



Japan-ASEAN Cooperation



جابق تنالك دان فرايندوسترين جابق فردان منترى
ENERGY AND INDUSTRY DEPARTMENT
PRIME MINISTER'S OFFICE | BRUNEI DARUSSALAM

Japanese Food Industry Tour for the Development of Food-Value-Chain in ASEAN September 2017

“Towards self – sufficiency in Brunei Darussalam”

Team members:

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Dr. Natasha Keasberry (Supervisor)

Brunei Darussalam



- Location: Borneo Island
- Area: 5,270 km²
- Population: 417,200



His Majesty Sultan Haji
Hassanal Bolkiah
Mu'izzaddin Waddaulah,
the Sultan and Yang Di-
Pertuan of Brunei
Darussalam





يونيڤرسيتي بروني دارالاسلام

UNIVERSITI BRUNEI DARUSSALAM



Total Staff

495

International Staff

251



Total Number of Students

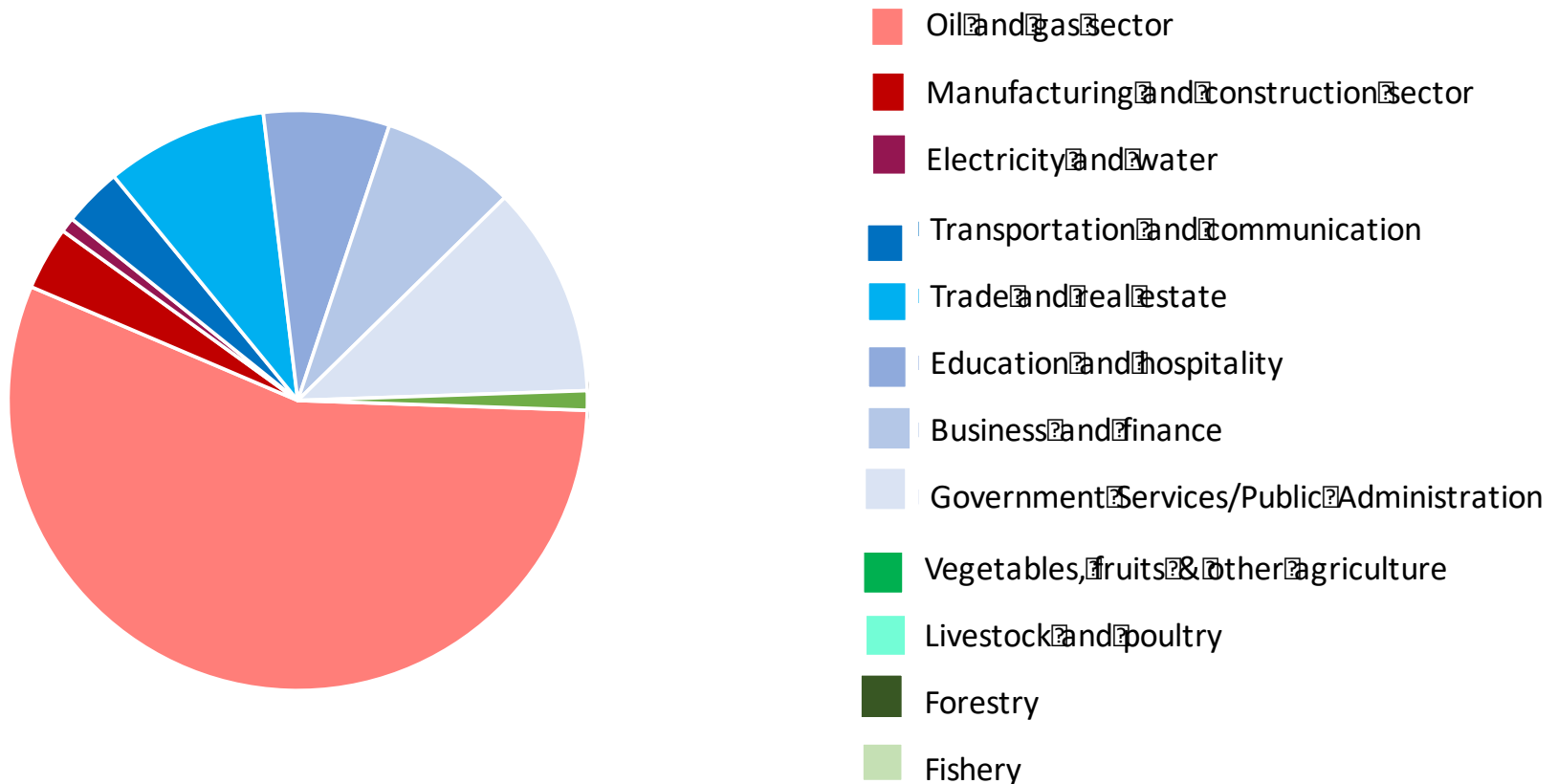
2993

International Students

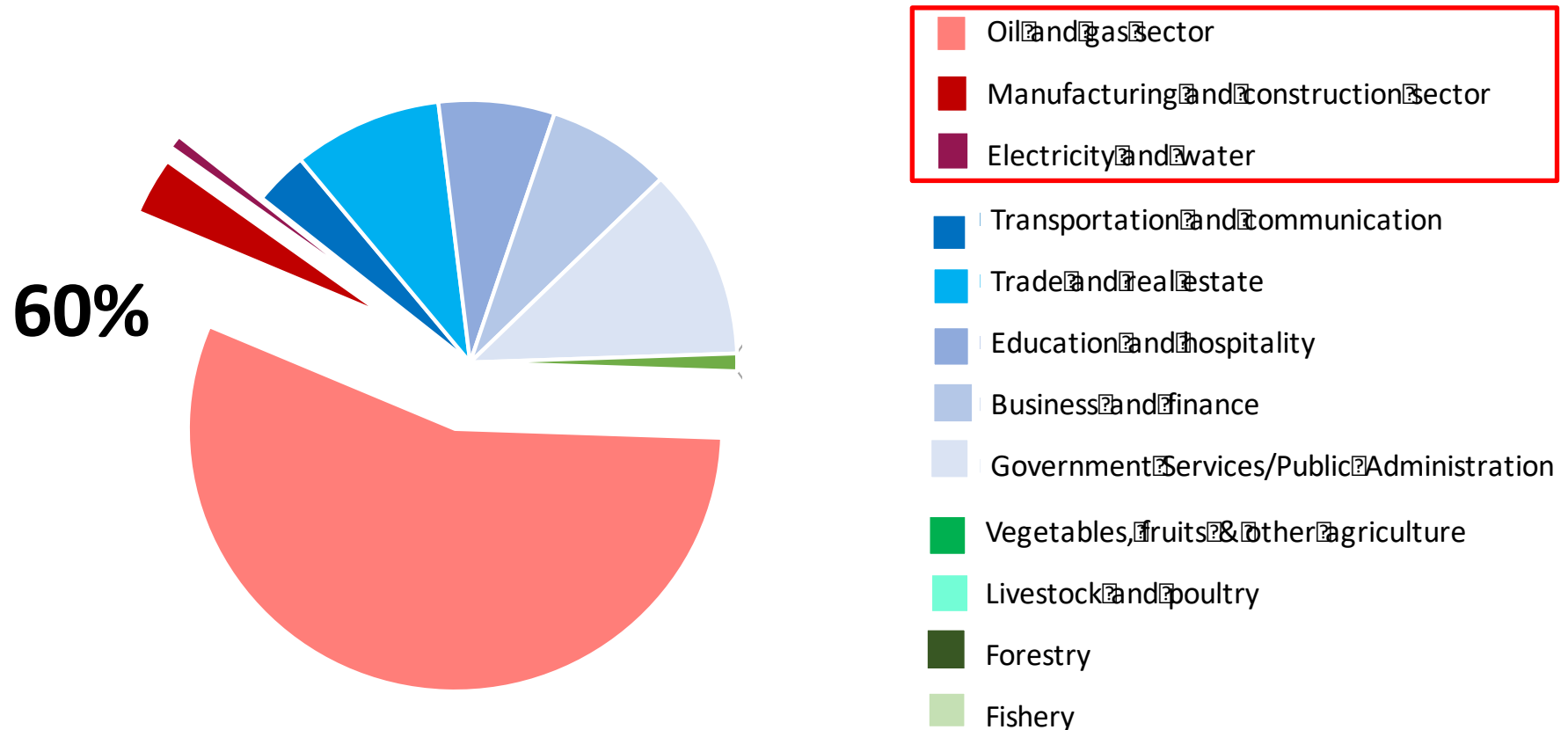
21%



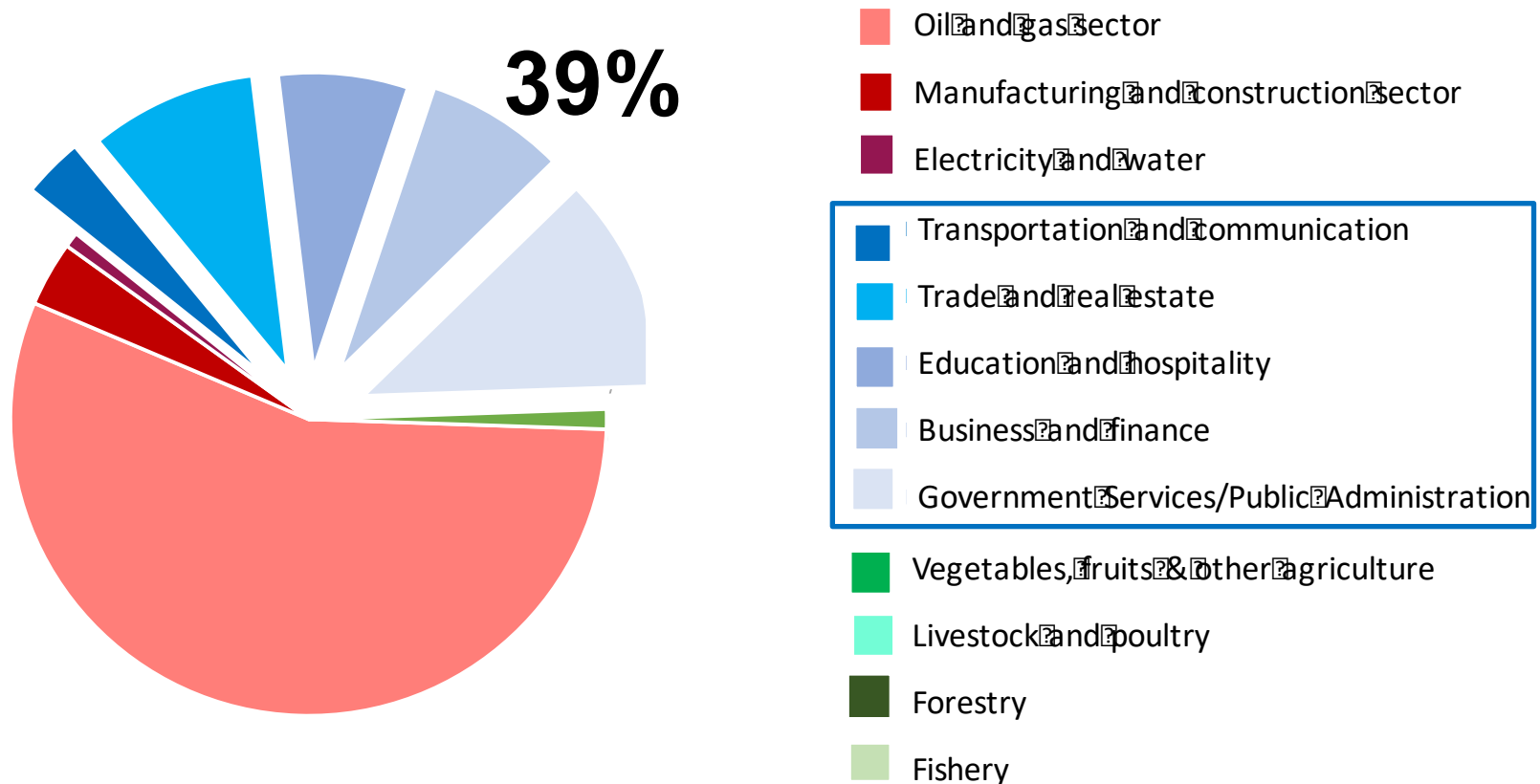
GDP by economic activity type (2015-2016)



