



EXHIBITORS' BRIEFING

**Main Auditorium, Level 1,
D&T Building**

Agenda



- Safety Briefing
- Recital of Surah Al-Fatihah
- Briefing on the Brunei MSME Festival 2019
- Q&A

Brunei MSME Festival 2019



DARE
Darussalam Enterprise

Dates:

28 – 31 March 2019

Time (for the public):

28 March 2019 : 12pm – 9pm*

29 – 31 March 2019 : 9am – 9pm (Friday will be closed between 12 – 2pm)

Venue:

Hall 1 & 2, BRIDEX, Jerudong

Objectives:

- To promote entrepreneurial culture
- To raise awareness of DARE's programs and services
- To market and increase public awareness of Brunei-made products and services offered by local MSMEs.

**There will be an opening ceremony in the morning, so exhibitors must be ready at their booth from 7:30am*

Key Messages



- The MSMEs are in need of opportunities and encouragement to show that their contributions are imperative to improve Brunei's economic growth. The expo will provide a platform to raise awareness of Made in Brunei products and is a means to help local companies improve their products to become more commercial ready.
- The Brunei MSME Festival will serve as a pre-assessment for MSMEs with potential products for DARE's Growth programme which provides assistance for MSMEs to be ready for export to international markets.
- The Brunei MSME Festival will offer an affordable alternative to address the issue faced by micro/home businesses in promoting their products and/ or services.

Opening Ceremony



Guest of Honour:

YB Dato Seri Setia Dr. Awang Mat Suny bin Haji Mohd Hussein, Minister of MEMI & Chairman of DARE

Dates:

28 March 2019

Arrival of Invited Guests:

8 – 8:30am

Start of event launch, follow by tour:

9am onwards

Venue:

Hall 2 (Main Hall), BRIDEX, Jerudong

Arrival of Guest of Honour:

8:50 – 9am

Exhibitors attire:

Smart

Exhibition



- The event consists of two elements: (1) Expo (2) Conference & Seminars.
- The expo will be divided into sections including:
 1. Advisory Services – a section of the expo will gather different experts with various business knowledge to provide walk-in advisory services for MSMEs seeking advice.
 2. Vendor Exhibition - the proposed number of booths for vendors is 250-300. The target vendors are Brunei-registered companies/ organizations offering/selling products within the Food & Beverages, Health, Beauty & Cosmetics, Fashion & Textile and Handicrafts, Household Items as well as Services
 3. Cooking area (outside of the halls)
- The opening hours for Public/Visitors: 9am – 9pm (Friday will be closed between 12pm – 2pm)
- Booth categories:

Booth Category	Booth fees per unit
MPKs / Home Businesses	\$ 100.00
MSMEs	\$ 300.00
FDIs / GLCs / Banks / MNCs	\$ 1,000.00

Conference & Seminar



The conference/seminar is expected to occur concurrently and will be targeting MSMEs and Startup Companies as well as general public that are interested to participate.

- The concepts for the conference/seminar are as below:

Activity	Description	Agencies/ Speakers
	Theme	
Main Conference event	Day 1: Tapping New Markets: Exporting Your Way to Growth	<ul style="list-style-type: none">• Co-lead by Asia Inc Forum• Local and international speakers
Seminars/Talks	Day 2: Starting a Business Day 3: Running a Business Day 4: Growing a Business <ul style="list-style-type: none">• Sharing sessions• Activities/ workshops	<ul style="list-style-type: none">• Co-lead by EODB• Different Government agencies• Industry experts• Entrepreneurs

- Registrations to attend the conference/seminars will be open online. Do look out for our promotions on the conference in the upcoming weeks.

Business Matching Sessions With Potential Buyers



- Proposed dates: 29th – 30th March 2019.
- Potential Buyers include local supermarkets, international supermarkets, buyers and distributors.
- Confirmed buyers include: Sarawak and Japan for F&B, Beauty and Healthcare and Fashion & Textiles products.
- Application to participate will be open online.

