



JAPANESE FOOD INDUSTRY FIELD STUDY FOR ASEAN MEMBER STATES OCTOBER 2019

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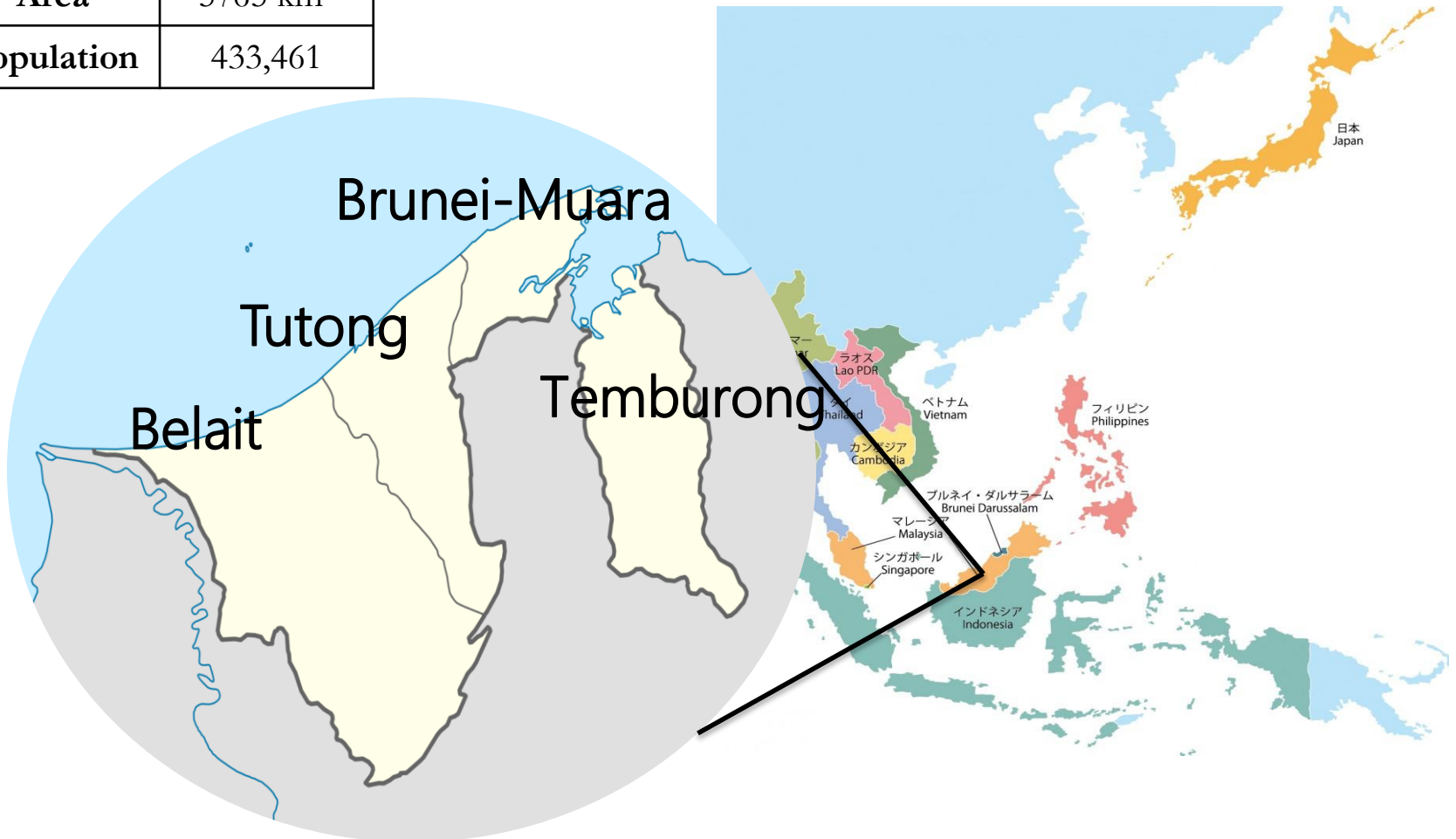
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Nurul Ehra **Hayati** Hj. Md. Hussin (Officer)

Brunei Darussalam

Area	5765 km ²
Population	433,461



Brunei Vision 2035

Aims to turn Brunei Darussalam into a nation widely recognized for:

- The accomplishments of **its well educated and highly skilled people** as measured by highest international standard
- **Quality of life** that is among the top 10 nations in the world
- **Dynamic and sustainable country** with income per capita within the top countries in the world.