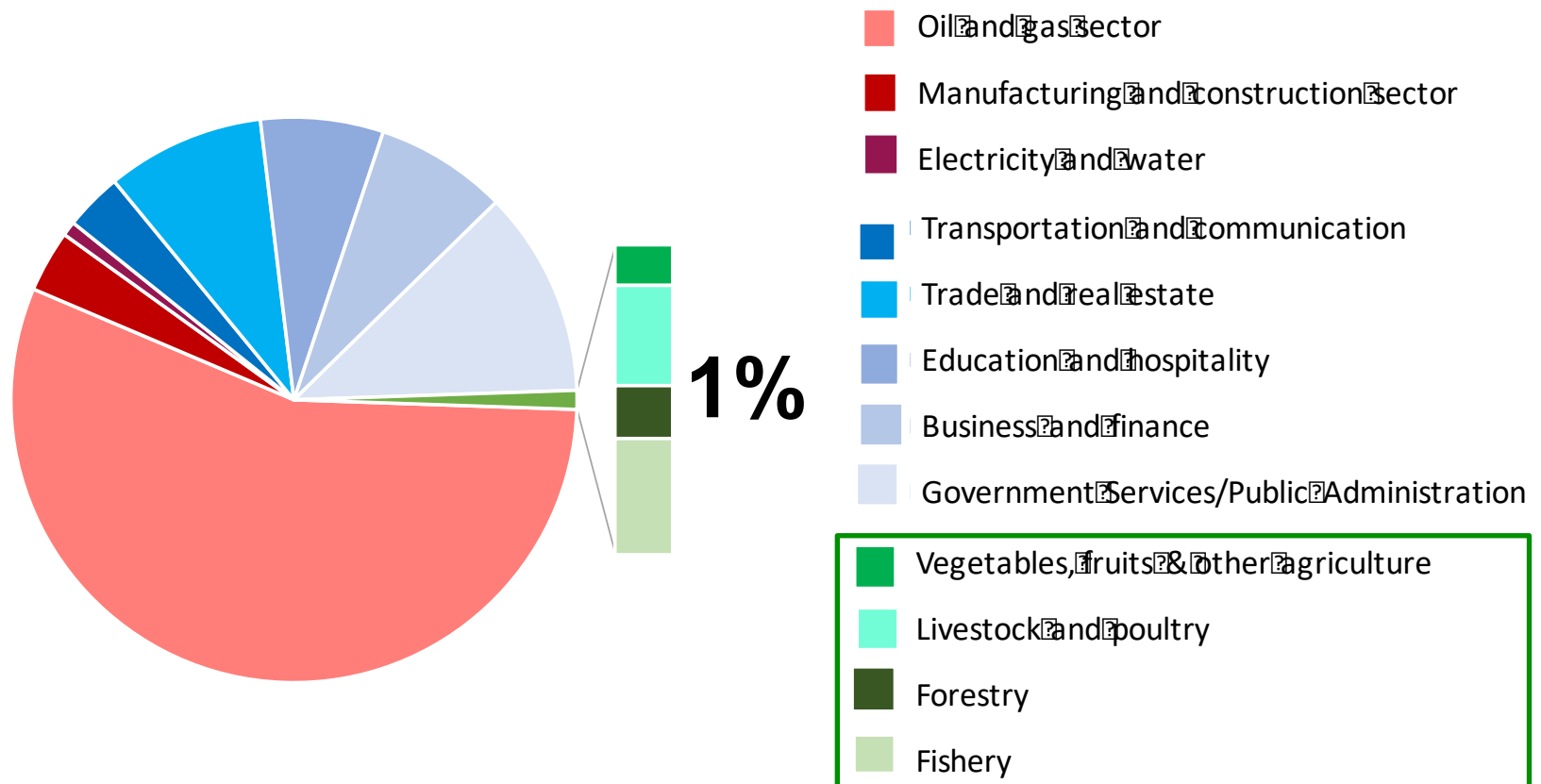
GDP by economic activity type (2015-2016)










GDP by economic activity type (2015-2016)



GDP by economic activity type (2015-2016)



