

# consumer fair & trade expo

15th - 19th JANUARY 2025

ICC, BERAKAS



EVENT ORGANISER,  
CONTRACTOR & MANAGER

SUPPORTED BY



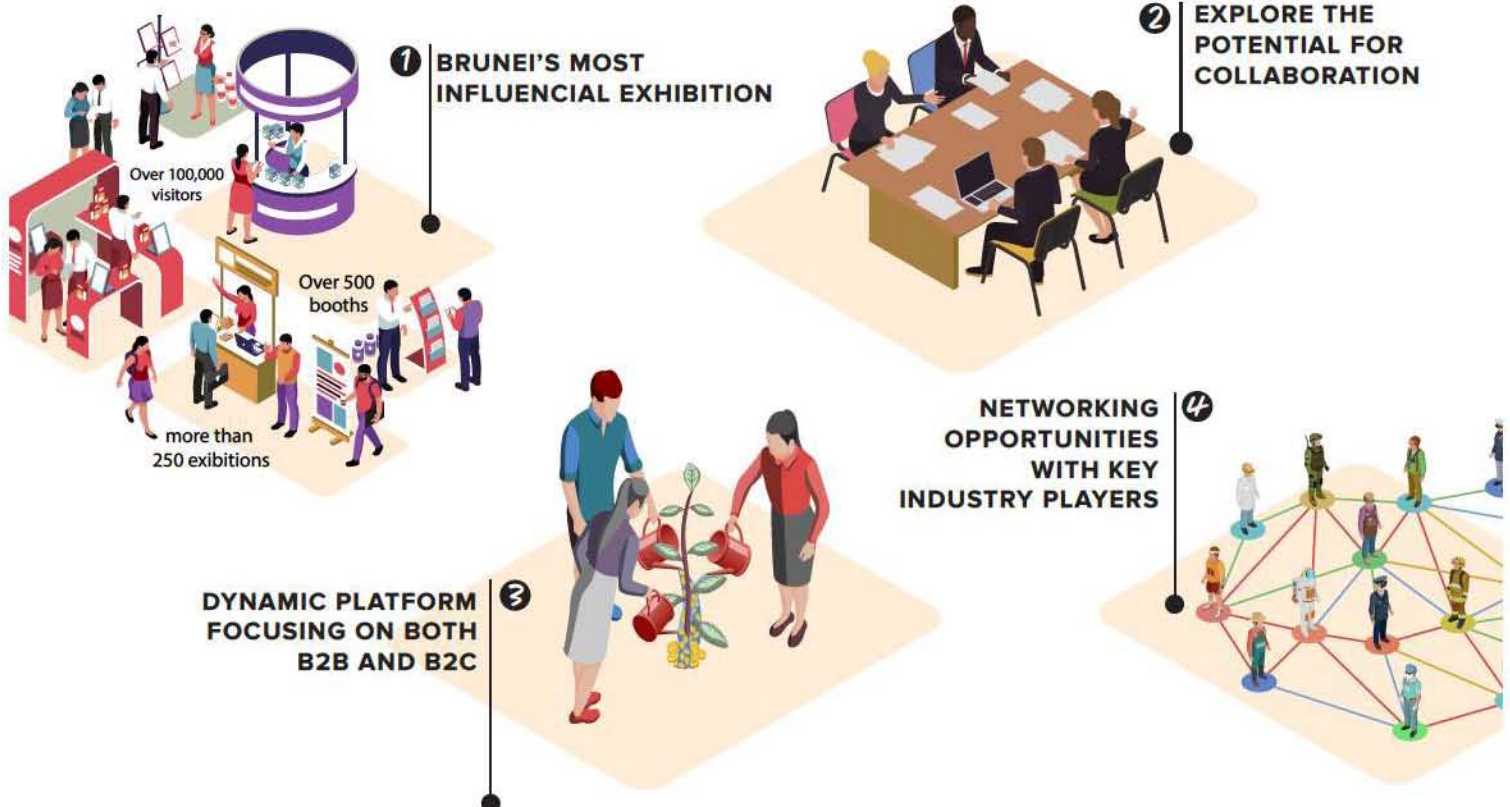


## ABOUT CONSUMER FAIR & TRADE EXPO

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

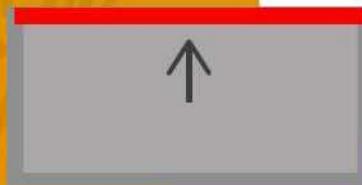
- Standard Shell Scheme Booth 3m x 3m
- 1 table (1000mm x 500mm)
- 2 Banquet Chairs
- 1 Single-Socket Power Point
- 1 Dustbin
- 2 Fluorescent Lights
- 9 sq. m Needle Punch Carpet
- Exhibition Panels
- 1 Fascia Board (Company Name & Booth Number)



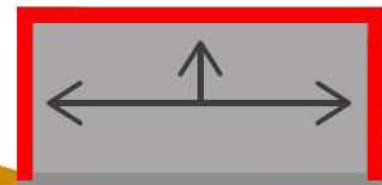
\*The illustration shown above is of a corner booth



Corner Booth: 2 Sides Open

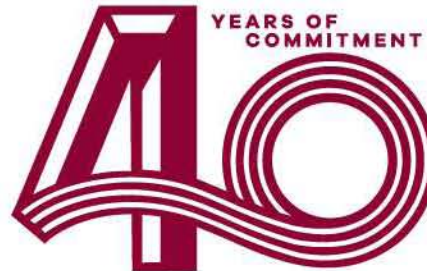


Intermediate Booth: 1 Side Open



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

