



# BRUNEI MSME FESTIVAL 2024

**Dare to Transform: Building Sustainable MSMEs**

DATE

**29 February - 3 March  
2024**

TIME

**10AM - 9PM**

VENUE

**BRIDEX HALL 1 & 2  
JERUDONG**

## CONTACT US

Brunei MSME Festival Secretariat

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# ABOUT

In the movement towards Brunei's vision to diversify the economy, there has been a rise in entrepreneurs with a variety of products and services across the Sultanate. With the majority of the businesses consisting of Micro, Small and Medium Enterprises (MSMEs), there is a need of opportunities and encouragement to show that their contributions are imperative to improving Brunei's economic growth.

The Brunei MSME Festival, organized by Darussalam Enterprise (DARE), is a platform to raise awareness of Bruneian products/services while promoting & celebrating entrepreneurship.

The 4-day event will also include a themed conference and interactive sharing sessions covering various key topics and issues relevant to MSMEs and the general public to promote entrepreneurial culture and development.

The main objectives of the Brunei MSME Festival are:

- ▼ To promote entrepreneurial culture by showcasing entrepreneurship
- ▼ To raise awareness of support programs and services by DARE as well as government and private agencies
- ▼ To market and raise awareness of Bruneian products and services offered by local MSMEs, and identify their potential for export

# EVENT HIGHLIGHTS



## Exhibition

- 200+ booths
- Categories: F&B Manufacturing, F&B Retail, Fashion & Textile, Beauty & Healthcare, Services, Government Agencies



## Conference & Seminars

- Local and regional speaker
- Government business talks
- MSME sharing sessions



## Business Matching

- Hosted buyer's programme
- Business matching and networking



## Activities

- Interactive games
- Fun activities

# EXPECTED EXHIBITORS & VISITORS



## Expected Exhibitors

Brunei-registered businesses from the following industries:

- Food & Beverages
- Beauty, Cosmetics & Healthcare
- Fashion & Textile
- Services
- Institutions & Associations
- Government Agencies



## Expected Visitors

- Distributors & Buyers
- Manufacturers
- Entrepreneurs
- Investors
- Tourists
- Families
- General public





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