

## **Business matching sessions to help Bridex 2009 attract big names**

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INTERESTED participants will find it useful for Bridex 2009, Brunei Darussalam's defence expo, to organise partnering fora as part of the event, said the Canadian high commissioner to the sultanate.

"I have seen this in some other instances where you have partnering forums, where foreign and local companies can meet and have distribution agreements," said Canadian High Commissioner to Brunei Leopold Battel. "This would be a good step to develop the Bruneian defence industry."

From a company point of view, the participants expect the presence of worthwhile attendees at the defence show, he said in an interview.

"People and companies would want to put their money in an event if it is valuable in a sense that it is attended by procurement decision makers and if there is large attendance," Battel said, adding that the event also has to be worthwhile and well-prepared.

The commissioner also highlighted that Brunei can attract a niche market by limiting the event according to its theme.

"If Bridex 2009 stays focused as an integrated defence show in homeland security and communications surveillance and not spread out into a too large defence show, that would be a niche market," he said.

"That would be the ideal target of course with companies providing those services and products."

With the support of the Canadian government, four Canadian companies took part in Brunei's inaugural defence show last year.

"I must say that for the organisers, my compliments to them. It (Bridex 2007) was done so quickly and efficiently. To my standards it was a success. It is a good step for Brunei to be a hub for that kind of event," he said.

Royal Brunei Technical Services (RBTS), the appointed main organiser for Brunei's second defence show, Bridex 2009, with the support of the Ministry of Defence, has been actively promoting the show.

Around 250 representatives from various defence agencies of 20 countries last week attended a grand Bridex 2009 reception held by Brunei's Ministry of Defence in Kuala Lumpur.

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

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

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