

BETCOON

connecting businesses

25th - 29th October 2023
Bridex Hall, Jerudong
Brunei Darussalam

Organised by



B E B C
BRUNEI

Endorsed by



كمنترين كواغن دان ايكونومي
MINISTRY OF FINANCE AND ECONOMY
BRUNEI DARUSSALAM

Brunei • Indonesia • Malaysia • Philippines
East ASEAN Growth Area
Trade Convention 2023

In Conjunction with the
26th BIMP-EAGA Ministerial
Meeting
And related Meetings

About

The Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area, or BIMP-EAGA, is a cooperation initiative established in 1994 by the four countries as a shared strategy to accelerate socioeconomic development in the member countries. BIMP-EAGA seeks to generate balanced and inclusive growth while also contributing to regional economic integration in the ASEAN Economic Community.

The BIMP-EAGA Vision for 2025 or BEV 2025 is “Resilient, Inclusive, Sustainable and Economically competitive (R.I.S.E.) BIMP-EAGA to narrow development gap.” BEV+2025 aims to achieve 3 main outcomes: (i) competitive and green manufacturing sector that transitions from resource extraction into higher levels of processing and value-added production; (ii) sustainable, competitive and climate-resilient agro-industry and fisheries that ensure food security, export development, and livelihoods; and (iii) BIMP-EAGA as a sustainable, well-developed and connected multicountry tourism destination that benefits less developed areas.

The BIMP-EAGA Trade Convention 2023 is organised by BEBC to support the BEV2025 goals and objective to boost trade, tourism and investments. It’s an appropriate platform for gathering businesses from EAGA member countries and beyond to showcase their products and services while also exploring potential partnership and collaborations, making the best use of common infrastructure and natural resources; and taking the fullest advantage of economic complementarity.



BIMP-EAGA Sub-Regional Areas



BIMP-EAGA Economic Corridors

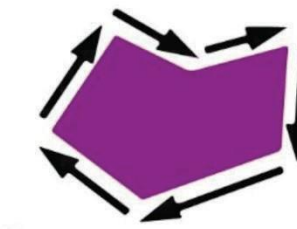


Profile



The Brunei Darussalam - Indonesia - Malaysia - Philippines East ASEAN Growth Area (BIMP-EAGA) was launched in 1994 as a cooperation initiative by the four BIMP-EAGA nations to accelerate the socioeconomic development of less developed, marginalized and geographically remote areas in these four countries as broader goal to narrow development gaps. The BIMP-EAGA covers the entire sultanate of Brunei Darussalam; nine provinces in Kalimantan, Sulawesi, the island chains of Maluku and Papua (Indonesia); state of Sabah and Sarawak and Federal Territory of Labuan (Malaysia) and; Mindanao and Palawan (Philippines).

In addition, these states and provinces are vast, accounting for over 62.4% in land area of BIMP; but sparsely populated with less than 19.3% of BIMP's population and 18.5% of the labor force. The population density of EAGA is a mere 50 persons per square kilometer. Despite these challenges, EAGA contributes about 18.3% and 24.5% of the total economic activity and total trade, respectively, of BIMP.



Land Area

BIMP-EAGA covers a land area of **1.6 millions km²** which account for **62.4%** of the BIMP's land area.



Population

BIMP-EAGA had a combined population of **80.3 million**, equivalent to **19.3%** of BIMP's population. The BIMP-EAGA area is sparsely populated, with a population density of 50 persons per square kilometer.



Labour Force

The BIMP-EAGA accounted for **18.5%** of the BIMP's total labor force.

BIMP-EAGA PROFILE 2021

	BRUNEI DARUSSALAM	INDONESIA	MALAYSIA	PHILIPPINES
Land Area (km²)				
National	5,765	1,916,907	330,524	300,000
Subregional	5,765	1,233,601	198,446	155,384
Population (persons)				
National	440,715	272,682,600	32,655,000	110,198,654
Subregional	440,715	45,568,500	6,755,000	27,529,223
Total Labor Force (persons)				
National	223,338	140,152,575	15,797,162	47,700,795
Subregional	223,338	22,286,150	3,408,624	11,874,252

BIMP-EAGA Leaders Look for New Growth Pathways beyond 2025

The leaders touted BIMP-EAGA's achievements and resilience after almost 3 decades of cooperation.