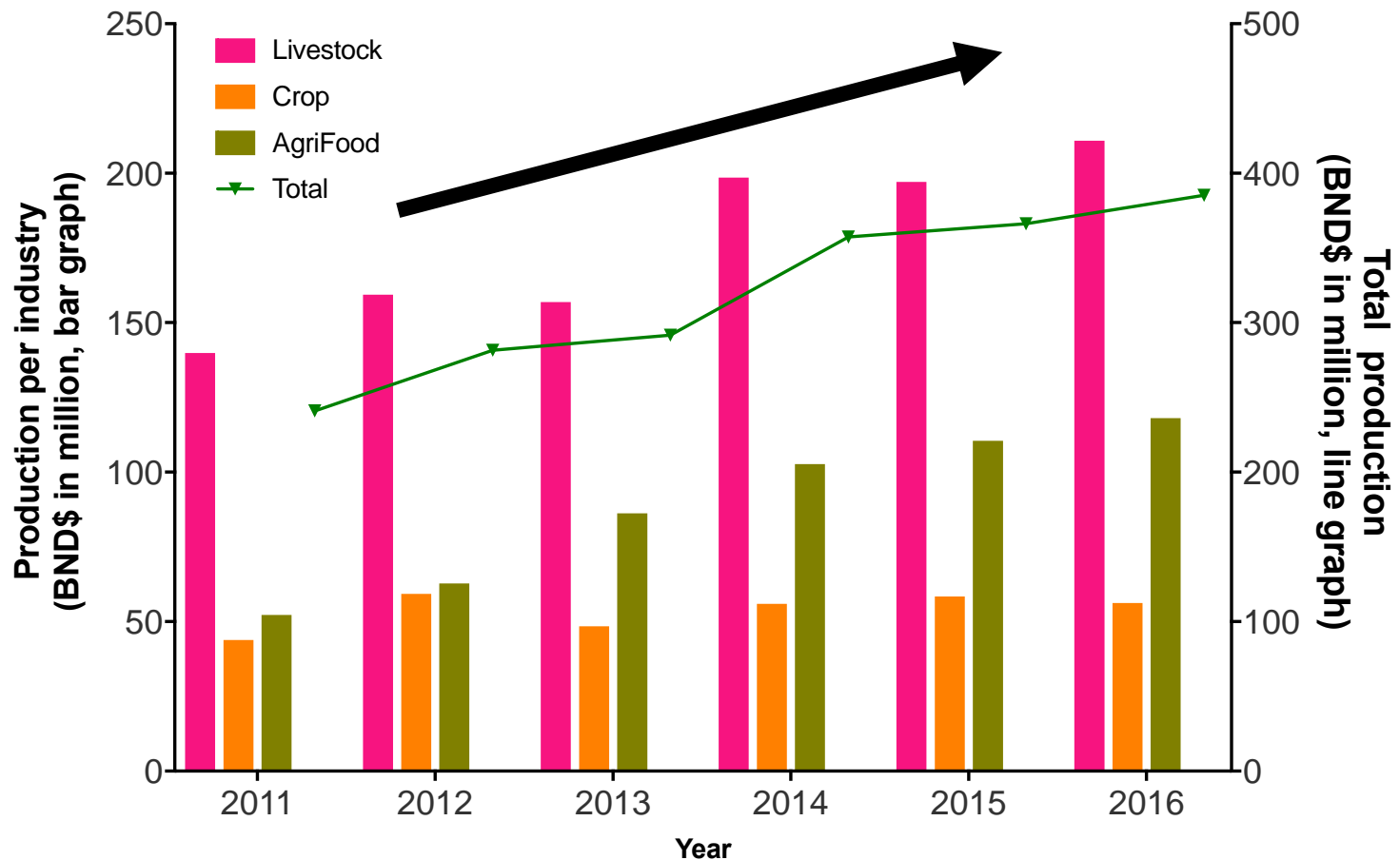
Comparison of the GDP ratio of the primary industry gross product

