

34th consumer fair & trade expo

EVENT ORGANISER,
CONTRACTOR & MANAGER



27TH - 31ST JANUARY 2027

INTERNATIONAL CONVENTION CENTRE, BRUNEI DARUSSALAM



About Consumer Fair & Trade Expo



Since 2008, the Consumer Fair has grown into Brunei Darussalam's largest and most anticipated consumer exhibition, welcoming over 100,000 visitors at each edition. It brings together everyday essentials, new products, established brands and emerging businesses under one roof, creating a dynamic marketplace.

Following its rebrand at the 30th edition, the Consumer Fair & Trade Expo (CFTE) has evolved beyond a consumer showcase into a broader platform for business-to-business engagement. Today, CFTE stands as both a leading consumer marketplace and a trusted trade hub, connecting brands, entrepreneurs, buyers and industry partners.

For international companies, CFTE provides a strategic gateway into Brunei Darussalam. It offers direct access to the local market, opportunities to build partnerships, test products with consumers and explore wider regional potential through meaningful commercial connections and brand exposure.

Why Exhibit?



BRUNEI DARUSSALAM'S MOST INFLUENTIAL EXHIBITION

- Over 100,000 visitors
- Over 650 booths
- More than 300 exhibitors
- 18 years in the running

The nation's biggest stage for business and consumer engagement.



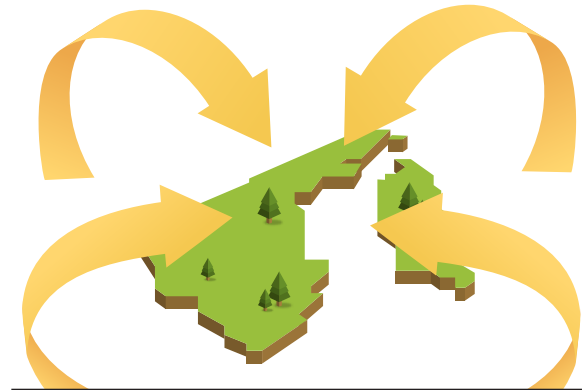
FORGE PARTNERSHIPS ACROSS BORDERS

Connect with leading distributors, suppliers, and buyers to unlock new growth opportunities.



A DYNAMIC PLATFORM FOR BOTH B2B AND B2C

Showcase to consumers while building trade connections, all in one place.



GATEWAY TO THE BRUNEI MARKET

Enter the local market and test products directly with one of Brunei Darussalam's most vibrant consumer audiences.

Supporting Brunei's Economic Ambitions

CONTRIBUTING TO WAWASAN BRUNEI 2035

CFTE supports Brunei Darussalam's aspiration towards a dynamic and sustainable economy by creating opportunities for businesses to grow, enter new markets and build meaningful commercial connections.

1

STRENGTHENING BUSINESS GROWTH



CFTE provides local businesses, entrepreneurs and emerging brands with a platform to increase their visibility, engage consumers and explore new opportunities for expansion.

2

EXPANDING TRADE & MARKET ACCESS



By connecting local and international companies with buyers, distributors and industry partners, CFTE encourages cross-border trade and strengthens Brunei's regional business connections.

3

ENCOURAGING DIVERSIFICATION AND INNOVATION



CFTE introduces new products, services, industries and business ideas to the Brunei market, contributing to a more diverse marketplace and stronger private-sector development.



Who Should Exhibit

This expo is designed for brands and organisations seeking meaningful market access, visibility, and long-term partnerships within Brunei Darussalam and the region.

Ideal for:

- International brands seeking entry into Brunei Darussalam's consumer or trade market
- Manufacturers and brand owners looking for regional distribution or retail partners
- Consumer-facing brands aiming to test demand through direct engagement
- B2B solution providers targeting corporate buyers and decision-makers
- Export-ready companies seeking visibility in a controlled ASEAN market

KEY SECTORS INCLUDE:



FOOD & BEVERAGE

Packaged food, beverages, confectionery, agricultural products and food services.



HOME, LIVING & ELECTRONICS

Furniture, homeware, kitchenware, appliances, electronics and household products.



