

BRUNEI ASSOCIATION OF JAPAN ALUMNI
(BAJA)

PRESS RELEASE

The Brunei Association of Japan Alumni (BAJA) sent a seven (7) member delegation to the 22nd ASEAN Council of Japan Alumni (ASCOJA) Conference hosted by the Japan Graduates' Association of Malaysia (JAGAM) between 30th September - 2nd October 2016. The Conference was held at e-City Hotel, Kuala Lumpur, Malaysia. The Brunei delegation was led by the current Secretary of BAJA, Ms. Najmina Latif.

ASCOJA, founded in 1977, is the premier Japan alumni organisation catalysing friendship, education, culture and social relationships among its members towards dynamic ASEAN-Japan relations. Other ASCOJA member countries are PERSADA (Indonesia), JAGAM (Malaysia), JUGAS (Singapore), OJSAT (Thailand), MAJA (Myanmar), JAC (Cambodia), JAV (Vietnam), JAOL (Laos) and PHILFEJA (Philippines).

This 22nd ASCOJA Conference was themed "ASEAN-Japan Bridging Cultural Ties in Trade, Tourism and Technology". Among the keynote speakers during the conference were YB Dato' Seri Ong Ka Chuan, 2nd Minister of International Trade and Industry of Malaysia, Tan Sri Dato' Dr. Mohd. Munir bin Abdul Majid, the Chairman of Bank Muamalat Malaysia Berhad and Mr. Kazuo Chujo, Director for International Affairs, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism.

Highlighted in their speeches were hopes for members of ASCOJA to continue as key channels to promote people to people relationship with Japan and ASEAN countries. Also emphasized were the integration of free trade agreement and importance of technology to improve trade by facilitating e-commerce. Moreover, an introduction to thematic tourism in the Japanese Tourism Policy was also presented.

BAJA has officially received the Chairmanship of the ASCOJA Council for the year 2017 and will host the next ASCOJA Conference in 2017. This will be the first time Brunei will host the ASCOJA Conference since joining ASCOJA.

On the sidelines of the ASCOJA Conference was the Asia Japan Alumni (ASJA) International Symposium on Trade, Tourism and Technology whereby Ms Anitasartini Tarip (an Education Officer at MDPMAMB) represented BAJA as one of the presenters. Her presentation was titled "The impact of WhatsApp on learning purposes in History Classroom: the case study of Duli Pengiran Muda Al-Muhtadee Billah College in Brunei Darussalam". The study focused on the findings on the usage of WhatsApp learning process among the students, the academic and practical benefits of WhatsApp and the challenges that affected student learning by using this application.

Throughout the Conference and Symposium, BAJA also promoted Brunei through exhibiting local delicacies such as '*Kek Batik*' and '*Kuih Sapit*' which gained a lot of interest from the other ASEAN representatives.

BAJA is a network of Bruneian individuals who have studied in Japan in various fields of study for at least six (6) months. BAJA was founded in 1986 by the late Pg. Setia Negara Pg. Yusof bin Pg Hj Abdul Rahim. The current president of this Association is Dr Chin Wei Keh. Any further information on BAJA can be obtained on the official website: <http://baja.org.bn> or through email at contact@baja.org.bn.

Date: 5 October 2016

[Please see attached **five (5)** photos]

No 1. Photo during the Handover Ceremony of the ASCOJA Chairmanship Flag by outgoing ASCOJA Chairman, Dr. Ooi Chee Keong of JAGAM to BAJA representatives, Ms. Najmina Latif and Mr. Joshua Lim Sheng Ming.



No 2. Photo of the Head of Brunei delegation, Ms. Najmina Latif (*second row, 4th from right*) with the Guest of Honour, YB Dato' Seri Ong Ka Chuan, 2nd Minister of International Trade and Industry of Malaysia (*first row, 6th from right*), ASCOJA Council Members and distinguished guests during the opening ceremony of the 22nd ASCOJA Conference.



No.3 Photo of Brunei delegations to the 22nd ASCOJA Conference in Kuala Lumpur, Malaysia with the ASCOJA Chairmanship Flag. From left to right: Joshua Lim Sheng Ming, Rabi'atul Abu Bakar, Anitasartini Tarip, Md. Hadi Iskandar, Noraini Hj. Shawal, Dila Ibrahim and Najmina Latif.



No. 4 Photo of Ms. Anitasartini Tarip (Education Officer, MDPMAMB), representing BAJA with other presenters during the ASJA International Symposium.



No. 5 Photo of BAJA representatives promoting Brunei during the ASCOJA exhibition.