Strategies

To achieve this vision, 8 strategies were set up:

- 1) Education strategy
- 2) Economic strategy
- 3) Security strategy
- 4) Institutional development strategy
- 5) Local business development strategy
- 6) Infrastructure development strategy
- 7) Social security strategy
- 8) Environmental strategy

Agriculture

Agricultural Industry in Brunei

Wasan Rice Project:

- Encourages rice farming in Brunei,
- Started in 1970s,
- 1200 hectares of land dedicated for paddy plantation in Brunei



Koperasi Setia Kawan (KOSEKA)

- Setia Kawan Cooperative (KOSEKA) Berhad.
- Started in 2006 by Lt. Col. (R) Hj. Mohd. Sahlan Hj. Hidup, chairperson.
- 68 farmers, covering over 186.7 ha of land.
- Paddy varieties: **Laila**, **Sembada188**, and **Titih**



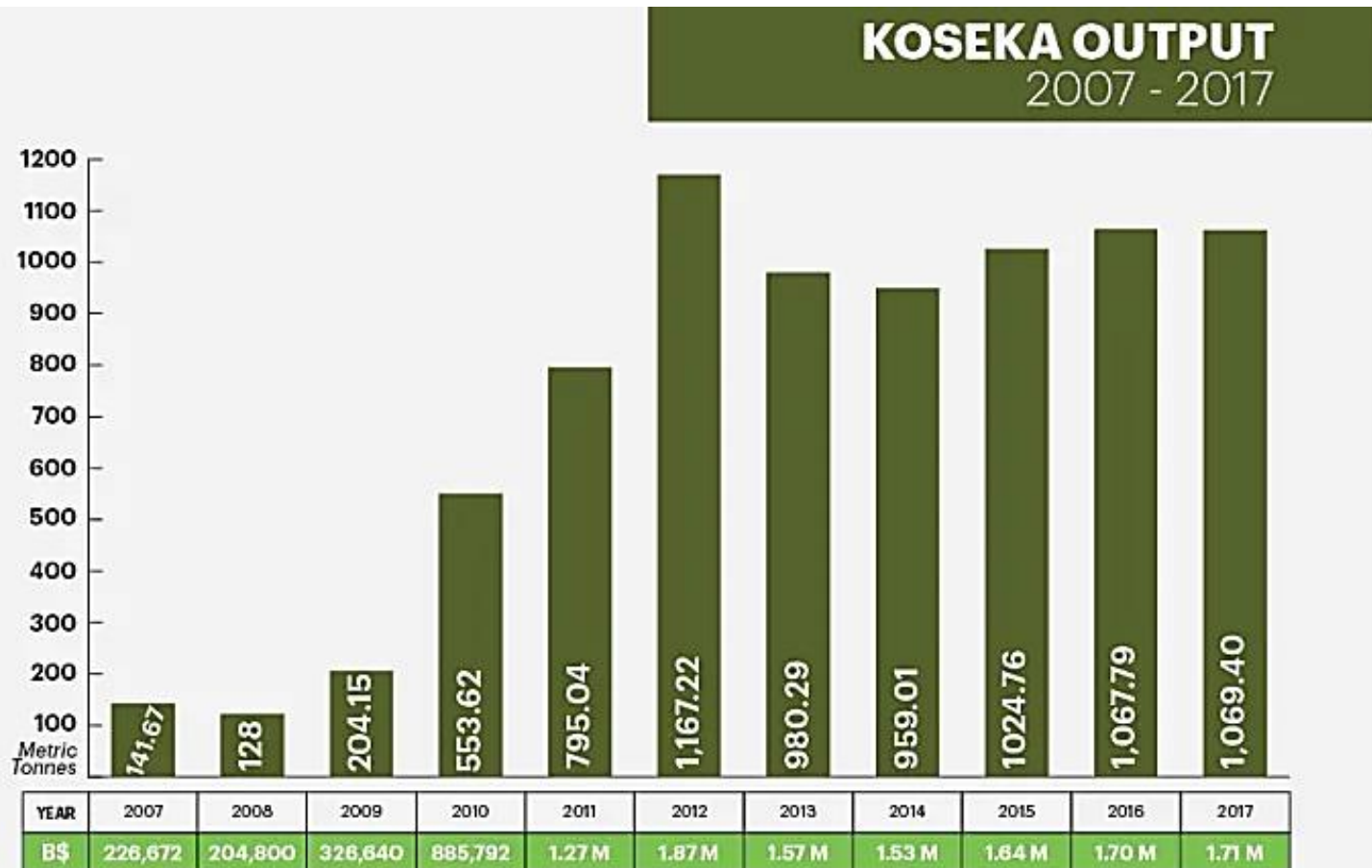
Laila

Sembada188

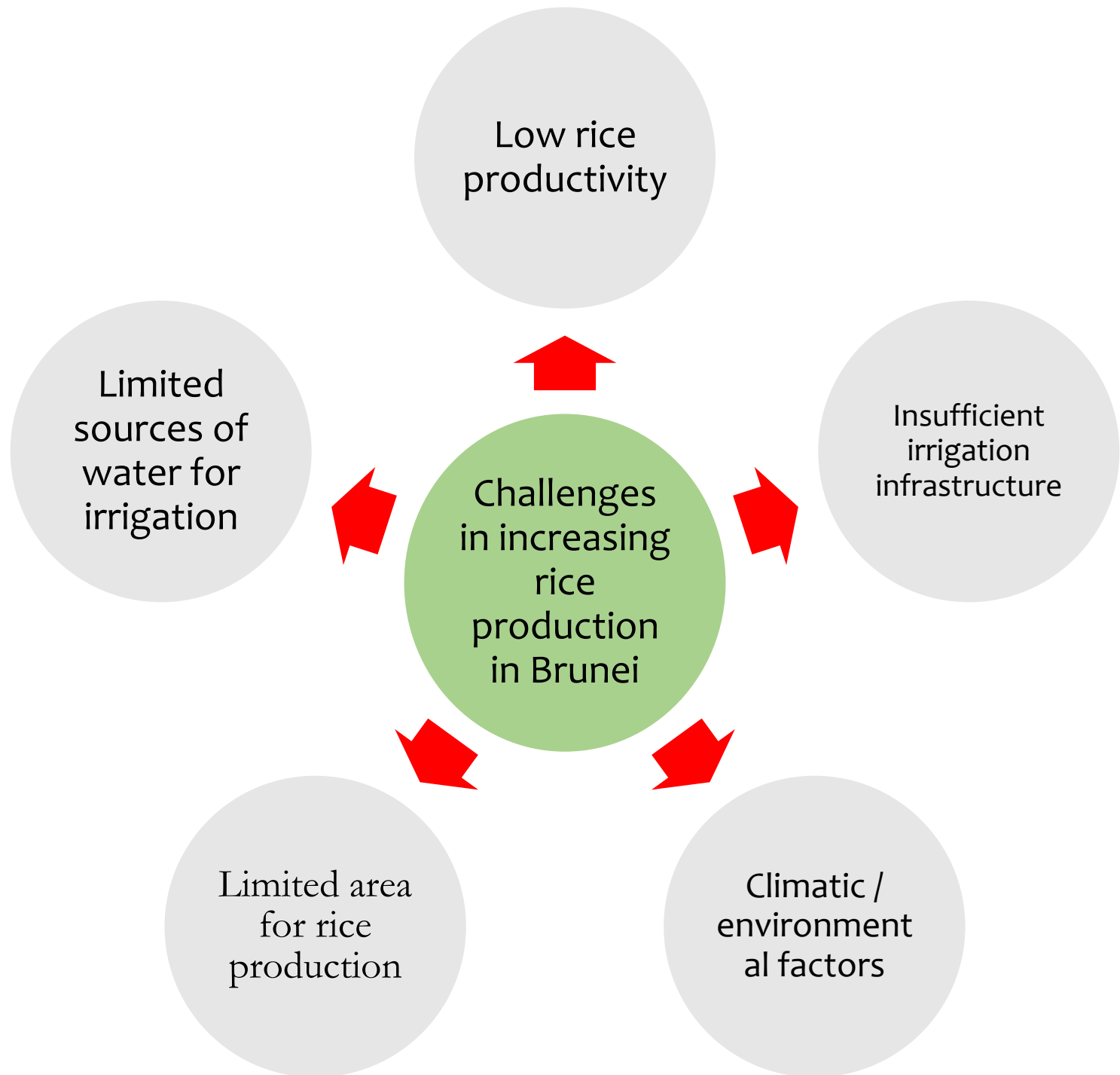


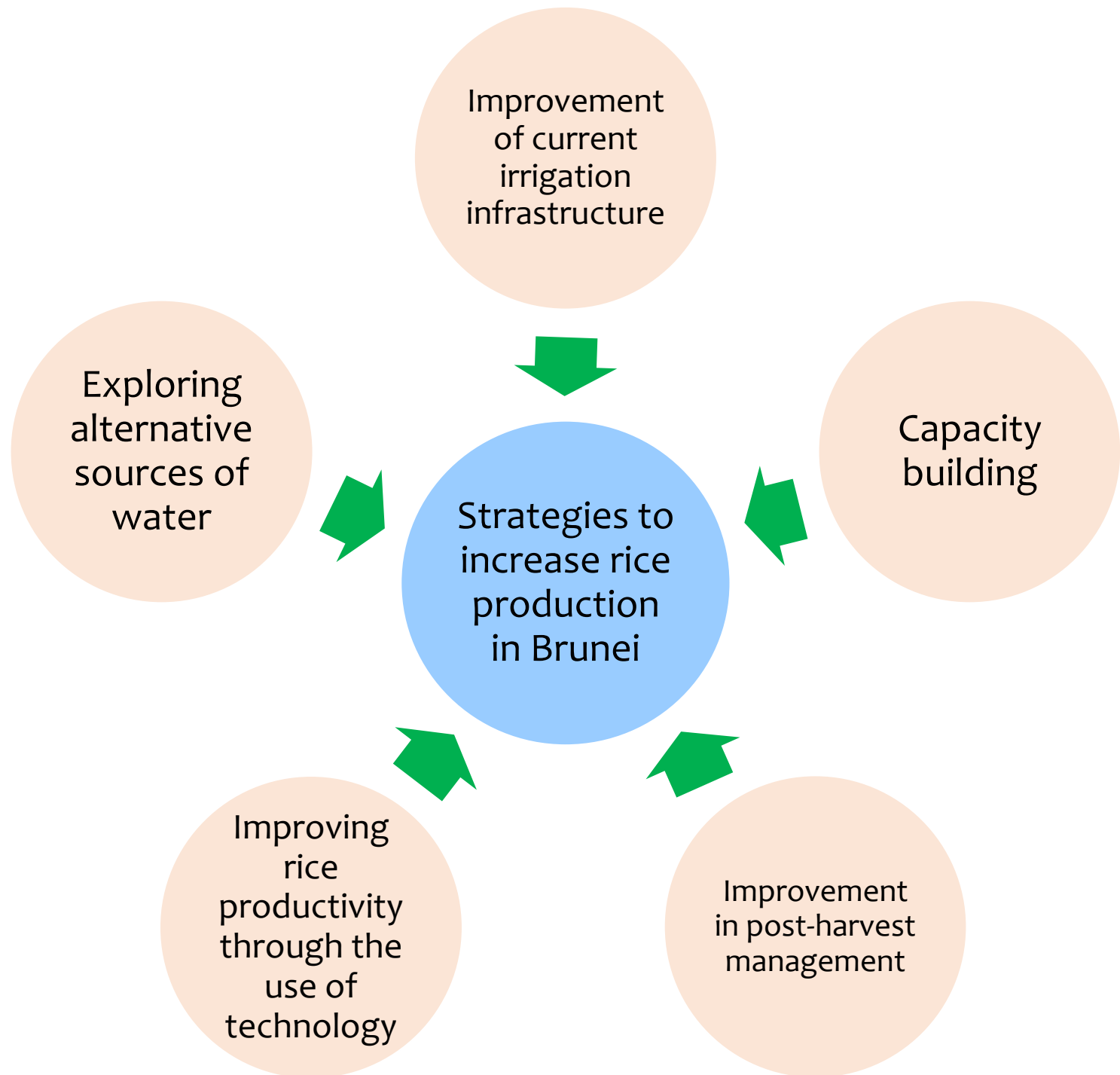
Titih