FASHION, BEAUTY & WELLNESS

Apparel, accessories, cosmetics, personal care, healthcare and lifestyle products.



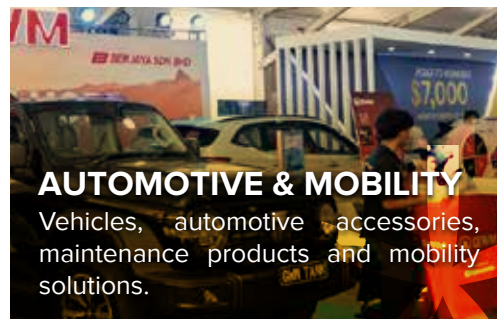
TECHNOLOGY & INNOVATION

Software, telecommunications, smart solutions, mobility, security systems and digital services.



BANKING & PROFESSIONAL SERVICES

Banking, insurance, finance, accounting, consultancy and corporate services.



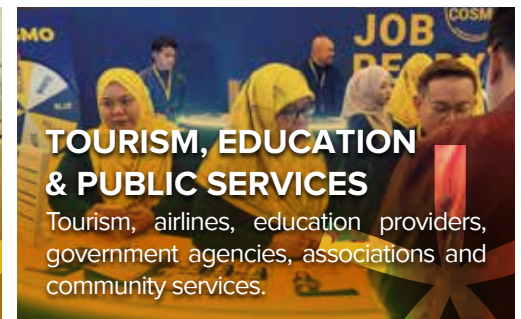
AUTOMOTIVE & MOBILITY

Vehicles, automotive accessories, maintenance products and mobility solutions.



MANUFACTURING & DISTRIBUTION

Manufacturers, wholesalers, suppliers, industrial products and export-ready businesses.



TOURISM, EDUCATION & PUBLIC SERVICES

Tourism, airlines, education providers, government agencies, associations and community services.

Other industries, products and services are also welcome. Contact our team to discuss the most suitable participation opportunity for your business.



What To Expect

BUSINESS MATCHING PROGRAMME

At CFTE, business matchmaking goes beyond introductions; it creates real opportunities for growth and collaboration. The Business Matchmaking Programme includes:

Turning meetings into lasting partnerships



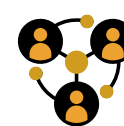
BUSINESS MATCHMAKING PLATFORM (POWERED BY JUBLIA)

Connect with over 400 local exhibitors and international participants, identify the right partners, and schedule meetings with ease.



BUSINESS MATCHING ROOM

A dedicated space for private, pre-arranged meetings



TRADE & BUSINESS LOUNGE

An exclusive area for networking and discussions



MOU SIGNING FACILITATION

Formalise partnerships directly at the expo

confac.

The Consumer Fair Conference (confac) is CFTE's dedicated knowledge-sharing platform, bringing together regional thought leaders, industry experts and business leaders to exchange ideas, explore emerging trends and discuss opportunities shaping the consumer and trade landscape.

Designed to complement the exhibition, confac extends CFTE beyond the marketplace by creating a space for learning, dialogue and meaningful business connections. The conference supports businesses, entrepreneurs and professionals with relevant insights while encouraging regional collaboration and new perspectives.

CONFAC PROGRAMME HIGHLIGHTS:



Keynote Sessions

led by recognised thought leaders and industry practitioners



Panel Discussions

on trade, investment, innovation and consumer market developments



Networking Opportunities

connecting businesses with buyers, investors, policymakers and industry partners

PAST SPEAKERS:



Dr. Jerome Joseph
Global Brand Strategist
& Author



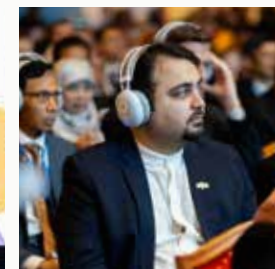
Khairy Jamaluddin
Former Minister of Health,
Malaysia



Daniel Leong
Acting CEO, Darussalam
Enterprise (DARE)



Gita Wirjawan
Former Trade Minister
of Indonesia





INTERNATIONAL ZONE

The International Zone at CFTE brings together businesses, products and industries from around the world, creating a dynamic platform for cross-border trade, market exposure and regional collaboration.