Japan	Cambodia	Laos	Vietnam	Thailand	Singapore	Brunei
						
1.1	30.5	22.0	17.0	12.0	0.03	1.1*

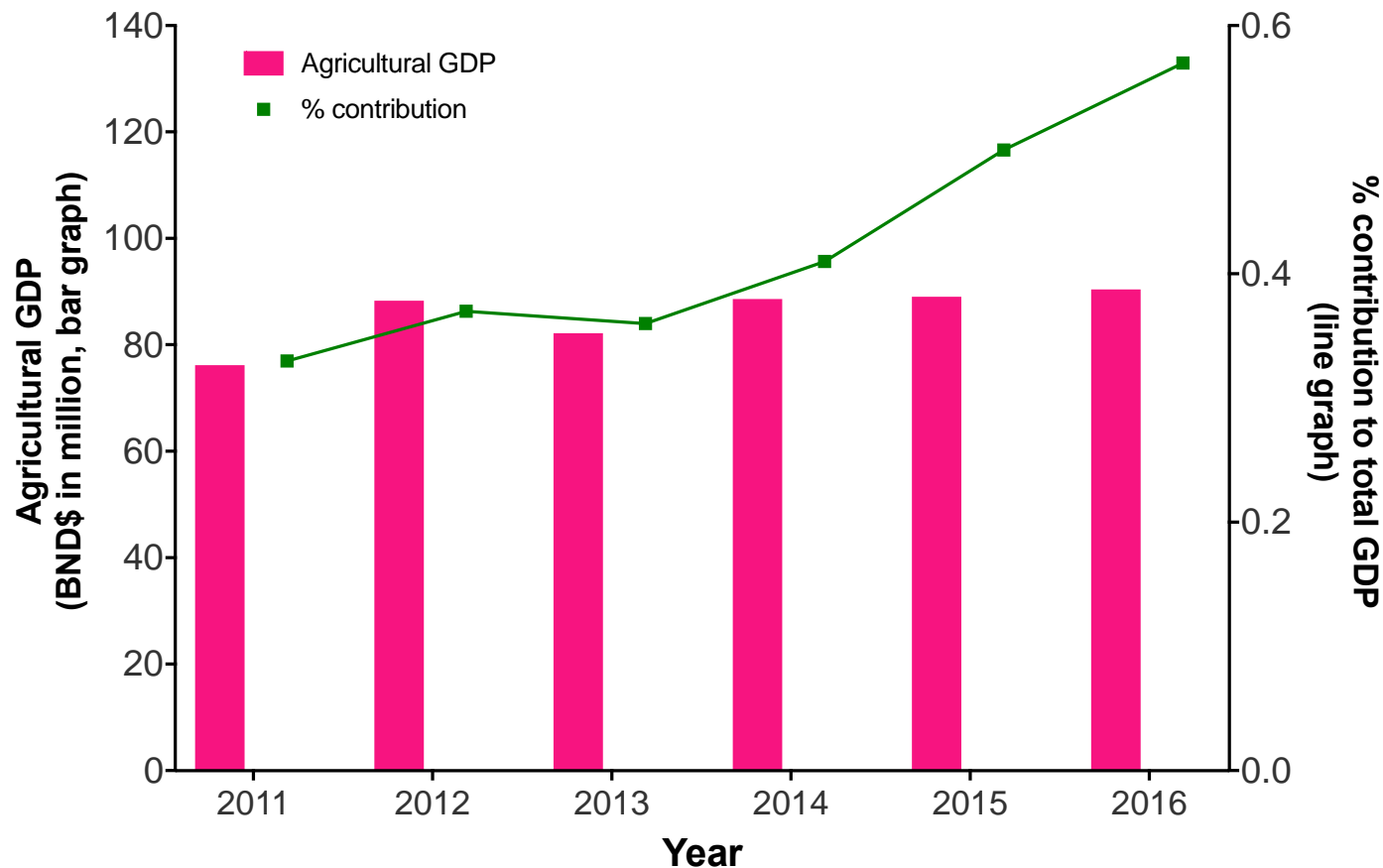
Data: United Nations "National Accounts Main Aggregates Database" (Assoc. Prof. Dr Miura, Nagoya University)

*Department of Economic Planning and Development Prime Minister's Office, Brunei Darussalam

Agricultural production trend



Agricultural contribution to GDP



His Majesty's Titah: Brunei Should Be More Actively Diversifying National Economy



- The global economic slowdown
- Brunei must not slacken its efforts and diversify its economy
- Efforts to **increase GDP** must be wholesome in priority areas such as **agriculture and basic food** and these fields must be augmented to realize the goal of **self-sufficiency**

(15th July 2016)

 **FUJI OIL**

 **TAKII SEED**



NAKAKOU Co. Ltd



**O-I-SHI-I
AGRI SHOP**

**Takeoka shoyu
soysauce brewery**

**Prioritise
quality over
quantity
(Great tasting
products)**

**What we learnt from
this Japanese Food
Industry Tour**

 **TAKII SEED**
FUJI OIL

**Extensive R&D
(Investments for
the benefits of
consumers)**



NAKAKOU Co. Ltd

Takeoka shoyu
soysauce brewery

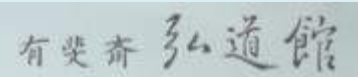


O-I-SHI-I
AGRI SHOP

Support from
agencies
(eg. JA Group)

Preserving
traditional
culture

Takeoka shoyu
soysauce brewery



Yuuhisai Kudoukan

What we learnt from
this Japanese Food
Industry Tour

Sustainability

FUJI OIL

AEON



**YAMATO
TRANSPORT
CO.LTD**

Ota Market

**Efficiency
(Automated system)**



PASONA



**Tango Kingdom
"Shoku-no-Miyako"**



**O-I-SHI-I
AGRI SHOP**

**Sixth sector
industrialization
(attracts younger
generation)**

**What we learnt from
this Japanese Food
Industry Tour**

Case study 1: Hua Ho Agricultural Farm



- Largest department store chain
- Own farm to produce agricultural and poultry products
- Not yet self-sufficient

Case study 1: Hua Ho Agricultural Farm Department store



10 branches

- Sengkurong
- Mulaut
- Tg Bunut
- Bebatik
- Kiulap
- Delima
- Gadong
- Manggis
- Tutong
- Yayasan

