



MEDIA RELEASE

DEPARTMENT OF ECONOMIC PLANNING AND DEVELOPMENT PRIME MINISTER'S OFFICE

BRUNEI SALEBRATION (BSb) 2016

Date: 24 October 2016

1. The Department of Economic Planning and Development (JPKE), Prime Minister's Office will be organizing the 'Brunei *Salebration* (BSb) 2016', commencing on 28 November 2016 until 31 January 2017.
2. The objective of the sixty-five day (65) long Brunei *Salebration* 2016 is to contribute towards increasing the country's economic activities through attractive cheap sales and encouraging the public to shop locally.
3. All Brunei *Salebration* participants will be required to offer a minimum of 60% of their stock on display at their premises with discounts of at least 20% and above. For grocery stores as well as electronic and electrical stores, at least 15 types of goods are to be offered discount.
4. For the remaining stock outside the 60% minimum requirement, participating stores may offer discount between the ranges of 10% to 20%. However, it must be supplemented with added promotions such as purchase-with-purchase, free gifts, vouchers, coupons, etc.

5. Under provision Regulation 9 (1) of the Price Control (Cheap Sale Price) Regulations 2012, price tags must be clearly displayed on all sale items. For Brunei *Salebration* 2016, two (2) price tags must be displayed on all items being offered, showing the original and the discounted price.
6. Each participating outlet will receive a Brunei *Salebration* 2016 participation notice issued by JPKE, which must be clearly displayed at the business premise.
7. Businesses are not permitted to organize any Cheap Sale Price event 14 days before the commencement of Brunei *Salebration* 2016. The last day for businesses to conduct any Cheap Sale Price event is on the 13 November 2016.
8. The Brunei *Salebration* 2016 notification form and participation guidelines are available at:
 - JPKE website www.depd.gov.bn
 - Room 3.04, Level 3, West Wing, JPKE Building, Block 2A, Ong Sum Ping Road, BA1131

Notification forms and price lists can also be submitted via email at sales@jpke.gov.bn two (2) weeks before the commencement of the Brunei *Salebration* 2016.

9. The public may contact the Consumer Affairs Division (CAD) at JPKE for any inquiries or concerns via phone at 2230223 during office hours, or Facebook www.facebook.com/AduanPenggunaJPKE or email at consumercomplaint@jpke.gov.bn.

10. It is hoped that the public will support the Brunei *Salebration* 2016. At the same time, members of the public are reminded to be wise and prudent with their spending by making price comparison.