Confirmed Buyers



Company	Company Type	Country	Target Products
Emart Holding Sdn Bhd	Department Store	Kuching, Sarawak, Malaysia	Fast-moving consumer goods
Krian Resources Sdn Bhd	Distributor	Kuching, Sarawak, Malaysia	All food items
Everrise Departmental Store Sdn Bhd	Department Store	Kuching, Sarawak, Malaysia	All supermarket items
Minori Co. Ltd.	Food Producer	Tokyo, Japan	Halal food ingredients (seasonings, broth, shortening, frozen processed meat, curries)
Shinkou Co. Ltd.	Manufacturing Products using Brunei Textiles/ Distributor	Tokyo, Japan	Brunei hand-woven textiles
E1Net Sdn Bhd 28Mall.com	eCommerce & Marketing Loyalty Platform	Kuala Lumpur, Malaysia	Bodycare/home spa, traditional skincare, fashion & accessories, health & food brands

Exhibitor's Participation



- It is important that each exhibitor knows your objective to participate in the event. Are you validating new product, are you learning who your competitors are?
- Booth showcase – Attractive and effective display of products/ services. Others promotional materials to consider – banners, posters, brochures, name cards, etc.
- Exhibitor's Representative – should be well informed on all the products/ services you are showcasing.

Record of Daily Sales/ Sales Leads



- Do keep track of your sales and/or sales leads for every day of the expo – a form will be provided and **this is compulsory to be submitted to DARE on a daily basis.**
- This is to gather data from the expo and assess your product/service potential.
- Additionally, design a custom lead form to capture the best info from prospective clients - not just general contact info, but also opportunity and sales advancing info.
- In addition, all exhibitors must complete a feedback form (to be provided) at the end of the event. This will help DARE to identify the effectiveness of the expo, as well as the kind of assistance needed by companies and provide necessary support.

Setting Up Booths



Booth Set-Up

Dates	Set Up
24 - 27 th March 2019	Construction of booths by contractor
27 th March 2019	Exhibitors' move-in and setting up (morning – afternoon)
27 th March 2019	Final inspection
28 th March 2019	Ready for launching day and GOH booth tour. 7.30am – All exhibitors must be ready.

Move Out

Date	Time
1 st April 2019	8am – 5pm

What's Next?



- **Booth payment** must be made and the **exhibitors' contract** must be acknowledged and submitted to us in order by the deadline to confirm participation.
- Last date for payment and contract submission will be **Monday, 11th March 2019.**

Booth Payment



- Modes of payment:
 1. Cash
 2. Cheque
 3. Internet Banking / Online transfer
 4. Cash Deposit Machine
- For cash and cheque payment, to be made to the Business Help Desk at the Business Support Centre, Level 1, D&T Building, Anggerek Desa Tech Park.
- For internet banking / online transfer and cash deposit payment, please email us proof of payment.
- E-receipt for all modes of payment will be provided separately by email upon payment.

Bank Account Details for Payment



Account Name	Darussalam Enterprise
Account Number	00-001-01-0088178
Bank Name	Bank Islam Brunei Darussalam
Bank Address	BIBD Headquarters, Lot 59 Bangunan BIBD, Jalan Pemancha Bandar Seri Begawan BS 8711 Negara Brunei Darussalam

Exhibitors' Contract



- Exhibitors' Contract and the Terms & Conditions for exhibitors can be viewed here: <https://goo.gl/forms/O6m127dUVZBH7oDE2>
- Please read and acknowledge the Exhibitor's Terms & Conditions, and submit the online version of the contract to us by the deadline.

A screenshot of a web form titled 'Brunei MSME Festival 2019: Exhibitors' Contract & Terms & Conditions'. The form is set against a purple header and a light purple background. The text on the form includes: 'Below are the Contract and Terms & Conditions for participation as exhibitors in the Brunei MSME Festival 2019. Please tick all the boxes to signify your agreement to the T&Cs, and submit it by Monday, 11th March 2019.' There is a red asterisk indicating a required field for 'Email address *'. Below this, there are three sections, each with a heading and a paragraph of text, followed by a radio button labeled 'I agree':
1.0 APPLICATION FOR PARTICIPATION *
1.1 Brunei MSME Festival 2019, held from the 28th - 31st March, is open to Brunei-registered companies only. DARE reserves the right to refuse, stop and remove exhibiting from the exhibition hall immediately and without further notice if they are found to be fraudulent to this rule.
2.0 ALLOCATION OF BOOTH *
2.1 DARE shall reserve the right to change the booth allocated to the exhibitor at any time prior to the commencement of the build-up of the exhibition should exceptional circumstances demand to transfer or close enterprises or items to the exhibition hall and to undertake other structural alterations as they deem fit. Such changes shall be at the sole discretion of DARE and the exhibitor shall have no claims for compensation because of these changes.
3.0 EXHIBITS AND APPLIANCES *
3.1 Any exhibits interfering with neighbouring exhibits are strictly prohibited.

