

تاریخ: ۱۴۰۳/۰۷/۱۶

شماره: ۱۴/۷۹۰۰/ص

پیوست: دارد



تشخیص اصالت نامه

اتاق بازرگانی، صنایع، معادن و کشاورزی ایران

Iran Chamber of Commerce, Industries, Mines & Agriculture



باسمه تعالی

جهش تولید با مشارکت مردم

رؤسای محترم تشکل های اقتصادی وابسته به اتاق ایران

با سلام؛

احتراماً طبق اطلاع واصله از معاونت امور بین الملل اتاق ایران به استحضار می رساند، نمایشگاه با موضوع “Consumer Fair & Trade Expo” در بندر سری بگاوان، پایتخت بروئی در تاریخ ۱۵ لغایت ۱۹ ژانویه ۲۰۲۵ (برابر با ۲۵ دی تا ۱ بهمن سال جاری) برگزار خواهد شد.

علاقه مندان جهت کسب اطلاعات بیشتر می توانند با مشخصات زیر تماس حاصل فرمایند:

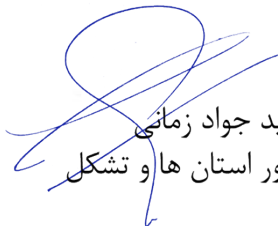
Tel: + 6732453666

Mobile: +6738837241

Email: bruneiconsumerfair@dsunlit.com

خواهشمند است دستور فرمائید نسبت به اطلاع رسانی رویداد موصوف به اعضای محترم تشکل اقدام

لازم مبذول فرمایند.


سید جواد زمانی
معاون امور استان ها و تشکل

تهران - کد پستی: ۱۵۸۳۶۴۸۴۹۹ - خیابان طالقانی، نبش خیابان شهید موسوی (فرصت)، شماره ۱۷۵

صندوق پستی: ۱۵۸۷۵-۴۶۷۱ تلفن: ۸۵۷۳۰۰۰۰۰ دورنگار: ۸۵۷۳۳۳۳۳۳ www.iccima.ir info@iccima.ir



