



MEDIA RELEASE
TOURISM DEVELOPMENT DEPARTMENT
MINISTRY OF PRIMARY RESOURCES AND TOURISM
4:00PM, 30TH JUNE 2018, SATURDAY
BRUNEI INTERNATIONAL AIRPORT, SATELLITE AREA , BANDAR SERI BEGAWAN

OFFICIATING CEREMONY OF SBC DUTY FREE SHOP

1. The opening of the first duty free shop in Brunei Darussalam was officiated today at the Satellite Area of the Brunei International Airport. The duty free shop was officially opened by the Minister of Primary Resources and Tourism Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister of Finance II Yang Berhormat Dato Seri Paduka Dr Awang Haji Mohd Amin Liew bin Abdullah, Minister of Communications Yang Berhormat Awang Abdul Mutalib bin Pehin Orang Kaya Seri Setia Dato Paduka Haji Mohammad Yusof.
2. Also, present at the ceremony is Yang Mulia Awang Hj Azhar bin Hj Ahmad, Permanent Secretary Ministry of Communications, Yang Mulia Awang Wardi bin Hj Mohd Ali, Deputy Permanent Secretary Ministry of Primary Resources and Tourism, Yang Mulia Dr. Awang Hj Supry bin Hj Awang Ladi, Deputy Permanent Secretary Ministry of Communications, Mr. Soon Loo, CEO Brunei Economic Development Board, Mohd Nazri bin Mohd Yusof, Acting Director of Civil Aviation Department, Pg Hj Mohd Hasnan bin Pg Hj Ali Hassan, Acting Controller of Royal Customs and Excise Department, Salinah Hj Md Salleh, Acting Director of Tourism Development Department, President of Shinwoo Group Mr Choi Sangkwon, and Director of SBC Sdn Bhd Mr Sung Weonwoo.
3. The number of tourist arrivals to Brunei have increase by 18.3% from 218,809 to 258,955 in 2017. With the aim of ensuring continuous development and promotion of tourism, the Tourism Development Department under the Ministry of Primary Resources and Tourism welcomed the setting up of the SBC duty free

shop. This marked a significant milestone to further boost the shopping experience for passengers at the Brunei International Airport.

4. The Royal Customs and Excise Department, Ministry of Finance are regulators of import and export goods in Brunei Darussalam and has also supported the opening of a duty free retail shop in Brunei by reviewing the goods duties policy to pave the way for the Duty Free shop to be available in Brunei.
5. In 2017, the Brunei International Airport recorded an arrival of 244, 278 transit passengers. The Department of Civil Aviation, Ministry of Communications are continuously improving the service for aviation and airline passengers. Commercial activities such as the duty free shop is one of the many on-going efforts of the Brunei International Airport to enhance passengers experience at the airport.
6. Furthermore to increase tourism into the country, the Brunei Economic Development Board continues to promote Brunei as a preferred destination for investors. The successful opening of the duty free stop is a significant contribution to the creation of jobs for the local Bruneian as well as for the retail sector of the economy. SBC Duty Free Shop is the first duty free shop opened in the country, invested by a Korean based company that finds Brunei as an attractive country to invest due to its economic strength, political stability, good geographic location, clean and safe environment.
7. The duty free shop is a part of Shinwoo Group based in Korea that operates business under the areas of construction, trading, and logistic as well as duty free shops. The SBC Duty Free Shop located at the Satellite Area of the Brunei International Airport consist of selling premium brand products such as watches, sunglasses and other designer collections.
8. A tour of the vicinity was provided after the launch to all guests to view the outlet and products. SBC Duty Free is offering special deals during its opening for its customers.
9. The duty free operating hours are from 7:00 am to 12:30 am daily.

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