

JOINT MEDIA RELEASE
TOURISM DEVELOPMENT DEPARTMENT, MINISTRY OF PRIMARY RESOURCES AND TOURISM,
BRUNEI ECONOMIC DEVELOPMENT BOARD,
SBC SDN BHD

3:00PM, 8TH AUGUST 2019, THURSDAY
EMPIRE HOTEL AND COUNTRY CLUB, SHOPPING ARCADE

OFFICIATING CEREMONY OF MODERN BOUTIQUE

1. The opening of the first luxury boutique shop in Brunei Darussalam was officiated today at the Shopping Arcade of The Empire Hotel and Country Club. The luxury boutique shop named as the Modern Boutique was officially opened by the Minister of Primary Resources and Tourism Yang Berhormat Dato Seri Setia Awang Haji Ali bin Apong, Minister at the Prime Minister's Office and Minister of Finance and Economy II Yang Berhormat Dato Seri Setia Dr Awang Haji Mohd Amin Liew bin Abdullah, Her Excellency Yoon Hyun Bong, the Ambassador Extraordinary and Plenipotentiary of the Republic of Korea and the President of Shinwoo Group Mr Choi Sangkwon.
2. Also, in attendance at the ceremony were the Director of SBC Sdn Bhd Mr Sung Weon Woo and senior government officials.
3. Modern Boutique is a new outlet of SBC Sdn Bhd, which also launched the first duty free shops in Brunei Darussalam at the Brunei International Airport in 2018. SBC Sdn Bhd is a part of Shinwoo Group based in South Korea that operates business under the areas of manufacturing, construction, trading, and logistic as well as duty free shops.
4. The Modern Boutique consist of selling premium brand products such as sunglasses, watches, handbags, wallets and other range of products at competitive prices in this region. High end retail outlets such as The Modern Boutique are welcomed to set up in Brunei as they add variety to the retail industry and promote luxury shopping experiences for consumers which will also further contribute to tourist expenditure in the country.
5. President of Shinwoo Group, Mr. Choi Sangkwon believes that the support and cooperation from government and relevant agencies of Brunei Darussalam including Ministry of Primary Resources and Tourism and the Brunei Economic Development Board has contributed to the successful opening of SBC Sdn Bhd's new outlet. He also said that the Modern Boutique opening in the Empire Hotel & Country Club will offer visitors including tourists unique and special shopping experiences.
6. According to the Director of SBC Sdn Bhd Mr Sung Weon Woo, the opening of the Modern Boutique was also in response to the local consumers who were enthusiastic about having access to premium brand products that up until now were only available at the duty free shops at the Brunei International Airport.

7. According to 2018 statistics, there have been 9,125 Korean tourist arrivals to Brunei, which has boost the tourism sector and specifically for golf at the Empire Hotel and Country Club. This was due to the efforts of local travel agents working with their partners in Korea. With increasing airline connectivity and increased collaboration between other airlines, travel agents and hotels, it is hope that these initiatives will contribute to more significant increase of Korean tourists to Brunei and entice them to stay longer in this country to enjoy the attractive packages that Brunei has to offer.
8. Additionally, the Brunei Economic Development Board as a frontline agency that was tasked to attract and facilitate Foreign Direct Investment into the country continues to promote Brunei as a preferred destination for investors including from the Republic of Korea.
9. The Empire Hotel & Country Club being state-of-the-art and luxury 5 star hotel in Brunei has provided the preeminent location for SBC Sdn Bhd to open its new outlet. The outlet is now conveniently accessible by tourists and also locals that wish to purchase premium brand products in the country.
10. A tour of the vicinity was provided after the launch to all guests to view the outlet and products.
11. The Modern Boutique operating hours are from 10.30am to 8.00pm daily.