



**Asia-Pacific  
Economic Cooperation**

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**2020/SMEMM/016**

Agenda Item: 2.3.2

## **Brunei Darussalam and COVID-19: Shifting Towards Digital Transformation**

Purpose: Information  
Submitted by: Brunei Darussalam



**26th Small and Medium Enterprises Ministerial  
Meeting  
23 October 2020**

# **BRUNEI DARUSSALAM AND COVID-19:**

## **SHIFTING TOWARDS DIGITAL TRANSFORMATION**

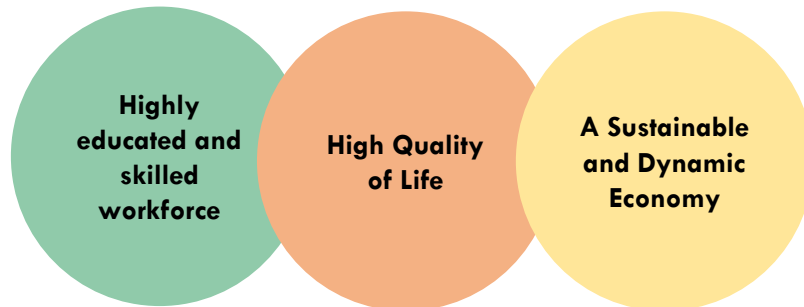
Sub-Theme 2: Digitalising MSMEs for an Inclusive and Sustainable New Normal

**26<sup>th</sup> APEC SME Ministerial Meeting, 23 October 2020**

# Brunei Darussalam's Digitalisation Agenda

## SHIFTING TOWARDS DIGITAL TRANSFORMATION

- Importance of **4<sup>th</sup> Industrial Revolution**
- To support **Brunei's Vision 2035**:



- The Government of Brunei Darussalam has established the **Digital Economic Council**



## DIGITAL ECONOMY MASTERPLAN 2025

A five-year masterplan towards transforming Brunei Darussalam into a Smart Nation

### VISION

Smart Nation through Digital Transformation

### MISSION

To drive and enhance Brunei Darussalam's socio-economic growth through Digital Transformation

### STRATEGIC OUTCOME

- A digital and future ready society
- A vibrant and sustainable economy
- A conducive digital ecosystem

# Strategic Thrust



1

**INDUSTRY DIGITALISATION**

2

**GOVERNMENT DIGITALISATION**

3

**A THRIVING DIGITAL INDUSTRY**

4

**MANPOWER AND TALENT DEVELOPMENT**

# Digital Economy Council (DEC) Flagship Projects

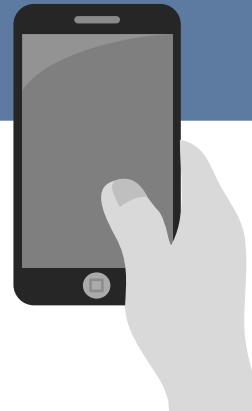
## NATIONAL INFORMATION HUB

Will enable government agencies to share information more easily and thus reducing the need for the public to repeatedly provide existing information.



## DIGITAL ID PLATFORM

A platform which allow public and businesses to access all government services at any time.



## DIGITAL PAYMENT HUB

An initiative to increase the opportunity for businesses and users to make and receive payments digitally.





# Initiatives

## 1. Infrastructure

### Modernisation of the telecommunications infrastructure:

- Unified National Networks (UNN) has been launched to manage and modernise all of Brunei's telco infrastructure, to improve the quality and speed of fixed and mobile networks
- Increased fixed broadband data capacity to support students' online learning in the midst of COVID-19
- Provide more resilient and immune to service disruptions to support MSMEs digitalisation



**UNN**  
Empowering Digital Society

## 2. e-Commerce Platforms Variations



### eKadaiBrunei

National Online e-Commerce Directory

#### Objectives:

To accommodate the growth of e-sellers and encourage digitalisation of offline sellers, and to give easy access to a variety of e-commerce platforms providers. Also provides a directory of delivery and logistic services to help deliver or transport products and purchases.



### COMMUNITY FOR BRUNEI

National e-Commerce Platform

#### Objectives:

To provide a platform to support micro and small-sized business owners, including home-based and single mothers, to sell their goods and services in a virtual market.



#### Co-matching grant:

Introduced for businesses looking to start or expand into e-Commerce and logistics



# Initiatives

## 3. Capacity Building Programs

### Industry Business Academy Online

- Darussalam Enterprise or DARE has introduced a leading online learning platform that provides business capacity building classes by accredited experts around the globe.
- Over 300 business-related courses in eight key domains including marketing and sales, finance and accounting, innovation and design, and data skills will be accessible to businesses.



### Go Digital ASEAN

- A regional initiative aimed to train and digitalise 4,000 Bruneians including youth and business owners to gain digital skills to open up markets for their product; and provide them with tools to monitor and adapt marketing campaigns.

Go Digital ASEAN

### Teens In AI

- UN-endorsed programme to support digital and leadership skills in Brunei's youth, drive innovation, productivity and support future growth.
- 500 Brunei youth are set to participate in three phases over 12 months to develop skills in new technologies to solve real-world problems.



### Digital Business Transformation & e-Commerce Adoption

- A series and workshops on Emerging Technologies; Big Data and Analytics; ICT Savviness Program have been carried out to increase awareness on emerging technologies and Industrial Revolution 4.0; to promote e-Commerce development; and to encourage businesses to utilise digital solutions to increase efficiency, productivity and market outreach.



# Initiatives

## 4. Other Initiatives

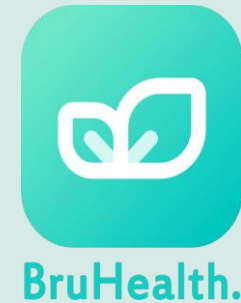
### Cashless Society

- Rise of digital payment platforms offered by service providers including banks.
- eWallet application has been launched from award-winning fintech startup BruPay as another option for consumers.



### BruHealth Application

- One-stop app initially for COVID-19 related information and as a contact tracing tool.
- To enable businesses to open in phases and safeguard the safety of consumers.
- Integration of medical history under the national medical database to transform healthcare delivery using artificial intelligence ("AI") to predict infection rates and conduct medical resource mapping.
- Raise the quality and efficiency of healthcare services while creating new jobs and encouraging new upskilling opportunities in Brunei.







**THANK YOU**