



MINISTRY OF FINANCE AND ECONOMY

PRESS RELEASE

Brunei Darussalam Commemorates World Standards Day 2025

Bandar Seri Begawan, 14th October 2025

1. Brunei Darussalam, through the Pusat Standard dan Akreditasi Brunei Darussalam (PSABD), Ministry of Finance and Economy (MOFE), today commemorated World Standards Day 2025 at Balai Khazanah Islam Sultan Haji Hassanal Bolkihah under the global theme "Shared Vision for a Better World."
2. The event was officiated by Yang Mulia Dr Hajah May Fa'ezah binti Haji Ahmad Ariffin, Permanent Secretary (Economy, Trade and Industry), Ministry of Finance and Economy as Guest of Honor and Chair of the Majlis Standard dan Akreditasi Brunei Darussalam (MSABD). During the opening ceremony, the Permanent Secretary also launched the new MSABD and PSABD logos, which symbolise Brunei's renewed commitment to building a trusted national identity in the field of standards, accreditation, and innovation.
3. In an opening speech by Yang Mulia Dk Hjh Nadiyah Annasyitah binti Pg DP Hj Abu Bakar, Acting Director of PSABD, she emphasized that standards are the invisible foundations of trust, quality, and safety that underpin Brunei Darussalam's aspirations under Wawasan Brunei 2035 and the United Nations Sustainable Development Goals (SDGs). She shared that the nation has steadily progressed in developing its national standards known as Piawai Brunei Darussalam (PBDs). To various PBDs have been developed comprising food safety, agriculture, manufacturing, and packaging, to support our local industries, protect consumers and ensure that our products could compete globally.
4. The event featured a morning seminar with the theme "Exploring the Benefits of Standards and its Contribution to Sustainable Development Goals", featuring speakers from Pusat Standard dan Akreditasi Brunei Darussalam (PSABD), Jabatan Standard Malaysia (JSM), the Safety, Health and Environment National Authority (SHENA), and the Brunei Darussalam Food Authority (BDFa). During the morning seminar, the agencies shared insights on the development of Piawai Brunei Darussalam (PBD), Malaysia's experience in leveraging standards for trade, and the importance of safety and food standards in protecting public health and the environment as well as the overall contribution of these efforts towards achieving the United Nation's SDGs.
5. The afternoon forum, with the theme "Standards Driving MSMEs: Building Stronger Businesses for Wawasan 2035", attended by Yang Mulia Awang Mohammad Harris Bin Brigadier Jeneral (Rtd) Dato Paduka Haji Ibrahim, Deputy Permanent Secretary (Trade and Industry), Ministry of Finance and Economy as the Guest of Honour and Deputy Chair of



MSABD. The session was moderated by Yang Mulia Dyg Nadiyah Hanim binti Haji Md Salleh, Assistant Director of the Compliance and International Division at the Safety, Health, and Environment National Authority (SHENA). The Forum featured panelists from Pusat Standard dan Akreditasi Brunei Darussalam (PSABD), National Chamber of Commerce and Industry Brunei Darussalam (NCCIBD), Brunei Economic Development Board (BEDB), as well as representatives from the local companies – SPHI Foods (Satay Haji Ibrahim), and Serikandi Group of Companies. The panelists shared their experiences, challenges and benefits of conforming to international standards. The Forum concluded with a call for MSMEs to embrace standards as opportunities for growth and resilience.

6. The commemoration of World Standards Day 2025 reaffirmed PSABD's strategic focus on empowering businesses and safeguarding consumers through a robust framework of standards and accreditation, a vital step toward achieving the country's long-term vision under Wawasan Brunei 2035.

Prepared by:

Pusat Standard dan Akreditasi Brunei Darussalam (PSABD)

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KEMENTERIAN KEWANGAN DAN EKONOMI

