

Closing Remarks

by

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Chair, APEC WLN 2000

Bismillahir

Assamualualaikum

Yang Mulia Datin Hj Edah Hj Mohd Noor, President Council of Women of Brunei Darussalam, Protem President Women Business Council-Brunei Darussalam

Your Excellencies,

Distinguished speakers, Honourable Guests

Ladies and Gentleman,

Now that we have come to the END of the conference, I had to ask myself instead where do I START with the closing remarks !!

Much have been covered over the three days in the deliberations from maximizing our human resources - to empower women in business, to be e-knowledgeable, to be an e-business, to financing SMEs, and to reach out to the borderless global market - like the good old saying, The sky is the Limit .

Again, this conference would not have materialised without the invaluable support of all our sponsors. Many of you have come forward to help us make this conference a success. At one time (about a year ago) it was quite impossible to grasp if all of you our participants from home and abroad would attend the APEC - WLN 2000. But today, Alhamdulillah your very presence is testimony of how this conference has become a success .We are happy you are here in Brunei - the 19 APEC Economies represented and on behalf of the Organising Committee I thank you for coming to Brunei Darussalam.

I would keep my remarks very short to recap this conference. Nearly all the sessions did not fail to recognize the strength of US - the women . The recognition that women CAN and WILL make A difference. In as much as financial capital is a requirement it is NOT a pre-requisite. Our biggest capital is our Intellectual capacity.

We heard from the experiences of our friends from the different economies. They shared with us how they source finance and of how they succeeded in overcoming the first hurdle, the next hurdle and then the next. To be in business is a continuous process and we need to go (and go VERY quickly) with the times. And for that reason we are gathered here today. We want to learn and to learn and to share from each others' experiences. (I am learning that the term you use is) to form strategic alliances and I am pleased to learn also that the Business Matching sessions have reaped benefits for some of you.

In no less order of emphasis is TIME - Speed matters so much, that we often are told even as you are THINKING of a business idea, somebody else is already STARTING on your idea.

My colleagues and friends we learnt also at this conference how we can have that much more of the competitive edge.

There is really NO one right answer Or ONE WAY or THE BEST way - BUT we need to find our OWN way. However for me, I have learned and I have picked up from the three STIMULATING days

- S Short cut - there is NO short cut to succeed in business
- S Strategise - get our priorities right - we are known to be good managers because as women, we have multiple roles we are mothers, wives, daughters, sisters and we are also business women.
- S Speed - The IT business world is moving at such a mind boggling speed -you Must be ON-LINE, ON-TIME
- S Share - experiences and we need to network and be connected - we need forums like APEC-WI-N, ABAC etc and we, WOMEN, need to be in these forum.
- S SMEs - for the three days we are together, I hope it was a win-win situation all round with topics chosen related to promote SMEs as global traders.

It leaves me now to say what is most important part for me and that is, to sincerely thank each and everyone of you for your contribution and active participation. For any of our shortcomings, I beg your understanding and accept our apologies.

My friends we have a Malay proverb that goes

Kalau ada jarum yang patah jangan disimpan di dalam peti.

Kalau ada silap dan salah jangan disimpan di dalam hati.

It means do not keep at heart any slips and mistakes

The success of this conference would not have been possible without the full support, commitment and cooperation of all our volunteers, the liaison officers, the support staff, the secretariat, and each and every one of you who have worked together under the guidance and leadership of our Co-Advisors.

Ultimately by the grace of Allah SWT and the trust and confidence placed upon us by the Ministry of Industry and Primary Resources Brunei Darussalam, we have had a fruitful conference.

Finally, I wish you all a safe journey home. Continue to interact. As you leave, we hope you take with you happy memories of us in Brunei Darussalam and go home with a new burst of ENERGY.

Till we meet again in China.
Wabillahi taufik

Council of Women of Brunei Darussalam 20 June 2000.