

*REPOSITIONING WITHIN ASEAN
A BRUNEI DARUSSALAM DIVERSIFICATION STRATEGY*



**A Presentation at the
7th ASEAN
Business Advisory Council
Sunday 29th February 2004**

*John Perry, Chief Executive Officer
The Brunei Economic Development Board*

The Brunei Economic Development Board

Brunei Darussalam's Value Proposition

*“Brunei Darussalam is more than an investment destination – it is your **partner** in pursuing business opportunities”*

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“...Brunei is working hard to revolutionize its economy and perceptions of it. Asian leaders should pay close attention to what is happening here. So should investors looking for a new destination for their money.”

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Brunei Darussalam – The Drivers

- ◆ *Natural Resources – Gas*
- ◆ *Strategic Location – Deep Water*

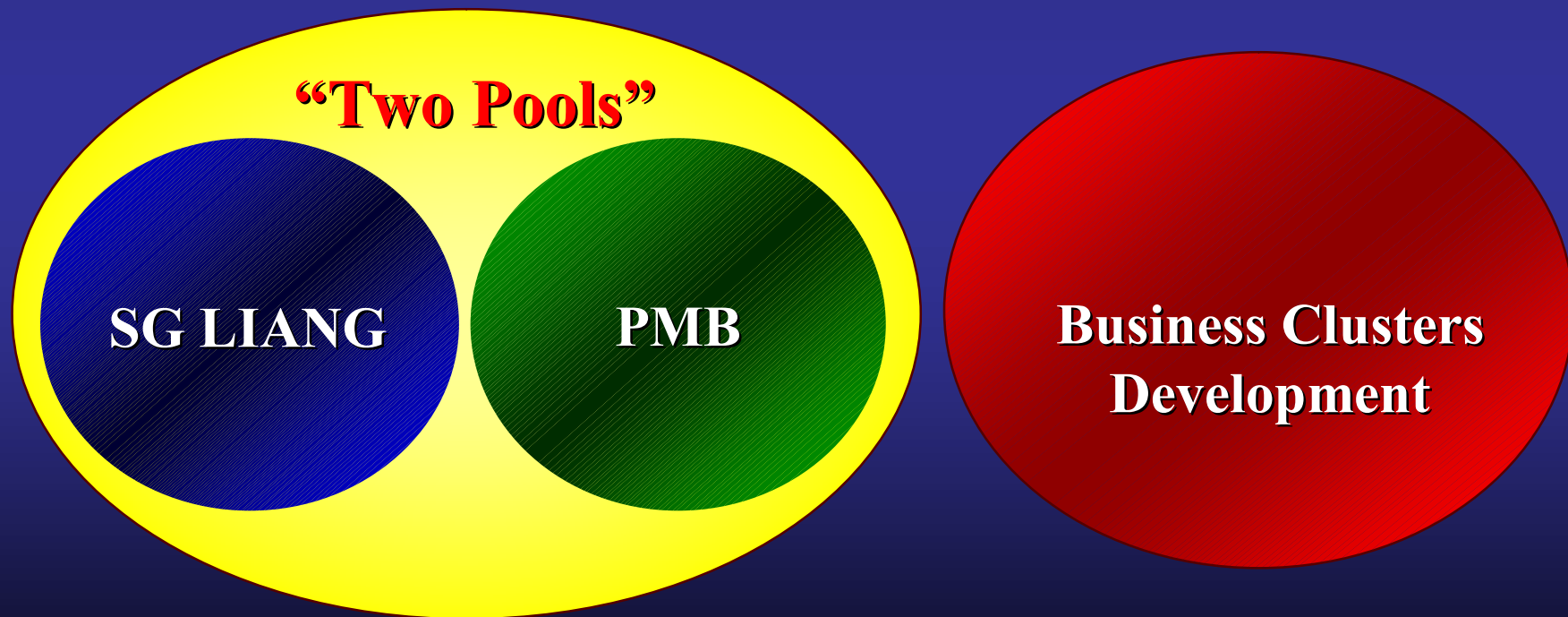
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BEDB's Quantifiable Objectives Thru 2008

- ◆ *US\$ 4.5 billion New Investments*
- ◆ *6,000 Permanent New Jobs*

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The Two Pronged Strategy



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The Two Pronged Strategy

“Two Pools”

**ACI ALCOA
SG LIANG
PETROCHEM**

**HALCROW
PMB**

**MONITOR
Business Clusters
Development**

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The Two Pronged Strategy

“Two Pools”