consumer fair & trade expo

15th - 19th JANUARY 2025

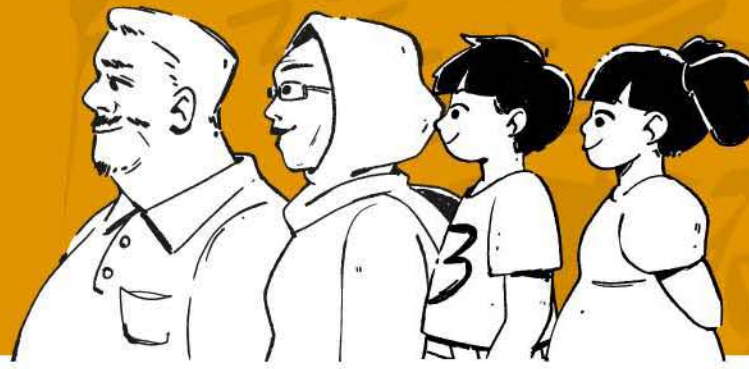
ICC, BERAKAS



EVENT ORGANISER,
CONTRACTOR & MANAGER

SUPPORTED BY



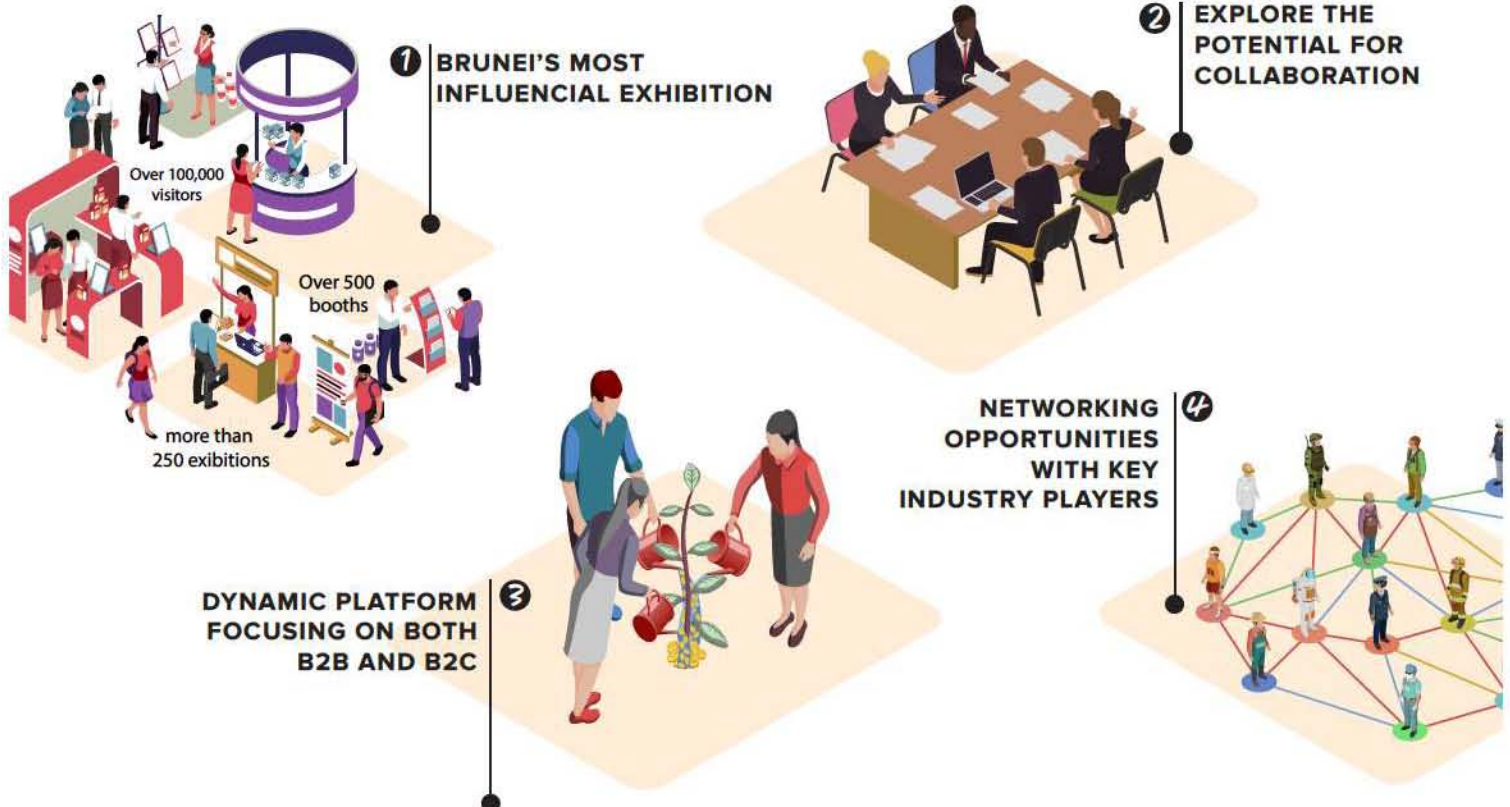


ABOUT CONSUMER FAIR & TRADE EXPO

Since its inception in 2008, the Consumer Fair has been the leading bi-annual exhibition in Brunei Darussalam, drawing over 100,000 visitors over five days. Renowned for showcasing a vast array of products and services, we have enabled home-based businesses to establish storefronts and facilitated international brands forming local partnerships to penetrate the Brunei market.

For the 30th instalment, this impactful series has rebranded to the "Consumer Fair & Trade Expo" with a renewed vision of transforming into a cornerstone of economic diversification and a beacon for trade and collaboration. This new title reflects our expanded focus on fostering a platform for trade, facilitating business collaborations, and promoting knowledge sharing.

WHY EXHIBIT?



THE NEXT CHAPTER

KEY OBJECTIVES

1 EXPANDED VARIETY

Consumer Fair is where everyone can come to shop for everything under one roof. We want to keep that promise and so by introducing a broader selection, we aim to meet the diverse needs and preferences of our consumers, as well as provide an unparalleled shopping experience.

2 PREMIER HUB

Establish the Consumer Fair & Trade Expo as the premier hub for trade and collaboration. In this dynamic environment, businesses can forge valuable partnerships, explore new market opportunities, and showcase their innovations to a wide audience. By bringing together local and international exhibitors, we create a vibrant marketplace that boosts the economy and encourages cross-border trade.

