

MINDEF promotes 'Boutique' Defence and Security exhibition in KL

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The Ministry of Defence Brunei Darussalam hosted a reception in the backdrop of the exclusive Starhill Gallery in Kuala Lumpur recently as part of their on-going efforts to promote Brunei International Defence Exhibition & Conference (BRIDEX) 2009 as a "boutique" defence and security exhibition.

Present as the guest of honour was Permanent Secretary at the Ministry of Defence, Dato Paduka Haji Abdul Majid bin Mangarshah.

In his welcoming remarks, Dato Paduka Haji Abdul Majid expressed his gratitude and thanks to the exhibitors that participated in BRIDEX 2007. "With the support of exhibitors, BRIDEX 2007 turned out to be a successful show, worthy to be proud of for a first timer," said the Permanent Secretary.

The reception was aimed at promoting BRIDEX 2009 to exhibitors that were participating in the Defence Services Asia Exhibition and Conferences, which are being held at the Putra World Trade Centre, Kuala Lumpur.

Describing BRIDEX 2009 as a "boutique" defence and security exhibition, Dato Paduka Haji Abdul Majid said, "It is about providing a venue for companies to unveil and showcase innovative and value-enhancing technology solutions."

Being the first integrated tri-service defence and security exhibition to be held in a single venue, he said this will ensure maximum interactions between exhibitors and delegates. "This will be beneficial to the exhibitors for their business growth as well as to the delegates in enhancing their capabilities to address security challenges," he added.

Around 250 invitees from 20 countries comprising of international exhibitors from various defence agencies that were participating in DSA, attended yesterday's reception. The highlight of the evening was a speech from the guest of honour followed by a video presentation on BRIDEX 2009.

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

Officials from the Ministry of Defence, Brunei Darussalam and Royal Brunei Technical Services are currently in Kuala Lumpur to visit the Defence Services Asia Exhibition & Conference 2008.

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