Over the years, CFTE has welcomed participation from China, Pakistan, Vietnam, Bangladesh, Thailand, the Philippines, Malaysia, Singapore, Cambodia, Indonesia and many more. The zone offers visitors the opportunity to discover a diverse range of products, services and business concepts, while enabling international exhibitors to connect directly with Brunei's consumer and business communities.

CONNECTING BRUNEI WITH GLOBAL MARKETS



International Support & Facilitation

International exhibitors receive dedicated support to facilitate their participation, from pre-event preparations through to on-site coordination.

VISA APPLICATION SUPPORT

Assistance with business or professional visa applications is provided at no administrative cost. Where applicable, a BND20 visa fee is payable upon arrival, with Malaysian and Singaporean nationals exempt.

MANDATORY MEDICAL INSURANCE

Foreign business visitors must hold medical insurance with **minimum coverage of BND10,000**. Application assistance is available, with premiums estimated at **BND40** per person and payable by the exhibitor.

CONTROLLED-GOODS PERMIT

Assistance is provided for permit applications involving controlled products, including food, cosmetics, telecommunications devices and agricultural goods. Exhibitors remain responsible for submitting complete and accurate product information.

ON-SITE SUPPORT

Our team provides assistance throughout move-in, setup, exhibition days and dismantling, including coordination with contractors, venue operators and relevant parties.

Requirements, fees and exemptions are subject to the latest regulations issued by the relevant Brunei Darussalam authorities.



Simple Participation Process

SCAN TO DOWNLOAD
REGISTRATION FORM



STEP 1

Meet our team during the international roadshow **OR** email us at bruneiconsumerfair@dsunlit.com

STEP 2

Participation options discussed based on **objectives and sector.**
Booth type and placement recommendations shared.

STEP 3

Submission of the **completed registration form.**
Issuance of the official **Letter of Participation (LOP)** upon confirmation.

STEP 4

Pre-event coordination and onboarding.

On-site support throughout setup and exhibition days.
Participation at CFTE34, ICC Brunei Darussalam

Our team supports international exhibitors throughout the participation journey, from initial enquiry to on-site execution.

CFTE Flagship Activities

CFTE is more than an exhibition. It is a complete event experience designed to attract visitors, create meaningful engagement and give participating brands more opportunities to be seen, discovered and remembered.

GRAND LUCKY DRAW

Every CFTE visitor stands a chance to win an exciting range of prizes, from vehicles and travel packages to lifestyle products and cash rewards. The most anticipated Grand Lucky Draw adds excitement throughout and encourages continued visitor participation.



SHOP CFTE

Shop CFTE is CFTE's dedicated discovery platform, featuring new launches, standout products, special promotions and noteworthy finds from across the exhibition. It helps visitors navigate what is new and worth exploring, while giving exhibitors greater visibility.



STAGE ACTIVITIES

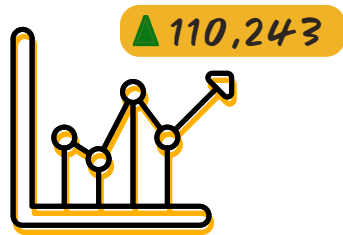
The CFTE Main Stage provides exhibitors with an additional platform to reach a wider audience through product demonstrations, launches, presentations, games and interactive sessions.



CFTE33

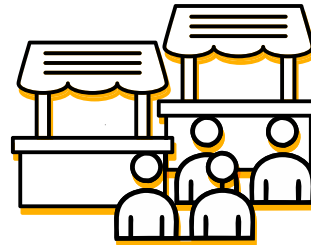
Post-show Report Summary

The 33rd Consumer Fair & Trade Expo was a tremendous success, showcasing our continued growth and international appeal. Here are some key highlights:



VISITOR COUNT

A remarkable turnout of 110,243 people attended the fair, reflecting the event's popularity and widespread appeal.



BOOTHS

The expo featured an impressive 753 booths, offering a diverse array of products and services to consumers.