**ACI ALCOA
SG LIANG
PETROCHEM**

**HALCROW
PMB**

**Hospitality
&
Tourism**

**Transportation
&
Logistics**

**Business
Services**

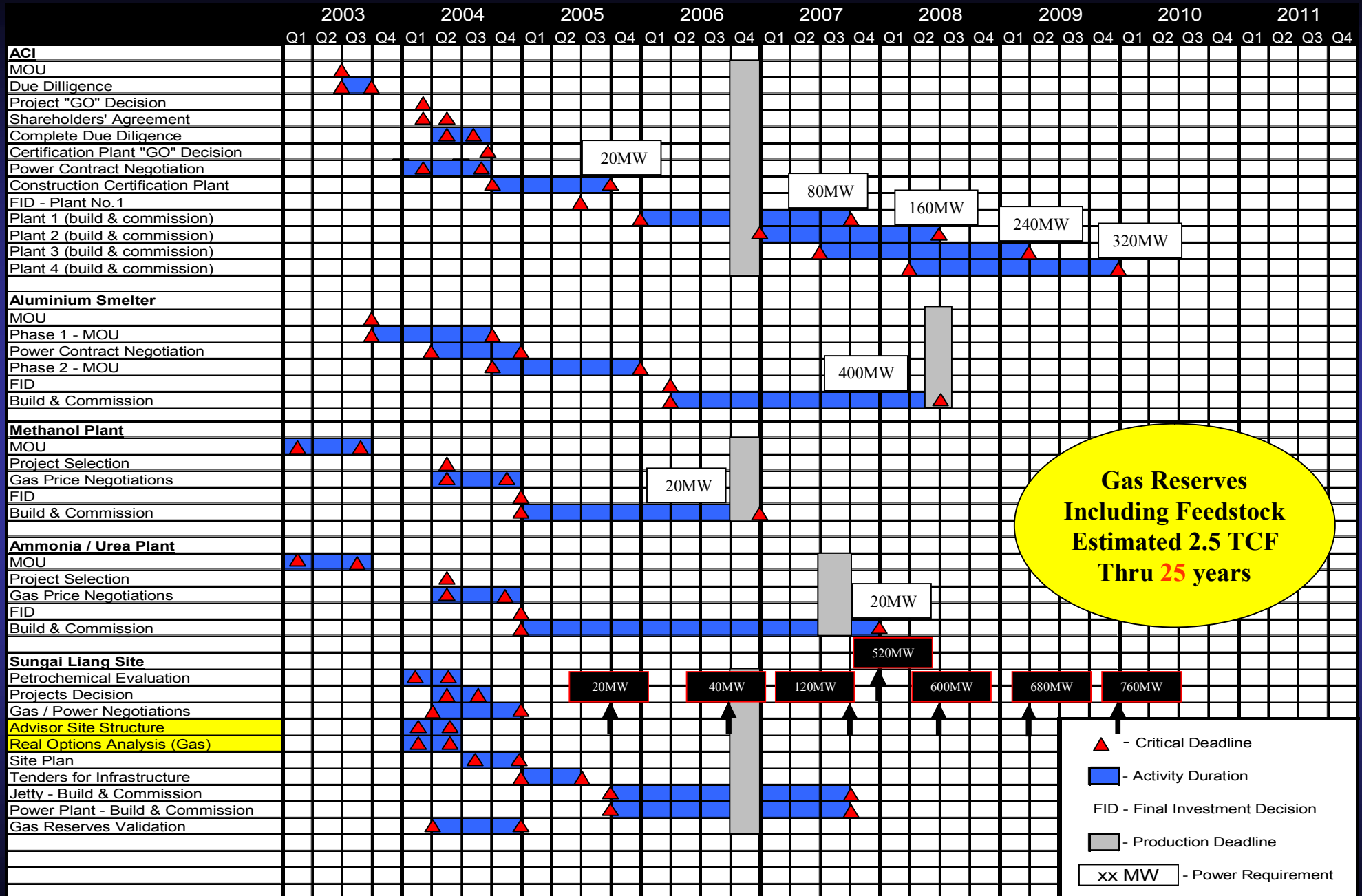
**Financial
Services**

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Two Pool Investments Update

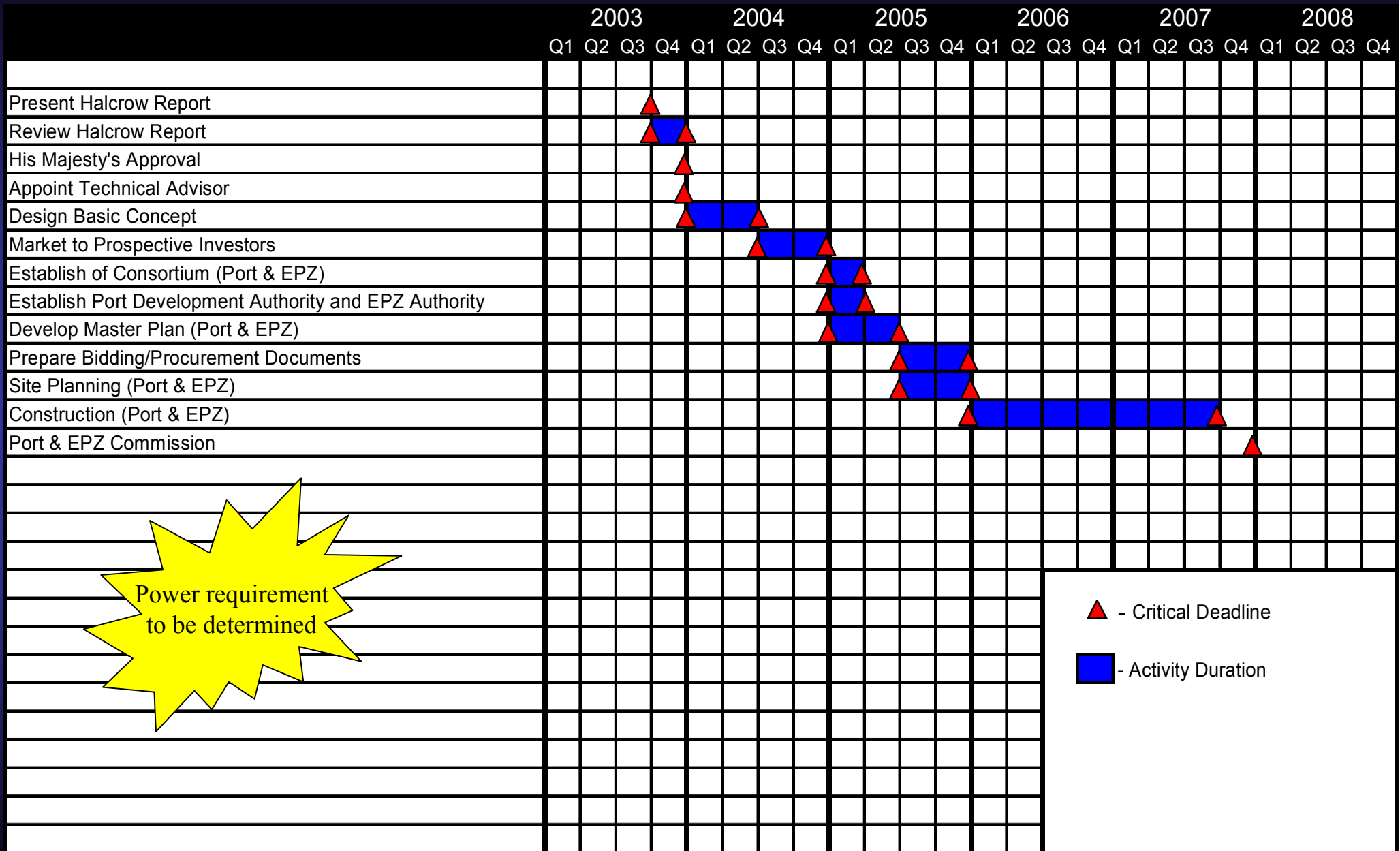
	Investment US\$ (Billion)	Permanent Jobs
SUNGAI LIANG Industrial Site		
1 Manufacturing – Aluminium	1.5	1,000
1 Manufacturing – Elastomers	1.8	1,200
2 Downstream Projects (Led by Petroleum Brunei)	0.8	300
1,000 MW Power Plant	0.5	200
1 Export Facility	0.5	200
Infrastructure	0.1	300
PMB Mega Port	1.5	4,000
Total	6.7 billion	7,200