Economy

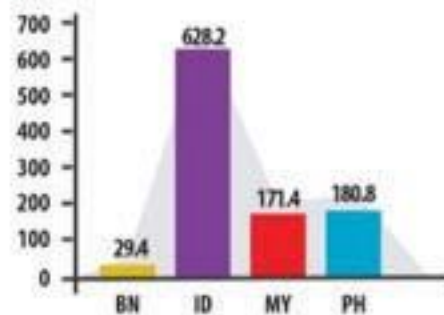
KEY INDICATORS IN 2021

The EAGA GDP at current prices was at **US\$359.7 billion** and accounted for **18.3 per cent** of BIMP's GDP. The GDP (of BIMP-EAGA) was pegged at current PPP\$1,970.4 billion.



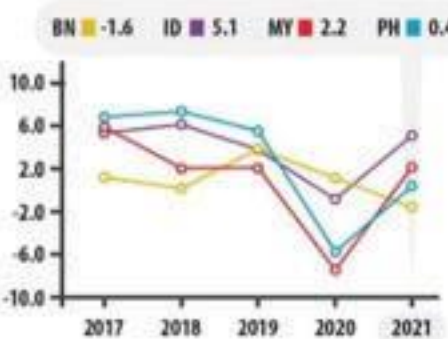
	EAGA	BIMP
Annual Growth Rate of Real GDP (per cent)	2.4	3.7
Per Capita GDP (current USD)	4,506.2	4,736.9
Per Capita GDP (current PPP\$)	12,651.1	13,413.9
Total Goods Imports (USD Billion)	38.7	256.1
Total Goods Exports (USD Billion)	108.8	346.8
Unemployment Rate (per cent)	5.5	6.7

GDP at Current PPP\$ in EAGA, 2021 (Billion)

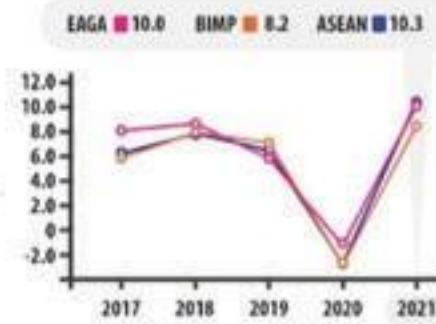


Within the EAGA in 2021, **Indonesia-EAGA** was the largest economy with a GDP of **PPP\$628.2 billion**.

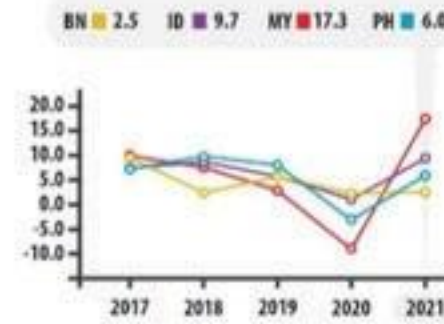
Real GDP Growth at National Currency in EAGA (%)



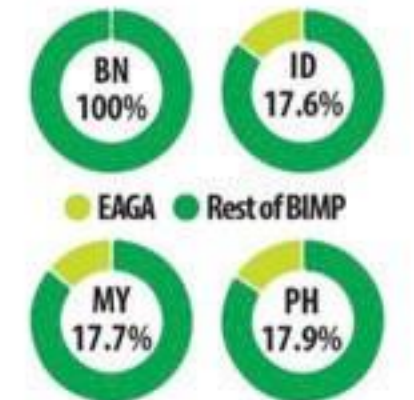
GDP Growth Rates at Current PPP\$ in EAGA, BIMP and ASEAN (%)



GDP Growth Rates at Current PPP\$ in EAGA (%)



Size of EAGA in BIMP GDP at Current PPP\$, 2021



Indonesia-EAGA, Malaysia-EAGA, and Philippine-EAGA GDP at current PPP\$ registered almost similar shares to their national economy recording 17.6 to 17.9 per cent share in 2021.