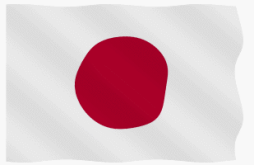
Rice Production of KOSEKA from 2007



Source: Ministry of Primary Resources and Tourism







Linking to Japan Field Study

Capacity
building

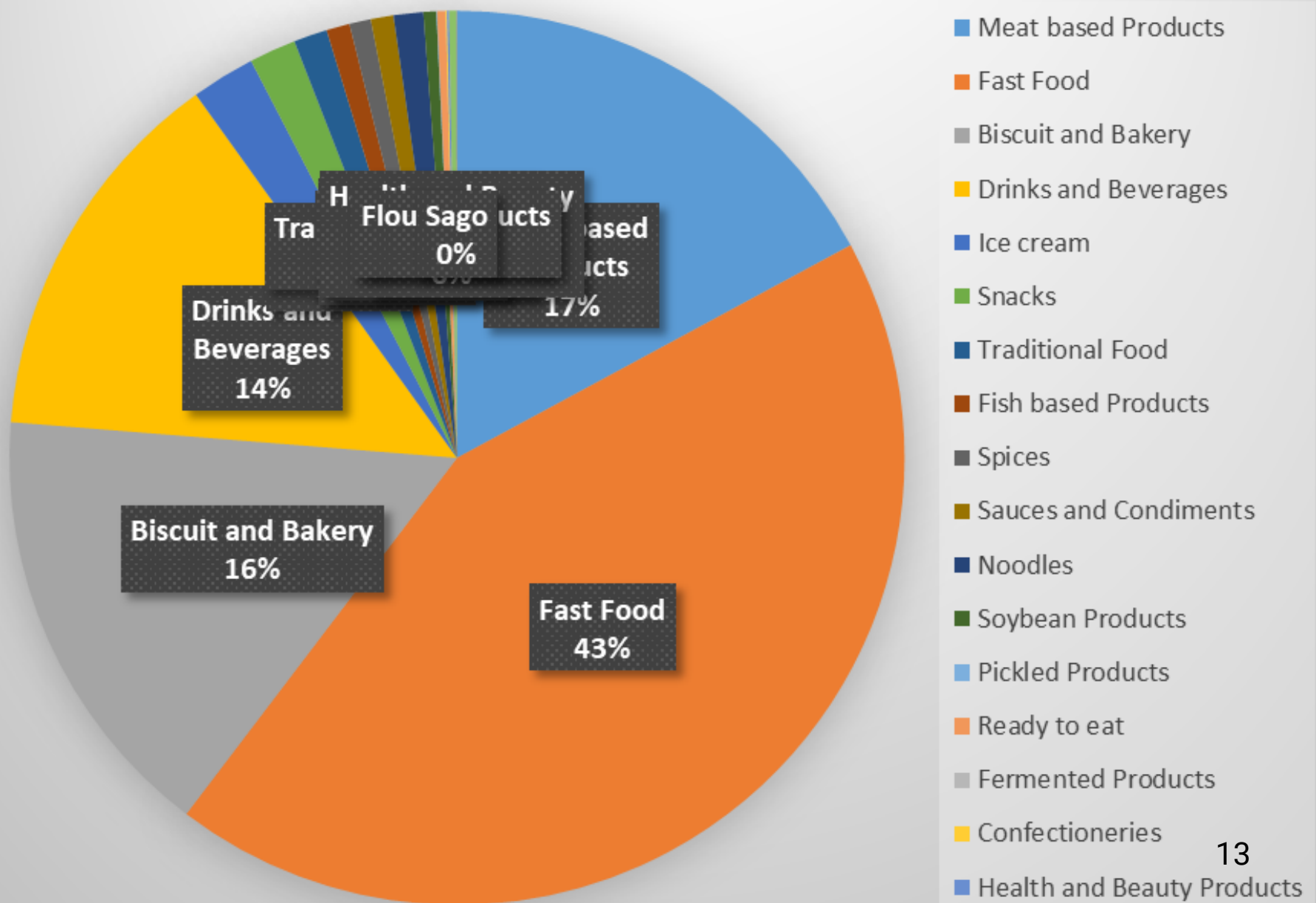
- Encouraging young people to work in agriculture
- Introduce educational programme

