

BAIDURI BANK AND BEDB EMPOWER BRUNEI'S MSMEs FOR SUSTAINABLE MARKET EXPANSION

Bandar Seri Begawan, 3 July 2025 – Baiduri Bank, in strategic partnership with the Brunei Economic Development Board (BEDB), successfully conducted a comprehensive workshop under the MSME Empowerment Series to equip Brunei's Micro, Small, and Medium Enterprises (MSMEs) with the essential tools to expand into new markets sustainably.

The 17th MSME Empowerment Series workshop, titled "New Market Entry in Motion: Ideal Client Profiling and Outreach Strategies," was designed to enhance the capabilities of MSMEs in identifying target clients and implementing effective outreach strategies to secure new business opportunities.

Hosted at the Baiduri Bank Enterprise Hub, the session convened 20 business owners, entrepreneurs, and professionals who are actively pursuing market expansion. Industry experts Kevin Legg and David Chan from SAGE facilitated the workshop, bringing extensive experience in business development and international market entry.

The programme included interactive sessions focused on defining high-value customer segments and developing tailored messaging for client engagement. The latter half of the day featured personalised consultations, providing participants with strategic insights tailored to their individual business objectives. Each attendee received a customised "Prospecting Playbook" to support their outreach efforts beyond the workshop.

Mohd Isa Liew bin Mohd Amin Liew, Head of Business Banking at Baiduri Bank, remarked: "Our collaboration with BEDB reflects Baiduri Bank's commitment to helping Brunei's MSMEs expand their horizons. Beyond financial support, we aim to equip local entrepreneurs with the insight and strategies needed to navigate new markets, understand the expectations of international buyers, and approach them with confidence."

This initiative forms a key component of Baiduri Bank's ongoing commitment to empowering local enterprises through integrated financial services and capability-building programmes. In partnership with BEDB, Baiduri Bank continues to champion a robust ecosystem conducive to the sustainable development and internationalisation of Brunei's MSMEs.

BEDB is open to working with all organisations, including banks and private sector partners that share its commitment to helping local MSMEs grow. These efforts contribute to building a strong and supportive business environment for Bruneian enterprises to succeed locally and internationally. To learn more about the support and programmes provided to MSMEs visit www.bedb.gov.bn.