



# 1K1P

(SATU KAMPUNG SATU PRODUK)





The Satu Kampung Satu Produk (1K1P) or One Village One Product (OVOP) project is an effort by the Ministry of Home Affairs to strengthen the Mukim and Village Consultative Councils in Brunei Darussalam to actively help the community in improving their welfare and socio-economics through economic projects



Brunei Darussalam started developing the 1K1P Project around the 1990s





**TO ENCOURAGE THE CULTURE OF SELF-EMPLOYMENT THROUGH BUSINESSES**

**TO STRENGTHEN THE COMMUNITY SPIRIT THROUGH ECONOMIC ACTIVITIES**

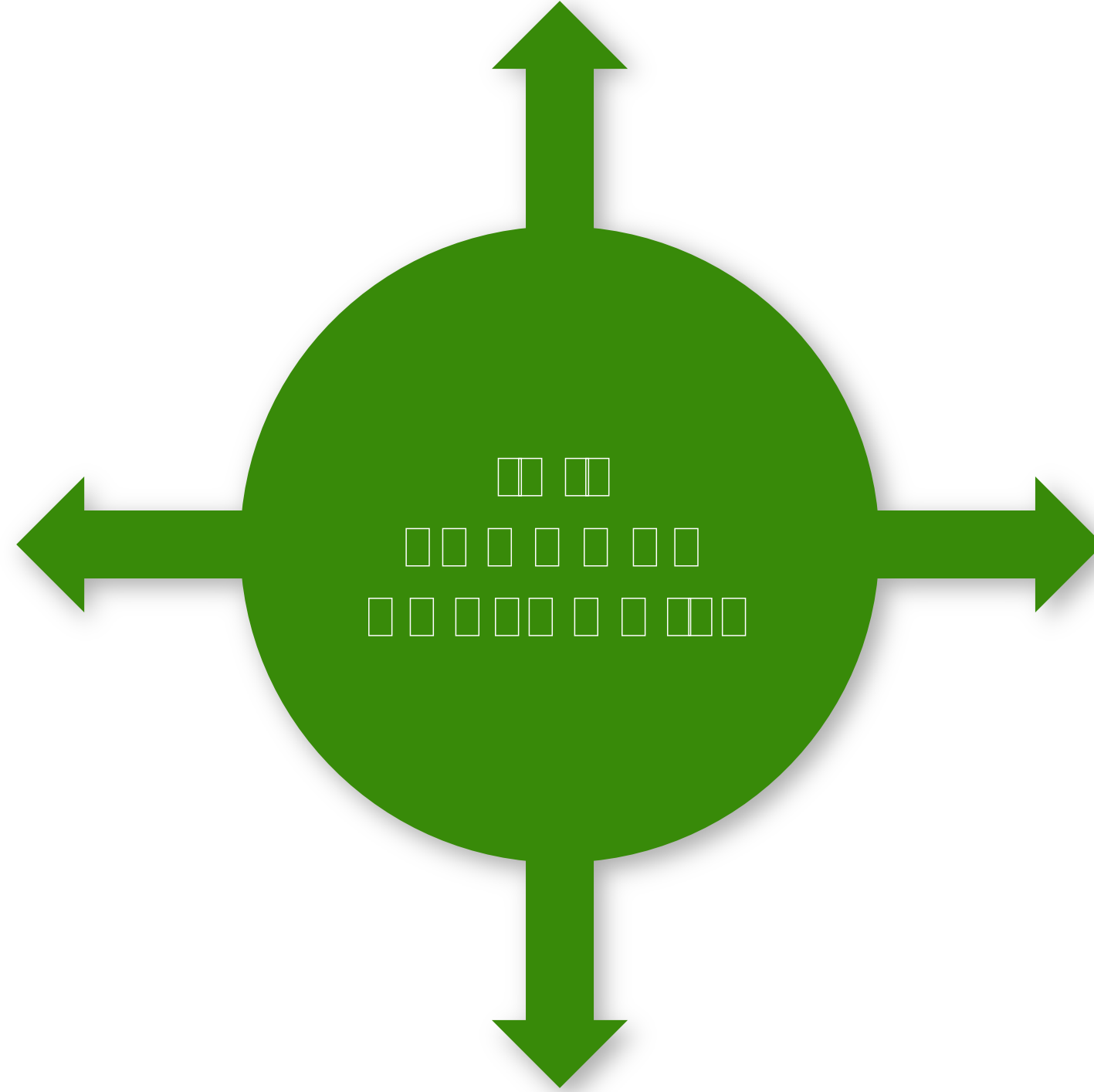
**TO PROMOTE INNOVATION AND CREATIVITY OF THE COMMUNITY BY PRODUCING PRODUCTS OR SERVICES THAT ARE UNIQUE**