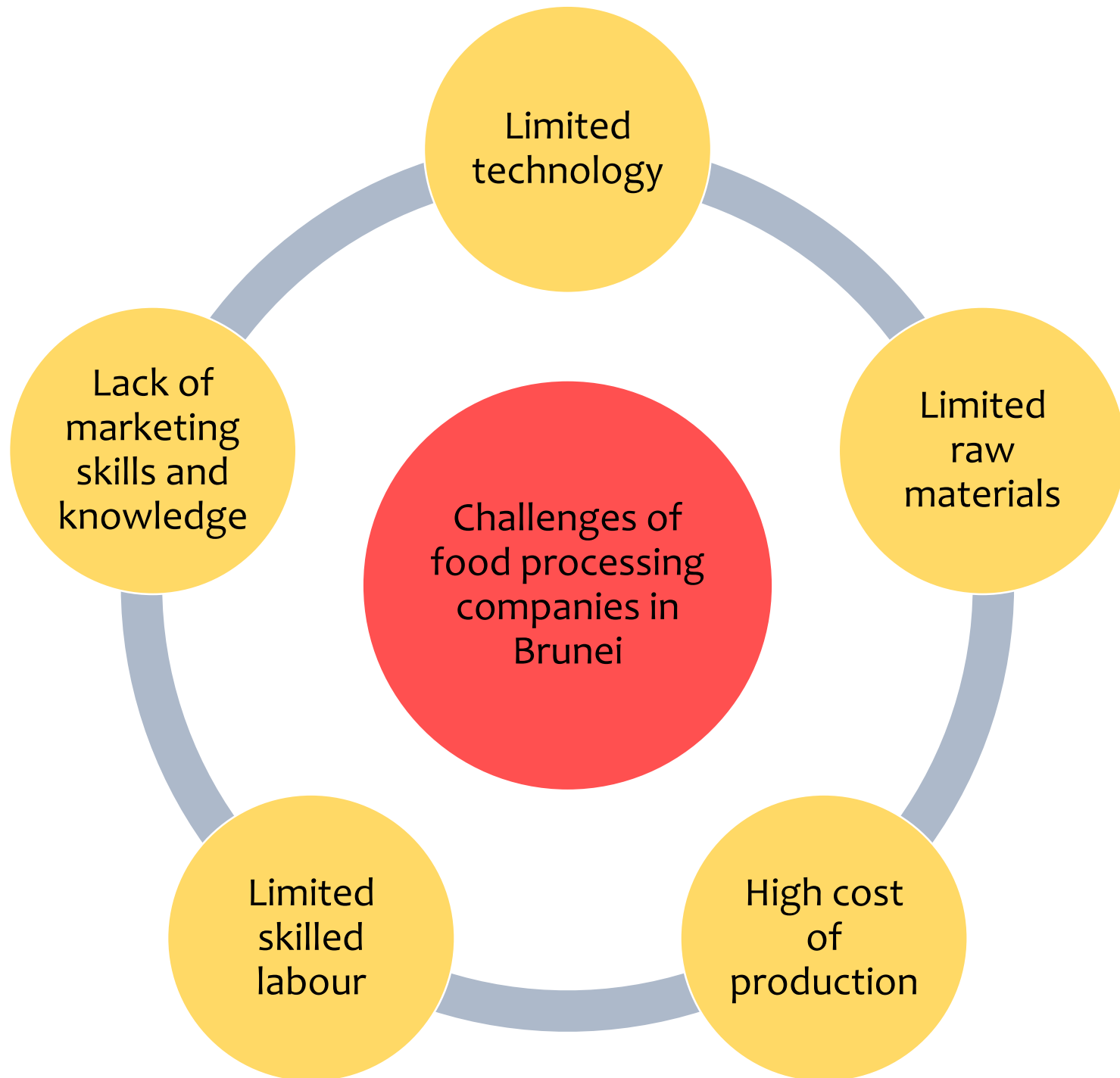
Improvement
in post-
harvest
management

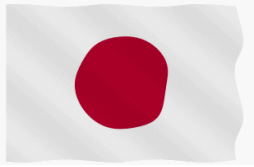
- Utilizing food waste
 - Storage facilities

