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Local Farmers and Fishermen Appreciated



The 3rd Farmers and Fishermen's Day celebrations was held by the Ministry of Industry and Primary Resources (MIPR) at the BRIDEX Conference Hall in Jerudong on 1 November 2012. The event is jointly organised by the Department of Agriculture and Agrifood, and the Fisheries Department annually. The opening ceremony was graced by the guest of honour, Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar, the Minister of Industry and Primary Resources.

Farmers and Fishermen's Day 2012 was held to appreciate and recognise the efforts made by farmers and fishermen to satisfy the country's food needs and their contributions to the nation's economic development. As with last year, the theme 'Makanan Terjana Negara Selamat' is still maintained, as MIPR is still focused on sustainable food generation in order to ensure adequate supply to meet the needs of the people in the country. In order to ensure the country's food security remains uncompromised, MIPR will continue to pursue a variety of

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strategies and programmes to increase the production of agricultural, fisheries and agrifood commodities as well as increasing the added value of these products.

The highlight of the event was the presentation of awards to the farmers and fishermen by the guest of honour. A total of five award categories were presented, two from the Department of Agriculture and Agrifood and three from the Department of Fisheries. Each winner received a cash prize and a trophy. In the Farmers category, the

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“ We deeply appreciate the role and contribution of the farmers, breeders and fishermen to their country, particularly for being suppliers to the basic food needs of the citizens of this country. ”

Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Hj Yahya bin Begawan Mudim Dato Paduka Hj Bakar, Minister of Industry and Primary Resources

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'Viable Farmers' award went to Awg Liu Yew Seng, while the 'Innovative Farmers' award was won by Awg Hj Yakup bin Hj Othman. As for the Fisheries category, the 'Successful Fish Farmer and Fishermen' award was bagged by Awg Radin bin Hj Idris, while Awg Theo Thiam Guan took home the 'Viable Fish Farmers and Fishermen' award, and Hij Dyg Suboh bte Matusin received the 'Innovative Fish Farmers and Fishermen' award. The awards serve as recognition for the hard work put in

by the farmers and fishermen in the local agriculture and fisheries sectors.

On the previous day, MIPR held a Fardhu Maghrib prayer and Surah Yassin and Doa Kesyukuran recital ceremony at the Jame' Asr Hassanil Bolkoh Mosque, Kampung Kiarong, in conjunction with the Farmers and Fishermen's Day 2012 celebrations. Present at the ceremony as guest of honour was the Minister of Industry and Primary Resources as well as other senior officials from MIPR. The

ceremony began with a mass Fardhu Maghrib prayer, followed by a mass Sunat Hajat prayer specially for the Farmers and Fishermen's Day celebrations, as well as Surah Yassin and Tahlil recitals dedicated to the farmers and fishermen who have passed away, and had contributed to the development of the agriculture, fisheries and agrifood industry within the country. A Doa Kesyukuran/Selamat recital followed, before the ceremony was concluded with a mass Fardhu Isya' prayer.



Agriculture, Fisheries and Agrifood Festival 2012

The Department of Agriculture and Agrifood together with the Department of Fisheries, MIPR, have organised a seven-day Agriculture, Fisheries and Agrifood Festival 2012 which ran from 14 November till 20 November 2012 at Jerudong Park Amphitheatre, Kampung Jerudong, as one of the activities for the Farmers and Fishermen's Day celebrations.

The opening ceremony for the Agriculture, Fisheries and Agrifood Festival 2012 was officiated by the guest of honour, Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar, Minister of Industry and Primary Resources. The guest of honour was later invited to tour and view the exhibits and

activities on show at the festival. Various produce from commercial operators were on display such as agrifood and processed agricultural and fisheries products, vegetables, fruits, handicrafts, farm input and machinery, diving equipment, fresh fish yielded from the aquaculture industry and wild catches, fruit nurseries and ornamental plants.





“Are our SMEs, local businesses and industries experiencing the so-called “organisational pathologies” – trapped in their familiar position, trapped in their mature market position and/or trapped in their comfort zone and not taking radical business decisions to achieve breakthrough growth?”

Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar, Minister of Industry and Primary Resources

Dare to be Different

Differentiate yourself; create something innovative and new; try to form a market space in which you can thrive without having to worry so much about having competitors breathing down your neck - this was the message expounded 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, speaking at Asia Inc Forum’s ‘Creating Breakthrough Growth’ Local Business Development Forum on 6 November 2012 at the Empire Hotel & Country Club.

In his keynote speech, Yang Berhormat Pehin stressed the need for companies to assess whether they are suffering from “organisational pathologies” – traps that hinder breakthrough growth. The Minister brought up the example of two companies – Kodak and Apple. He pointed out how far Kodak - once a giant in the digital media/film business - has fallen, and how Apple transformed itself from the brink of collapse into the most valuable and admired company in the world. Yang

Berhormat Pehin explained that “Kodak was trapped inside its own familiarity. They preferred the familiar market position over the unfamiliar,” and that “They did not pursue innovative development, even after forewarnings by their innovators and executives that digitisation was the future and will destroy their film business.”

