies such as the Manpower Planning Council, Educational institutions, Department of Economic Planning and Development (JPKE) to support Bruneians who are driven and passionate in the culinary industry, and want to further excel and gain international experience in order to achieve world class recognition.
5. As this is the first time we are organizing this event, we want to start first with a few major industry players and hope to grow this in the years to come. We will be having another launch especially for our KB participants this Friday at Keoja Hotel. We would like to thank members of the Board and our partners such as the Brunei Association of Hotels, CHMP Media, Borneo Bulletin, Media Permata, Association of Travel Agents Brunei and Royal Brunei Airlines for their strong support and cooperation to make this event a success

Wabillahi taufiq wal hidayah wassalamualaikum warahmatullahi wa barakatuh
Thank you.