CRITICAL DEADLINES – SUNGAI LIANG INFRASTRUCTURE SITE PLANNING



Note: (1) Power Requirement (in MW) does not include gas required for feedstock

CRITICAL DEADLINES – PMB Project – Competitive Global Port



Power requirement to be determined

▲ - Critical Deadline
 ■ - Activity Duration

SME Development Opportunities The ACI Example



THE IMPACT OF ACI ELASTOMERS USA, INC. IN WEST VIRGINIA

January 2004



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MARSHALL UNIVERSITY STUDY



THE IMPACT OF ONE ACI ELASTOMERS PLANT IN WEST VIRGINIA

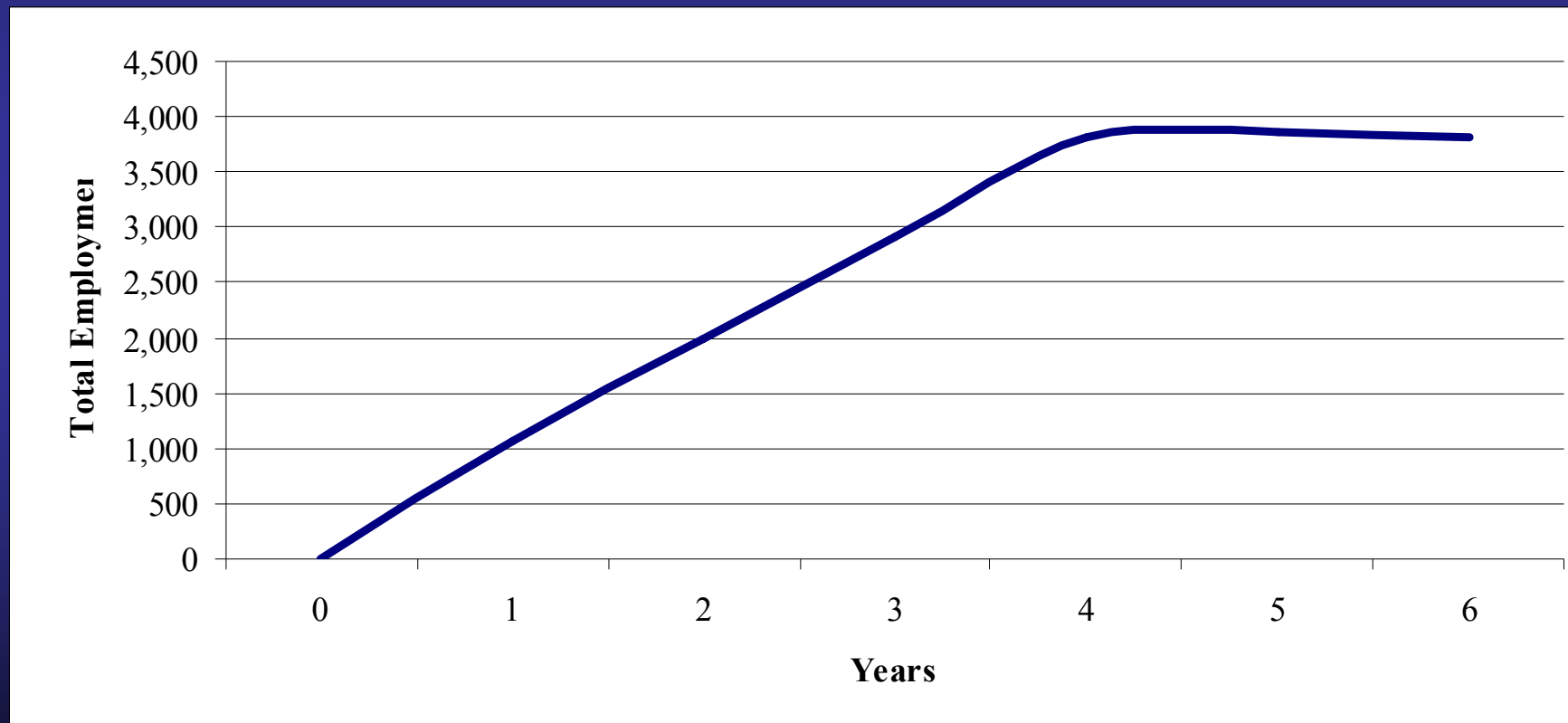
Sectors	Job Created
Natural Resources	461
Transportation, Communication and Utilities	72
Trade	162
Finance, Insurance and Real Estate	29
Personal Services	66
Health, Legal and Educational Services	63
Business Services and Government Organisation	63
TOTAL	916