3 ROBUST SUPPORT FOR MSMEs

We are dedicated to nurturing the entrepreneurial spirit and helping these vital businesses thrive as they form the backbone of the economy, with 97% of 6,570 active enterprises are classified as MSMEs. Through this platform, we offer MSMEs the tools and resources they need to succeed. By supporting them, we contribute to job creation, economic diversification, and community development.



WHAT TO EXPECT



1) Business Matchmaking

A dedicated area for in-person meetings and an online platform to connect exhibitors with potential buyers and collaborators. This service includes private meeting rooms and lounges for face-to-face discussions, as well as an online tool for scheduling meetings and connecting virtually. Additionally, our curated matchmaking service pairs exhibitors with potential partners based on their business profiles and objectives, enhancing networking opportunities and driving business growth and collaboration.

2) CONFAC 2025

The Consumer Fair Conference 2025 aims to empower businesses with insights and strategies for innovation and success in today's dynamic consumer market. This inaugural 2-day event, held alongside the Consumer Fair, brings together industry experts, innovators, and visionaries to explore consumer behavior, market trends, and regional trade opportunities. Attendees, including business owners, consumers, investors, and buyers, will engage in sessions on key consumer market topics and connect with like-minded individuals to foster partnerships for mutual growth and success.



Exhibitor Insights

Exhibitor Insights is a special segment under CONFAC 2025, where we bring together leading voices from our diverse range of exhibitors to share their expertise, experiences, and visions for the future.



3) CF Cares: Investing Our Future

Micro and home-based businesses, like a cosy corner café or beloved local eatery, hold a special place in our community. Despite facing challenges in visibility, resources, and market reach, they are integral to our community. Recognizing their potential and obstacles, we proudly introduce CF Cares, offering selected home-based and micro businesses a free booth at the Consumer Fair.



4) Establishing an International Zone

We are expanding our exhibition space and designating the Musyawarah Hall as an International Zone.

This initiative aims to help these businesses flourish by connecting them with a broader audience and providing essential support. CF Cares is a commitment to investing in the dreams of our community's entrepreneurs and the future of our economy.



CF FLAGSHIP ACTIVITIES

GRAND LUCKY DRAW

In past installments of the Consumer Fair, many visitors have gone home with a brand-new car as the Grand Lucky Draw Prize. For this upcoming Consumer Fair & Trade Expo, we are doubling the excitement by giving away two brand-new cars to two lucky winners!



SHOP CF

Shop CF is the bulletin board designed to highlight the latest and most unique products and services throughout all five days of the Consumer Fair. Shop CF ensures your offerings stand out, attracting the attention of consumers. Whether economical, convenient, handy, or even eccentric, we have something for everyone.

STAGE ACTIVITIES

Every installment, we present a variety of activities on the main stage for consumers to participate and enjoy. From simple games like cup stacking to relaxing and insightful talk shows, product demonstrations, and free samples from our exhibitors, there's something for everyone on this lively stage!



CF 29TH PHOTOS



CF 28TH PHOTOS



29TH CONSUMER FAIR POST-SHOW REPORT SUMMARY

The 29th Consumer Fair was a tremendous success, showcasing our continued growth and international appeal. Here are some key highlights:



VISITOR COUNT

A remarkable turnout of 102,019 people attended the fair, reflecting the event's popularity and widespread appeal.



BOOTHS

The fair featured an impressive 596 booths, offering a diverse array of products and services to consumers.



PARTICIPATING COUNTRIES

The installment saw participation from Brunei, Malaysia, Indonesia, Thailand, India, and Singapore.

INDONESIA HALAL EXPO — 2024 —

INDONESIA HALAL EXPO

Marking Indonesia's first participation in the Consumer Fair, this expo highlighted the country's commitment to promoting halal products

Thailand GRAND FAIR 2024

THAILAND GRAND FAIR

Thailand made a strong return, having participated in previous installments, and once again showcased its unique products.



MEGA INDIA EXPO

Another first-time participant, India, brought a vibrant array of products, enriching the fair with its diverse offerings.

