



JOINT PRESS RELEASE

NATIONAL FINANCIAL LITERACY DAY 2025 FINANCIAL AWARENESS ROADSHOW FOR SECONDARY SCHOOL STUDENTS

**Sekolah Tinggi Perempuan Raja Isteri (STPRI) Hall
Tuesday, 2 Rabiulawal 1447H corresponding to 26 August 2025M**

1. The opening ceremony of the National Financial Literacy Day (NFLD) 2025 Financial Awareness Roadshow was held today at Sekolah Tinggi Perempuan Raja Isteri (STPRI) Hall, marking the start of a two-day event co-organised by Brunei Darussalam Central Bank (BDCB) and the Ministry of Education (MOE). Held under the theme “Money Smart, Digitally Safe”, the roadshow aims to equip students with practical financial knowledge and skills through an interactive, activity-based learning experience. This roadshow targets students from Years 7, 8, 9, 10 and 12 across all four districts, with a special focus on students from remote and underserved catchment areas.
2. The roadshow was attended by Yang Mulia Hajah Rashidah binti Haji Sabtu, Managing Director of BDCB as the guest of honour. Also in attendance were Yang Mulia Awang Mohammad Harris Bin Brigadier Jeneral (Retired) Dato Paduka Haji Ibrahim, Deputy Permanent Secretary (Trade and Industry), Ministry of Finance and Economy, as Secretariat of the National Financial Literacy Council (NFLC), as well as NFLC members, senior government officials, and representatives from various partner agencies.
3. The event proceeded with opening remarks by Yang Mulia Hajah Rashidah, who underscored the importance of empowering youth with the knowledge and skills to be money smart and digitally safe. She also highlighted that this initiative reflects BDCB’s commitment in nurturing a financially literate and digitally resilient generation by equipping students with the practical knowledge to manage money wisely and stay safe in today’s evolving digital financial environment.
4. The ceremony also featured the launching of Usinwise, the official brand for national financial literacy campaigns under the NFLC. Usinwise embodies a shared national vision to build a financially savvy and resilient society, connecting Bruneians to trusted, accessible financial education. Through this initiative, the public will be provided with the tools and knowledge to strengthen their awareness in saving, budgeting, investing, retirement planning, and digital safety, strengthening the nation’s financial literacy and well-being.
5. The event continued with a guided walk-through of the booths. This year’s roadshow features a Financial Maze, an immersive experience where students navigate a series of booths grouped into themed sectors. Each sector offers hands-on activities designed to build real-life financial knowledge and habits in a fun and accessible way. Exhibitors include BDCB, the Royal Brunei Police Force, Employees’ Trust Fund (TAP), Brunei Economic Development Board (BEDB), Cyber Security Brunei, Perbadanan Tabung Amanah Islam Brunei (TAIB), Bank Islam Brunei Darussalam (BIBD), Baiduri Bank, Standard Chartered Bank, Bank Usahawan, Insurans Islam TAIB, Syarikat Takaful Brunei Darussalam, AIA Brunei, BIBD Securities, Standard Chartered Securities, National Digital Payment Network (ndpx), and Datastream Digital (DST). These partners delivered engaging and practical content, ranging from financial consumer protection and digital security, to banking, retirement planning, takaful, investment and entrepreneurship.

6. Shortlisted participants of the FIN-novators competition, an innovation challenge under the National Financial Literacy Day 2025 launched in July, were also featured in the Financial Maze. Their booths showcased original, interactive tools and games developed by the participating students and teachers to creatively promote financial literacy. By being part of the maze, these FIN-novators provided visitors the opportunity to try out their ideas firsthand and experience innovative approaches to financial education.
7. The NFLD 2025 Financial Awareness Roadshow is part of BDCB's ongoing commitment to raise awareness on the central bank's roles and responsibilities, promote financial management skills and responsible financial behaviour, enhance digital financial literacy and consumer protection, and ensure financial knowledge gained is applicable in real-life contexts.
8. For more information on NFLD 2025, please visit www.bdcg.gov.bn and follow BDCB on Instagram at @centralbank.brunei.

Brunei Darussalam Central Bank

Date: 2 Rabiulawal 1447/ 26 August 2025

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