**TO PROMOTE AND UTILISE LOCAL RESOURCES FOR THE DEVELOPMENT OF PRODUCTS OR SERVICES TO EACH VILLAGE**



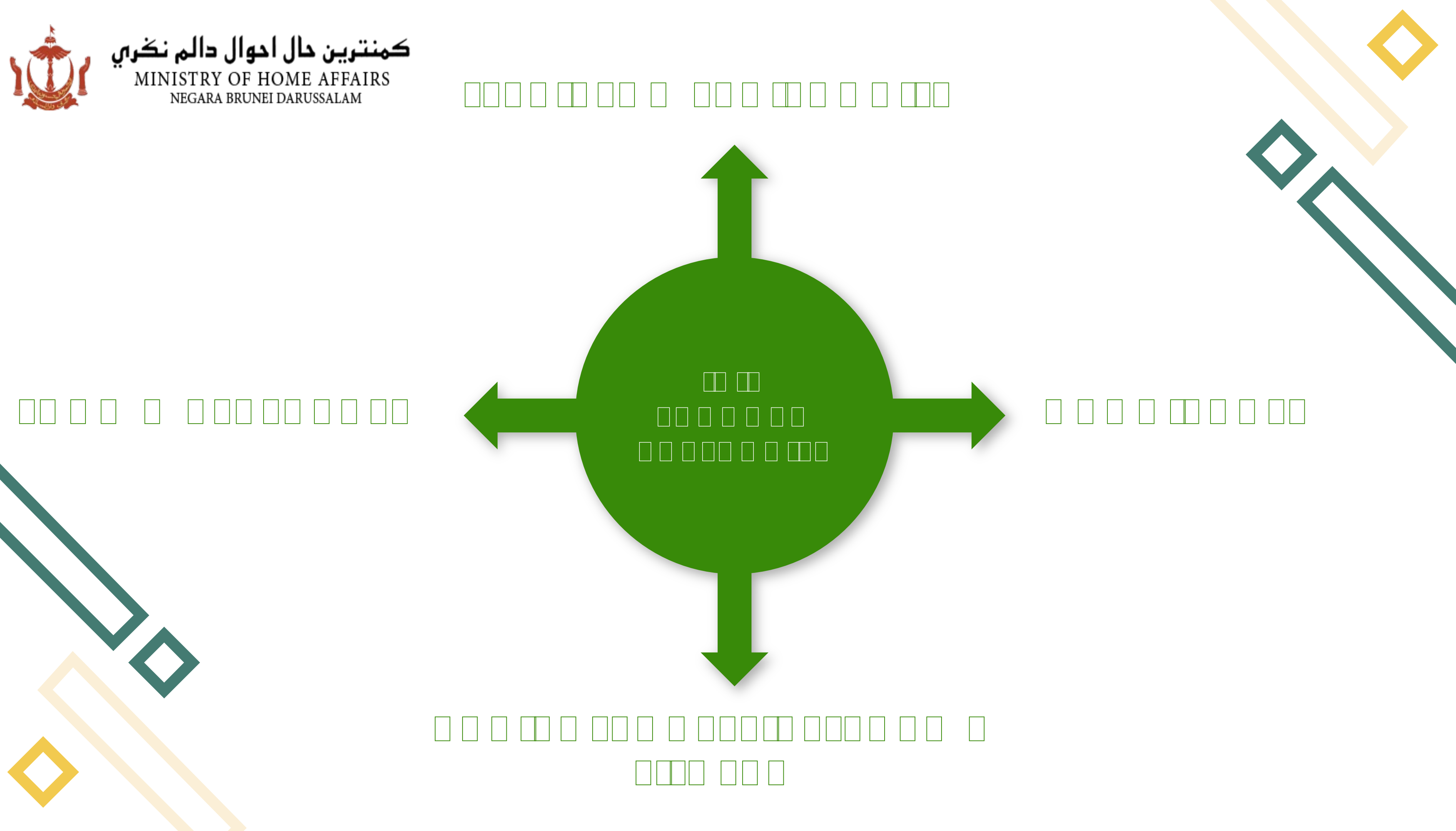
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When firstly introduced, 1K1P products solely uses the Mukim and Village Consultative Council Logo as its branding.