Additional Information



Confirmation of Exhibitors

- Exhibitors who have made payment will be given confirmation online and each exhibitor will be receiving limited no. of passes with unique QR code.
- Only exhibitors with exhibitor passes will be allowed to move-in.
- All exhibitors are advised to wear the passes at ALL TIMES during the 4-day exhibition, as well as during move-in.
- Maximum passes per exhibitor is 3 units (however, you may have more than 3 staff at the booth provided that they are accompanied by at least 1 staff wearing the pass).
- Confirmed exhibitors will have access to book Business Matching session.

Parking for Exhibitors

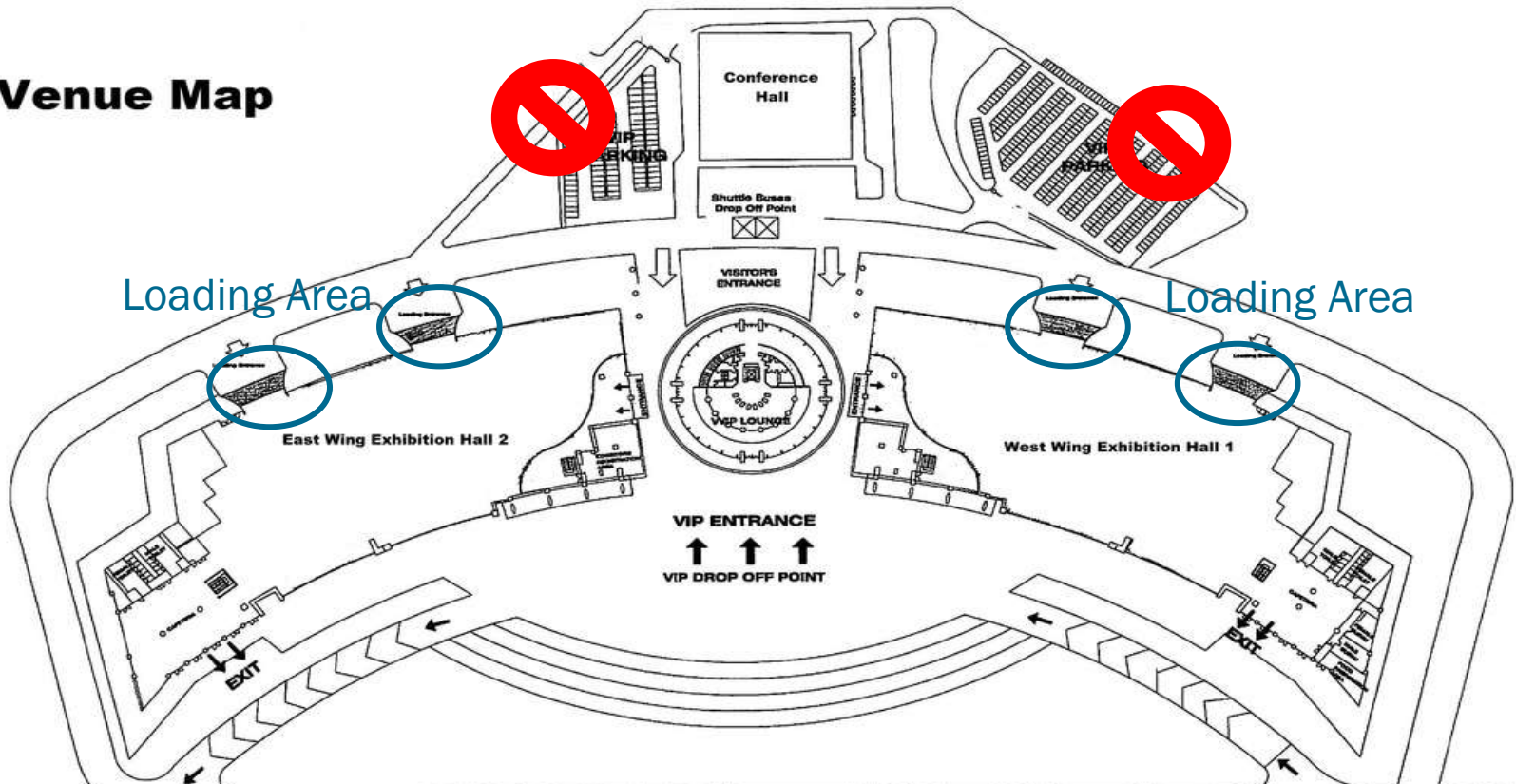
- Parking is based on first come first serve basis only.
- Once car park is full, exhibitors are advised to park at Jerudong Park parking lot and enter Bridex halls using the shuttle bus service provided.

