

**BAIDURI BANK AND BEDB MARK 20TH MSME EMPOWERMENT
SERIES WITH FOCUS ON INTERNATIONAL TRADE AND LOGISTICS**

Bandar Seri Begawan, Tuesday, 18 August – Baiduri Bank, in collaboration with the Brunei Economic Development Board (BEDB), recently hosted the 20th MSME Empowerment Series at the Baiduri Enterprise Hub, bringing together over 20 export-ready local businesses for a one-and-a-half-day workshop focused on Understanding International Trade & Logistics.

The milestone edition of the series brought together participants from a diverse range of industries, including consulting, manufacturing, food and beverage, design, technology, and specialised services, and was designed to help local businesses strengthen their readiness for regional and international expansion through practical knowledge on trade, logistics, market entry, and export execution.

The programme featured expert-led sessions by DHL GoTrade, including “The Art of Logistics” and “Welcome to International Trade: Navigating International Agreements.” These sessions were delivered by Kamarul Azman Hashim, Branch Manager of DHL Express Brunei, who drew on more than 26 years of experience across sales, operations, customs and regulatory affairs to share practical insights on global supply chains, shipping processes, and international trade frameworks.

Attendees also benefited from specialised training delivered by Saiful Azlan Ramli of PT Startconn Berjaya Komunikasi, Indonesia, who shared practical perspectives on entering the Indonesian market. Sessions covered market entry development, execution strategies, targeted marketing approaches, distribution models, and navigating regulatory requirements in one of Southeast Asia’s largest economies.

To support more personalised learning, the workshop included clinical consultation sessions where participants received tailored guidance on export requirements, regulatory considerations, and market-specific challenges relevant to their business objectives.

Complementing the programme, participants also had the opportunity to engage in one-on-one consultations with Baiduri Bank's Trade Finance specialists to explore financing solutions and trade facilities that could support their export ambitions and business growth plans.

Evelyn Ang, Head of Business Banking at Baiduri Bank, said:

"We're seeing more local businesses looking beyond Brunei for growth, but taking that first step into a new market can be challenging. There are a lot of things to consider, from understanding trade requirements and logistics to figuring out how to enter a market and build the right distribution channels.

What we're trying to do through the MSME Empowerment Series is make that journey a little less daunting by connecting businesses with people who have practical experience and insights they can learn from. At the same time, we're able to have conversations around the financing and banking support that businesses may need as they grow.

Ultimately, we want participants to leave with something they can act on, whether that's a clearer understanding of a target market, a new business connection, or greater confidence in taking the next step towards exporting their products and services."

The MSME Empowerment Series forms part of Baiduri Bank's ongoing efforts to support the growth and internationalisation of Brunei's MSMEs by providing access to knowledge, expertise, and banking solutions that help businesses navigate new opportunities with greater confidence.

The collaboration between Baiduri Bank and BEDB reflects a shared commitment to strengthening Brunei Darussalam's entrepreneurial ecosystem and enabling local businesses to access regional and global markets. Over the years, the series has evolved into a practical platform for business learning, bringing together industry experts, market practitioners, and financial specialists to address the opportunities and challenges faced by growing enterprises.

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