

Brunei steps up drive to promote Bridex 2009

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AROUND 250 representatives from various defence agencies of 20 countries yesterday attended a grand Bridex 2009 reception held by Brunei's Ministry of Defence at the exclusive Starhill Gallery in Kuala Lumpur.

The invitees were made up of international exhibitors at Malaysia's Defence Services Asia Conference and Exhibition (DSA 2008), according to a statement by the Royal Brunei Technical Services (RBTS).

Dato Paduka Abdul Majid Mangarshah, the Permanent Secretary of the Ministry of Defence was the guest of honour at the reception. In his welcoming remarks, the permanent secretary extended his gratitude to the exhibitors who participated in Bridex 2007, Brunei's inaugural defence show.

"With the support of exhibitors, Bridex 2007 turned out to be a successful show. Worthy to be proud of for a first timer," he said.

Officials have taken the opportunity to promote Bridex 2009 on the sidelines of the ongoing DSA 2008 at the Putra World Trade Centre, Kuala Lumpur.

Dato Paduka Abdul Majid Mangarshah ensured attendees that Bridex 2009, dubbed as a 'boutique' defence and security exhibition, will provide a venue for companies to unveil and showcase innovative and value-enhancing technology solutions.

Bridex 2009 will be the first integrated tri-service defence and security exhibition to be held in a single venue, maximising interacting opportunities between exhibitors and delegates.

"This will be beneficial to the exhibitors for their business growth and also beneficial to the delegates in enhancing their capabilities to address security challenges," he said in his welcoming remarks.

The reception provided the guests with a relaxed and casual atmosphere to renew acquaintances and establish networks, in line with the "unique experience in defence business facilitation" that Bridex 2009 aims to provide.

While promoting Bridex 2009, officials from the Ministry of Defence and RBTS are currently in Kuala Lumpur to visit the DSA 2008.

Bridex 2009 is scheduled to take place on August 11-15 2009 at The Empire Hotel & Country Club.

Some 250 defence and security companies worldwide are expected to unveil and showcase their latest, most innovative and value-enhancing technology solutions in land, naval and aerospace systems.

RBTS is the appointed organiser of Bridex 2009 with the full support of the Ministry of Defence. RBTS have been actively promoting Bridex 2009 since early this year.

Among confirmed participants are the UK Trade and Investment Defence and Security Organisation (UKTI DSO) and BAE Systems, the world's third-largest aerospace and defence company, and the High Commission of Canada to Brunei.

World renowned companies which have shown interest include ST Engineering, Harris Corporation, Raytheon, Northrop Grumman and Thales.

High level international delegations of defence and security influencers and decision makers are expected to attend the exhibition.

Source: The Brunei Times