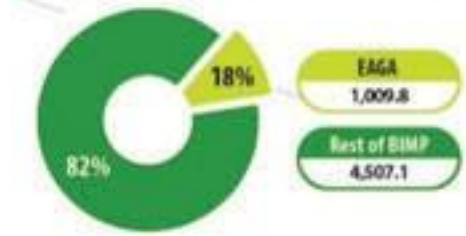
GDP Per Capita at Current PPP\$ in EAGA



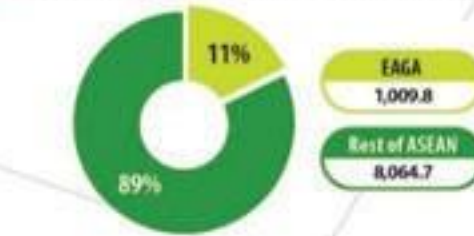
GDP Per Capita at Current PPP\$ in EAGA, BIMP and ASEAN



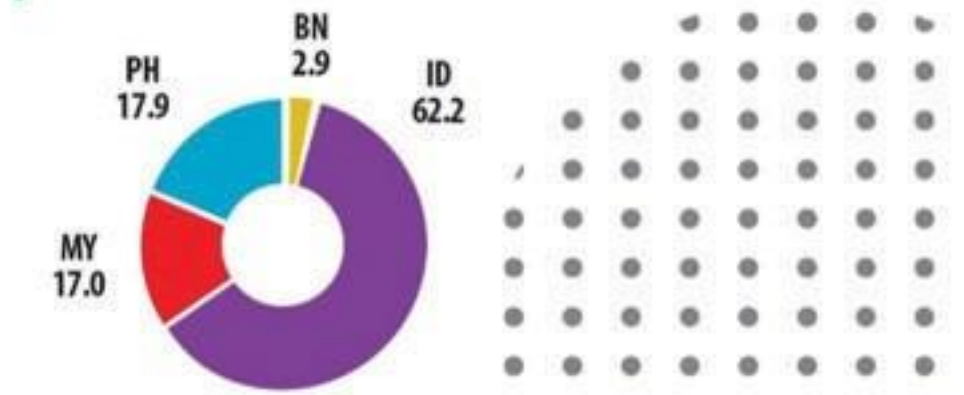
Share of EAGA in BIMP GDP at current PPP\$, 2021 (Billion)



Share of EAGA in ASEAN GDP at current PPP\$, 2021 (Billion)



GDP Share at Current PPP\$ in EAGA, 2021 (%)

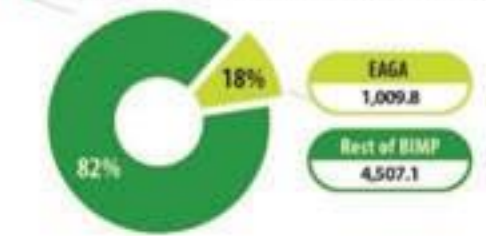


BIMP-EAGA GDP 2021

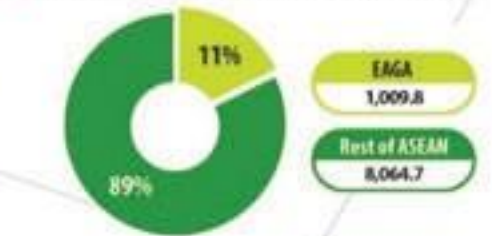
	BRUNEI DARUSSALAM	INDONESIA	MALAYSIA	PHILIPPINES
GDP at Current Prices (USD Billion)				
National	14.01	1,189.35	373.01	394.09
Sub-regional	14.01	209.49	65.82	70.35
GDP at Constant Prices (USD Billion)				
National	14.15	779.23	334.72	376.37
Sub-regional	14.15	137.00	52.89	64.84
GDP Growth Rates at Constant Prices (per cent)				
National	-1.6	3.7	3.1	5.7
Sub-regional	-1.6	5.1	2.2	0.4

