



# THE 2ND BRUNEI MSME FESTIVAL

Dare to Innovate: Growth & Resilience through Innovation

DATE

**16 – 19 MARCH 2023**

TIME

**10AM – 9PM**

VENUE

**BRIDEX HALL 1 & 2,  
JERUDONG**






## CONTACT US

MSME Festival Secretariat

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BRUNEI DARUSSALAM

**DARE**  
Darussalam Enterprise



# ABOUT

In the movement towards Brunei's vision to diversify the economy, there has been a rise in entrepreneurs with a variety of products and services across the Sultanate. With the majority of the businesses consisting of Micro, Small and Medium Enterprises (MSMEs), there is a need of opportunities and encouragement to show that their contributions are imperative to improving Brunei's economic growth.

The Brunei MSME Festival, organized by Darussalam Enterprise (DARE), is a platform to raise awareness of Bruneian products/services while promoting & celebrating entrepreneurship.

The 4-day event will also include a themed conference and interactive sharing sessions covering various key topics and issues relevant to MSMEs and the general public to promote entrepreneurial culture and development.

The main objectives of the Brunei MSME Festival are:

- ▼ To promote entrepreneurial culture by showcasing entrepreneurship
- ▼ To raise awareness of support programs and services by DARE as well as government and private agencies
- ▼ To market and raise awareness of Bruneian products and services offered by local MSMEs, and identify their potential for export

Past Achievements: 2019

<b>Foot Traffic</b>	<b>Total Exhibitors</b>
25,000 visitors	225
<b>Total Sales</b>	
More than \$380,000	

# ORGANIZER

Darussalam Enterprise (DARe) is a Statutory Body whose aim is to nurture and support local enterprises from start-up to growth. DARe works closely with government and non-government agencies locally and abroad to foster the growth of business enterprises and increase GDP contribution.

Through DARe, a common and unified approach is taken to direct, support and encourage the growth of local enterprises under a single body represented and driven by the private sector.





# EVENT HIGHLIGHTS

## Exhibition

- Over 200 booths showcasing Bruneian brands, products and services
- Government agencies' booths providing information and advisory on government services
- DARE booth providing information on DARE initiatives to support growth of Brunei businesses

## Conference & Seminars

- A thematic main conference involving both local and international speakers
- Interactive sharing sessions and talks to promote entrepreneurial culture
- Briefing from government agencies on business-related processes

## Business Matching & Mentoring Sessions

- Business matching sessions and networking opportunities for exhibitors to meet local and international distributors to expand their products' market reach.

## Games & Activities

- Fun interactive daily activities for visitors of all ages.



# EXPECTED EXHIBITORS & VISITORS

## Expected Exhibitors

Brunei-registered businesses from the following industries:

- Food & Beverages
  - Beauty, Cosmetics & Healthcare
  - Fashion & Textile
  - Services
  - Institutions & Associations
  - Government Agencies
- 

## Expected Visitors

- Distributors & Buyers
- Manufacturers
- Entrepreneurs
- Investors
- Tourists
- Families
- General public



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