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Get ready to say hello to 'made in Brunei' mobile

UBAIDILLAH MASLI
BRUNEI-MUARA

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EXPECT to see mobile phones which bear the label "made in Brunei Darussalam" in the market within the near future as Dina Brunei held the launching of the mobile phone manufacturing industry. By January 2009, a factory to introduce and assemble GSM (Global System for Mobile communications) mobile phones in the Sultanate will become fully operational.

As a result of a Memorandum of Understanding (MoU) between Dina Brunei and Christel Technologies Singapore, a new company, Business Time Technologies Sdn Bhd had been formed to handle the production of these locally-made cell phones. The MoU was signed yesterday during the ceremony, which was held at the theatre of the Empire Hotel and Country Club.

Signing on behalf of Dina Brunei was its president, Azlan Yussuf, who stated that the factory would commence production with the introduction of its first line of PDA (Personal Digital Assistant) mobile phones as well as "everyday" handphones.

Azlan highlighted that the new industry was in line with the nation's aim of diversifying its economy and reducing its dependency on oil and gas. He expressed the hope that the manufacturing of mobile phones would place Brunei on the map as an industrial and commercial hub.

Chief Executive Officer (CEO), Augustine Yap, was on hand to sign the MoU on behalf of Christel Technologies Singapore. He also delivered a speech where he outlined that the cooperation of the two companies was a "clear reflection" of Dina Brunei's initiative to penetrate the global stage.

Yap said that the cooperation between Christel Technologies and Dina Brunei "fitted well". Since the Singaporean company had the necessary ICT knowledge and expertise while Dina Brunei had the "strong financial capacity", Yap expressed his belief that together, they would be able to combine their resources to "deliver the best product" to the market.

He also said that the world mobile phone industry was growing and quoted a 2006 survey which forecast an expected compound annual growth of 14 per cent. He added that in 2011, worldwide mobile phone shipment will reach a total of 1.46 billion sets.

"It is the desire of this new company to capitalise on this growing market demand," he said.

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Yap also announced that once the factory becomes operational, a research and development department would be established to create new innovative products designed by local engineers. In this light, the CEO mentioned that the industry would open up a host of job opportunities, ranging from logistics to engineers.

He added that the products would be exported, targeting "high-end markets" such as oil-importing countries.

Carrying the brand, D-Time, 1,000 limited edition models of these phones would be released by the end of next month to give the customers a taste of what the company has to offer in the future. A teaser trailer was also played to give the audience of Dina group members a brief glimpse of the new product. The president of Dina Global, Hasri Md Nor, was present to launch the trailer as the guest of honour at the event.

The Brunei Times

