



**Ministry of Primary Resources and Tourism  
Brunei Darussalam**

## **OPENING REMARKS**

**YANG BERHORMAT  
DATO SERI SETIA AWG HAJI ALI BIN APONG  
*Minister of Primary Resources and Tourism  
Brunei Darussalam***

**AT THE PROMOTION OF “DISCOVER MUARA”**

**Cruise Ship Centre, Muara  
Brunei Darussalam**

**Saturday, 2<sup>nd</sup> Mac 2019**

بسم الله الرحمن الرحيم  
الحمد لله رب العالمين، وبه نستعين على أمور الدنيا والدين، والصلاة والسلام على  
أشرف الأنبياء والمرسلين، سيدنا محمد وعلى آله وصحبه أجمعين

Yang Berhormat Members of the State Legislative Council;  
Your Excellencies, High Commissioners and Ambassadors;  
Members of the Brunei Tourism Board  
Permanent Secretaries;  
Deputy Permanent Secretaries;  
District Officers;  
Distinguished Guests,  
Ladies and Gentlemen.

السلام عليكم ورحمة الله وبركاته

Salam Sejahtera and A Very Good Morning

1. I am pleased to be here today to promote 'Discover Muara' - a new travel product in the Brunei Muara District. We would like to introduce Muara as another destination to visit in Brunei Darussalam as part of a variety of offerings to travel agents, tourists (especially for the cruise and ferry passengers), as well as local residents here.
2. Muara, which is located at the north-easternmost part of Brunei, is the sea route and gateway into Brunei. Every year, an average of 15 cruise ships, bringing in about 400 to 3000 passengers on each cruise arrives at Muara Port. On the other hand, there is also an annual average of over 60,000 foreign travelers from the eastern part of Malaysia such as Sabah and Labuan arriving by ferry at the Serasa Ferry Terminal. We

hope the strategy of introducing more attractions near the Cruise Ship Centre and Ferry Terminals will allow future passengers to enjoy their transit in Brunei. With the growing number of people choosing to have their vacations on cruise ships, the cruise industry will be a lucrative economy to the tourism sector of Brunei.

3. Muara Town is quite special as it has its own historical significance. It was once home to a lucrative coal mine called the Brooketon Colliery in the late 1800s up till its closing in 1924. Its success was responsible for the growth spurt in the transportation and infrastructure development within the area as well as the growing population of local miners and their families. Today, the tranquil beach town of Muara is a favourite spot for locals and visitors alike. This is also the location of the Brunei-Australia Memorial Site - in commemoration of ANZAC Day, which is celebrated here on 25<sup>th</sup> April annually. The Allied Forces, led by Australia's 9<sup>th</sup> Division's landing at Green Beach (the code name of Muara Beach) on 1945 marked the liberation of Borneo.
4. Beyond the historical sites and landmarks in Muara, there are also jungle trekking activities for avid hikers to Bukit Tempayan Pisang. The trek up to the hill will reward hikers with a splendid view of the Brunei Bay, the construction of the Temburong Bridge, Muara Port, Pulau Muara Besar and the residential area of Kampong Perpindahan Serasa. Along the way, visitors will also be able to see two caves, the Radat Cave and the Harimau Cave – both of which have their own interesting legends, which you must find out on your own as you take the time to explore.

5. More importantly, we want to encourage and provide more options for stakeholders to include these activities and more to the existing packages which we already have on offer. I wish to also take this opportunity to encourage our travel agents to work closely with the Village Consultative Council, Majlis Perundingan Kapok, to promote Muara Town and to include activities such as cultural performances, handicraft and cooking demonstrations, as well as guided tours to the beautiful sites available in and around the village.
  
6. In Muara, you will find long stretches of beaches where you can enjoy the sunset or a bicycle ride along Muara Beach. For those looking for watersports adventures, Serasa Beach offers facilities for watersports activities. There is also the Marine Biodiversity Centre just 15 minutes away from here, where people can learn about the importance of conservation of environment and the local marine life. It is filled with aquariums, exhibits and informative displays of our rivers and seas and the **creatures** that inhabit them.

Ladies and Gentlemen,

7. The Ministry of Primary Resources and Tourism is committed to ensure that the tourism services sector becomes one of the significant contributors to the development and growth of the country's economy, particularly in the non-oil and gas sector. We are constantly engaging with our stakeholders such as travel agents, airlines, hotels, accommodation providers and the local communities to actively work together to improve our services, quality and infrastructure, and to work together towards potential public private partnership opportunities.

8. With the increase of airline connectivity by our national airlines, Royal Brunei, to various countries in the region and more, there will be an increasing demand for local guides in the country, especially those with multi-lingual skills. Through the Tourism Development Department, we are currently working together with education institutions, such as Laksamana College of Business, to deliver a series of training programs this year set for those interested to work as freelance tour guides and for those wanting to enhance their language diversity.
  
9. To conclude, I would like to, once again, thank and congratulate all those involved in realising “Discover Muara” and for their dynamic involvement and continuous support and I look forward to more involvement from other stakeholders to support our local tourism initiatives. Today, we have eight (8) exhibitors consisting of tourism service providers as well as the local community showcasing and selling their products as part of “Discover Muara”, please feel free to look around, discover and explore what we have on offer.
  
10. With the Kalimah **‘Bismillaah Hirrahmaaniir Rahiim’** and with **Salawat and Salam to our Prophet Muhammad Sallallahu Alahi Wassalam, may Peace be Upon Him**, I hereby officially launch “Discover Muara”.
  
11. Thank you very much.

**Wabillahi Taufik Wal Hidayah, Assalamualaikum warahmatullahi wabarakatuh.**

