

Brunei, Japan develop multifaceted partnership

By Amir Ismail
Charge d'affaires ad interim, Embassy of Brunei Darussalam in Japan

On this joyous occasion of the 41st National Day of Brunei Darussalam and on behalf of the Embassy of Brunei Darussalam in Japan, I wish to extend the heartfelt greetings of His Majesty Paduka Seri Baginda Sultan and Yang Di-Pertuan of Brunei Darussalam and the people of Brunei to Their Majesties the Emperor and Empress, members of the Imperial Family, the Government and the people of Japan.

The theme adopted for Brunei Darussalam's National Day this year is "Bersatu Mencapai Cita Negara" (United to Achieve National Aspirations), which represents the commitment to achieve Brunei Vision 2035 through a whole-of-nation approach for the continued advancement of the country.

The theme further underlines the importance of unity between leaders, communities and people in the country's course to develop through continuous improvement and taking advantage of advancements in science and technology.

With the monarchy as the foundation of the state, Brunei Darussalam will continue in its journey towards developing highly educated, skilled and accomplished people; increasing the quality of life and establishing a dynamic and sustainable economy.

2024 was an especially joyous year, as Brunei Darussalam and Japan celebrated the 40th anniversary of the establishment of diplomatic relations, during which the Embassy was honored to facilitate the visit of His Royal Highness Prince Haji Al-Muhtadee Billah ibni His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah, The Crown Prince and Senior Minister at the Prime Minister's Office to Japan in March 2024, which reflected the continued importance that Brunei Darussalam attaches to its close ties with Japan.

Over the past four decades, the Brunei-Japan relationship has grown into a multifaceted partnership, encompassing cooperation in areas such as trade, energy, education, culture, and environmental sustainability.

As strategic partners, economic collaboration lies at the heart of Brunei-Japan relations, particularly in the



Sunset — The Empire Brunei

Brunei Tourism

energy sector. Japan has long been one of Brunei's most important trading partners as our country has been a reliable supplier of liquefied natural gas (LNG) to Japan for decades, which plays a crucial role in supporting its domestic energy needs. This partnership not only benefits Japan's energy security but also contributes to Brunei's economic growth.

Beyond energy, the trade relationship has expanded to include other sectors such as agriculture, manufacturing, and services, with Japanese companies investing in Brunei and contributing to the development of local industries as well as infrastructure. Initiatives such as the Brunei-Japan Economic Partnership Agreement (BJEPA) have further facilitated trade and investment, creating new opportunities for businesses and fostering closer economic ties.

Japan's advanced technology and expertise have supported Brunei's efforts to diversify its economy and transition to more sustainable energy sources. Joint projects in areas such as hydrogen energy and green

technology exemplify the shared vision for a sustainable future. By leveraging our respective strengths, Brunei and Japan are contributing to global efforts to achieve a greener and more resilient world.

Equally important are the close people-to-people connections, which span all levels, particularly with regard to educational and cultural exchanges, which have played a vital role in fostering mutual understanding and friendship between the citizens of Brunei and Japan.

Japanese government scholarships and training programs have provided Bruneian students and professionals with opportunities to study and gain valuable experience in Japan. These programs not only enhance the skills and knowledge of individuals but also deepen the ties between the two nations. Similarly, Brunei continues to welcome Japanese students and professionals, creating an environment for cultural exchange and mutual learning.

Cultural events, such as Japanese film festivals, traditional arts exhibitions, and martial arts demonstra-

tions, have introduced the people of Brunei to the rich heritage of Japan. At the same time, Brunei's cultural traditions, such as its vibrant music and dance, have been showcased in Japan, enriching the understanding and appreciation of Brunei's unique identity.

At the regional level, Brunei and Japan share a commitment to promoting regional peace, stability, and prosperity. Both nations actively engage through regional platforms such as ASEAN, the ASEAN Regional Forum and the East Asia Summit, working together to address pressing issues such as economic integration and disaster management.

The relationship between Brunei Darussalam and Japan is a testament to the power of friendship, cooperation, and shared vision. Over the past four decades, the two countries have built a partnership that goes beyond diplomacy, encompassing economic collaboration, cultural exchange, and a commitment to global progress.

Going forward, there is immense potential for Brunei and Japan to deepen and expand their partnership. The rapidly changing global landscape presents both challenges and opportunities in which both countries are well-positioned to address them together.

In this regard, the Embassy looks forward to working closely with the relevant Japanese government agencies as well as organizations and institutions such as the Japan-Brunei Friendship Association to further advance the special ties shared between Brunei and Japan.

Congratulations

on the Occasion of the 41st National Day of
Negara Brunei Darussalam



福岡倉庫引越センター
FUKUOKA SOKO Co.,Ltd.

83-1 Hazawa-cho, Kanagawa-ku, Yokohama 221-0863, Japan
Tel: 045-370-6950 E-mail: tokyo@fukuokasoko.com

<https://www.fukuokasoko.com>

Congratulations on the Occasion of the 41st National Day of Negara Brunei Darussalam



TEL: 070-7796-5886

CONGRATULATIONS

to the People of

Negara Brunei Darussalam

as They Celebrate Their

41st National Day



CONGRATULATIONS

on the Occasion of the 41st National Day of
Negara Brunei Darussalam



Freedom Co., Ltd.

<https://d-freedom.com/>

Congratulations
on the Occasion of
the 41st National Day of
Negara Brunei Darussalam