Note: 2021 Philippine-EAGA GDP excludes Palawan

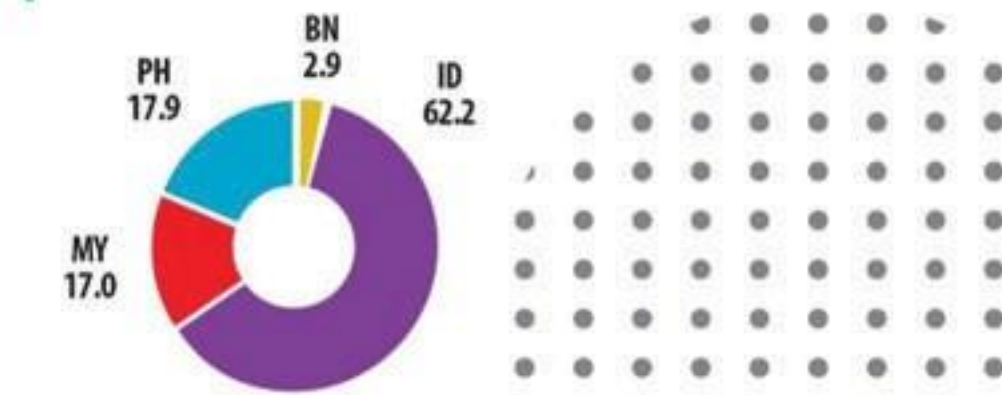
Share of EAGA in BIMP GDP at current PPP\$, 2021 (Billion)



Share of EAGA in ASEAN GDP at current PPP\$, 2021 (Billion)



GDP Share at Current PPP\$ in EAGA, 2021 (%)



BIMP-EAGA GDP 2021

	BRUNEI DARUSSALAM	INDONESIA	MALAYSIA	PHILIPPINES
GDP at Current Prices (USD Billion)				
National	14.01	1,189.35	373.01	394.09
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National	14.15	779.23	334.72	376.37
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GDP Growth Rates at Constant Prices (per cent)				
National	-1.6	3.7	3.1	5.7
Sub-regional	-1.6	5.1	2.2	0.4

Note: 2021 Philippine-EAGA GDP excludes Palawan

The BETCON23 is an opportunity for businesses to explore new markets and expand their reach.

25th - 29th October 2023
10:00 AM - 6:00 PM

With a diverse range of exhibitors and a variety of activities, BETCON23 is designed to provide a platform for businesses to showcase their products and services, explore potential partnerships and collaborations, and gain valuable insights into the economic trends and opportunities in the EAGA.



Trade Convention

The Pillars of BETCON23

Industry of focus:

1. Food Basket Pillar

Agriculture & Agribusiness Cluster
Agro-Industry & Fisheries working group

2. Connectivity Pillar

1. Transport Cluster - air, sea and land
2. Trade Investment and Promotion Cluster (TIPC)
 - Statistics and Data and Micro small medium Enterprise development (MSMED)
3. Trade Facilitation Cluster (TFC)
 - Custom, Immigration, Quarantine and Security
4. Information and Communication Technology cluster
5. Power and Energy Cluster

3. Tourism Cluster

4. Environment Cluster

5. Socio-cultural & Education Cluster

Human Resource Development, Social Cultural Development, Youth and Sport



Activities

The BETCON23 will feature a wide range of activities.

The expo is designed to provide a platform for businesses to showcase their products and services, explore potential partnerships and collaborations, and gain valuable insights into the economic trends and opportunities in the BIMP-EAGA areas & beyond.

Business matchmaking

Business forums

Expo activities

Product showcase

Round table Dialogue session

International delegate and trade visitors

Gala Night and BIMP-EAGA Business Awards

Other activities include: BIMP-EAGA friendly golf and bowling tournaments, sunset cruise along Brunei River



About the contractor



D'Sunlit Sdn Bhd strives to be a one-stop destination for creative solutions for all that walk through its doors, being one of the leading providers of all-inclusive services in Brunei Darussalam. Covering a vast array of marketable services, D'Sunlit prides itself on its array of tools for tackling problems for its clients by bringing ideas to life.

Founded in 1983 & with 40 years of excellence, D'Sunlit has expanded its services beyond its core expertise as an advertising company to offering implementable solutions to brands such as event management, exhibit displays & rental items, interior & exterior architecture design, construction, digital advertising and print advertising. D'Sunlit also organizes a few of the most reputable events in Brunei Darussalam such as Consumer Fair – The biggest bi-annual B2C event with over 100,000 visitors every instalment, TechXpo, The Alpha Challenge and many more.

