



PPPMB 5-Year Economic and Trade Development Strategic Plan (2024-2029)

Vision: To make PPPMB a driver of economic growth and business prosperity for Brunei Malay businesses, and to advocate a competitive and sustainable business community.

Guiding Principles:

- **Sustainability:** PPPMB promotes ethical and responsible business practices that lead to economic growth in the long run and environmental consciousness.
- **Cooperation:** PPPMB develops the spirit of cooperation and mutual assistance among Malay entrepreneurs and encourages collaboration and the exchange of ideas.
- **Adaptability:** PPPMB promotes flexibility for members to innovate, take up new technologies, and change their business models to suit changing market conditions.
- **Leadership:** PPPMB will be the leading organization for the economic advancement and business prosperity of Malay businesses in Brunei.
- **Equity:** PPPMB provides an equal playing field to all its members, irrespective of their size, nature, and type of business, to have access to opportunities, support, and an even playing field.

To this end, the business has to build a creative and cooperative space that ensures sustainable economic growth for all stakeholders.

Principal Objectives:

- **Increase Business Opportunities and Trade Ventures:** Identify and develop new trade ventures and business opportunities that yield financial gains and economic opportunities to members both locally and globally.
- **Enhance Member Support:** Offer comprehensive support services to assist members and enable their business development and trade success.
- **Strengthen Partnerships:** Establish strategic partnerships with government agencies, private sector entities, and international organizations to leverage resources and expertise to the advantage of economic and trade development.
- **Promote Innovation and Technology:** Promote the use of technology and innovation to propel the competitiveness of Malay businesses in local and global trade.
- **Establish a Financial Institution:** Explore the possibility of setting up a financial institution that will provide financial services to PPPMB members and improve their business development and trading activities.