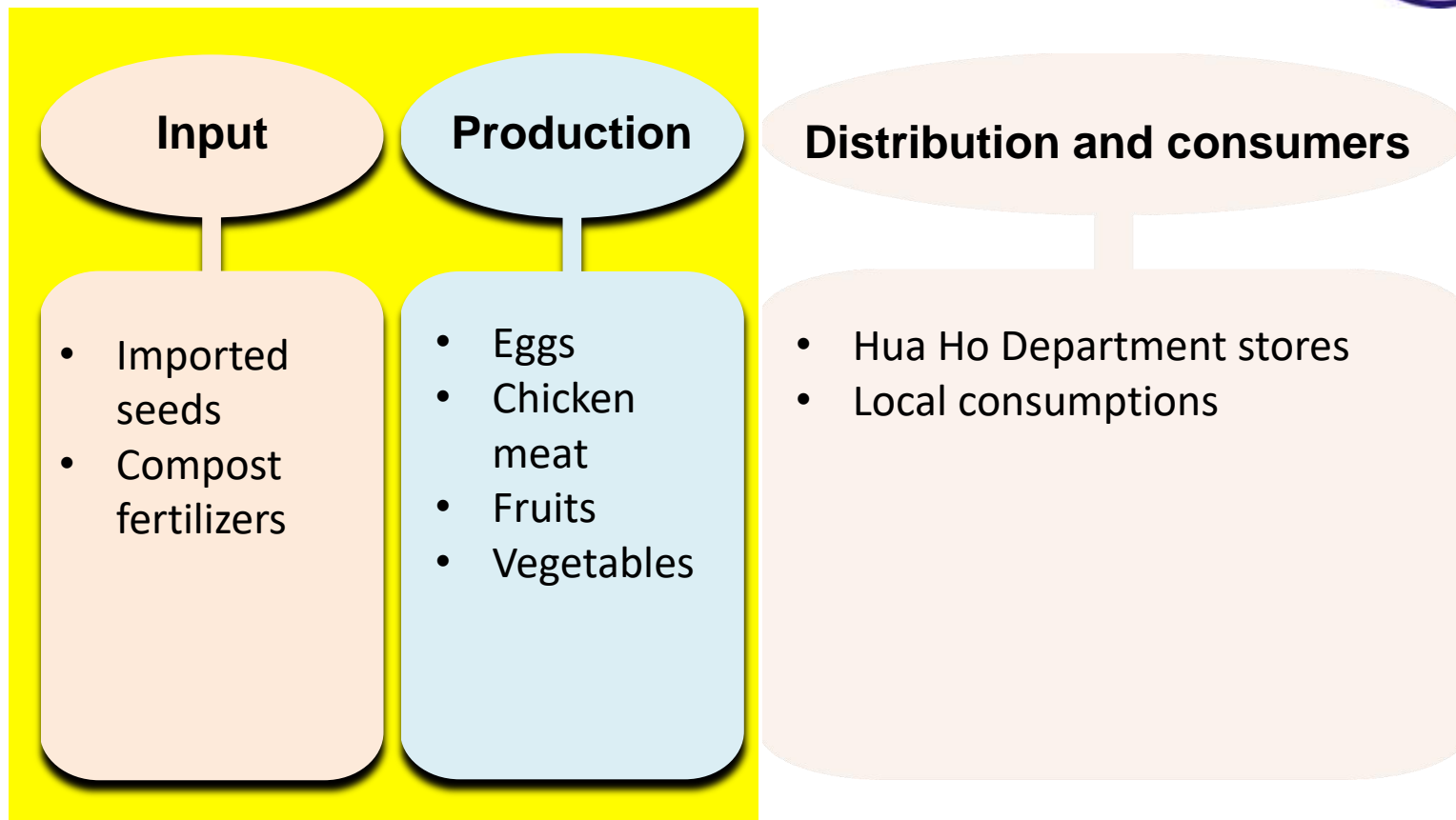


Case study 1: Hua Ho Agricultural Farm Crop Farming (GAP)



Case study 1: Hua Ho Agricultural Farm

FVC



Case study 1: Hua Ho Agricultural Farm

Crop Farming (examples of produce)



