

## **BIBD AND THE COLLECTIVE LAUNCH “COMMUNITY FOR BRUNEI”**

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**FOR IMMEDIATE RELEASE**



A BIBD Initiative

**April 18, 2020** - Bank Islam Brunei Darussalam (BIBD) today unveiled their latest Corporate Social Responsibility (CSR) initiative, “Community for Brunei”. The site, announced yesterday by Yang Berhormat Dato Seri Setia Dr Awang Haji Mohd Amin Liew bin Abdullah, Minister at the Prime Minister’s Office and Minister of Finance and Economy II who is also the Chairman of BIBD, is a virtual marketplace designed to help small businesses, highlighting different social and charitable causes important to the heart of Brunei.

BIBD’s Chief Marketing Officer, Hjh Nurul Akmar binti Hj Mohd Jaafar said “The dramatic spread of COVID-19 has disrupted communities, businesses and livelihoods, both locally and worldwide. BIBD is proud to be part of an initiative that will enable individuals to come together for collective action, extending assistance to those in need while at the same time, protecting the livelihoods of our local MSME’s. The Community for Brunei platform leverages technology to bring the community together, providing an online ecosystem with an integrated digital payment gateway as part of our efforts to encourage a digitalised society powered by a cashless economy. We hope Community for Brunei will become the premiere destination for local businesses,

enabling them to scale and grow while at the same time, allowing a place for the public to give back to the community.”

According to Shiny Chia of The Collective, “Community for Brunei is designed to be a safe and secure online platform to operate through. It is a free website so SMEs do not need to build one themselves. This will support them in digitizing their businesses in line with the Digital Economy goals for Brunei. There are no costs for vendors to be on the site for the first 3 months and will keep 100% of the sales”.

Community for Brunei is fully supported by BIBD and inspired by local entrepreneurs, The Collective, Think Axis and Alicia Newn. Under this initiative, BIBD is proud to announce the first project to be launched off the platform - Community For Covid.

Community For Covid is a way for small businesses in Brunei to expand their ability to earn, and also help support front-liners through an accessible online market platform. Customers will be able to purchase food and beverages, care packages and services from the platform that will be delivered directly to front-liners at various hospitals across the country. Uniquely, the exact needs of frontliners at medical centres and hospitals throughout the country will be informed to the general public through an online tally. The public will be able to select care packages and donations that can be purchased directly from the website and delivered to the frontliners. This ‘supply and demand’ approach is hoped to ensure a more effective distribution of contributions as well as reduce wastage.

On 1<sup>st</sup> Ramadhan 1440H, Community for Brunei will launch its second project, *Community for Ramadhan*. This latest initiative is aimed to be a virtual ‘*gerai ramadhan*’, enabling members of the public to purchase food and drinks from vendors who typically participate in the yearly Ramadhan Stalls organised by the Ministry of Home Affairs (MOHA) and the Ministry of Culture, Youth and Sports (MOCYS).

Onboarding for vendors who are interested to participate in Community for Ramadhan will begin on Monday 20<sup>th</sup> April 2020. Interested vendors are required to register their businesses with the Registrar of Companies (if they have not already), and sign up for a BIBD MSME account. Public can start ordering for their Ramadhan break of fast once

the moon sighting is announced and have a cut off of 10am on the actual day of 01<sup>st</sup> Ramadhan. This cut-off time will enable vendors have adequate time for preparations and delivery team from Go Mamam deliver the items efficiently.

Vendors who wish to be onboarded, can reach out to BIBD for registration after getting their 16/17 registration, MSME account opening and QuickPay registration. Vendors registered under MOHA or MOCYS that have met these requirements are then encouraged to go through their respective ministries. These ministries will then pass the list to BIBD (attn: [cmo@bibd.com.bn](mailto:cmo@bibd.com.bn)) for onboarding purposes.

Public are urged to visit [www.CommunityforBrunei.com](http://www.CommunityforBrunei.com) and visit our social media pages @communityforBrunei.

**(ENDS)**

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**About BIBD**

BIBD is the largest financial institution in Brunei Darussalam, leading the market in terms of assets, financings, and deposits, with a vision to become globally recognised as the benchmark Islamic Finance Institution.

BIBD is headquartered in Bandar Seri Begawan with Brunei's largest network of branches and ATMs located strategically in all four districts of Brunei Darussalam.

BIBD is one of the safest banks in the world and holds an impressive credit rating of A- by Standard & Poor's since 2015, the highest for a Bruneian bank and among the highest in the region. In 2019, BIBD has been named the "Best Managed Bank in Brunei" and "Strongest Bank in Brunei by Balance Sheet" by the Asian Banker, as well as "Best Retail Bank in Brunei" from 2013 to 2019. BIBD has also been recognized by Global Finance as "Safest Bank in Brunei" from 2016 to 2019 and "Best Bank in Asia-Pacific for Brunei" in 2018.

For more information on any of BIBD's other products or services, please log on to the BIBD website at [www.bibd.com.bn](http://www.bibd.com.bn), visit your nearest BIBD branch or get in touch with the BIBD Contact Centre at 2238181.