



## **MEDIA RELEASE**

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### **FOR IMMEDIATE RELEASE**

**HER ROYAL HIGHNESS PRINCESS HAJAH MASNA, AMBASSADOR AT LARGE,  
MINISTRY OF FOREIGN AFFAIRS OFFICIATES  
BRUNEI DARUSSALAM – THE PEOPLE’S REPUBLIC OF CHINA YEAR OF TOURISM 2020**

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*Bandar Seri Begawan, [Friday, 17 January 2020]* – Her Royal Highness Princess Hajah Masna binti Al-Marhum Sultan Haji Omar ‘Ali Saifuddien Sa’adul Khairi Waddien, Ambassador at Large, Ministry of Foreign Affairs, this evening officiated the launch of Brunei Darussalam – The People’s Republic of China Year of Tourism 2020 at Jerudong International School, Arts Centre. Accompanying Her Royal Highness was Yang Amat Mulia Pengiran Lela Cheteria Sahibun Najabah Pengiran Anak Haji Abdul Aziz bin Pengiran Jaya Negara Pengiran Haji Abu Bakar, Chief of Adat Istiada Negara.

Upon arrival, Her Royal Highness was greeted by Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism and Yang Berhormat Retired Major General Dato Paduka Seri Haji Aminuddin Ihsan bin Pehin Orang Kaya Saiful Mulok Dato Seri Paduka Haji Abidin, Minister of Culture, Youth and Sports.

Her Royal Highness was also greeted by His Excellency Mr Zhang Xu, Vice Minister of Culture and Tourism of People’s Republic of China and Her Excellency Madam Yu Hong, Ambassador Extraordinary and Plenipotentiary of the People’s Republic of China.

At the opening ceremony, Her Royal Highness consented to officiate the Brunei Darussalam – The People’s Republic of China Year of Tourism 2020.

Prior to the launch, Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Primary Resources and Tourism in his welcoming remarks read the Royal Congratulatory Message from His Majesty Sultan Haji Hassanal Bolkihah Mu’izzaddin Waddaulah Ibni Al-Marhum Sultan Haji Omar ‘Ali Saifuddien Sa’adul Khairi Waddien, Sultan and Yang Di-Pertuan of Negara Brunei Darussalam to His Excellency Xi Jinping, President of the People’s Republic of China on the Brunei Darussalam and the People’s Republic of China Year of Tourism 2020. Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong also thanked Her Royal Highness for gracing this evening’s event and to officiate the Opening Ceremony of the Brunei Darussalam – The People’s of China Year of Tourism 2020.



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In his speech, Yang Berhormat Dato highlighted on the connectivity between Brunei Darussalam and the People's Republic of China that has expanded with flights to Shanghai, Hong Kong, Changsa, Nanning, Kunming, Hanhgzhou, Haikou and, most recently, Beijing. This reflects the support to strengthen the network development, built on the basis of strong bilateral relationship between both countries and has been made possible through dedication, continued and coordinated efforts.

With today's event, and with the two countries' strong network initiatives, coupled with Brunei Darussalam – the People's Republic of China Year of Tourism 2020; Yang Berhormat Dato in his Opening Remarks said that both countries could further enhance cooperation with a view to increasing two-way tourist visits and promoting greater people-to-people exchanges between Brunei Darussalam and the People's Republic of China.

The opening event of the Brunei Darussalam – The People's of China Year of Tourism 2020 showcased a variety of cultural performances from the two countries. Before leaving the event, Her Royal Highness consented a group photo with the cultural performers.

At the event, His Excellency Mr Zhang Xu, Vice Minister of Culture and Tourism of The People's Republic of China also delivered a Welcoming Speech and read the congratulatory message from His Excellency Xi Jinping, President of the People's Republic of China. Her Excellency Madam Yu Hong, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China also delivered her speech.

The launch of Brunei Darussalam – The People's of China Year of Tourism 2020 marks the start of a one year event in tourism cooperation between Brunei Darussalam and the People's Republic of China. The Brunei Darussalam-People's Republic of China Year of Tourism Year 2020 aims to provide a platform to strengthen tourism cooperation through people-to-people and cultural exchanges, enhance bilateral cooperation, capacity building and furthering collaboration and partnership between both countries. The year-long event is also an opportunity to build wider business and trade connections in other areas beyond tourism.

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Prepared by:  
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