For any requirements or inquiries related to your exhibition, please contact our event contractor, D'Sunlit Sdn Bhd, for more details at +6732453666 or betcon@dsunlit.com



Services We Offer

Exhibit Equipment & Visual Rentals | Browse our rental catalogue comprising of over 300 items to cater for all your event's needs.

Printing | Our printing services cover a multitude of materials and sizes. Customizable and flexible to meet your requirements such as posters, large format printing, banners, flyers, forms, etc.

Special Pavilion Design | Our in-house design team embodies the experience of over 100 shows and expertise to craft any client's ideal pavilion design that is feasible from design to build.

Full-Service Marketing | Whether you want to run an activity in your stand or gather data before your exhibit, our dynamic team of creative individuals can help you curate experiences for your brand.

Booth specification

Booth Size:

Width : 3,0m

Height : 2,44m

Depth : 3,0m

Booth Details:

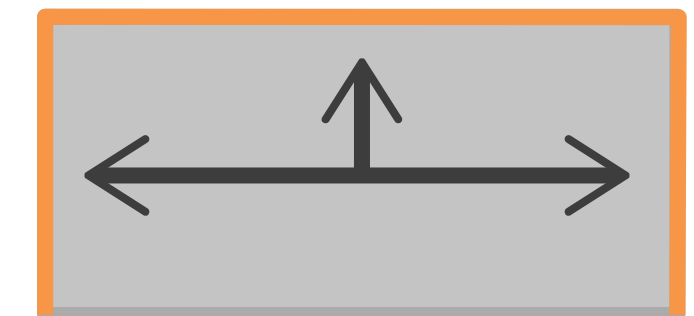
- White Melamine dividing panels / partition
- One (1) set company name on fascia board
- One (1) Needle Punch Carpet (9 sq. m)
- One (1) exhibition table & two (2) banquet chairs
- Two (2) units of Fluorescent Light
- One (1) unit 13-amp power point
- One (1) waste paper basket