Food Processing

Food Processing Industry in Brunei 2018







Linking to Japan Field Study

Marketing

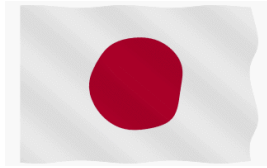
Limited
technology

Limited
raw
materials

High cost
of
production

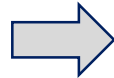


Strategy:
Create a cooperative



Linking to Japan Field Study

High cost
of
production



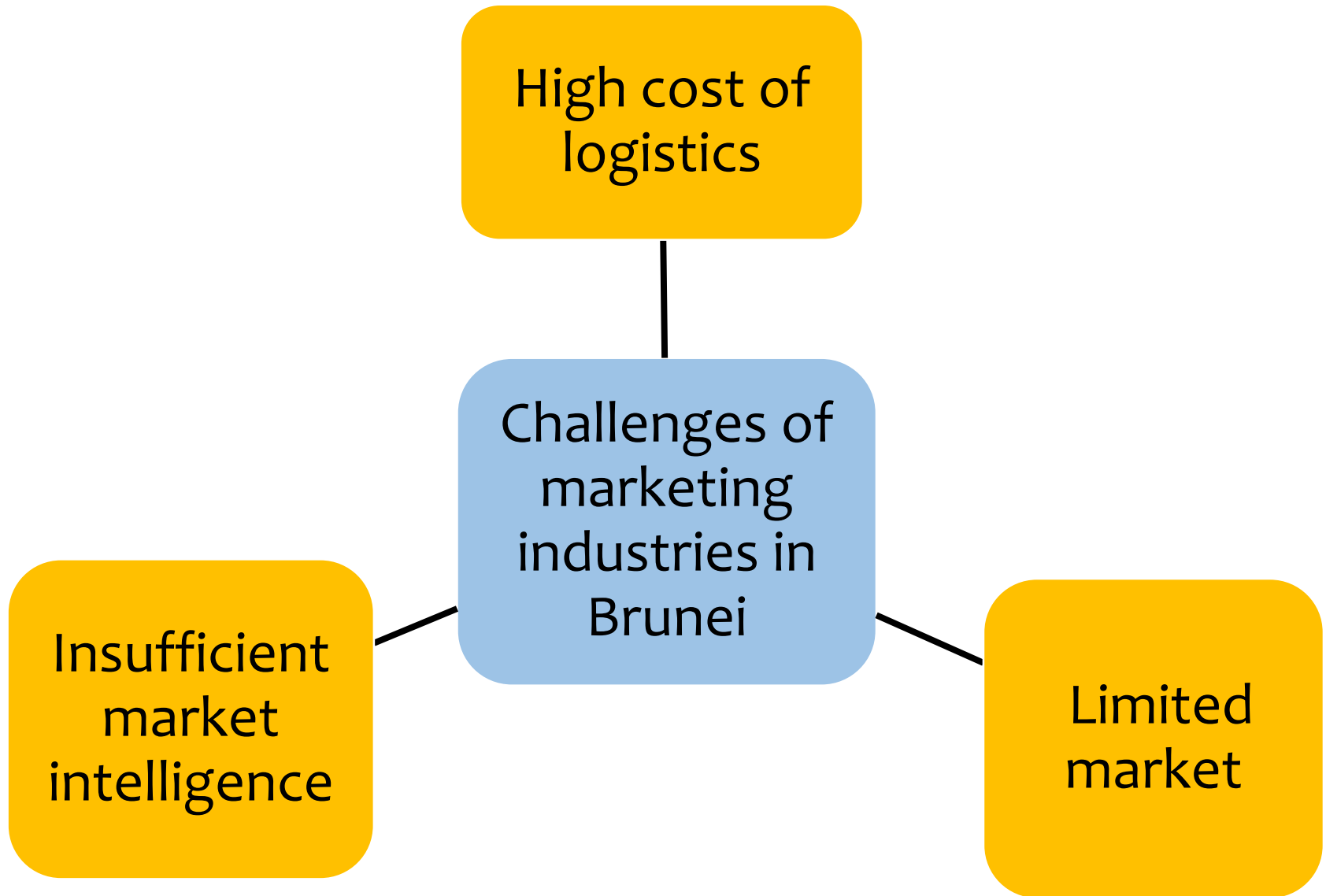
Strategy:
Offer attractive loan scheme for
the farmers

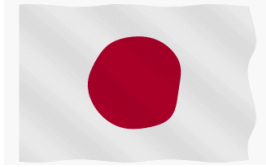
Limited
skilled
labour



Strategy:
Employ certified labours and
provide training

Marketing in Food Value Chain





Linking to Japan Field Study

Limited market



Setting up focus division on
marketing development

Insufficient
market
intelligence



Extensive R & D during product
development

GHANIM INTERNATIONAL CORPORATION

Brand

- Bruneihalalfoods

Organisations

- Ghanim International Corporation Sdn. Bhd (since 2009)
- Ghanim International UK Limited Manufacturing, Marketing, Distribution (since 2012)

Established & owned by

- Brunei Government

Export market

- China, Malaysia, Singapore, UAE
- Japan & Australia (upcoming)

Bruneihalalfoods products



Acknowledgment

We would like to thank the Ministry of Agriculture, Fisheries and Forestry of Japan and AFH for this opportunity to learn about the food value chain in Japanese food industries and also to our supervisor and government officer for their guidance and support. We would also like to acknowledge the financial support from Ministry of Agriculture, Fisheries and Forestry of Japan.



