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|  | High Commission of India, Brunei Darussalam | **The High Commission of India** "Baitussyifaa", Simpang 40-22, Jalan Sungai Akar, Bandar Seri Begawan, BC 3915 Brunei Darussalam  **Phone :**  +(673) 2339685 |

**Press Release No.04/2024**

**Press Release**

**High Commission of India organised a business event on 8 March 2024**

In commemoration of the 40th Anniversary of the establishment of India-Brunei Darussalam Diplomatic Relations, the High Commission of India organised a dynamic and insightful business event titled "Promotion of Investment, Trade, Tourism of Tamil Nadu & Kerala" on Friday, 8 March 2024, at India House. It was attended by 60 prominent members. The event held under State Facilitation Abroad initiative aimed to deepen economic ties and exploring avenues for trade expansion and investment cooperation between Indian States of Tamil Nadu & Kerala and Brunei Darussalam.

This event represented a significant step towards fostering closer economic and cultural ties between India, specifically the States of Tamil Nadu and Kerala, and Brunei Darussalam. By focusing on the promotion of Investment, Trade, and Tourism, the event underlines the importance of State-level diplomacy in international relations, especially in an increasingly interconnected and globalized world.

The event commenced with gracious welcome from His Excellency Alok Amitabh Dimri, the esteemed High Commissioner of India, underscoring the importance India places on its relationship with Brunei Darussalam. His opening remarks not only set a positive tone for the symposium but also highlighted the potential for growth and collaboration between these regions.

The presentation on "One District One Product" initiative by Mr. SDK Menon, Head of Chancery was particularly notable as it focused on the unique strengths and products of individual Districts, which can lead to more targeted and effective economic development strategies. By showcasing the cultural products of Tamil Nadu and Kerala, the event also emphasized the role of cultural diplomacy in strengthening bilateral relations. Cultural performances and the Exhibition of cultural products of Tamil Nadu & Kerala brought from India provided tangible experiences of the rich heritage of these Indian States to the attendees, fostering a greater understanding and appreciation. The handover of a mural painting and the involvement of artists like Ms. Archana Anil, Ms. Shivani Santhosh, and Ms. Manju add a unique cultural dimension to the event, illustrating the deep cultural connections that can complement economic ties.

As India and Brunei Darussalam continue to explore avenues for enhanced cooperation, this event served as a model for other States in India to engage more deeply with Brunei Darussalam, leveraging their unique cultural and economic strengths to foster beneficial partnerships.

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*Brunei Darussalam, 8 March 2024.*