



MINISTER ATTENDED THE 2015 CHINA-ASEAN EXPO TOURISM EXHIBITION IN GUILIN, CHINA

The Minister of Industry and Primary Resources, Yang Berhormat Pehin Orang Kaya Seri Utama Dato Seri Setia Awang Haji Yahya bin Begawan Mudim Dato Paduka Haji Bakar recently attended the opening ceremony of the 2015 China-ASEAN Expo Tourism Exhibition (2015 CAEXPO Tourism Exhibition) which was held on Friday, 29th May 2015 at the Guilin International Convention and Conference Centre, Guilin, Guangxi-Zhuang Autonomous Region, Republic of China.

The 2015 CAEXPO Tourism Exhibition was jointly organised by China National Tourism Administration (CNTA) and the People's Government of Guangxi-Zhuang Autonomous Region from 29th to 31st May 2015. For this year's inaugural event, Brunei Darussalam was given the honour by the Government of the People's Republic of China as the "Guest Country of Honour" and to deliver an opening speech along with His Excellency Mr Chen Wu, Governor of Guangxi-Zhuang Autonomous Region and His Excellency Mr Zhao Leqin, Secretary of the CPC Guilin Municipal Committee.

Yang Berhormat Pehin in his speech said that the 2015 CAEXPO Tourism Exhibition provided another opportunity and avenue to further strengthen the already excellent relationship and cooperation between China and ASEAN in the tourism sector. From Brunei Darussalam's perspective, he said that the event would promote and strengthen connectivity, friendship, cultural exchange as well as trade and investment between Brunei Darussalam and China. Both countries have shared a long history of friendship as the ancient "Silk Road" once connected the two countries together, thus, with China recently launched the "Maritime Silk Road" initiative, it would enhance the connectivity between Brunei Darussalam and China even further, Yang Berhormat Pehin said.

Yang Berhormat Pehin also said that Brunei Darussalam will carry out various activities, comprehensively demonstrating the unique charm and beauty of Brunei Darussalam's tourism offerings, with particular focus on nature, cultural and Islamic tourism. With tourist arrivals from China contributed as the 2nd top tourist arrival to Brunei Darussalam every year, Brunei Darussalam has always regarded China as its very important market for the tourism industry and hoped to welcome more Chinese tourist into Brunei Darussalam through the promotion of the "Maritime Silk Road" tourism development and cooperation.

After the opening ceremony and VIP tour to the exhibition booths, Yang Berhormat Pehin also had the opportunity to have a bilateral meeting with His Excellency Mr Li Jinzao,

Chairman of the China National Tourism Administration. Yang Berhormat Pehin expressed his appreciation, on behalf of the Government of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam for the honour given to Brunei Darussalam as the “Country Guest of Honour” for the 2015 CAEXP Tourism Exhibition and discussed issues related to tourism development and cooperation between both countries. Joining the Minister at this bilateral meeting were Her Excellency Datin Paduka Magdalene Teo Chee Siong, Ambassador Extraordinary and Plenipotentiary of Brunei Darussalam to the People’s Republic of China, Dayang Noraini binti Haji Tersad, Acting Director of Tourism Development Department as well as senior officials from the Ministry of Industry and Primary Resources.

Prior to the opening ceremony, on Thursday, 28th May 2015 at the Guilin Shangri-La Hotel, Yang Berhormat Pehin was given the honour to lead all the other head of delegations from ASEAN member states and other non-ASEAN participating countries in the meet and greet session with His Excellency Mr Zhao Leqin, Secretary of the CPC Guilin Municipal Committee; and later on attended a bilateral meeting with His Excellency Mr Chen Wu, Governor of Guangxi-Zhuang Autonomous Region.

The theme for the 2015 CAEXPO Tourism Exhibition is “Tourism Cooperation and Development of the 21st Maritime Silk Road” It featured country pavilions from ASEAN member states with the goal of focusing on promoting people-to-people exchanges. Taking part in the Brunei Darussalam’s National pavilion showcasing the unique culture and heritage of Brunei Darussalam were officers from the Marketing and Promotion Centre, Ministry of Industry and Primary Resources which was led by Awang Nordin bin Ahmad, Acting Head of Marketing and Promotion Centre; as well as two local tour companies namely the AZ B2N Tour Services Sdn Bhd and Trandie Marina Resorts Sdn Bhd.