

BAIDURI BANK RETURNS TO CONSUMER FAIR 33 WITH SMART LIFE EXPERIENCE

Bandar Seri Begawan, 25 June 2026 – Baiduri Bank returns to the 33rd Consumer Fair and Trade Expo, taking place from 24 to 28 June 2026 at the International Convention Centre (ICC), Berakas. The Bank is located at the Plenary Hall (Booths P86–88 and P99–101), where its refreshed presence is designed to deliver a more engaging and accessible experience for visitors.

This year, the Bank introduces a “Smart Life” concept inspired by the refreshed Baiduri Smart programme, bringing together interactive Smart Life Zones, practical financial tools, and engaging activities designed to make financial planning more relevant to everyday lifestyles. The fair will also serve as the platform for the official unveiling of the enhanced Baiduri Smart proposition, reflecting the Bank’s ongoing efforts to support customers at different stages of their financial journey through relevant solutions, practical guidance, and meaningful experiences.

Visitors can look forward to a range of interactive experiences designed to make financial planning more accessible and engaging. These include tools such as the Financial Health Check Tool and Loan Calculator, alongside guided activities, games, spin-the-wheel challenges, giveaways, and rewards that help simplify key financial concepts in a practical and enjoyable way.

As part of its participation, Baiduri Bank will also be offering a range of exclusive promotions available during the fair. Highlights include a cash rebate campaign of up to 10% for eligible Baiduri cardholders spending at participating Baiduri Bank merchants at the Consumer Fair and Trade Expo, giving visitors additional value while they shop and explore the event.

Baiduri Bank’s participation forms part of its continued commitment to making financial wellbeing more accessible, while creating opportunities for customers to engage with financial tools and services in a way that is relevant to their everyday lives.

For more information on Baiduri Bank’s participation at the Consumer Fair, visit www.baiduri.com or follow the Bank’s official social media channels for updates.