



AUSTRALIAN HIGH COMMISSION
BANDAR SERI BEGAWAN

MEDIA RELEASE

Strong Bruneian representation at 2025 Australia-ASEAN Business Forum

Adelaide, 27 August 2025 – Growing business ties between Australia and Brunei Darussalam were in the spotlight with a strong Bruneian presence at the **Australia-ASEAN Business Forum**, held from 26–27 August 2025 in Adelaide.

Bruneian delegates joined over 750 business leaders and policymakers from across Australia and Southeast Asia at the forum, opened by the Hon Peter Malinauskas MP, South Australian Premier, and H.E. Dr Kao Kim Hourn, ASEAN Secretary-General.

Brunei Darussalam was represented by **Mr. Daniel Leong**, Acting CEO of the Brunei Economic Development Board (BEDB); ASEAN Business Advisory Council (ASEAN-BAC) members **Haji Musa Adnin** and **Haji Abdul Saman bin Haji Ahmad**; and representatives from Bruneian companies, including **Stratacom** and **Atoll Group**.

The delegation was accompanied by **H.E. Mr Michael Hoy**, Australian High Commissioner to Brunei, and **Mr Mohamed Nawawi Haji Bolhasan**, Bruneian Chargé d’Affaires to Australia.

High Commissioner Hoy welcomed the strong Bruneian showing in Adelaide: *“It’s important to see Brunei represented alongside other ASEAN countries at this premier business forum. The connections made here will support Brunei’s economic diversification and Australia’s Southeast Asia Economic Strategy to 2040.”*

Mr. Daniel Leong added *“For BEDB, our participation at the Australia-ASEAN Business Forum is about positioning Brunei as a trusted gateway into ASEAN, where Australian expertise in renewables, agri-food, advanced manufacturing, and digital can partner with Bruneian enterprises and SMEs to build ASEAN-ready solutions that scale across the region.”*

The Australia-ASEAN Business Forum is organised by Australian-Bruneian Francis Wong OAM.

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