

## **BIBD HOME SHOWCASE FESTIVAL OFFERS OVER 100 ATTRACTIVE PROPERTIES AND MOVE-IN READY HOMES**

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### **FOR IMMEDIATE RELEASE**

August 23, 2019 - Bank Islam Brunei Darussalam (BIBD) today launched the 15<sup>th</sup> instalment of its 'Home Showcase Festival', offering prospective homeowners the opportunity to browse through more than 100 attractive properties that are ready to be occupied and find their potential dream homes.

The bi-annual festival is aimed at promoting the benefits of home ownership and providing a one-stop platform for current and prospective homeowners, including young professionals. It showcases the latest trend in home design including new finishes, building and installation methods.

BIBD is also using the event as a platform to encourage young professionals to plan their finances efficiently including buying homes in the early stages of their career so they do not have to worry about it at a later time.

BIBD Head of Retail Banking, Hajah Nurul Akmar binti Haji Md Jaafar commented during the launch, "We are targeting to realise the needs of those in the working age group of between 25 and 40 years old, which makes up about 60 per cent of the total population in Brunei. We would like to encourage them to incorporate home buying as part of their financial planning and get it sorted at the earliest opportunity."

In the first quarter of 2019, over 100 new homes were purchased which included detached, semi-detached, terrace and apartments. This reflected positive sentiment among prospective home buyers and investors in an active and growing property market in Brunei.

The festival also serves as an avenue for local entrepreneurs and SMEs as well as partnering realtors and interior designers to showcase their products and services.

Besides offering attractive rates and waivers on processing fees, free BIBD when signing up for financing and credit cards, customers who subscribe to BIBD Aspirasi with a minimum of \$500, will get a Digital Coin box.

BIBD is also taking the opportunity to showcase QuickPay as part of its efforts to support the de-cashing of the economy with seamless transactions via mobile-led technologies.

Services like QuickPay are part of the BIBD NEXGEN platform that caters towards mobility and convenience, aimed to bridge the digital gap between customers and business owners, particularly budding entrepreneurs.

Customers may carry out cashless transactions at the event as most of the participating vendors are using BIBD QuickPay.

BIBD is also giving away prizes through a 'Scan and Reward' programme to customers and visitors who are paying using BIBD QuickPay.

The festival, held at BIBD Connects Taman Mahkota Jubli Emas, also serves to bring families and friends together to enjoy the weekend and enliven the capital city.

Throughout the festival period, BIBD will be hosting 'movie nights' at the venue with shows starting at 8pm. This will give the opportunity for visitors to enjoy an outdoor movie setting at night next to the iconic 'Frame Brunei Darussalam'.

The event will run until Sunday, August 25, and will end at 9pm on that day.

The festival also features Signature Kitchen, one the region's leading cabinet and wardrobe manufacturer which specialises in unique and contemporary kitchen designs for new homes.

Other event partners include participants from BIBD's entrepreneurship development programmes; the BIBD Catalyst and BIBD Special Underprivileged Mothers Empowerment Entrepreneurship Development Programme (BIBD SEED), Syarikat Takaful Brunei Darussalam, The Authority for Building Control and Construction Industry and other MSME vendors.

Present as the guest of honour to officiate the event was Minister of Culture, Youth and Sports, Yang Berhormat Major General (Rtd) Dato Paduka Seri Awang Haji Aminuddin Ihsan bin Pehin Orang Kaya Saiful Mulok Dato Paduka Haji Abidin.

Also attending the event were BIBD senior management and personnel.

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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 the largest network of branches and ATMs located strategically in all four districts of Brunei Darussalam.

In 2018, BIBD was ranked second strongest bank in South East Asia and top ten Asia by The Asian Banker. BIBD is one of the safest banks in the world and holds an impressive credit rating of A- by Standard & Poor's, the highest for a Bruneian bank and among the highest in the region. BIBD has been named the "Best Retail Bank in Brunei" by The Asian Banker for six consecutive years from 2013 to 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.