The inclusion of Indonesia and India for the first time, along with Thailand's return, underscores our ongoing commitment to expanding our international reach and welcoming new countries to join our event. The 29th Consumer Fair exemplifies our dedication to creating a truly global platform for trade, collaboration, and cultural exchange.



EXPECTED VISITORS

- Government Agencies
- Consultants
- Dealers & Distributors
- Factory Managers
- Financial Advisors
- Entrepreneurs
- Investors
- Institutions & Universities Students
- Purchase Personnel
- Researchers



BOOTH SPECIFICATION

- Standard Shell Scheme Booth 3m x 3m
- 1 table (1000mm x 500mm)
- 2 Banquet Chairs
- 1 Single-Socket Power Point
- 1 Dustbin
- 2 Fluorescent Lights
- 9 sq. m Needle Punch Carpet
- Exhibition Panels
- 1 Fascia Board (Company Name & Booth Number)



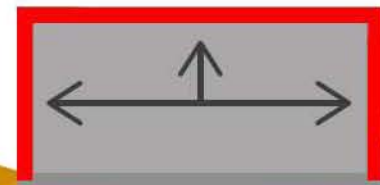
*The illustration shown above is of a corner booth



Corner Booth: 2 Sides Open

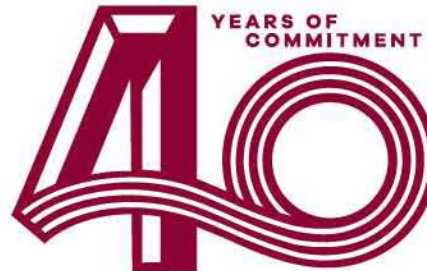


Intermediate Booth: 1 Side Open



Raw Space: 3 Sides Open, Carpet Only

ABOUT THE ORGANISER



D'Sunlit Sdn Bhd strives to be a one-stop destination for creative solutions for all that walk through its doors, being one of the leading providers of all-inclusive services in Brunei Darussalam. Covering a vast array of marketable services, D'Sunlit prides itself on its array of tools for tackling problems for its clients by bringing ideas to life.

Founded in 1983 & with 40 years of excellence, D'Sunlit has expanded its services beyond its core expertise as an advertising company to offering implementable solutions to brands such as event management, exhibit displays & rental items, interior & exterior architecture design, construction, digital advertising and print advertising. D'Sunlit also organizes a few of the most reputable event in Brunei Darussalam such as The Alpha Challenge, TechXpo, on top of Consumer Fair, and many more.

SERVICES WE OFFER

EXHIBIT EQUIPMENT & VISUAL RENTALS

Browse our rental catalogue comprising of over 300 items to cater for all your event's needs.

PRINTING

Our printing services covers a multitude of materials and sizes. Customizable and flexible to meet your requirements such as posters, large format printing, banners, flyers, forms, etc.

SPECIAL PAVILION DESIGN

Our in-house design team embodies the experience of over 100 shows and expertise to craft any client's ideal pavilion design that is feasible from design to build.

FULL-SERVICE MARKETING

Whether you want to run an activity in your stand of gather data before your exhibit, our dynamic team of creative individuals can help you curate experiences for your brand.

EVENTS PORTFOLIO

BIMP-EAGA TRADE CONVENTION (BETCON)



CHINA-ASEAN EXPO (CAEXPO)