This is to ensure all 1K1P products are all standardise and to create consumer awareness of 1K1P products

Launched on the 1<sup>st</sup> November 2017 in conjunction with 1K1P Brunei Darussalam Expo 2017 at Berakas International Convention Centre, Brunei Darussalam.

It aims to further guaranteeing the quality of the products produced under this program







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NEGARA BRUNEI DARUSSALAM







# STRATEGIC PARTNERSHIP





The Junction is a chain of retail store operated by Ghanim International Corporation that aims to promote local products including OVOP. This partnership has been ongoing since the **7th April 2021**.

MOU with Ghanim International Corporation **was signed on the 27<sup>th</sup> September 2023** with the objective of promoting and selling high quality 1K1P products with appropriate packaging and meeting the domestic and international markets certifications.

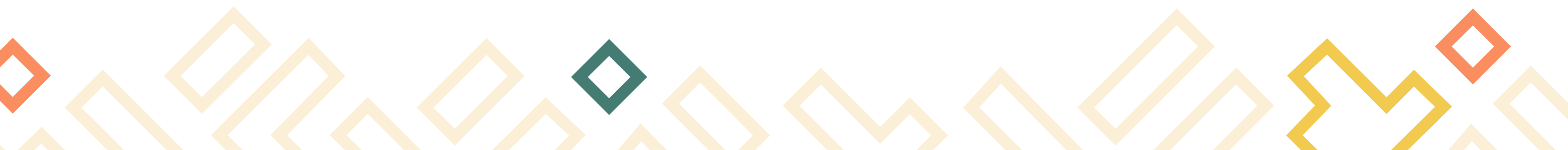
As a pilot project, two (2) 1K1P producers were selected.





Darussalam Enterprise (DARe) through the "Made in Brunei" initiative has collaborated with several major supermarkets in providing a shelving platform for the sale of local products including OVOP.

DARe also a store called **the Bruneian Made Hub** which gives priority to the sale of locally produced products at The One, Batu Satu, Bandar Seri Begawan.





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# 1K1P GALLERY







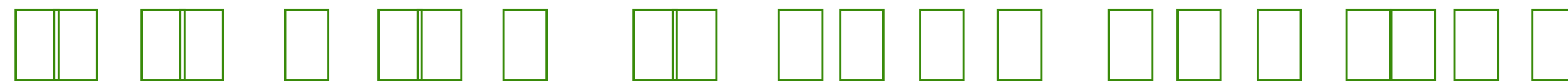
- The Ministry has introduced a store to promote products from all four districts in a strategic location, located in the Secretariat Building, Bandar Seri Begawan.
- The target market is the general public and tourists
- Started operating since September 2nd, 2023 with a total of 25 1K1P producers with over 40 types of products
- Managed by the producer themselves under the company called Syarikat Gabungan Usahawan Transformasi 1K1P





