



PHOTOS: AMIN HOSNI

Dato Paduka Timothy Ong with Par Ahlberger at the iCentre during the briefing

Swedish traders briefed on new econ opportunities

By Amin Hosni

THE Brunei Economic Development Board (BEDB) yesterday hosted a briefing on business opportunities for a visiting Swedish business delegation at the iCentre in Angrek Desa.

The Swedish business leaders were led by Mr Par Ahlberger, the non-resident Ambassador of Sweden to Brunei Darussalam.

"This event is part of the BEDB's ongoing efforts to create new opportunities in business. We are very pleased to learn that there is a growing interest by Swedish businesses to find new business opportunities in Brunei Darussalam," said Vincent Cheong, BEDB Chief Executive Officer.

Dato Timothy Ong said that there is much that Brunei can learn from Sweden particularly in the field of information and communications technology.

At the same time, Sweden can exploit and leverage on Brunei's strategic location in Southeast Asia to access and penetrate the growing markets in the region.

This includes tapping opportunities in trade and investments with Brunei in downstream oil and gas, logistics, ICT, biotechnology as well as financial and service sectors.

Vincent Cheong delivered a business cluster presentation on 'Economic opportunities for the future'. A business dialogue between the two countries, and a tour of the iCentre followed.

Situated in northern Europe, Sweden is a highly industrialised country with particularly well-developed telecommunications infrastructure. Its mobile phone penetration is among the highest in Europe, and broadband penetration is twice the EU average, with the number of regular Internet users edging towards 70 per cent of the population.

According to the Organisation for Economic Cooperation and Development, Sweden has the highest tax revenue as percentage of GDP of any other ranked country.

iCentre, the first Info-Communication Technology incubator in Brunei Darussalam, is modelled after several selected incubators in the region, including the Enterprise Incubator at the National University of

Singapore.

The centre is managed by KR Consulting Pte Ltd, a wholly-owned subsidiary of the NUS Enterprise. KR Consulting provides consultancy in the set up of high-tech business incubation programme in the region.



Vincent Cheong, CEO of BEDB giving his presentation