Corner Booth: 2 Sides Open



Intermediate Booth: 1 Side Open



Raw Space: 3 Sides Open,
Carpet Only

BETCON23 Venue

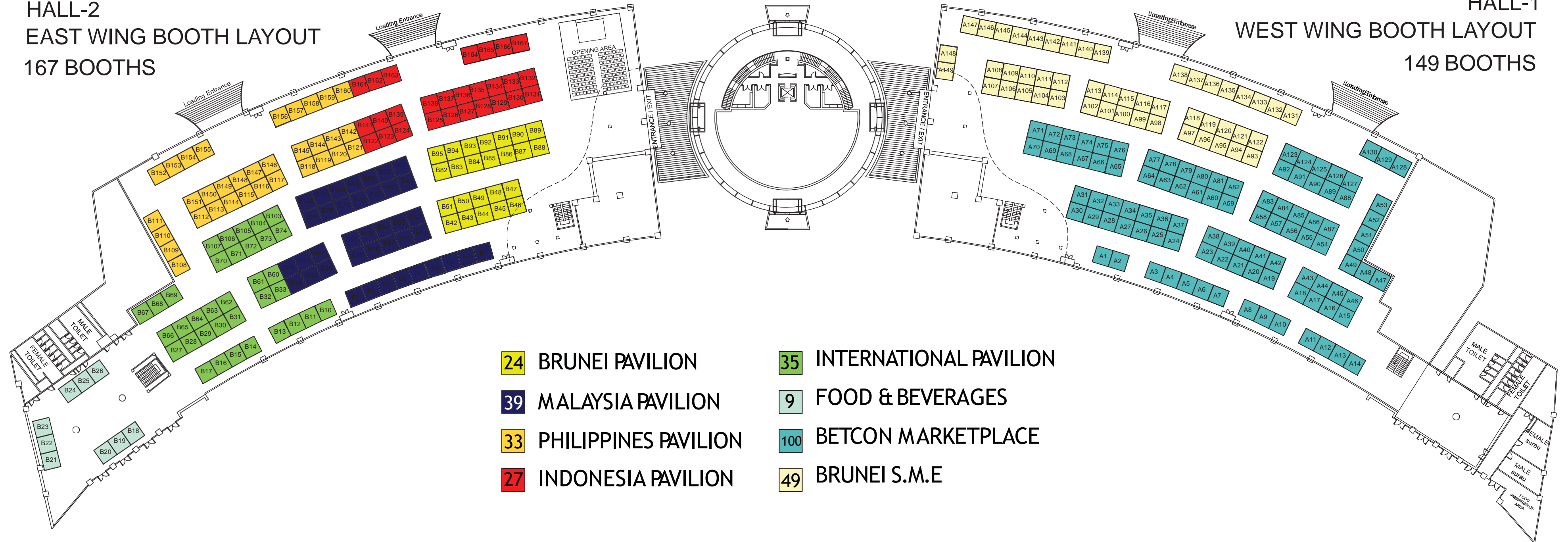


BRIDEX International Convention Centre, Jerudong sits on a 26-acre site in the Royal Brunei Polo & Riding Club, just five minutes away from the Empire Hotel & Country Club. Exhibitors and visitors benefits from 10,000 square metres of modern air-conditioned exhibition halls; 5,000 square metres adjoining apron space for static displays; a mobility park and marina for live demonstrations of equipments and systems; chalets, restaurants and hospitality facilities.

BETCON23 Layout

HALL-2
EAST WING BOOTH LAYOUT
167 BOOTHS

HALL-1
WEST WING BOOTH LAYOUT
149 BOOTHS



BETCON Marketplace

PLACE YOUR BRAND AT THE TOP OF CONSUMERS' MIND.

BETCON Marketplace helps sellers to overcome entry barriers into Brunei's market by auditioning the product directly to the local consumers.

25th - 29th October 2023
10:00 AM - 9:30 PM

Why BETCON Marketplace might be the right option for you?

HIGHLIGHTS

- Lucky Draw • Stage Activities
- Free Samplings • Giveaways



Gain market insights and direct feedback from would-be consumers

A unique opportunity to place your products to the test and find out first-hand what are your customers' preferences.



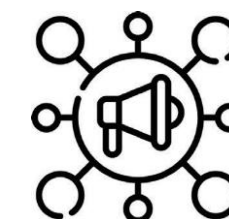
Finding the right audience for your brand

Showcase your products and services to a large and diverse audience.



Generate Leads & Sales

Get ahead of the buying process with potential of every customer converting into sales.



Powerful marketing opportunities

Access to a highly engaged and motivated audience that are with buying power.

BETCON

MARKETPLACE



About Brunei

Brunei is a country that is rich in culture and history, and boasts some of the most beautiful landscapes in Southeast Asia.

From its pristine beaches and lush rainforests to its vibrant cities, Brunei offers something for everyone. The BETCON23 will be a great opportunity to explore this fascinating country and discover all it has to offer.



Potential investment

Brunei has an open economy that welcomes global trade and FDI as it works to diversify its economy away from its oil and gas sector. Brunei's investment prospects are driven by both government planning and market demand.



5 Advantages of Starting Up a Business in Brunei



Tax Friendly Policies

Low tariff regime with no capital gains, personal income, sales, payroll and manufacturing taxes.



Access to Natural Resources

Dominant energy industry contributing to 90% of exports and 50% of GDP.



Economic Stability

Relatively wealthy economy growing at a stable pace with a consistent, 1.5% inflation rate, providing business economic security.



Political Stability

Independent sovereign sultanate since 1959, with clear unbroken line of political succession since 1363, thus facilitating political security.



Strategic Geographical Location

Considered as the “Hub of Asean”, one of the most dynamic regions in the world with robust economic relations boosting interconnectivity, high trading volumes, and strong growth potential.



For more information or to register for the BETCON23

Please contact us at betcon23@bruneibec.com

Or visit our website at www.bruneibec.com

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BIMP-EAGA Business Council

The BIMP-EAGA Business Council (BEBC) represents the private sector in BIMP-EAGA.

The council enjoys a “fifth country” status at Senior Officials Meetings, with its chairman having the same rank as other senior officials during policy discussions.

The private sector has been central to BIMP-EAGA since the program was launched. At the first Ministerial Meeting in 1994, leaders emphasized the importance of ensuring private sector participation and endorsed the establishment of the council.

The private sector plays an important role in identifying challenges and solutions to better promote trade, tourism and investment, and also helps identify private sector-led projects that can support the subregion’s development.



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