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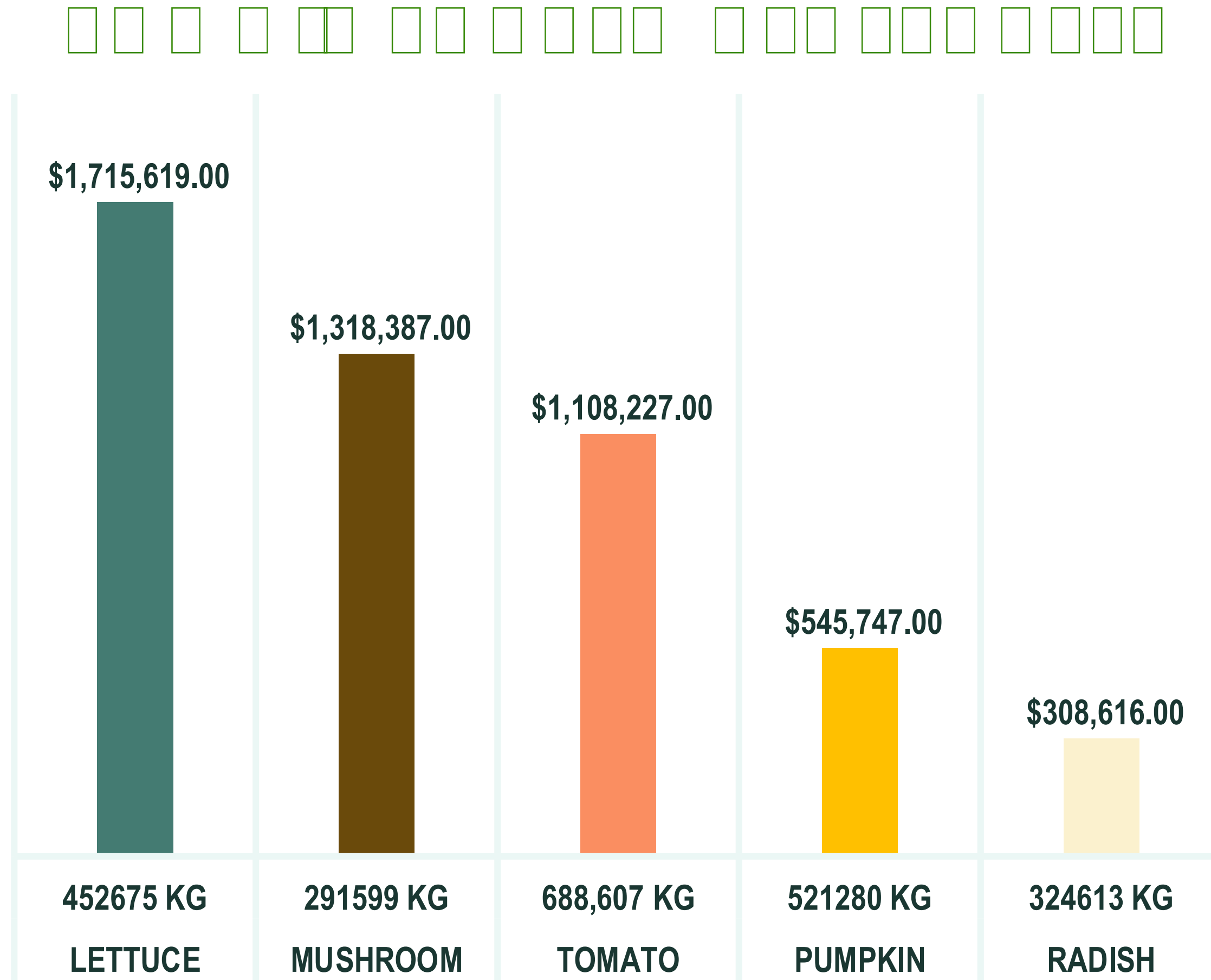


- To develop commercial and sustainable 1K1P projects in agriculture and agri-food that contribute to higher community incomes.
- To improve the effectiveness of the implementation and management of 1K1P projects with the cooperation of stakeholders under the **concept of Whole of Nation Approach** and optimise the use of local resources in a managed manner.