OTHER EVENTS





ABOUT THE VENUE

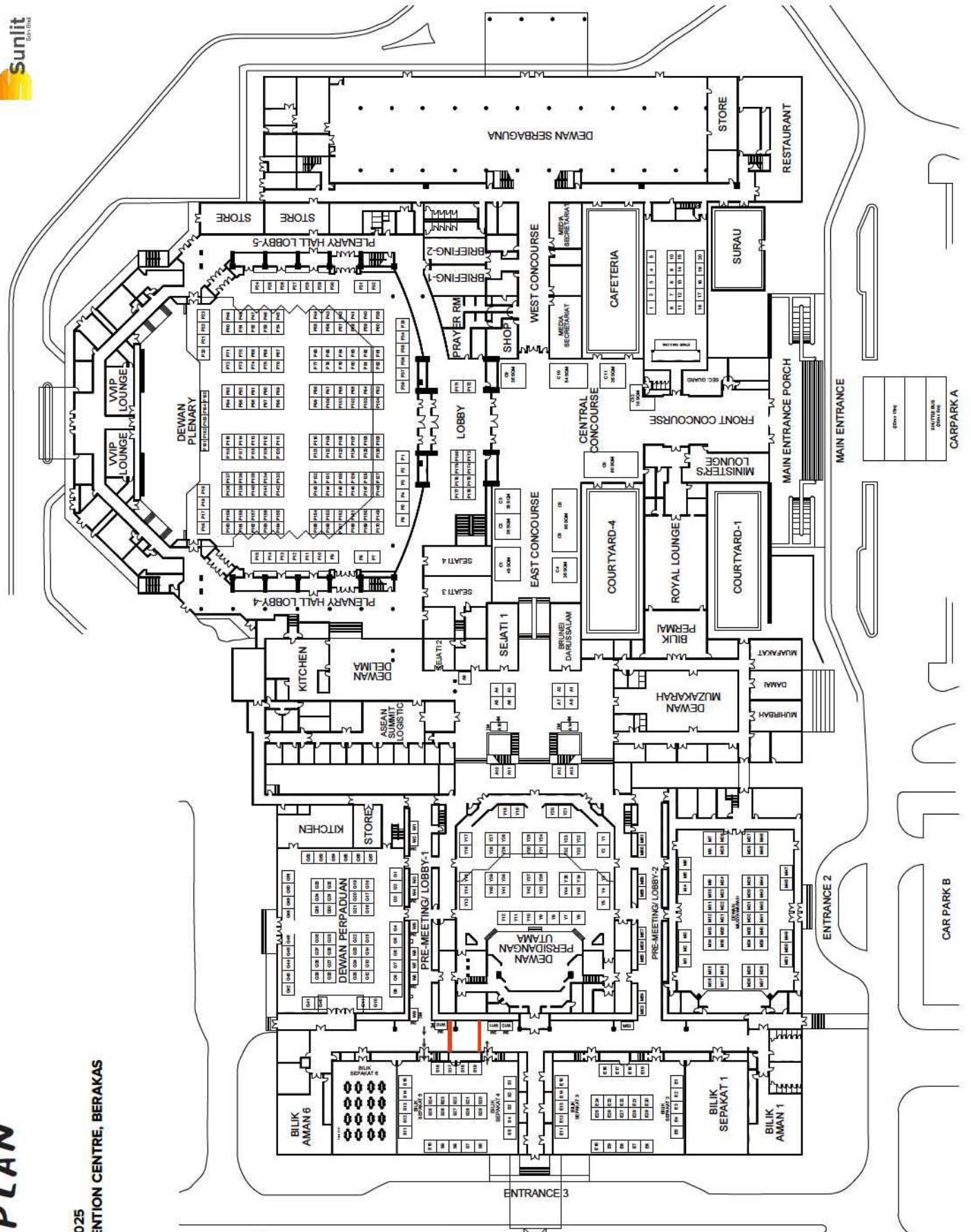
The International Convention Centre, shortly known as the ICC, is the largest meeting venue in Brunei Darussalam. It has made the country capable of hosting high profiled events and to name the few - ASEAN Ministers Meetings (AMM), Asia-Pacific Economic Conference (APEC 2000) and ASEAN Tourism Forum (ATF 2001).

It has the state-of-the-art-technology making it an excellent venue for big events. The halls and meeting rooms are provided with various kinds of facilities meeting the demands for conferences and exhibitions.

The complex nestled on a 20-hectares land area which is less than 5 minutes-drive from Brunei International Airport, a few minutes-walk to the Bolkih National Stadium and a 5 minutes-drive from Bandar Seri Begawan's commercial center.

