



**Ministry of Primary Resources and
Tourism
Brunei Darussalam**

OPENING REMARKS

**YANG BERTHORMAT
DATO SERI SETIA AWG HAJI
ALI BIN APONG**
*Minister of Primary Resources
and Tourism*

Brunei Darussalam

BRUNEI DARUSSALAM – THE
PEOPLE’S REPUBLIC OF CHINA
YEAR OF TOURISM 2020

Jerudong International School
Arts Centre
Brunei Darussalam

Friday, 17th January 2020

BISMILLAHIR RAHMANNIR RAHIM

**Alhamdulillahil Rabbil 'Alameen,
Wassalaatu' Wassalaamu 'Ala
Asyarafil Mursaleen, Sayyidina
Muhammaddin, Wa'alaa Aalihee
Wasahbihee Ajma'een.**

**Robbish rohli sodri wayasirli amri
wahlul u'qdatamilisaani yafqohu
qouli.**

1. Mengadap Kehadapan Majlis Yang Teramat Mulia Paduka Seri Pengiran Anak Puteri Hajah Masna binti Al-Marhum Sultan Haji Omar 'Ali Saifuddien Sa'adul Khairi Waddien, *Ambassador-at-Large*, Kementerian Hal Ehwal Luar Negeri, Negara Brunei Darussalam.

Beribu Ampun,

2. Terlebih dahulu, hamba Tuanku dengan penuh hormat dan takzim selaku wakil kepada pihak penganjur bersama **Pelancaran Tahun 2020 sebagai Tahun Pelancongan Brunei Darussalam dan Republik Rakyat China,** sukacita menyebarkan Kehadapan Majlis Tuanku ucapan setinggi-tinggi menjunjung kasih di atas Keberangkatan Tuanku ke “**Majlis**

Pelancaran Tahun 2020 Sebagai Tahun Pelancongan Bagi Negara Brunei Darussalam dan Republik Rakyat China”.

3. Sesungguhnya, Keberangkatan Tuanku ke Majlis ini akan menjadi dorongan serta ristaan kepada abis hamba Tuanku semua dan perwakilan dari Republik Rakyat China yang menghadiri pelancaran ini.

4. Sebelum meneruskan sembah alu-aluan hamba Tuanku ini, hamba Tuanku menjunjung sabda perkenan Tuanku bagi hamba Tuanku menyampaikan sepatah dua kata kepada para perwakilan dan delegasi dari Republik Rakyat China dalam bahasa Inggeris.

Your Royal Highness;

**Yang Amat Mulia Pengiran Lela
Cheteria Sahibun Najabah Pengiran
Anak Haji Abdul Aziz bin Pengiran
Jaya Negara Pengiran Haji Abu
Bakar;**

**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;**

**Excellency Minister and Excellency
Vice Minister;
Distinguished Ladies and
Gentlemen,**

**ASSALAMUALAIKUM
WARAHMATULLAHI
WABARAKATUH**

And a Very Good Evening,

5. First and foremost, on behalf of the
Organising Committee of Brunei
Darussalam and People's Republic

of China Year of Tourism 2020, it is my great honour to welcome Her Royal Highness Princess Hajah Masna, Ambassador-at-Large, Ministry of Foreign Affairs to grace and launch the **“Brunei Darussalam and People’s Republic of China Year of Tourism 2020”** this evening.

6. I would also like to warmly welcome:

- **His Excellency Mr. Zhang Xu,
Vice Minister of Ministry of
Culture and Tourism China;**

- **Her Excellency Madam Yu
Hong, Ambassador of the
People's Republic of China to
Brunei Darussalam;**

- **Mr Zhang Xilong, the Deputy
Director General, Bureau of
International Exchange and
Cooperation, Ministry of**

**Culture and Tourism, the
People's Republic of China;**

- Ambassadors and High
Commissioners;**
- Friends from the media;**
- Ladies and Gentlemen to this
prestigious event.**

7. Allow me to read the Royal
Congratulatory Message of His
Majesty Sultan Haji Hassanal
Bolkiah 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 occasion of **The 2020 Brunei Darussalam and the People's Republic of China Year of Tourism:**
(I QUOTE)

“Your Excellency,

I am pleased this year we shall celebrate the Brunei Darussalam and the People’s Republic of China Year of Tourism. This represents a new opportunity for both countries to further deepen our longstanding, warm and close friendship that is based on the strong foundation of mutual trust, respect and understanding.

Since the establishment of diplomatic relations in 1991, the excellent bilateral ties between Brunei Darussalam and the People's Republic of China have continued to strengthen and grow in many areas including trade, culture, education and tourism.

Our two countries are now Strategic Cooperative

Partners actively working together and exploring new areas of mutual interest. Tourism is an important sector in Brunei Darussalam's economic diversification efforts. The People's Republic of China is a valuable tourist market for Brunei Darussalam, which is further enhanced by the increase in connectivity with various cities across China.

I am happy that both our officials have made significant preparations to ensure this year-long event will be a great success. This will strengthen economic growth, enhance our people-to-people exchanges, and bring mutual benefits to our countries.

Brunei Darussalam will be proud to share its diverse cultural and traditional heritage as well as its pristine

rainforests rich in flora and fauna that visitors will experience whilst in Brunei Darussalam.

With my kindest regards and best wishes for a successful Brunei Darussalam-People's Republic of China Year of Tourism 2020."

(UNQUOTE)

**Your Royal Highness;
Excellencies and Excellency
Vice Minister;
Distinguished Ladies and
Gentlemen,**

8. Tourism makes a positive and multifaceted contribution to our relationship with the People's Republic of China. It brings economic benefits, brings people together and promotes **cultural exchange** between our countries.

9. The People's Republic of China, though quite a new destination among Bruneians travelling abroad, but is already a popular destination. For Brunei Darussalam, China is the largest source of tourism arrivals by air, and recorded an increase by **21%** to **65,653 visitors for the year 2018** as compared to **54,125 visitors in 2017**.

10. Today, we see connectivity between Brunei Darussalam and

the People's Republic of China 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 our countries and has been made possible through dedication, continued and coordinated efforts. We are indeed grateful to the Government of the People's Republic of China.

11. With today's event, and with our strong network initiatives, coupled with **Brunei Darussalam – the People's Republic of China Year of Tourism 2020**, I am confident that we 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.

**Wabillahi Taufik Wal Hidayah,
Wassalamu 'alaikum Warahmatullahi
Wabarakatuh.**