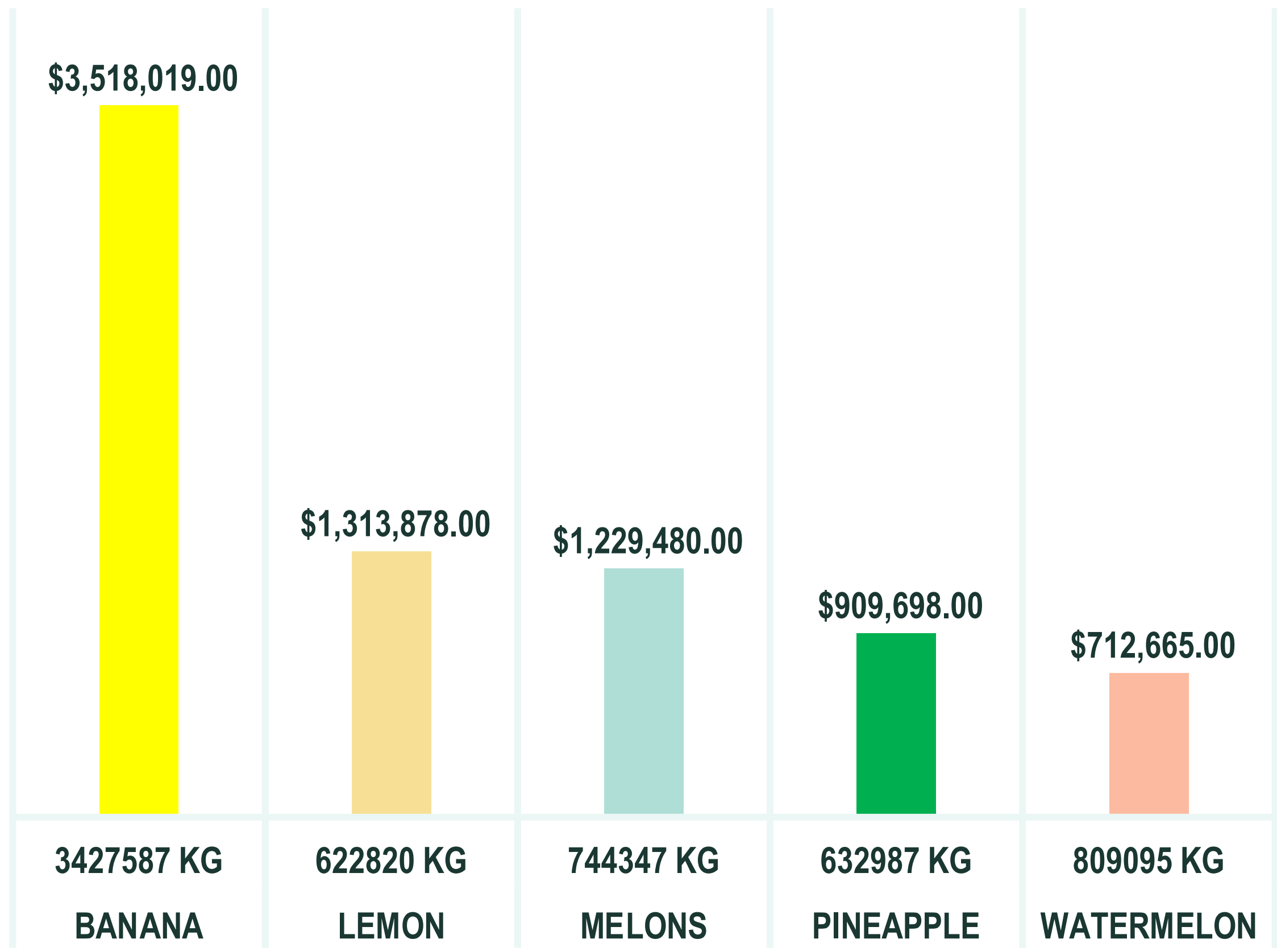


نوع البضاعة Commodity Type	البيانات Data	البيانات Data	البيانات Data	النسبة المئوية Percentage
VEGETABLES	7,486.1 MT (\$25.06M)	10,756.7 MT (\$35.71M)	18,242.8 MT (\$60.77M)	41.01%
FRUITS	6,273.87 MT (\$19.99M)	15,075.08 MT (\$61.59M)	21,348.94 MT (\$81.58M)	29.39%



Source:

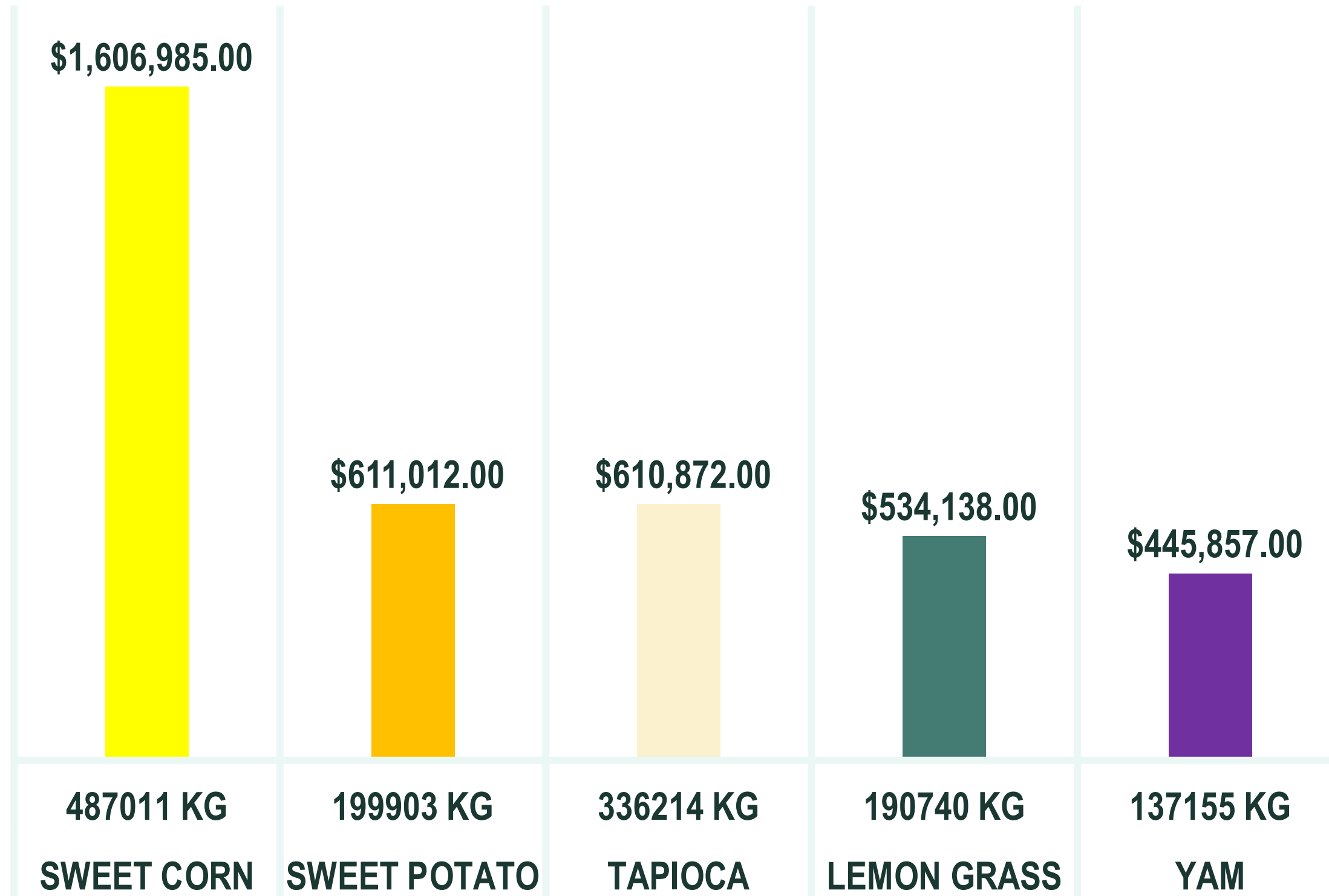
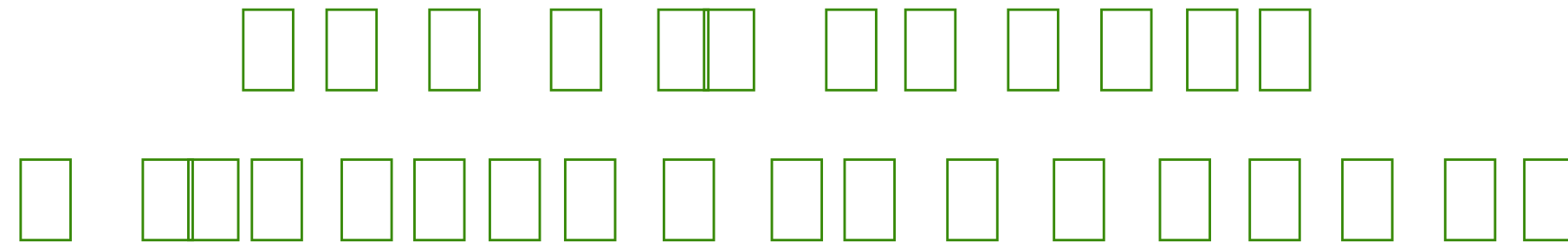
- Unit Statistik Agribisnis dan SIPA
- Agriculture and Agrifood Department
- Ministry of Primary Resources and Tourism



