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## **BRUNEI DARUSSALAM AND THE PEOPLE'S REPUBLIC OF CHINA TOURISM PROMOTION AND BUSINESS MATCHING SESSION**

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*Bandar Seri Begawan, [Friday, 17 January 2020]* – A Tourism Promotion event and Business Matching session between travel and hospitality agencies from the Brunei Darussalam and the People's Republic of China was held today at Dewan Setia Pahlawan, Ministry of Primary Resources and Tourism. Organized by the Tourism Development Department, Ministry of Primary Resources and Tourism and the Ministry of Culture and Tourism of the People's Republic of China, the event marks the first engagement between the two countries on the platform of the Brunei Darussalam and The People's Republic of China Year of Tourism 2020.

Present as the Guest of Honour was Yang Berhormat Dato Seri Setia Awang Haji Ali bin Haji Apong, Minister of Primary Resources and Tourism and Mr Zhang Xu, Vice – Minister of Culture and Tourism, the People's Republic of China. Also in attendance was Her Excellency Madam Yu Hong, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Brunei Darussalam, Yang Mulia Pengiran Haji Kamalrudzaman Bin Pengiran Haji Mohd Ishak, Permanent Secretary, Ministry of Primary Resources and Tourism and Yang Mulia Awang Wardi bin Haji Mohammad Ali, Deputy Permanent Secretary (Tourism) as well as other Senior Officials and tourism stakeholders.

A total of 30 tourism officials and representatives from the People's Republic of China came to Brunei Darussalam with the objective to build and strengthen relationships between travel agents and tour operators in order to boost arrivals between the two countries Brunei Darussalam and People's Republic of China. The delegation from the People's Republic of China is led by His Excellency Zhang Xu, Vice Minister of Culture and Tourism of the People's Republic of China.

China is one of the top source markets for tourist arrivals for Brunei Darussalam with a recorded number of 43,000 tourist arrivals (July 2019). In 2018, Brunei Darussalam saw an increase of 21.1% with 65, 563 tourist arrivals from China in comparison to 2017 with tourist arrivals of 54,125. With the launch of the Brunei Darussalam-People's Republic of China Year of Tourism Year, together with direct and increased air connectivity between the two countries, such as the new route of Royal Brunei



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Airlines (RB) to Beijing, it is hoped that this initiative will boost tourist traffic and economic growth between both countries.

The delegation also had the opportunity to go on a city tour to Bandar Seri Begawan in the morning as part of their introduction to the places of interest in Brunei Darussalam.

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Prepared by:  
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Ministry of Primary Resources and Tourism  
Brunei Darussalam  
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