

COMPETITOR ANALYSIS ...

KEY PARTICIPANTS IN AGRICULTURAL EQUIPMENT

Major suppliers of agriculture equipment include: Kubota (Japan), Alvan Blanch (UK), Dondi (Italy), Spectra Physics (US), KSB Pump (US), Netafim Irrigation System (Israel) and Malpoly (Malaysia).

Netafim and KSB supplied a B\$650,000 irrigation system for lime cultivation; Malpoly supplied the roofing for a vegetables hydroponics project.

KEY CUSTOMERS IN THE FOOD SECTOR

The key customers for processed food products in Brunei are regional wholesalers, Ben Foods, Yaohan, Cold Storage, and MRC, and local Chinese wholesalers, Hua Ho, Tiong Hin and Sea View.

CURRENT MARKETING TRENDS

Major food product distributors sell directly to wholesalers and retailers.

Tenders for agricultural and fishery projects are usually solicited from February to April. Suppliers should contact the respective Department Directors.