PARTICIPATING COUNTRIES

The edition saw participation from Brunei, Malaysia, Indonesia, Philippines, India, Japan, Singapore, and Thailand.



CFTE33

Post-show Report Summary



TOTAL NO. OF BOOTHS

753

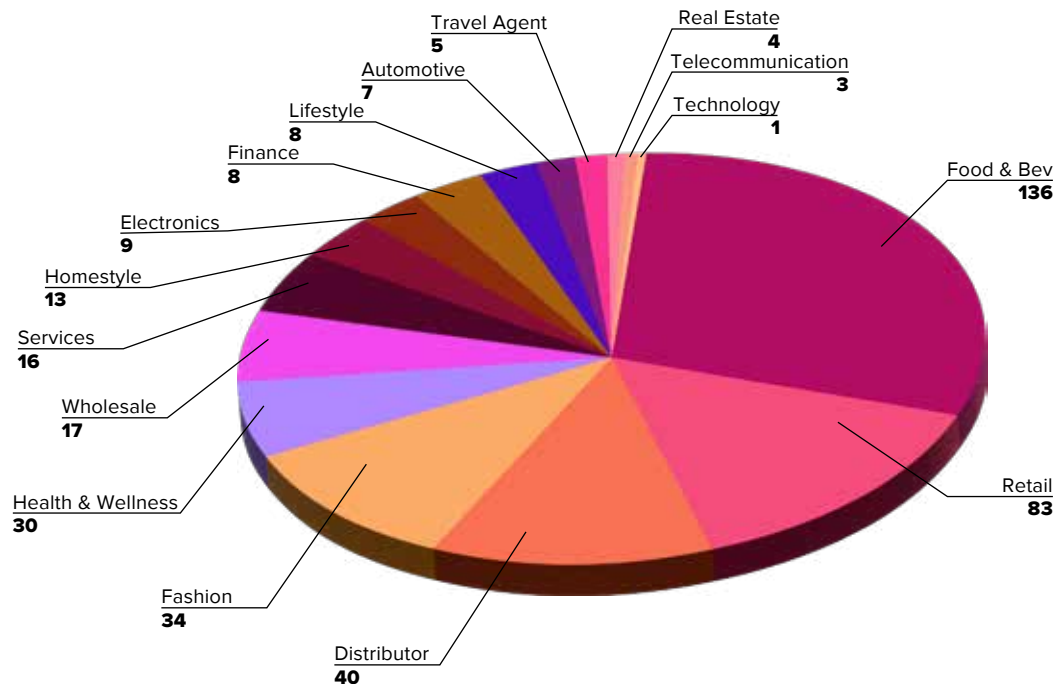


TOTAL EXHIBITORS

414

NUMBER OF EXHIBITORS

CATEGORIES (Based on Exhibitors, Not No. of Booths)



PARTICIPATED BRANDS

Jollibee



Indofood

SEHAT

CUCKOO

GINTELL

Boeffi

standard chartered

nbtbrunei

HYUNDAI

BOUSTEAD

BIBD



DST

imagine

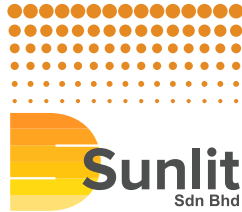
EPSON

NETCOM

guardian

& many more

About The Organiser



D'Sunlit Sdn Bhd strives to be a one-stop destination for creative solutions for all that walk through its doors, being one of the leading providers of all-inclusive services in Brunei Darussalam. Covering a vast array of marketable services, D'Sunlit prides itself on its array of tools for tackling problems for its clients by bringing ideas to life.

Founded in 1983, D'Sunlit has built over 40 years of excellence and expanded its services beyond its core expertise in advertising to offer integrated solutions in event management, exhibit displays & rental items, interior & exterior architectural design, construction, digital advertising and print advertising.



SERVICES WE OFFER



EXHIBIT EQUIPMENT & VISUAL RENTALS

Browse our rental catalogue comprising over 300 items to cater for all your event needs.



PRINTING

Our services are customisable and flexible to meet your requirements, including posters, large-format printing, banners, flyers, forms and more.