On the other hand, the success of Apple was built on deploying a strategy of innovation and market differentiation. Because of this, “Apple was able to create breakthrough inventions and, therefore, growth” the Minister added, before encouraging local businesses to tread along a similar path - to “always remain open, responsive and prepared to make hard decisions and venture into novel, emerging, as well as pioneering business activities.”

Yang Berhormat Pehin also mentioned that MIPR cultivates an environment for local SMEs to flourish by adopting an integrated dynamic approach such as providing businesses access to extension and support services, capital, as well as industrial and agricultural sites.



A ‘Shrimpy’ Visit!

The Department of Fisheries, MIPR, and Integrated Aquaculture International LLC have co-hosted a delegation of 50 attendees from the Global Outlook for Aquaculture Leadership (GOAL) meeting for tours of Brunei’s ‘SPF Black Tiger Shrimp Project’ and aquaculture facilities from the 4-5 November 2012. The GOAL meeting delegation, comprising of government officials, industry leaders, potential investors and aquaculture operators, represent a cross section of the

aquaculture and investment industries - coming from Brazil, China, Dubai, India, Indonesia, Malaysia, Norway, Taiwan, Vietnam and the United States.

The tour was a two-day event with the first day consisting of visits to the Broodstock Development Centre, Shrimp Nutrition and Research Centre, Aquatic Animal Health Research and Service Centre and the shrimp processing plant at the Fish Landing Complex, Muara. A field trip to the Aquaculture Research and Development Centre, the 40 hectare site at the Eco-

Aquaculture Park, and Telisai Phase II, the 459 hectare shrimp farm site in Telisai, Tutong District took place on the second day.

The ‘SPF Black Tiger Shrimp Project’ is a five-year programme developed by the Department of Fisheries in collaboration with Integrated Aquaculture International of the United States to produce genetically improved specific pathogen-free black tiger shrimp and complementary technologies in shrimp health, nutrition and management.



MIPR Diary

NOV 6 MIPR Staff Given Photography Training

An 'In-house Training in Basic Photography' workshop which ran for three days from the 6-8 November 2012 was conducted by MIPR at Bilik Rimbawan, Level 2, MIPR Building. Participated by 22 MIPR staff involved in photography work, the course aimed to enhance the officers' photography skills and knowledge – touching on the basis of digital photography, camera settings and features, camera usage, and proper techniques for producing high-quality photographs.



Present as guest of honour during the certificate presentation was Pg Harun bin Pg Haji Aliuddin, Director of Management and Finance at MIPR. The course instructor was Awg Haji Mohd Zailaney bin Haji Nordin of D'Farz Heritage Company.

NOV 8 Al-Quran Reading Competition Held

MIPR and the departments under it held an Al-Quran Reading Competition at the Dewan Setia Pahlawan, MIPR on Thursday, 8 November 2012. Present as guest of honour and to hand out prizes was 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 competition, open to staff of the Ministry and its departments, is an annual event coordinated by the Management and Finance Division of the Ministry. This year, the committee received a total of eight entries for the competition - six male participants and two female participants.

The objective of the competition was to search for talents to represent the Ministry in the forthcoming inter-ministry competition, to improve and enhance the quality of Quran verse-reading, as well as to practice and appreciate the contents and interpretations of the Al-Quran in true Islamic spirit, faith and brotherhood. It also represents

the Ministry's contribution towards strengthening Islamic education towards realising the vision of Brunei Darussalam as a Zikir nation. The Qari winner was Awg Muhammad Khairul Hafizuddin bin Shamsudin from the Department of Fisheries, while the Qariah winner was Dyg Noriada Emela bte Abdullah from the Tourism Development Department.



NOV 11 Bi-Nation Islamic Tour Packages Launched in London

To further promote Islamic tourism particularly within the Southeast Asia region, the Brunei Tourism Development Department and the Islamic Tourism Centre of Malaysia co-launched the Brunei-Malaysia Islamic Tour Packages in London, UK, at the Islamic Cultural Centre, London Central Mosque on 11 November 2012. The Acting Director of Brunei Tourism Development Department - Dyg Mariani bte Haji Sabtu, Director General of

Tourism Malaysia - Dato' Mirza Mohamad Taiyab, and Director General of Islamic Tourism Centre, Malaysia - Haji Abdul Rahman bin Haji Shaari were present at the launch.

Islamic tourism has the potential to grow into a lucrative niche area for Brunei's tourism industry and become a key contributor to the nation's economy. Due to its capacity to enhance Brunei's Malay Islamic Monarchy ideology and values, and the rich cultural and religious diversity and accommodating nature of both countries, such form of tourism

has been highly encouraged, leading to joint Islamic tourism packages between Brunei Darussalam and Malaysia which was initially discussed between Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awg Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar – Brunei's Minister of Industry and Primary Resources, and Yang Berhormat Dato' Sri Dr. Ng Yen Yen – Minister of Tourism, Malaysia.