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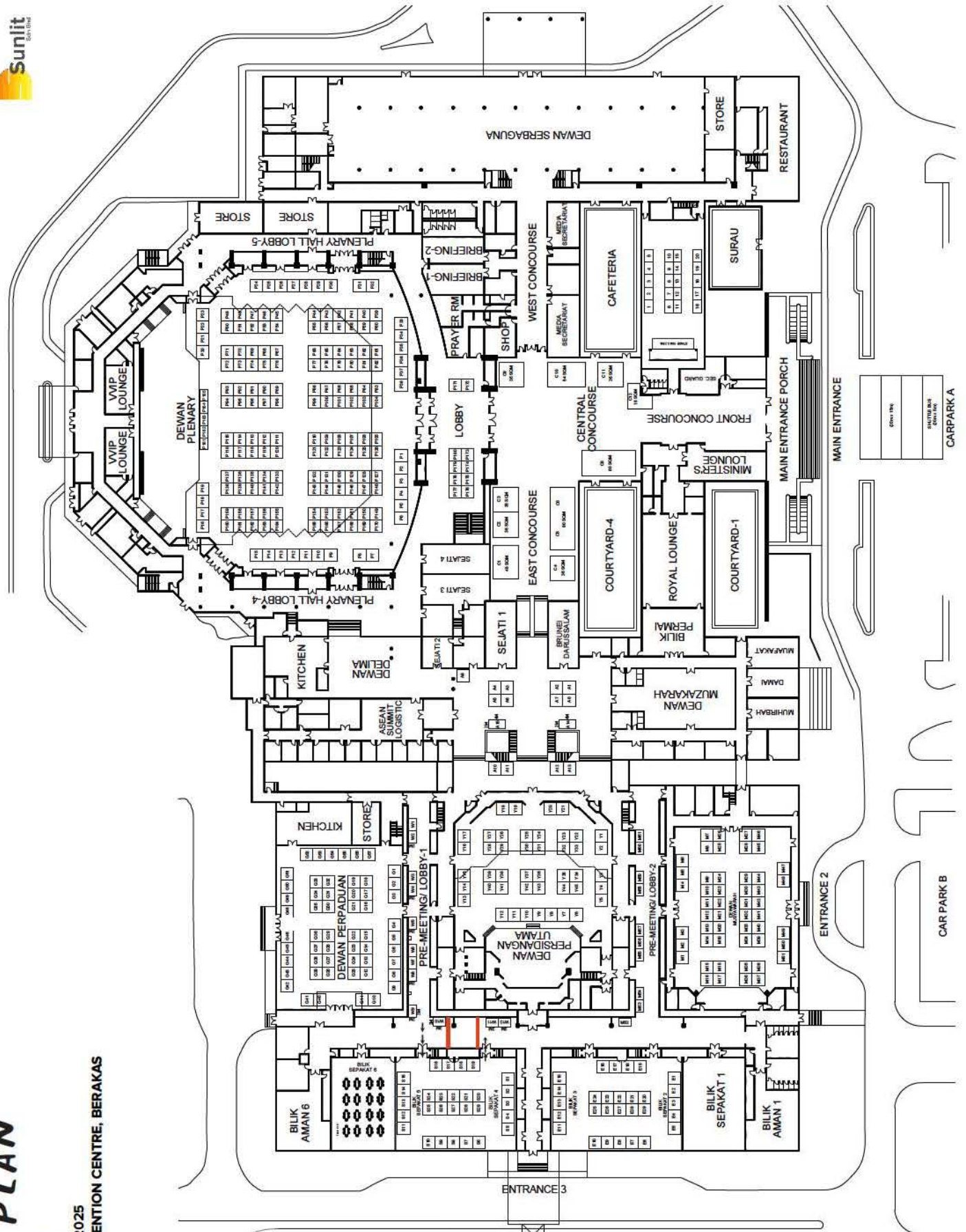
The International Convention Centre, shortly known as the ICC, is the largest meeting venue in Brunei Darussalam. It has made the country capable of hosting high profiled events and to name the few - ASEAN Ministers Meetings (AMM), Asia-Pacific Economic Conference (APEC 2000) and ASEAN Tourism Forum (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	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120
BAY 2	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140
BAY 3	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160
BAY 4	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180
BAY 5	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200
BAY 6	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220
BAY 7	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240
BAY 8	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260
BAY 9	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280
BAY 10	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300
BAY 11	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320
BAY 12	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340
BAY 13	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360
BAY 14	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380
BAY 15	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400
BAY 16	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420
BAY 17	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440
BAY 18	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460
BAY 19	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480