Parking Area



DARE
Darussalam Enterprise

Venue Map



Parking Area for Exhibitors

Exhibitor's Booth



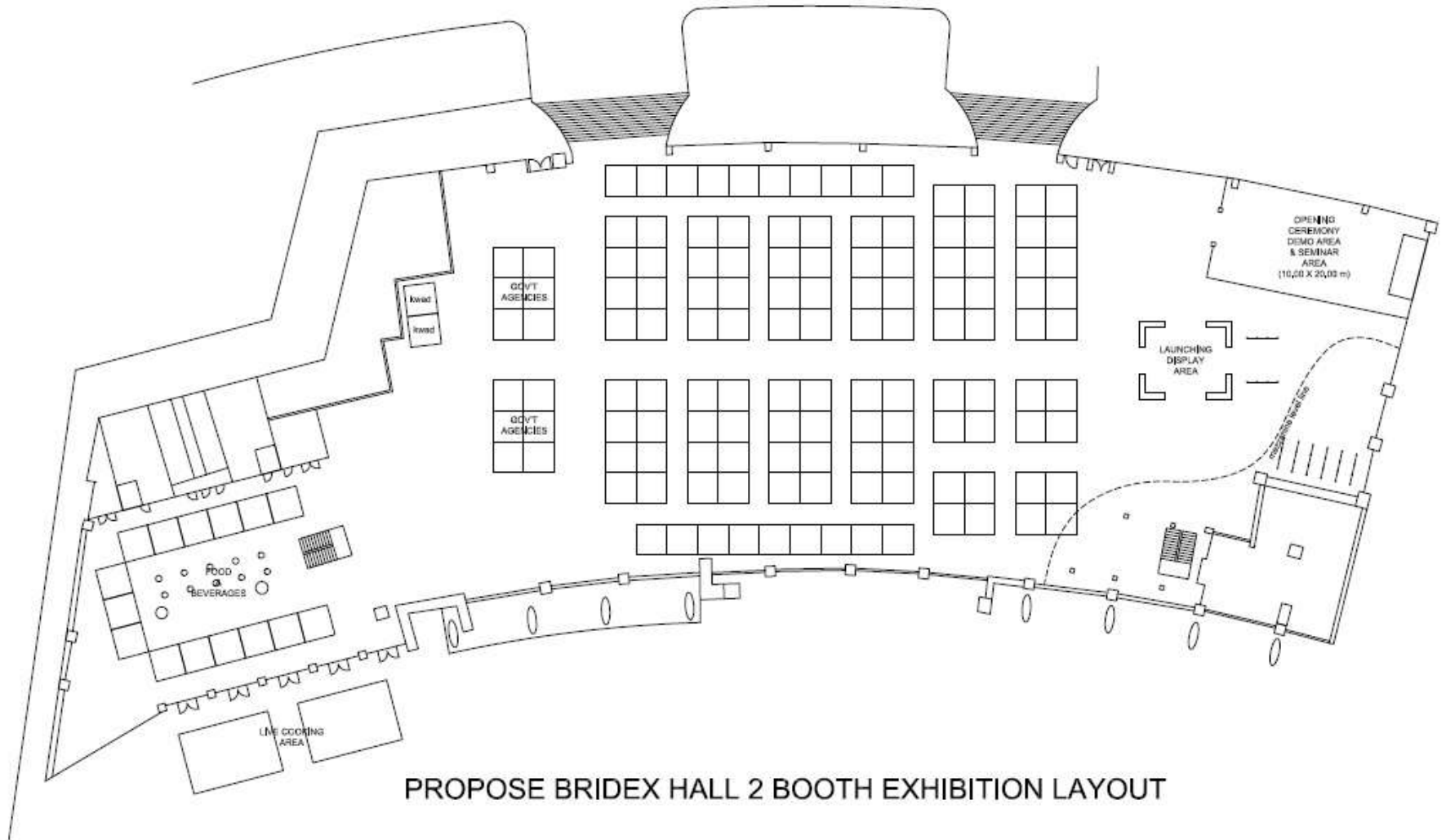
- Shell Scheme Booth standard size 3m x 3m complete with the following:

1. 3m x 3m needle punch carpet
2. R8 system (shell)
3. 1 unit table complete with cloth
4. 2 units banquet chairs
5. Fluorescent light
6. 13amp Power Point
7. Waste Basket
8. Fascia Board (Company name)



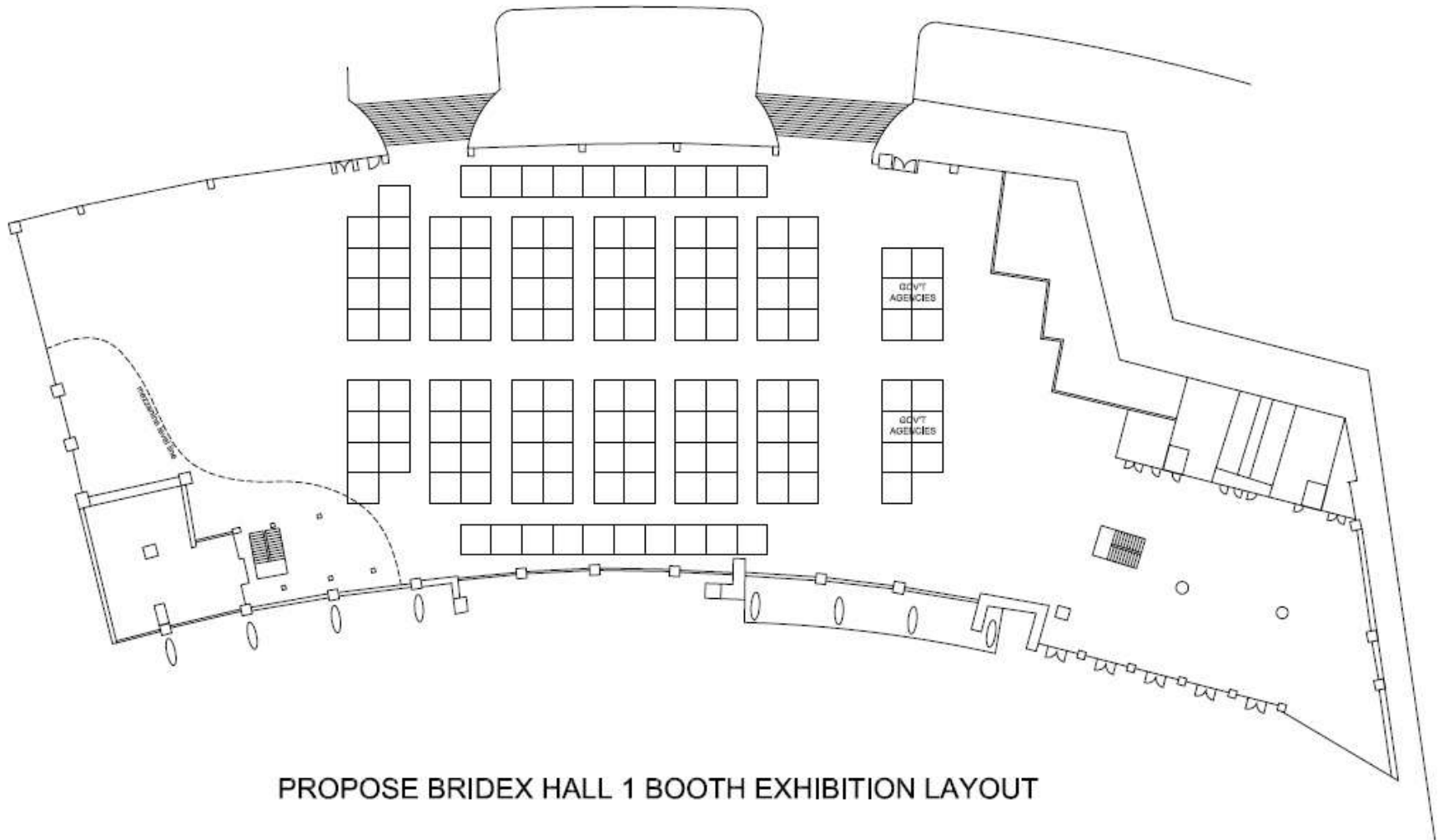
- Additional orders for booth will be subject to availability. You can complete the ADDITIONAL REQUIREMENTS FORM (*attached at the end of this document*) and submit it to the contractor directly (kuangweiadvertising@gmail.com).

