



AUSTRALIAN HIGH COMMISSION
BANDAR SERI BEGAWAN

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Australia highlights agrifood trade and investment opportunities in Brunei

The Australian High Commission joined an exclusive briefing on Brunei Darussalam's growing agrifood sector, hosted by Austrade, and delivered by Australia's Department of Foreign Affairs and Trade, and AsiaLink Business in Brisbane on 21 May 2025.

In his virtual remarks, Australian High Commissioner to Brunei Darussalam, H.E. Mr Michael Hoy highlighted opportunities for Australian businesses to support Brunei's food security agenda.

"Food security is crucial to both Brunei and Australia. Australia's export of quality foods to Brunei continue to grow, providing reliable inputs to Brunei's growing food manufacturing sector," he said.

The panel was joined by Australia's Business Champion for Brunei, Dr Nur Rahman; Brunei Economic Development Board (BEDB) Acting CEO, Daniel Leong and Associate, Food Sector, Arifubillah Masli; AsiaLink Business CEO, Leigh Howard; and Austrade General Manager (Trade), Jay Meek.

The High Commissioner highlighted Brunei's strategic location, excellent air and sea connectivity and globally renowned halal standards as reasons why Australian businesses should consider Brunei as a logical hub for value-added food processing and re-export.

BEDB showcased investment opportunities in Brunei's agrifood and seafood processing industry, offering facilitation services to support potential investors seeking to access regional markets from Brunei.

Mr Howard said, "Brunei presents targeted opportunities for Australian agrifood businesses. Long-term success will depend on a tailored strategy, developing cultural intelligence, and building trusted relationships on the ground."

Under its *Southeast Asia Economic Strategy to 2040*, the Australian Government is promoting two-way trade and investment with Brunei to meet the region's food needs.

For media enquiries, please contact:
Amanina Shofry, Public Diplomacy & Political Engagement Officer
2229435 (Ext 219) / 8905753
amanina.shofry@dfat.gov.au