SME Development Opportunities

The ACI Example



Cumulative, Non-Construction Employment Impact



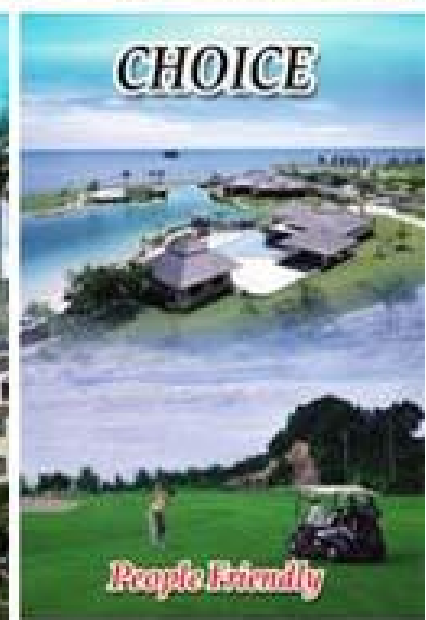
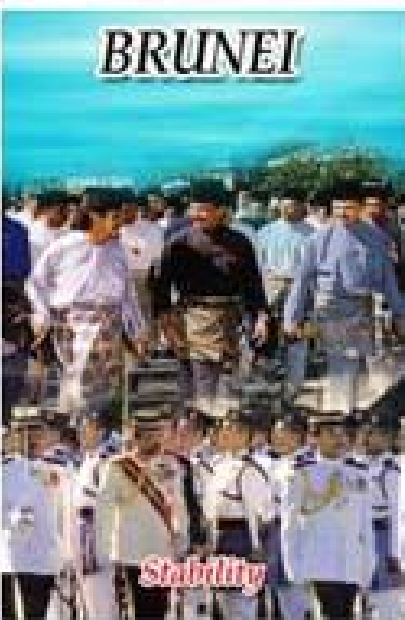
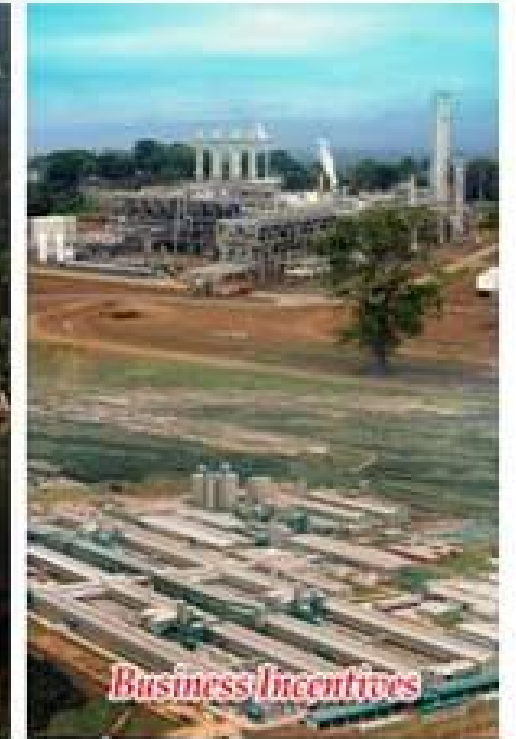
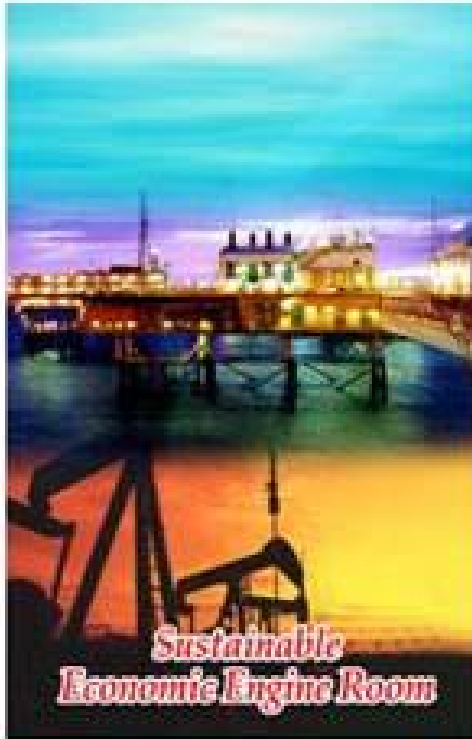
Critical Success Factors

◆ External

- ◆ Rebranding Brunei Darussalam – Investment Destination*
- ◆ Marketing / Promotion*

◆ Internal

- ◆ Common Ownership of the Strategy*
- ◆ Utilization of Sufficient Proven Gas Reserves*
- ◆ Human Resources Development*
- ◆ Enhance Competitiveness*



***BEDB's Mission Statement:
"Powering Sustainable Economic Growth in Brunei Darussalam"***



**Brunei Darussalam
A Kingdom of Expected Treasures**