© SUNLIT SOLUTIONS  
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](mailto:bruneiconsumerfair@dsunlit.com)



D'Sunlit Sdn Bhd | Brunei Consumer Fair



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





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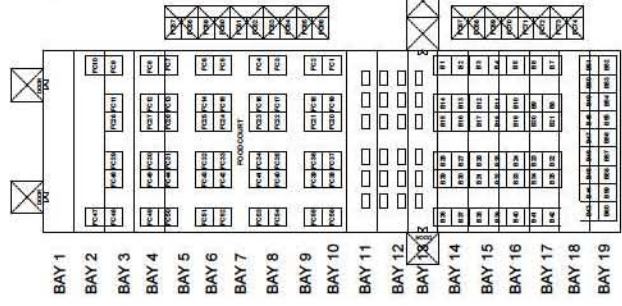
\_\_\_\_\_  
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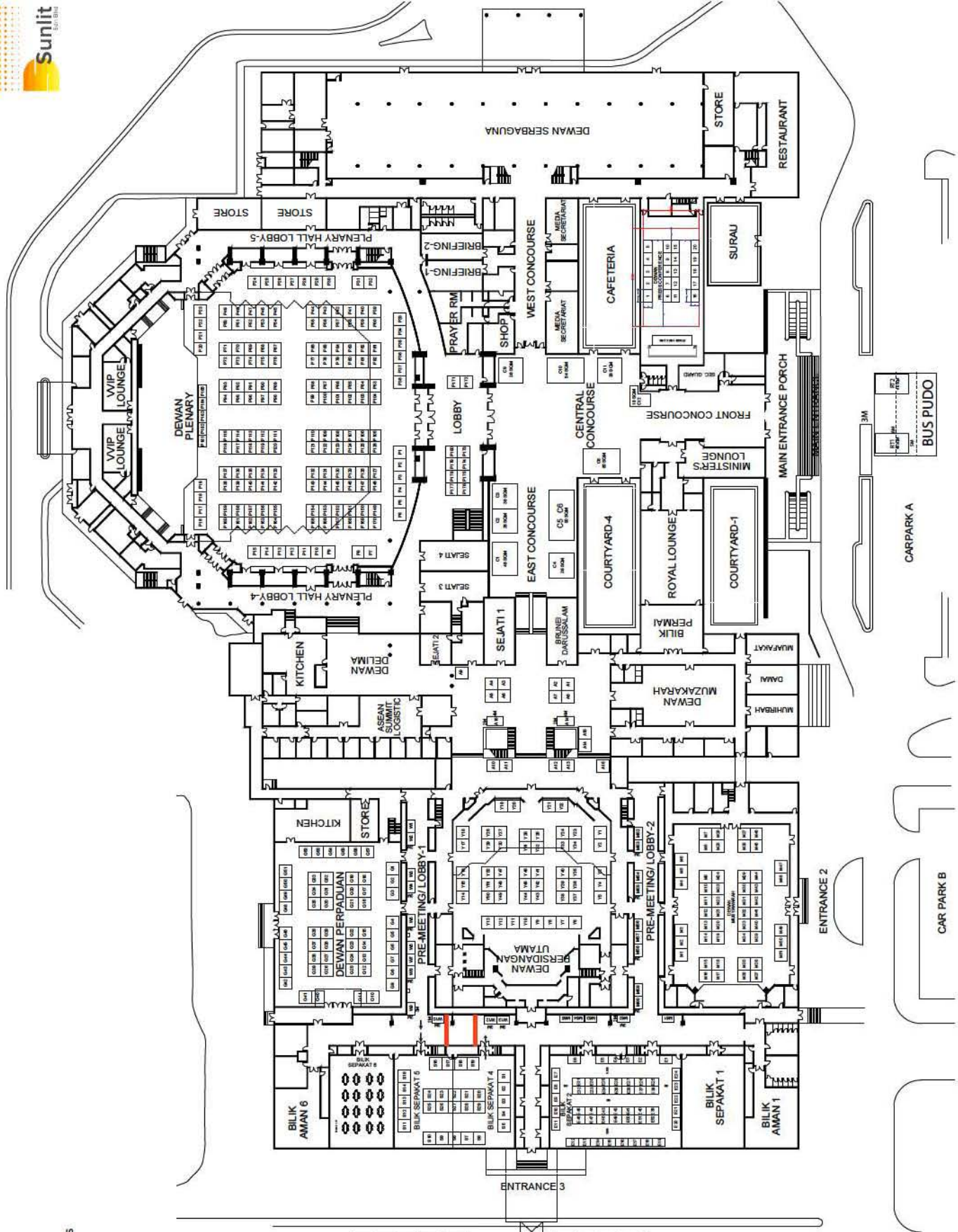
Sales Person:  
**Samuel Ang**  
**+673 8792268**

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



6M X 30M



BUS PUDO

CARPARK A

CAR PARK B

3M

ENTRANCE 3

ENTRANCE 2

MAIN ENTRANCE PORCH

FRONT CONCOURSE

CENTRAL CONCOURSE

WEST CONCOURSE

DEWAN PLENNARY

VVIP LOUNGE

VVIP LOUNGE

PLENNARY HALL LOBBY-5

PLENNARY HALL LOBBY-4

PRE-MEETING/ LOBBY-1

BILIK AMAN 6

BILIK SEPAKAT 5

BAY 1

BAY 2

BAY 3

BAY 4

BAY 5

BAY 6

BAY 7

BAY 8

BAY 9

BAY 10

BAY 11

BAY 12

BAY 13

BAY 14

BAY 15

BAY 16

BAY 17

BAY 18

BAY 19