FLOOR PLAN

15TH - 19TH JANUARY 2025
INTERNATIONAL CONVENTION CENTRE, BERAKAS



BAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119
2	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219
3	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319
4	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419
5	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519
6	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619
7	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719
8	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819
9	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919
10	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019
11	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119
12	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	1219
13	1301	1302	1303	1304	1305	1306	1307	1308	1309	1310	1311	1312	1313	1314	1315	1316	1317	1318	1319
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17	1701	1702	1703	1704	1705	1706	1707	1708	1709	1710	1711	1712	1713	1714	1715	1716	1717	1718	1719
18	1801	1802	1803	1804	1805	1806	1807	1808	1809	1810	1811	1812	1813	1814	1815	1816	1817	1818	1819
19	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919

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GMX 30M

REGISTRATION FORM

1. EXHIBITOR'S DETAILS

Contact Person	<input type="text"/>	Address	<input type="text"/>
Position	<input type="text"/>		
Company Name	<input type="text"/>	Country	<input type="text"/>
Fascia Board Name	<input type="text"/> (Maximum of 30 block letters)	Telephone	<input type="text"/>
Product / Category	<input type="text"/>	Email	<input type="text"/>

2. EXHIBITION RATES

Standard Shell Scheme Booth (3m x 3m)

Intermediate Booth B\$1,550.00 x units = B\$

Corner Booth B\$1,900.00 x units = B\$

Raw Space B\$120.00 per sq. m x sq. m = B\$ (Minimum of 36 sq. m) + \$150 per 9 sq. m = B\$

TOTAL PAYMENT B\$ *Exceeding your allocated booth space will be charged an extra \$120.00 per sq. m respectively
*The organiser has the right to allocate suitable exhibit space to exhibitors

Preferred Booth Location:

3. OTHER SERVICES / REQUESTS

Kindly tick the items that you may need so we can send the prescribed form(s) to you.

Additional Order Advertising Opportunities Exhibition Manual

4. PAYMENT TERMS

Official Receipt No: _____

Payment Method

Cash Cheque Telegraphic Transfer / Bank Draft Credit Card

*If payment is made in cash or cash cheque, kindly insist on an **official receipt (OR)**.

*Exhibitors must submit the completed Registration Form with **50% payment (non-refundable)** of the total amount for booth(s)/space, to secure your participation at the Consumer Fair and Trade Expo.

*Remaining payment is to be made at least **30 days before the event**.

*Registration Form that are submitted **30 days before the event MUST include full payment** to secure your participation at the Consumer Fair and Trade Expo.

*Any **withdrawal or cancellation** of booth(s) or space within **45 days** before the event will incur a **50% cancellation fee**.

Crossed cheque/banker's draft made payable to: **D'SUNLIT SDN BHD**

Baiduri Bank Berhad | Account number : 02-00-110-290009

Bank Islam Brunei Darussalam | Account number : 01001010005805

Standard Chartered Bank | Account number : 01-0001-000768-00

5. IMPORTANT NOTIFICATIONS

*Multiple pluggings of electrical fittings and installation of own spotlights/fittings are not allowed

*Trespassing/going beyond booth area, claiming nearby vacant area as your own, and taking items from other booths are not allowed.

*Loud music and hazardous items (fire/gas cooking) are not allowed inside the exhibition hall(s).

*The organiser will take **immediate action** on exhibitors who fail to abide by the rules and regulations stated in the Exhibition Manual.

6. CONFIRMATION

I, the authorised representative from the above mentioned company/organisation, do hereby confirm our participation and agree to the terms and conditions. We further understand that the confirmation of booth(s) location of our choice is subject to the availability of the reserved location.

Signature & Company Seal

Date (dd/mm/yy)

(For Consumer Fair and Trade Expo Secretariat use only)

Sales Person:

Booth Allocation:

D'SUNLIT SDN BHD
Lot 71, Beribi Light Industrial Estate Phase II, Gadong BE1118
P.O. Box 470, Gadong Post Office BE3798, Negara Brunei Darussalam
Tel: +673 2453666; Fax +673 2453777
Email: bruneiconsumerfair@dsunlit.com



CONTACT US

For more inquiries, please do not hesitate to contact the Marketing Department through various mediums below:



+6732453666 (OFFICE)

+6738837241 (MOBILE)



bruneiconsumerfair@dsunlit.com



D'Sunlit Sdn Bhd | Brunei Consumer Fair



[@dsunlit](#) | [@consumerfair.bn](#)



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Signature & Company Seal

Date (dd/mm/yy)

(For Consumer Fair and Trade Expo Secretariat use only)

Sales Person:
Samuel Ang
+673 8792268

Booth Allocation:

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