SPECIAL PAVILION DESIGN

Our in-house design team embodies the experience of over 100 shows and expertise to craft any client's ideal pavilion design that is feasible from design to build.



FULL-SERVICE MARKETING

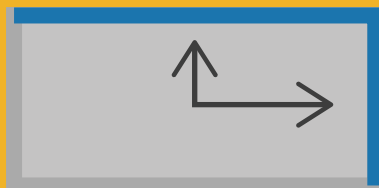
Whether you want to run an activity in your stand or gather data before your exhibit, our dynamic team of creative individuals can help you curate experiences for your brand.

Booth Specification

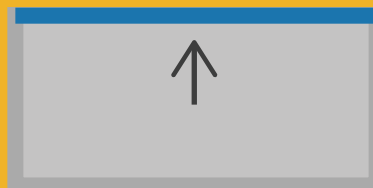
- Standard Shell Scheme Booth 3m x 3m
- 1 table (1000mm x 500mm)
- 2 Banquet Chairs
- 1 Single-Socket Power Point
- 1 Dustbin
- 2 Fluorescent Lights
- 9 sq. m Needle Punch Carpet
- Exhibition Panels
- 1 Fascia Board (Company Name & Booth Number)



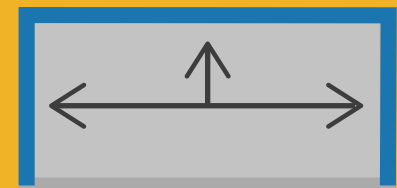
***The illustration shown above is of a corner booth**



Corner Booth: 2 Sides Open



Intermediate Booth: 1 Side Open



Raw Space: 3 Sides Open, Carpet Only

About The Venue

📍 ICC, BERAHAS



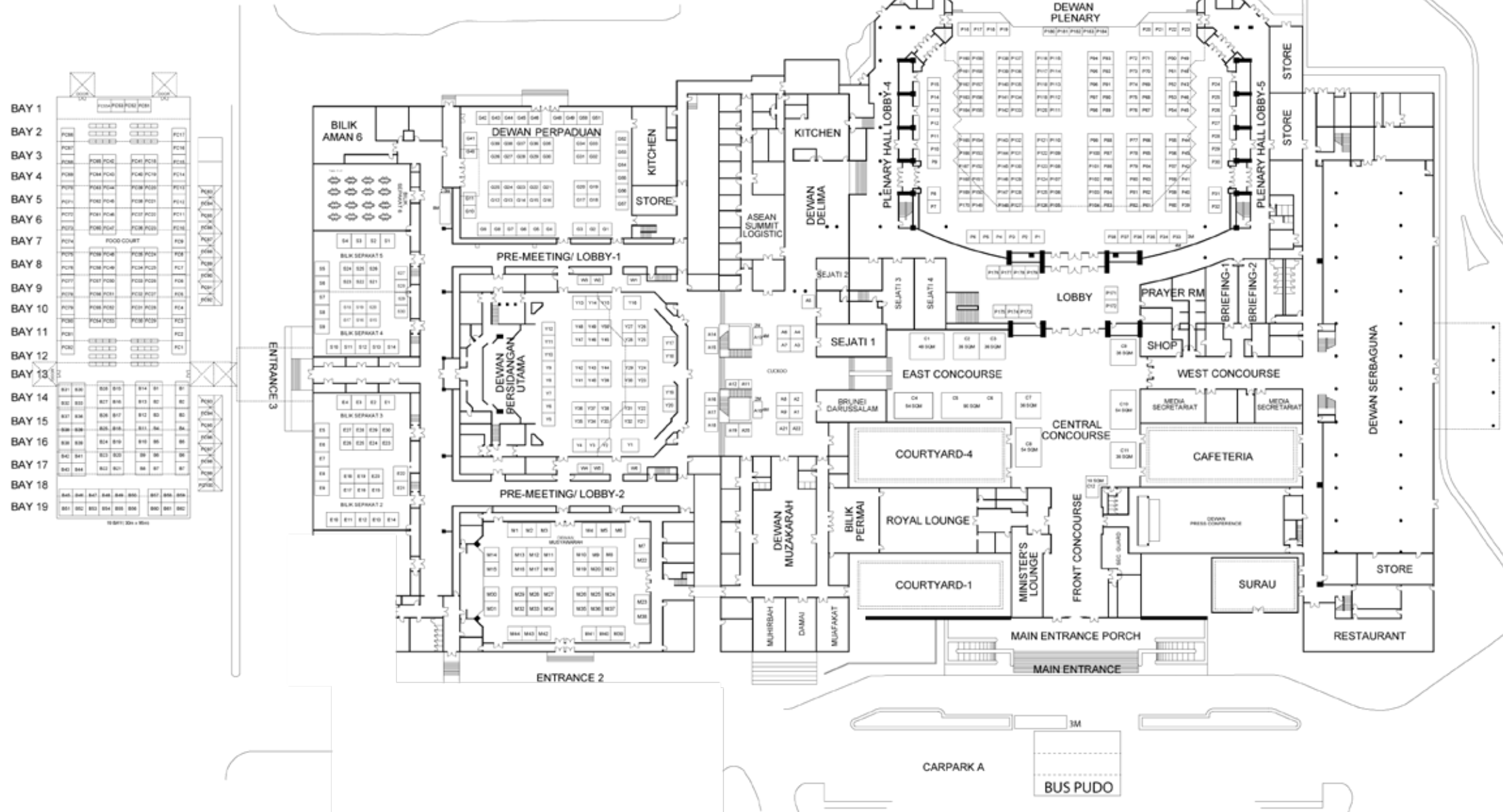
The International Convention Centre (ICC) is the largest meeting and convention venue in Brunei Darussalam. It has enabled the country to host numerous high-profile international events, including the ASEAN Ministers' Meetings (AMM), Asia-Pacific Economic Cooperation (APEC) 2000 and ASEAN Tourism Forum (ATF) 2001.