Case study 1: Hua Ho Agricultural Farm

Layer poultry farming



Foreign workers



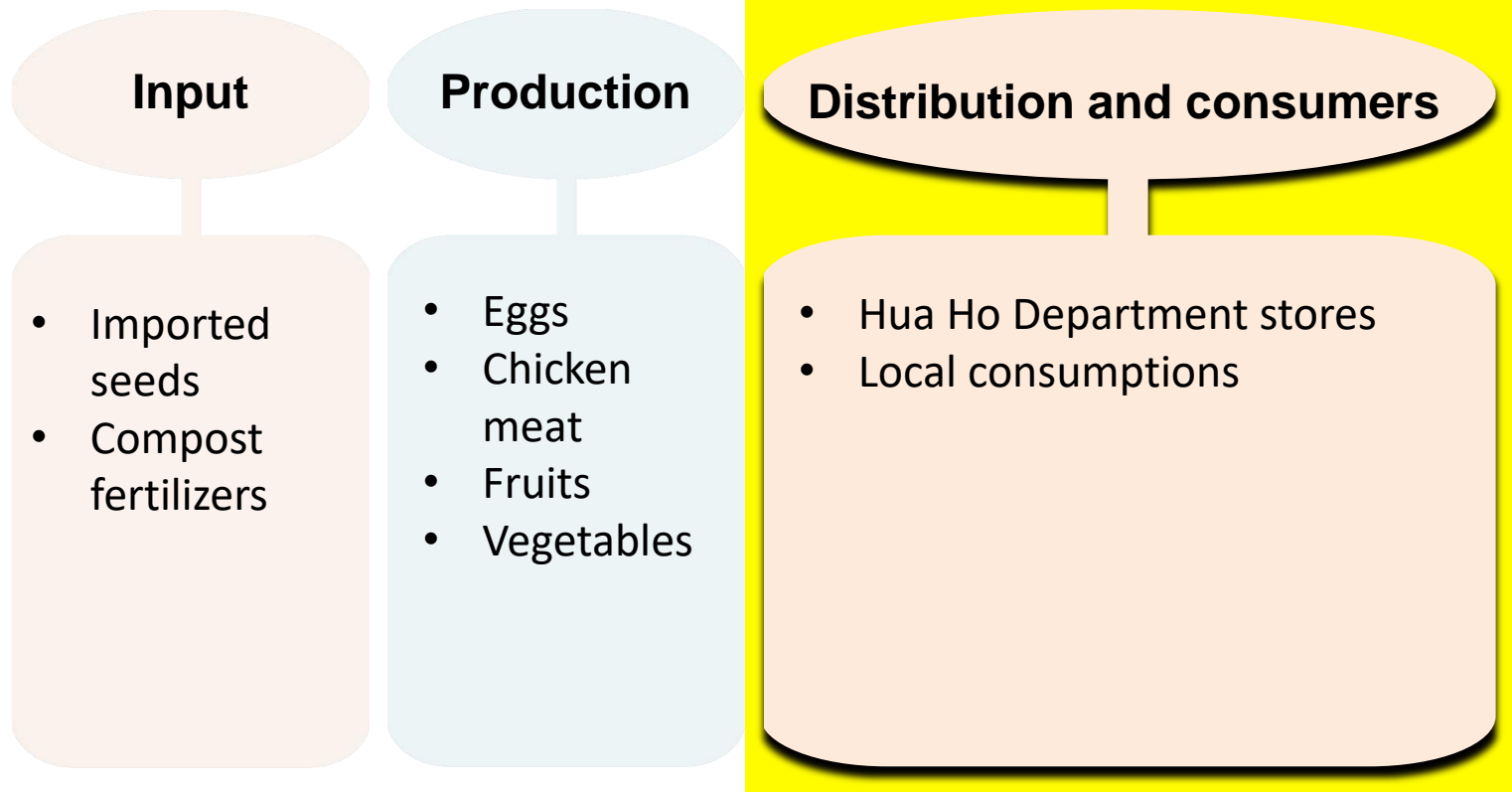
Manual labour



Chicken layers

Case study 1: Hua Ho Agricultural Farm

FVC

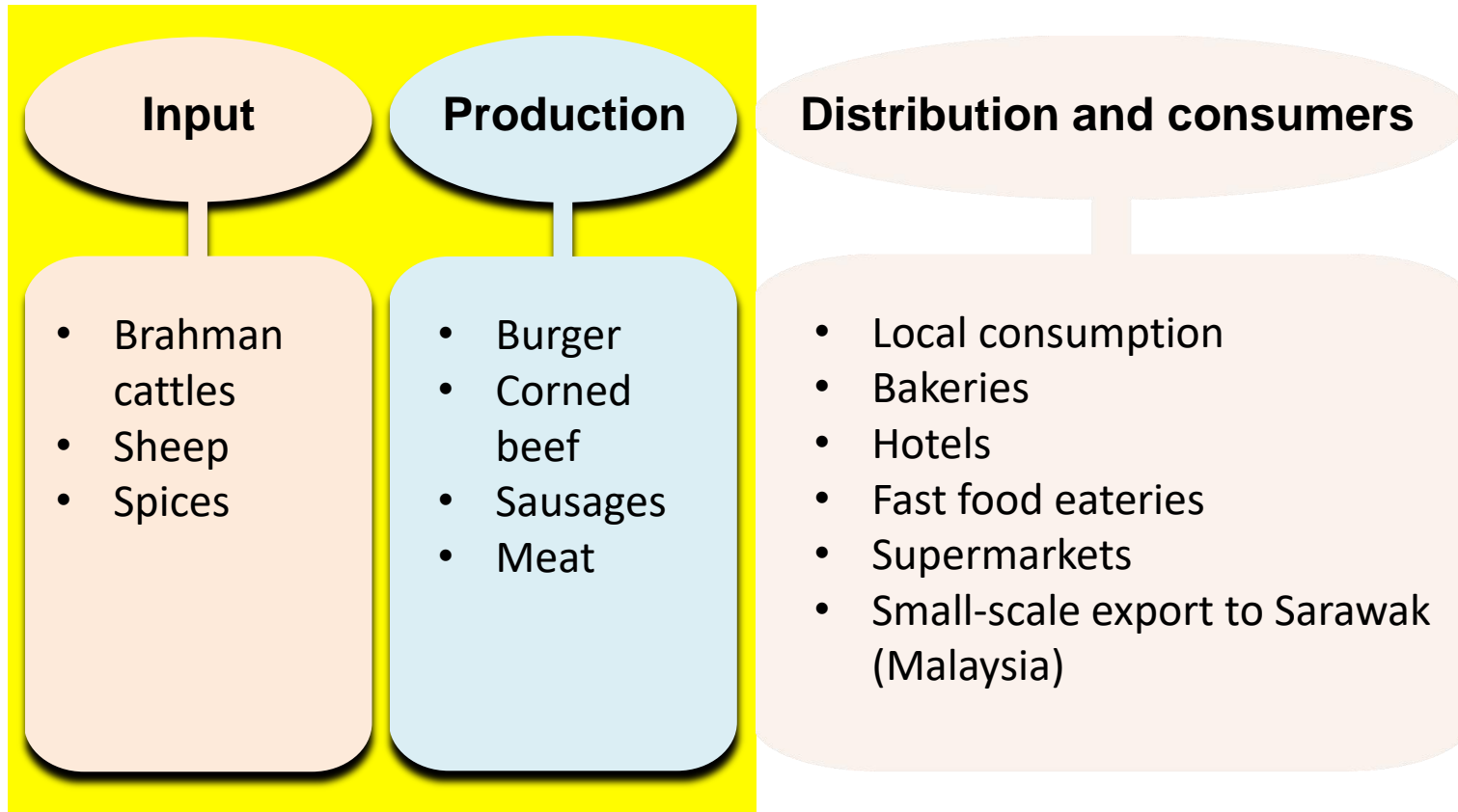


Case study 2: PDS Abattoir Sdn Bhd



Case study 2: PDS Abattoir Sdn Bhd

FVC



Case study 2: PDS Abattoir Sdn Bhd

Examples of products



- Raw meat
- Frozen



- Cooked
- Frozen



Distributed to:



and others

Case study 2: PDS Abattoir Sdn Bhd Processing



Carving



Cutting



Mincing



**Patty making and
metal detecting**



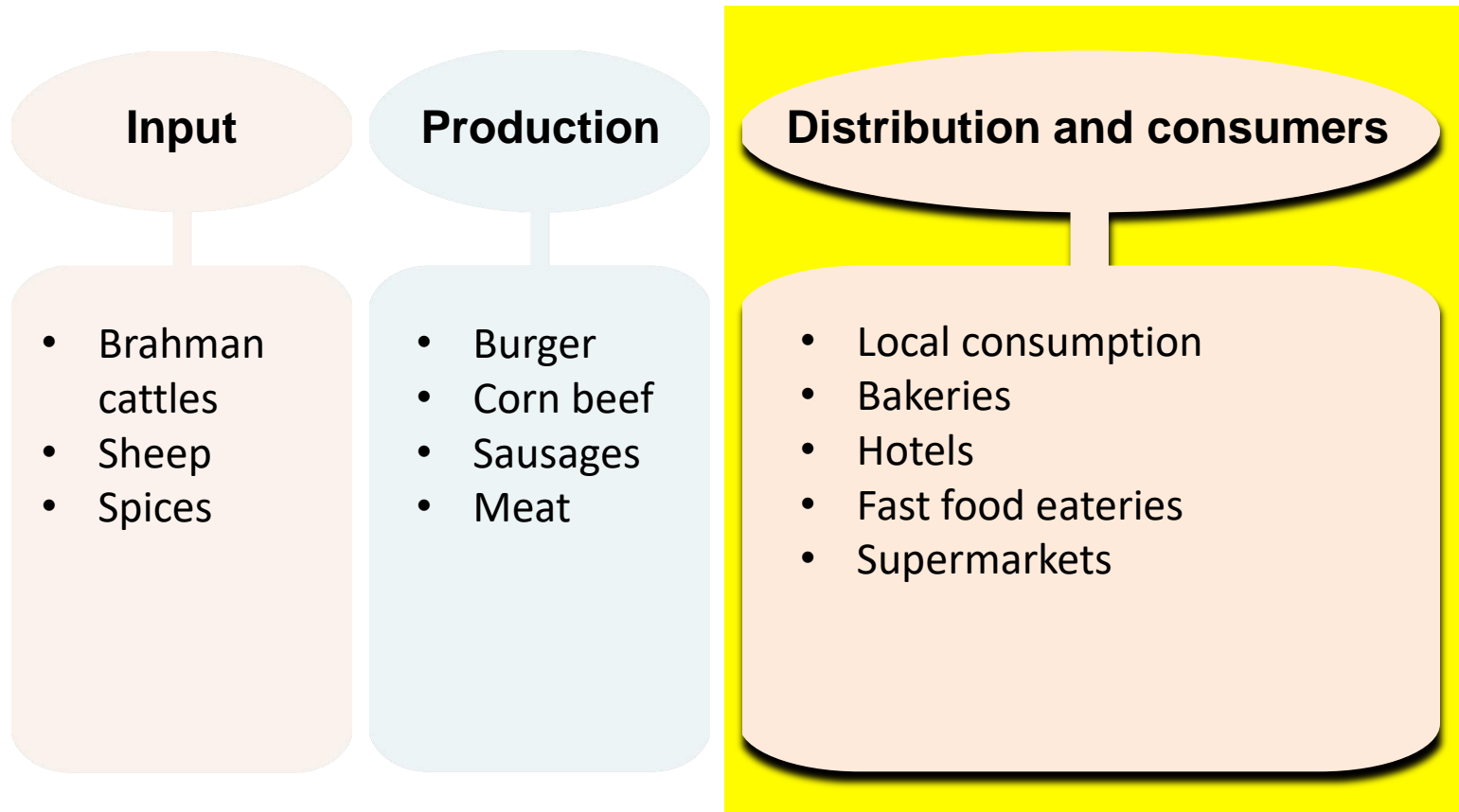
Packaging



Vacuum sealing

Case study 2: PDS Abattoir Sdn Bhd

FVC



How this tour will benefit Brunei?

Input	Production	Distribution and consumers
<ul style="list-style-type: none"> • Takii Seeds: Good quality raw materials • Tango Kingdom: Help local farmers efficiently • O-I-SHI-I AGRI Shop: Sixth industrialization sector • JA Group & PASONA: Support agriculture throughout the FVC 	<ul style="list-style-type: none"> • Fuji Oil and Takii Seeds: R&D • Nakakou Co Ltd: Crop rotation • Yoshinoya: More automation for higher yield of production • Takeoka shoyu soysauce brewery: Preserve traditional taste (quality > production) 	<ul style="list-style-type: none"> • AEON: Organic products • Nagoya University: Food safety and security • Ota market: Wholesale retailer and efficient system

Action plans

Public Lecture

Continuing Professional Development (CPD) Seminar Series, Universiti Brunei Darussalam

Case study follow-up

Hua Ho Agricultural Farm
PDS Abattoir Sdn Bhd

Feedback to gov't

Energy and Industry Department, Prime Minister's Office (EIDPMO)

Newsletters

Pengiran Anak Puteri Rashidah Saadatul Bolkiah Institute of Health Sciences

Faculty of Science

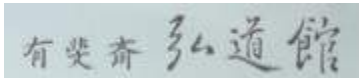
Conclusion

- Food value chain
- Japanese culture
- The people

Acknowledgements



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Ota Market





**Thank You
For Your Kind Attention**

