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SPEECH BY

THE HONOURABLE
PEHIN ORANG KAYA PEKERMA LAILA DIRAJA
DATO SERI SETIA AWANG HAJI HAZAIR BIN HAJI ABDULLAH
Minister of Culture, Youth and Sports
Brunei Darussalam

TEAM PRESENTATION
BY THE PARTICIPATING TEAMS

The Times Square Shopping Centre
Brunei Darussalam

Tuesday, 6th September 2011
4.30 pm

Bismillahir Rahmanir Rahim

Yang Mulia

Datin Paduka Hajah Adina binti Othman,
Deputy Minister of Culture, Youth and Sports

Yang Mulia

Dato Paduka Awang Haji Mohd Hamid bin Haji Mohd Jaafar,
Permanent Secretary, Ministry of Culture, Youth and Sports

Yang Mulia

Awang Haji Ismail bin Pehin Orang Kaya Pekerma Setia Dato
Paduka Haji Hashim,
Deputy Permanent Secretary, Ministry of Culture, Youth and Sports

Yang Mulia

Mr. Setiawan Purnamahadi,
General Manager of Butra HeidelbergCement Sdn. Bhd.

Yang Mulia

Awang Haji Rosli bin Haji Mohiddin,

President of Brunei Darussalam Cycling Federation

as the Co-Chairman of the Organizing Committee for the Butra HeidelbergCement Tour de Brunei 2011

Senior Government Officers

Distinguished Participating Teams of Butra HeidelbergCement Tour de Brunei 2011

Ladies and Gentlemen.

**Assalamu'alaikum Warahmatullahi Wabarakatuh
and very good afternoon.**

1. First and foremost, on behalf of the Government of His Majesty the Sultan dan Yang Di-Pertuan of Brunei Darussalam, I would like to warmly welcome the officials and participants of the Butra HeidelbergCement Tour de Brunei 2011.
2. I am honoured to be present here today to officiate the Team Presentation of Participating Teams. I wish to thank the Organizing Committee for according me this opportunity.

3. I am pleased to note that 15 teams will be participating in this event, namely from Uzbekistan, Vietnam, Malaysia, Thailand, Iran, Taiwan, Australia, Netherlands, Philippines, Indonesia, Singapore and Brunei Darussalam. Their presence will provide our cycling fans with the opportunity to watch and enjoy high quality race, and thus will be an additional boost to the development of cycling in this country.

4. **I also believe that Le Tour de Brunei 2011 can help promote Brunei Darussalam as a sports tourism destination. I could foresee the benefits Brunei Draussalam can reap from these kind of events, not only in terms of developing sports in the Sultanate but also to put Brunei on the world map as a tourist destination; as these events will help to highlight the culture, the people and attractive destinations in the country. The event should strengthen our ability to host international sporting events that will attract not only athletes and sports enthusiasts but also other visitors to our country.**

5. The joint effort that the Butra HeidelbergCement Sdn. Bhd and Brunei Darussalam Cycling Federation have made to organize this Butra HeidelbergCement Tour de Brunei 2011 is highly appreciated and acknowledged. This is an exemplary example of a public-private-partnership in sports. Other associations including Sports Associations and National Governing Bodies should emulate such efforts as this has clearly proven that any organized events or projects can still be carried out successfully without relying heavily on government funds. I must congratulate the organizing committee for their hard work and perseverance in making this event a success.

6. It is also my hope that an event such as this will continue to grow and develop in time, and will offer more regional competitions for our local cycling fans. This will help to nurture and develop interest especially amongst the younger fans. In this context, I hope the Brunei Darussalam Cycling Federation and any other parties, who are interested in developing cycling in this country, will work together in producing a blue-print, which is practical towards the development of this sport, and which should essentially involve school children.

7. This sport should not only be concentrated on a particular group but should also be introduced to a bigger spectrum of the community, where cycling can then strive to become a popular sport in this country. I believe such a goal is never beyond our reach if there is a strong commitment from all parties. Butra HeidelbergCement Tour de Brunei 2011 has proven that cycling can be developed in this country. Looking at the large number of cycling fans that we have here and the strong support received from sponsors which include corporate bodies and well-established business houses, we are confident that through good team-work, in Brunei Darussalam, cycling will have a bright future.

8. Finally, may I call upon Butra HeidelbergCement Sdn. Bhd, Brunei Darussalam Cycling Federation, Department of Youth and Sports, Ministry of Culture, Youth and Sports and the Brunei Tourism Board, Ministry of Industry and Primary Resources to garner their efforts towards the success of this first ever big event held in Brunei Darussalam.

9. And to all the participants, I wish everyone success in the competition and also while in Brunei Darussalam, to enjoy the hospitality and the scenic beauty of the country, the people and its culture.

Wabillahit Taufik Walhidayah

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Thank you.