BRIDEX 2009 venue to have major renovations

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The Empire Hotel & Country Club, will be seeing major renovations in the next year to make way for their spot as the official venue of the second Brunei Darussalam International Defence Exhibition (Bridex).

Slated to be held between August 11 and 16, 2009 Bridex targets to gather 250 exhibitors from 30 countries, and will require an additional adjacent exhibition area of 7,000 sq metres using tents. The incomplete Grand Hall will be completed by August 2009 and will be the main exhibition area, which together with the other venues and facilities provided by the Empire means the total exhibition area will be 15,000 sq metres.

Some of the feedback from the last Bridex was the space was limited and most of the mechanical and engineering equipment could not be displayed properly. Come next year, the marina, located in front of the main exhibition hall will have enough space to accommodate naval vessels that are slated to be brought in by foreign exhibitors and there will be a demonstration area with nearby tents for the mechanical and engineering equipment.

Exhibitors will now not have to worry about the travel time from various hotels located across the Brunei-Muara District and can now travel to the exhibits or meeting areas via foot or hotel buggy. The hotel will accommodate the expected 700 foreign delegates, officials and exhibitors in rooms in the main hotel building, rooms at the Waterfall wing and the Lagoon wing.

"Having to host the Bridex in 2009, will create a positive impact and open a lot of doors to many international Meetings, Incentives, Conference and Exhibitions (Mice) market to Brunei. The event itself will be attended by many international delegates, and also international media/press from around the world and this will eventually give great exposure and media coverage to the Hotel as well as Brunei," said Hafiza Mohamad, the Public Relations and Marketing Communications Manager of The Empire Hotel & Country Club.

On this overhaul creating more facilities for Bridex 2009, Hafiza added that they will be providing better Internet facilities in all rooms and venues. An additional 120 rooms will be added by mid 2008. "The changes to our food and beverage facilities include the addition of another outlet called The Deli, in which we will feature lighter fare; and a more casual dining experience and will be opened by April 2008." She said.

While the Empire Hotel, is steadily growing their occupancy level from 2007, and targeting newer markets, it is uncertain where they will go from Bridex 2009, said the Empire Hotel.

It is with high anticipation that the renovation of the exhibition area and the Great Hall will be something that will exceed the expectations that many of the exhibitors currently have.

Source: Brunei Times