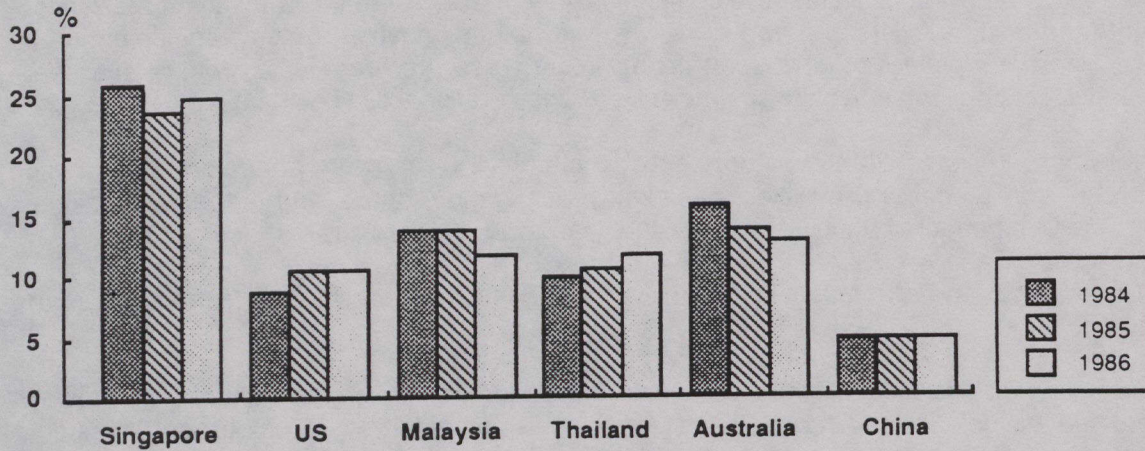


## COMPETITOR ANALYSIS

### KEY PARTICIPANTS IN THE FOOD INDUSTRY

The major suppliers of food products into Brunei are Singapore, Malaysia, Australia and the US. Singapore supplies Brunei with nearly one-quarter of its processed food imports.

PERCENTAGE OF TOTAL FOOD IMPORTS BY COUNTRY OF ORIGIN  
(1984-1986)

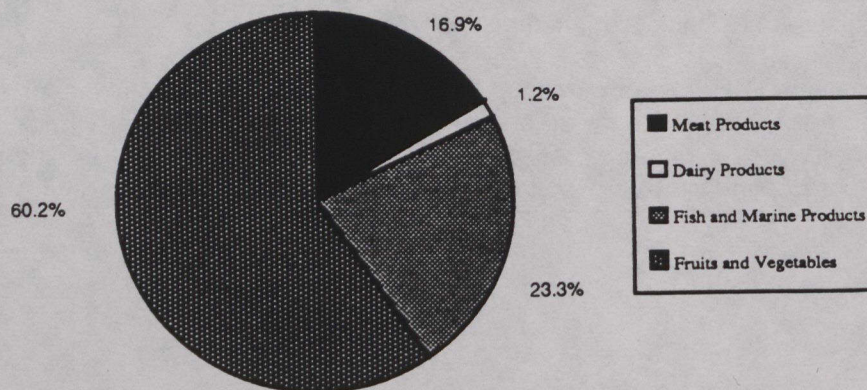


Source : External Trade Statistics

There are 4 major food importers supplying Brunei - Malayan Refrigerating Company (MRC), Cold Storage (Singapore), Ben Foods (Singapore), and Yaohan (Japan).

Imports of food and beverage products from Canada for the first half of 1987 amounted to B\$140,000. Vegetables, fresh leafy and stem vegetables and cabbages in particular, constituted over one-half of total Canadian food exports to Brunei.

IMPORTS OF FOOD PRODUCTS FROM CANADA (1986)



Source : External Trade Statistics