Booth Layout Hall 2 (Main Hall)



PROPOSE BRIDEX HALL 2 BOOTH EXHIBITION LAYOUT

Booth Layout Hall 1



PROPOSE BRIDEX HALL 1 BOOTH EXHIBITION LAYOUT

Notes to Exhibitors



- Booth must be manned at all times
- Clothing: Smart and appropriate
- Additional equipment: Exhibitor's own cost
- No open flames or BBQ
- No usage of nails and staplers on the panels
- Do not replace or obstruct the standard fascia board
- No loud music in the hall
- Multiple plugging is not allowed
- Exhibit structure must not go beyond assigned booth area
- No false ceiling unless material used allow water flow freely. Approval from secretariat is required.
- Aisle ways must be kept clear from exhibitor's materials/ goods.
- Keep your area clean at all time
- Washing basins and cooking area will be provided with tents outside the hall.
- No painting or sawing is allowed to the booth panels.
- Installing own spotlights and electrical fittings are not allowed
- Exhibitors will be held responsible for any damage caused to the exhibition area made by their staff or contractor.

Rules & Regulations



Information from Other Relevant Authorities

- No counterfeit items
- Cosmetics products must have notification of sales issued by Ministry of Health
- Any religious books, design elements, accessories will have to go through the Censorship and Exhibition Unit of the Islamic Religious Knowledge Department, MORU for approval.
- For travel agencies/ tourists related activities, please notify Tourism Department, Ministry of Primary Resources and Tourism.
- Exhibitors with products available commercially and would like to offer sale or promotional discounts during the event, must inform and apply to JPKE for approval. Go to www.depd.gov.bn to download the form.

IMPORTANT:

- Please ensure that all necessary documents and approvals are obtained prior to exhibitor's participation. DARE is not responsible for any confiscation of goods from the relevant agencies.

Point of Contact



Name	Iqah or Diana
Telephone No.	2384830 ext 212/228
Email Address	bruneimsmefest@dare.gov.bn
Website	http://www.dare.gov.bn/MSMEfest/home.html

THANK YOU

Q & A SESSION



**28 – 31 MARCH 2019 – BRIDEX HALL 1 & HALL 2, JERUDONG
ADDITIONAL REQUIREMENTS FORM**

CODE	ITEMS	QTY	UNIT PRICE	TOTAL
KWF 1	Bar Stool		\$25.00	
KWF 2	Glass Round Table		\$65.00	
KWF 3	Folding Table		\$30.00	
KWF 4	Brochure Rack		\$75.00	
KWF 5	Cocktail Table		\$75.00	
KWE 1	Led TV – 42"		\$300.00	
KWE 2	Led TV – 50"		\$450.00	
KWE 3	Water Dispenser (with 2 water container)		\$250.00	
KWE 4	Electric Kettle		\$35.00	
KWE 5	P/A System (2 mics, 1 amplifier & 2 speakers)		\$500.00	
KWEP 1	Powerpoint Socket – 13amp		\$35.00	
KWEP 2	Powerpoint Socket – 15 amp		\$45.00	
KWEP 3	Long Arm Spotlight – 50 watts		\$75.00	
KWEP 4	Spotlight – 25 watts		\$50.00	
KWEP 5	Fluorescent Light		\$35.00	
KWEP 6	Halogen 12V Downlight		\$55.00	
AUTHORIZATION I hereby read and agree to all terms & conditions as listed on the form		Sub Total		
		Damage Waiver		
		Late Order Surcharge		
		On Site Order Surcharge		
		Total		
Signature	Date			
Orders are not valid unless signed and chop				

Terms of Payment : Payment must accompany this order either by cash or cheque

Payment Payable to : **KUANG WEI ADVERTISING & DISPLAYS COMPANY**

Bank Account Number : **0500110435325 – Baiduri Bank**
00-001-010096195 – BIBD

Contact Person : **Melissa Bte Hj Jumat - +6738716621**
Diana Alba - +6738920703

**Rates shown are for the duration of the exhibition only*