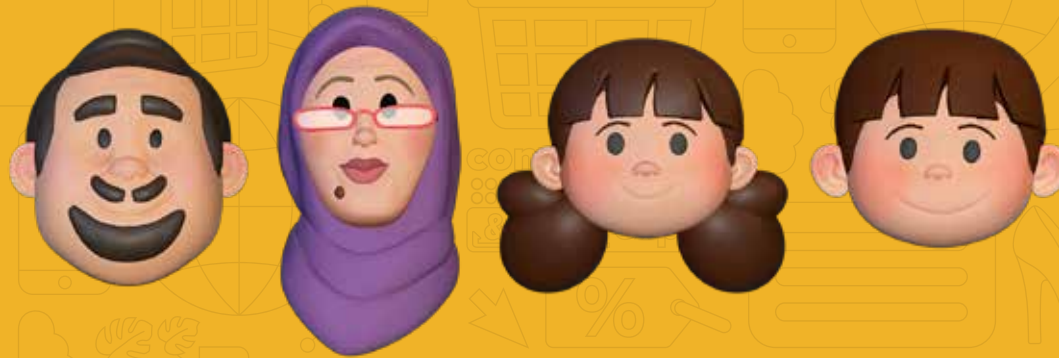
Equipped with state-of-the-art facilities and technology, the ICC is an excellent venue for large-scale events. Its halls and meeting rooms offer a wide range of facilities designed to accommodate conferences, exhibitions and other major functions.

The complex is situated on a 20-hectare site, less than a five-minute drive from Brunei International Airport, within walking distance of the Hassanal Bolkiah National Stadium and approximately five minutes by car from Bandar Seri Begawan's commercial centre.

Floor Plan

27TH - 31ST JANUARY 2027
INTERNATIONAL CONVENTION CENTRE, BERAKAS





Contact Us

For further enquiries, please contact
our Marketing Department through any of the channels below:



+6732453666 (OFFICE) +6738837241 (MOBILE)



bruneiconsumerfair@dsunlit.com



D'Sunlit Sdn Bhd | Brunei Consumer Fair



@dsunlit | @consumerfair.bn

