

Bridex 2009: MoU to be signed with Lima organisers

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World Aerospace is set to sign the agreement with Royal Brunei Technical Services

BRIDEX 2009 will take a giant leap into the big league with the signing of a Memorandum of Understanding (MoU) today morning with World Aerospace Sdn Bhd, the main organisers of the Langkawi International Maritime and Aerospace Exhibition (Lima) 2007 on the Malaysian island of Langkawi.

Dato Paduka Hj Mustappa Hj Sirat, permanent secretary at the Prime Minister's Office will be signing on behalf of The Royal Brunei Technical Services (RBTS), co-organisers of the Bridex 2009.

RBTS is a government-owned company under the Prime Minister Corporation, established to support the defence and security needs and requirements of the sultanate.

Expected to be on hand at the signing ceremony are Brunei's Deputy Minister of Defence, Pehin Singamanteri Col (Rtd) Dato Paduka Hj Yasmin Hj Umar as well as the Malaysian Prime Minister, Datuk Abdullah Ahmad Badawi.

"We are projecting a higher profile for Bridex 2009," said Dato Hj Mustappa. "The fact that the announcement and the signing of Bridex 2009 was made overseas during Lima 2007 shows the recognition that Bridex has gained."

"Management these days have set themselves a higher standard. At the international level it is a different ball game," said Dato Hj Mustappa adding that "everyone should also be helping to prepare Brunei for Bridex 2009".

Brunei's second international defence exhibition promises to be a much bigger affair than the inaugural one held in May this year.

Brunei had also set up a booth within the huge cavernous Mahsuri International Exhibition Centre at Lima 2007 which has attracted many people during the first day of the five-day event.

Manned by officers and staff of the RBTS, the booth was also visited by Brunei's delegation of military, police and civilian VIPs, who were attending the Lima airshow.

What captivated everyone's interest at the booth were the bright colourful mural of Brunei's unique attractions displayed by the Brunei Tourism Board, taking up one half of the booth space as well as signboards advertising the upcoming Bridex 2009.

Giving credence to the belief that bigger and better things are in store in the years ahead, Brunei is also set to be the chair of the Asean Summit in 2010.

It will be hosting the annual event in Bandar Seri Begawan that will again project the sultanate and its people and places onto the international stage.

But, of course, a lot of work lies ahead as well.

For example, Brunei's transportation system needs to be revamped. Everybody in the chain, including travel agents, national airline and the services industry, all need to gear up to reap the benefits from the hosting of events lined up in the years ahead.

Source: The Brunei Times