



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, 19th February 2020

Bismillah hir Rahman nir Rahim
Assalamualaikum warahmatullahi wabarakatuh

Your Excellencies Ambassadors and High Commissioners;

Yang Mulia Permanent Secretaries;

Yang Mulia Deputy Permanent Secretaries;

Members and Representatives of the Brunei Tourism Board;

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 2019. We have come to the 4th year of celebrating Brunei Gastronomy Week, and I have seen many positive changes over the last few years. Restaurant businesses are quickly adapting to a rapidly changing world because the food culture must always be alert to new things. Uniqueness is an important selling point to food tourists using good herbs and fresh ingredients to create menus of traditional flavours.
2. Since the launch of Brunei Gastronomy Week, in 2017 we have successfully produced a variety of enticing local cuisines offered by participating restaurants and eateries in Brunei Darussalam. I am also proud to announce that this afternoon, we will be doing a soft launch of our first gastronomy cookbook entitled 'Brunei Gastronomic Cuisine – Unique Bruneian Flavours' – a compilation of recipes from previous entries, paying homage to the beautiful fare prepared and served over the years in the quest to define Bruneian flavours and refine the art of Bruneian cuisine.
3. Gastronomy is a major driver for tourists when choosing a destination. In this regard, ASEAN has also drafted the ASEAN Gastronomy Tourism Masterplan which is designed to give a major boost to the combined appeal of the wonderful culinary delights of all the 10 ASEAN countries.
4. Social media has also played a very important role in showcasing our gastronomic cuisines to a larger audience. It helps local businesses

shape and explore strategies for a competitive advantage. Colours, textures, flavours, ingredients, and a photogenic dish on social media platforms nowadays can easily arouse curiosity and this is something that our local food industry should start to embrace. Together with providing both visitors and locals a unique Bruneian gastronomic tourism experience, and creating excitement for those who will be visiting.

5. The theme of this year's Brunei Gastronomy Week 2020 is to highlight the coconut as a key ingredient during the Brunei Gastronomy Week. Coconut is an ingredient widely used in our Bruneian cuisines such as in our rice, meat and vegetable dishes.
6. I am also pleased to announce that we have 12 hotels and restaurant companies, including our national carrier Royal Brunei Airlines, participating in this year's Brunei Gastronomy Week. Throughout the 2 week period, participating restaurants will be promoting their own signature dishes, such as Slow Cooked Beef by Radisson Hotel, Grilled Prawn with Coconut Kerabu by Mulia Hotel and Coconut Salad by Eco Ponies. You will be able to sample some of these amazing dishes here in this room today.
7. During this Gastronomy Week, we will continue to have a judging program. However, this year at the request of the participants we are doing things slightly different. We will be judging dishes **based on the participant's course of choice**, which can be either, starters, mains, or dessert during the event. The winners will be announced at the next Brunei Gastronomy Week in 2021.

8. Shortly after this, we will also be awarding the winners of last year's Brunei Gastronomy Week in the various categories such as Best Taste, Best Presentation, Most Innovative, Most Creative and Most Wholesome.

9. I hope that with these acknowledgements, it will encourage our talented, experienced and young budding chefs to build a more innovative and vibrant food industry for Brunei Darussalam.

10. To conclude, I would like to thank Members of the Board and our partners such as the Brunei Association of Hotels, Association of Travel Agents Brunei, Astera Consultant, Syensai Designs, Royal Brunei Airlines, and the local media for their strong support and cooperation in making this event a success.

Wabillahi taufiq wal hidayah wassalamualaikum warahmatullahi wa barakatuh

Thank you.