

WELCOMING REMARKS

HAJAH ROSITA HASSAN

Shell liveWIRE Brunei Chairman

ICV MANAGER, BRUNEI SHELL PETROLEUM COMPANY SDN BHD

2020 Shell liveWIRE Business Award

Monday, 30 November 2020

Progresif Hall

Bismilliahi Rahmanni Rahim

Assalamualaikum and Good Afternoon and Salam Sejahtera,

- Yang Mulia
Dr Chin Wei Keh,
Deputy Permanent Secretary, Ministry of Education
- Yang Mulia
Hj Jaafar Hj Bakar,
Corporate Manager, Brunei Shell Petroleum

Distinguished guests

Ladies and Gentlemen

Welcome to the 13th Business Award Presentation ceremony for Shell liveWIRE Brunei.

LiveWIRE Brunei was established in 2001, to promote entrepreneurship development in Brunei. Since then it has trained 15,621 Bruneian youth and business owners to start and grow their respective businesses. This year coincides with the 13th year that LiveWIRE runs the Brunei business award. And

in line with the market changes and business priorities, Shell LiveWIRE Brunei is proud to introduce a couple of changes to this scheme.

The first change is on the simplification of the award to 2 categories:

Category 1 is open to start-up companies with less than 3 years in operation.

Category 2 is open to students from higher institutions and private colleges. For category 2, we are placing the focus into 4 main market segments namely **Agrotechnology**, **Energy and Mobility** which includes renewable and energy efficient services which include electric vehicles services, **Sustainable future** which includes sustainable waste management, recycling services and repurposing waste materials. The last segment is on **Innovation** which covers digitalisation and smart manufacturing. We anticipate that there will be a growing demand and ICV opportunities for the services in these 4 areas, yet currently there is a big gap in the local supply chain capabilities. We are honoured to have secured partnership with several higher institutions to co-create programmes to drive innovative enterprises and sustainable business solutions in these areas.

Shell LiveWIRE Brunei has been in operations for 19 years, and we are committed to contribute to a more successful and impactful entrepreneurship development, evolving around innovation and digitalisation. The COVID-19 pandemic has accelerated our digitalisation agenda. Since April this year, we started providing our training programmes online. We started offering the Go Digital Masterclass series in collaboration with Asean Go Digital MSMEs Brunei Series co-hosted by the Young Entrepreneurs Association of Brunei (YEAB). The response from the public is very encouraging with 133 have already signed up to these programmes.

Anticipating the growth of start-up companies in IT and Digitalisation, we are keen to offer the Shell LiveWIRE e-suite facilities i.e comfortable working spaces which is open 24/7, for as low as \$2 per day. Users would have access to high speed WIFI, printing services and also access to Shell LiveWIRE business counsellors during normal working hours.

The importance of having the right market access is crucial for any entrepreneurship programme. Completing an entrepreneurship training programme is just the beginning of the journey and will only

show its impact if it is matched with real business opportunity. Recently, Brunei Shell Joint Venture companies and Shell LiveWIRE Brunei co-hosted a Market Engagement session with local IT and Digitalisation companies, to showcase around 20 projects to be delivered in 2021. These projects could potentially become the initial platform for start-up companies to establish themselves in this market segment. In this regard, BSP is also offering programmes like the Energy Business Academy and working closely with Shell LiveWIRE Brunei to encourage the LiveWIRE participants to actively participate in tenders offered by BSJV companies. To date, around 15 companies from the LiveWIRE Energy programme secured their first contract with BSJV.

And to close my speech, I would like to congratulate all the business award participants. You are all winners in your own right. Thank you for stepping up; participating in our boot camp and pitching your business ideas in front of our judges! I hope you will all learn something valuable from their feedback and use them as learning blocks to plan something bigger and better. Lastly, I would like to thank everyone for your presence and especially the team involved in the preparation of this event.

Thank You.