Saahtain Subsidiary in Brunei Produces Ready-to-Eat Meals Destined for Export

The favourable investment incentives, political stability and peaceful environment were among factors that help to influence foreign investors' decision to choose Brunei Darussalam as their investment destination. United Arab Emirates-based, Saahtain Group recently launched its Bruneian subsidiary, Saahtain Asia Sdn Bhd, at their newly opened facility at the Salambigar Industrial Park and began manufacturing Halal ready-to-eat meals for export.

Saahtain Asia Sdn Bhd facility at Salambigar Industrial Park

Saahtain Asia Sdn Bhd is a joint venture between Saahtain Group and the Government of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam through the Ministry of Finance's Strategic Development Capital Fund (SDC). The project is yet another significant achievement for the Government supported by the Foreign Direct Investment & Downstream Industry Steering Committee under the Prime Minister's Office, which was set up to ensure an integrated and streamline efforts towards attracting more FDI projects in Brunei Darussalam.

The Brunei facility is Saahtain Group's second production site after Dubai. It currently promotes three brands, AlGourmet for general retail, TheFoodPouch for military-grade ration packs and Tayyib, specifically produced for humanitarian aid purposes. The company is currently supplying food packages to the Royal Brunei Police Force and has a production capacity to supply the Royal Brunei Armed Forces. They also provide "ready to eat meals" to foreign militaries.

A range of Al Gourmet ready to eat meals produced by Saahtain

Approximately 85% of the products are aimed for the export markets across Asia. These food packages have a shelf life of up to three years and HACCP-certified, thus meeting the global food safety standards. All products are also Brunei Halal certified, adding a further premium to these quality products. By leveraging on Brunei’s Halal certification, the company hopes to create a global halal brand that customers can trust and use.

While most of the raw materials will be sourced locally, the bulk of the finished products will be meant for export with a portion going to countries needing humanitarian aid. Saahtain has partnered with humanitarian and relief agencies to deliver over a million ready-to-eat meals to disaster struck and crisis areas.
With a production capacity of 20,000 packages a day or 50 packages per minute, Saahtain has plans to expand its operations, create more employment for locals and further spin-off opportunities to the micro, small and medium enterprises. The locals currently employed by the company already represent half of the company's total workforce.

The Government's reform agenda to ensure a pro-business and conducive investment climate, has led to the country's significant improvements in the 2018 World Bank's Ease of Doing Business ranking from 72 in 2017 to 56. Additionally, the Ease of Doing Business Steering Committee is actively driving reforms to ensure that the local business environment continues to be open, transparent, pro-business and pro-investment to help companies establish and grow their business in the country. Thereby ensuring a win-win relationship for all parties in which Brunei Darussalam reaches its growth targets as the operations of FDI companies flourish.

Ministry of Finance