KENYATAAN AKHBAR

Negara Brunei Darussalam Meraikan Hari Standard Sedunia 2025

Bandar Seri Begawan, 14hb Oktober 2025

1. Negara Brunei Darussalam, melalui Pusat Standard dan Akreditasi Brunei Darussalam (PSABD), Kementerian Kewangan dan Ekonomi (MOFE), telah memperingati Hari Standard Sedunia 2025 di Balai Khazanah Islam Sultan Haji Hassanal Bolkhiah dengan tema global "*Shared Vision for a Better World*".
2. Majlis tersebut telah dirasmikan oleh Yang Mulia Dr Hajah May Fa'ezah binti Haji Ahmad Ariffin, Setiausaha Tetap (Ekonomi, Perdagangan dan Perindustrian) di Kementerian Kewangan dan Ekonomi selaku Tetamu Kehormat dan Pengerusi Majlis Standard dan Akreditasi Brunei Darussalam (MSABD). Semasa majlis perasmian, beliau turut melancarkan logo baharu MSABD dan PSABD yang melambangkan komitmen Negara Brunei Darussalam dalam membina identiti kebangsaan yang diyakini dalam bidang standard, Akreditasi dan inovasi.
3. Dalam ucapan alu-aluan oleh Yang Mulia Dk Hajah Nadiah Annasyitah binti Pg DP Haji Abu Bakar, Pemangku Pengarah PSABD, beliau menekankan bahawa standard merupakan asas yang tidak kelihatan tetapi amat penting dalam membentuk kepercayaan, kualiti dan keselamatan, yang menjadi tunjang kepada aspirasi Negara Brunei Darussalam di bawah Wawasan Brunei 2035 dan Matlamat Pembangunan Mampan (SDGs) Pertubuhan Bangsa-Bangsa Bersatu. Beliau turut mengongsikan bahawa Negara Brunei Darussalam giat membangunkan piawaian kebangsaan yang dikenali sebagai Piawai Brunei Darussalam (PBD). Setakat ini, pelbagai PBD telah dibangunkan merangkumi bidang keselamatan makanan, pertanian, pembuatan dan pembungkusan, bagi menyokong industri tempatan, melindungi pengguna serta memastikan produk tempatan berdaya saing di peringkat global.
4. Sesi seminar di sebelah pagi yang bertemakan "*Exploring the Benefits of Standards and its Contribution to Sustainable Development Goals*", telahpun menampilkan beberapa penceramah daripada PSABD, Jabatan Standard Malaysia (JSM), Pihak Berkuasa Keselamatan, Kesihatan dan Alam Sekitar (SHENA) serta Pihak Berkuasa Makanan Brunei Darussalam (BDFA). Dalam sesi tersebut, para agensi berkongsi pandangan mengenai pembangunan Piawai Brunei Darussalam (PBD), pengalaman Malaysia dalam memanfaatkan piawaian untuk perdagangan, serta kepentingan piawaian keselamatan dan makanan dalam melindungi kesihatan awam dan alam sekitar, di samping sumbangan usaha-usaha ini terhadap pencapaian Matlamat Pembangunan Mampan (SDGs).



5. Forum di sebelah petang pula bertemakan "*Standards Driving MSMEs: Building Stronger Businesses for Wawasan 2035*" yang dihadiri oleh Yang Mulia Awang Mohammad Harris bin Brigadier Jeneral (B) Dato Paduka Haji Ibrahim, Timbalan Setiausaha Tetap (Perdagangan dan Industri), Kementerian Kewangan dan Ekonomi, sebagai Tetamu Kehormat dan Timbalan Pengerusi MSABD. Sesi ini dikendalikan oleh Yang Mulia Dayang Nadiah Hanim binti Haji Md Salleh, Penolong Pengarah Bahagian Pematuhan dan Antarabangsa di SHENA. Forum tersebut menampilkan ahli panel daripada Pusat Standard dan Akreditasi Brunei Darussalam (PSABD), Dewan Perniagaan dan Perindustrian Negara Brunei Darussalam (NCCIBD), Lembaga Kemajuan Ekonomi Brunei (BEDB), serta wakil daripada syarikat tempatan *SPHI Foods* (Satay Haji Ibrahim) dan *Serikandi Group of Companies*. Para panelis telah berkongsi pengalaman, cabaran dan manfaat dalam mematuhi standard antarabangsa. Forum diakhiri dengan seruan kepada perusahaan mikro, kecil dan sederhana (PMKS) untuk mengamalkan piawaian sebagai peluang ke arah pertumbuhan dan ketahanan perniagaan.
6. Peringatan Hari Standard Sedunia 2025 ini sekali lagi menegaskan tumpuan strategik PSABD dalam memperkasa perniagaan dan melindungi pengguna melalui rangka kerja standard dan akreditasi yang kukuh, sebagai langkah penting ke arah merealisasikan Wawasan Brunei 2035.

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