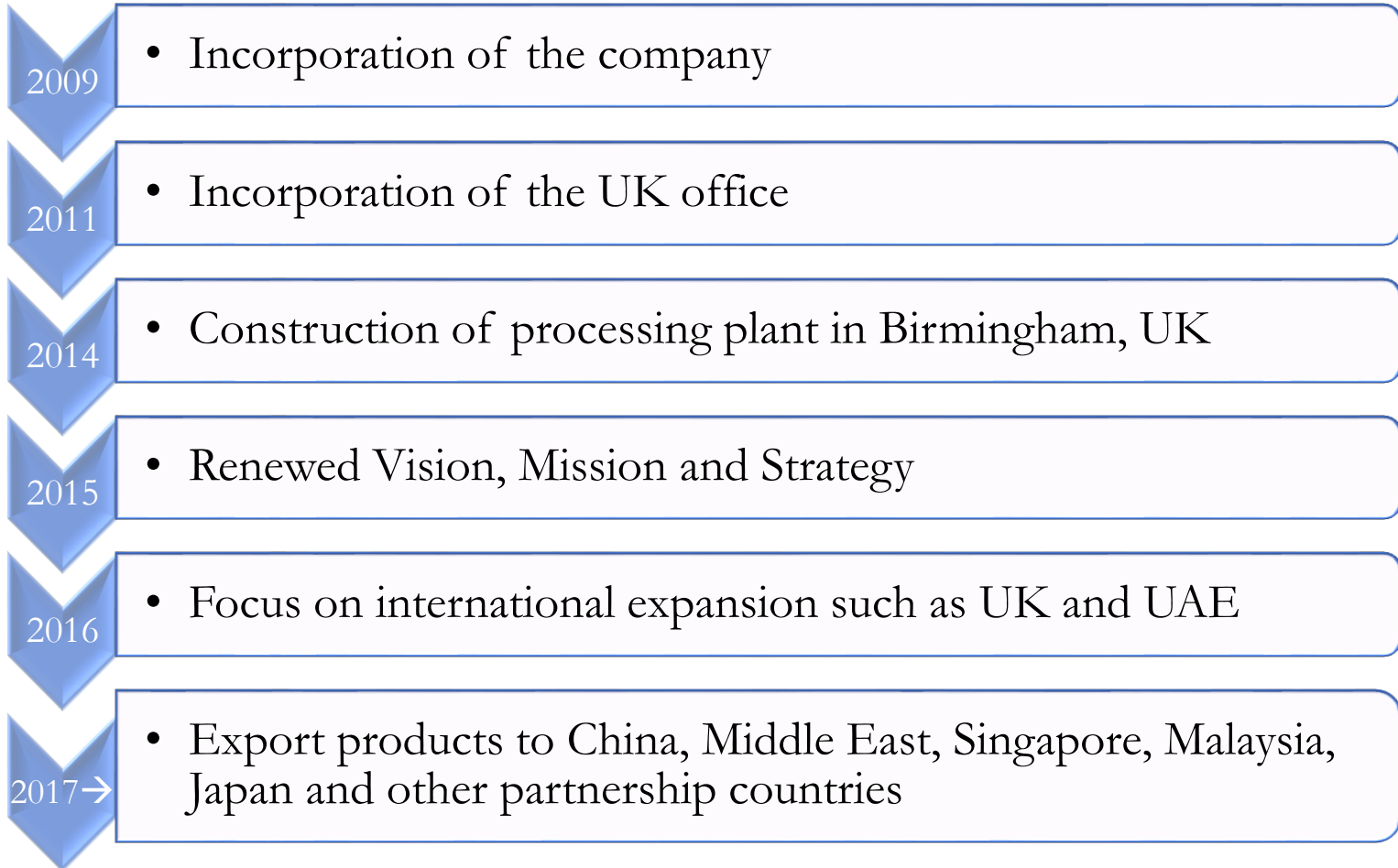
Thank you for your attention

Hybrid Rice Varieties

Parameter	Agronomic characteristics	
	<i>Sembada188</i>	<i>Titih</i>
Average yield (mt/ha)	5.0 – 6.0	8.5
Height (cm)	120.0	107.6
Maturity period (days)	105 – 110	110 – 115



Company progress



SABLI FOOD INDUSTRIES

Started by Haji Abdul Hamid @Sabli bin Haji Arshad

Founded in 1985

SABLI GROUP OF COMPANIES

- **Sabli Food Industries (B) Sdn Bhd**
- **Sabli Beverages Industries Sdn Bhd**
- Sabli Pastry Shop
- Sabli Distributors Sdn Bhd
- Sabli Development & Engineering Co
- Sabli Shipping & Forwarding Agencies Co
- Impian Rasa Restaurant and Catering
- Kamar Aswanzy
- Tititan Travel & Tours Sdn Bhd
- Budi Bumi Plantation