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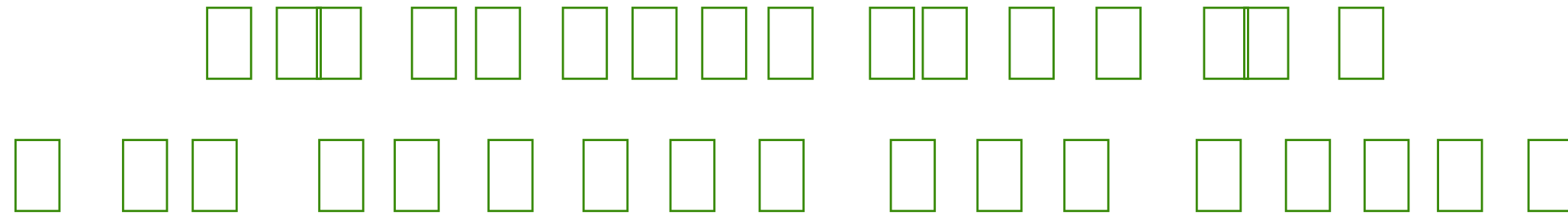
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Source:

- Unit Statistik Agribisnis dan SIPA
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### TAPAK PERTANIAN



- 1 hectare = 4 lot (0.5 acre per lot)

- **Development Cost: \$31,9200.00 (\$380.00 x 84 Lot)**

- **Focusing Pineapple – MD2 variety**

- **Phase 1: 28,000 seedlings**

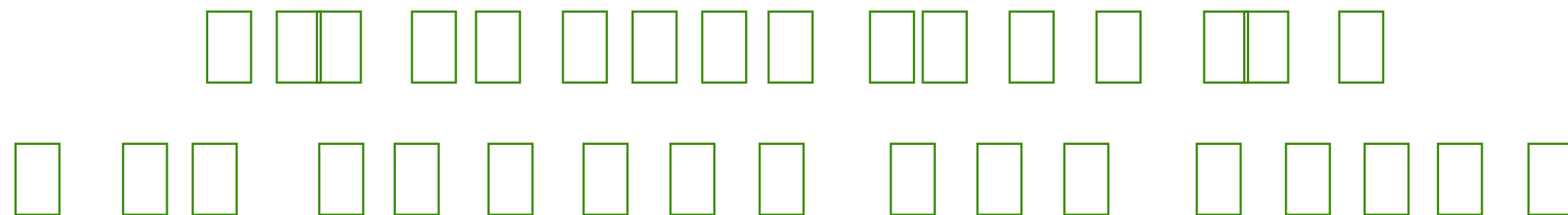




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• 1 hectare = 2.47 acre

- LOT C1 (10 HEKTAR)
- 600 POKOK / EKAR
- PRODUCTION- \$249,600.00 / YEAR







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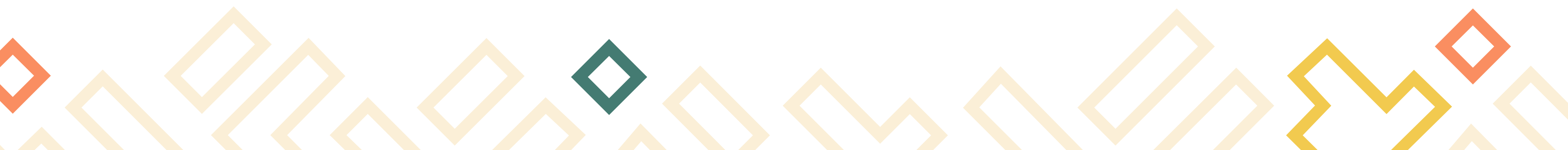
# INVESTMENT OPPORTUNITIES







- The country is currently not self-sufficient in producing certain agriculture products such as pineapples and bananas
- By tapping into these market, the country can be self sufficient and not relying entirely with imported agriculture products
- Our producers are also in need of help in terms of funding to build site offices, road, drainage, water and etc.





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- Our 1K1P producers have joined EXPO in various countries in Southeast Asia and China.

• Demands exceeding the supply. Our producers could not meet the requirement due to lack of funding, raw materials, manpower and other factors

- This shows that there are market outside of this country for our local products

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# THANK YOU

