

# National Day of Brunei Darussalam

PUBLICITY

## Brunei and Japan continue to stand side by side

By Haji Shahbudin Haji Musa  
Ambassador of Brunei Darussalam

On this joyous occasion of the 40th National Day of Brunei Darussalam, 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 people of Japan.

The theme adopted for the National Day this year is "Bersatu Mencapai Cita Negara" (United to Achieve National Aspirations), which represents our commitment to achieve the 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 as well as unity as the country's main strength in facing challenges and achieving goals. It also reflects Brunei Darussalam's commitment to move forward and overcome obstacles in the course of its development through continuous improvement and taking advantage of advancements in science and technology.

With the monarchy as the bedrock 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.

The support and contributions from the people and government of Japan during the journey are much acknowledged and appreciated, and we look forward to a continuous collaborative relationship with our Japanese friends as well as others towards a peaceful and prosperous region.

As we commemorate this auspicious milestone, we reflect on the shared values that have forged a bond between our cultures. This is especially pertinent as we celebrate the 40th anniversary of diplomatic relations between Brunei Darussalam and Japan, which have not only endured the test of time but continue to flourish, creating a foundation of understanding and cooperation.



Haji Shahbudin Haji Musa

In the sphere of collaboration, both Brunei and Japan have achieved remarkable milestones. The exchange of knowledge, technology and expertise has propelled us forward in areas ranging from economic development to cultural enrichment. These accomplishments stand as a testament to the commitment and dedication of our leaders, governments and people.

An especially joyous highlight for the cordial bilateral relations in 2023 was the visit of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam to Japan to attend the Commemorative Summit for the 50th Anniversary of ASEAN-Japan Friendship and Cooperation last December. The attendance reflects the importance and commitment that Brunei Darussalam attaches to ASEAN as well as the close friendship it shares with Japan on a multilateral level.

This is particularly relevant as Brunei Darussalam and Japan share a common goal and commitment to peace, stability as well as prosperity as reflected in our collaboration to address regional and global issues. Whether addressing environmental challenges, promoting sustainable development, or contributing to international peacekeeping efforts, our nations stand side by side.

Furthermore, economic partnerships have thrived, creating opportunities for businesses in both countries. The strategic collaborations in energy, trade, investment and technology transfer have not only strengthened our economies but have also created a platform for innovation and growth.

Brunei's commitment to ensure the reliable supply of energy in the form of LNG to Japan will continue whilst at the same time welcoming exploration in wider areas such as downstream oil and gas, agriculture and aquaculture, tourism and other sectors of mutual benefit. In this regard, we encourage more Japanese companies and individuals to participate in Brunei's economic diversification efforts through more direct investments (FDIs) into the country.

Together, we will navigate the ever-evolving global landscape, adapting to challenges and seizing opportunities.

Last but not least, is the significant role that people-to-people exchanges have played in deepening our understanding of one another. Through events and programs such as those by the Japan-Brunei



Brunei Tourism

Above left, Kampong Ayer is the largest water village in Southeast Asia and is known as the "Venice of The East," and above right, Brunei Darussalam is a diver's paradise with vast coral reefs and colorful marine life which can be found amidst the numerous shipwrecks which are teeming with sea life.

Friendship Association, ASEAN-Japan Centre, Japan-East Asia Network of Exchange for Students and Youths Programme (JENESYS) and Ship for Southeast Asian Youth Programme (SSEAYP), we have continued to bridge the gap between our countries, fostering mutual respect, understanding and appreciation. Our cultural ties are the threads that weave our nations together, creating a rich tapestry of shared experiences.

As we celebrate Brunei's National Day, we do so with gratitude for the support and friendship that Japan has extended. It is a celebration of the journey we have undertaken together and a reaffirmation of our commitment to building a future of shared prosperity and understanding.

In conclusion, I express my sincere appreciation to the government and people of Japan for their continued friendship and cooperation. May the bonds between

Brunei Darussalam and Japan continue to flourish, and may our shared endeavors pave the way for a brighter, more interconnected future.

### Congratulations

on the Occasion of the 40th National Day of  
Negara Brunei Darussalam



WORLD WIDE MOVERS

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

to the People of

Negara Brunei Darussalam

as They Celebrate Their

40th National Day

 Mitsubishi Corporation

CONGRATULATIONS  
on the Occasion of the 40th National Day of  
Negara Brunei Darussalam



Freedom Co., Ltd.

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

Congratulations  
on the Occasion of  
the 40th National Day of  
Negara Brunei Darussalam

 TOKYO GAS

**Congratulations**  
**on the Occasion of**  
**the 40th National Day of**  
**Negara Brunei Darussalam**  
**JAPAN-BRUNEI FRIENDSHIP ASSOCIATION**

E-mail: [info@jbfa.or.jp](mailto:info@jbfa.or.jp)

TEL: 070-7796-5886