

COMPANY'S BACKGROUND

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development and Cooperatives (KUSKOP) that provides entrepreneurship development initiatives through multiple training and coaching and special programmes with the key objective of assisting entrepreneurs in expanding their businesses and making it profitable.

In line with INSKEN's tagline; "Membangun Usahawan MADANI", INSKEN will always ensure that all of the programmes conducted are based on the industry needs. The programmes will be executed through smart collaboration with industry practitioners, professional and various agencies in order to strengthen national entrepreneurship ecosystem in Malaysia.

VISION

Realising the National Entrepreneurship aspiration through capacity building of entrepreneurs with outcomes.

MISSION

- i. Strengthening the entrepreneurial development ecosystem by measuring outcomes.
- ii. Enhancing entrepreneur's ability to be resilient, competitive and global.
- iii. Encouraging collaborations between Ministries, Agencies and Industries.
- iv. Preparing entrepreneurs to be catalysts and leading markets trends.

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1. SCOPE OF WORK – VENDORS FOR SHOWCASE SDSI PERINGKAT WILAYAH BORNEO TAHUN 2025

INSKEN is soliciting proposals and quotations from qualified companies to provide comprehensive services in managing *Showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Borneo 2025* in various scopes. **The appointed vendor(s) will be entrusted with the end-to-end planning and execution of the event, ensuring its smooth implementation and overall success.**

a) Overview of Showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Borneo 2025

Showcase Satu Daerah Satu Industri (SDSI) is an annual exhibition that brings together high-quality Satu Daerah Satu Industri (SDSI) products from all over Malaysia. In 2025, the showcase will be organized in few regions across Malaysia and INSKEN has been appointed by KUSKOP to organize and execute *Showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Borneo 2025* (participations from SDSI entrepreneurs across all Malaysia).

The key objectives of the showcase are as follows:

- i. A dedicated platform to serve a strategic marketing medium for SDSI product and services specifically for SDSI entrepreneurs across the country.
- ii. The showcase also aims to create and expand business value chains by facilitating networking opportunities between SDSI entrepreneurs and key players including buyers, distributors, marketers, stockists, importers, and retail chains.
- iii. The showcase can also serve as a valuable avenue for sharing information on available assistance programs and entrepreneurial initiatives, enabling participants to access essential resources, support systems, and guidance for business growth and development.
- iv. To highlight and promote selected SDSI products representing each region—Sabah, Sarawak, Wilayah Persekutuan Labuan, and Semenanjung Malaysia—offering visitors a rich and diverse range of local products that reflect the unique identity of each area.

b) Programme Date, Venues, Output & Outcome:

As the appointed vendors, you are required to ensure the successful execution and achievement of the following outcomes for *Showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Borneo 2025*, which will be held in conjunction with the Program MADANI Rakyat (PMR) 2025 Negeri Sabah, as detailed below:-

ITEM	DETAILS
Date	9– 11 May 2025 (Friday – Sunday)
Venue	Dataran Majlis Perbandaran Tawau
Officiator*	YB Datuk Ewon Benedick (Minister of KUSKOP)
Target (KPI)*	<ul style="list-style-type: none"> • 100 Entrepreneurs / Exhibitors • 5,000 Visitors
Outcome (KPI)*	<ul style="list-style-type: none"> • RM 300,000.00 – Sales Target / Realised Sales • RM 1,000,000.00 – Business Matching Potential / Unrealised Sales

***Notes:** Related to *Showcase Satu Daerah Satu Industri (SDSI) Wilayah Borneo Tahun 2025* only and not overall PMR 2025 Negeri Sabah event.

c) Program Activities

Program MADANI Rakyat (PMR) 2025 Negeri Sabah aims to improve public well-being through key initiatives such as government service touchpoints, welfare programs, community engagement, and CSR activities by government-linked companies. Under the sub-programme, *Showcase SDSI Wilayah Borneo 2025* will be managed by the appointed Event Manager on behalf of KUSKOP and INSKEN, and includes:

- Exhibitions and sharing sessions by federal and state agencies
- Booth exhibitions showcasing SDSI entrepreneurs
- *Jualan Rahmah MADANI*: affordable groceries and necessities
- Entrepreneurship programme briefings
- Engaging and interactive activities for visitors

d) Programme Layout & Requirement for Showcase SDSI Wilayah Borneo 2025:



1. Main Stage & Opening Ceremony

- Main Stage & Backdrop – 1 set
- Opening Ceremony Gimmick – 1 set
- Furniture, decorations, dustbins & carpet flooring (as needed)
- Lighting, LED system & power points (as applicable)

2. Exhibition & Sales Areas

- SDSI Booths – 5 Arabian tents (20'x20')
- Jualan Murah Booths – 6 Arabian tents (20'x20')
- Tent Partitions & Booth Setup – As required
- Furniture, lighting, power points, decorations, carpet flooring

3. Secretariat Room

- Secretariat Tent (with power points) – 1 Arabian tent (20'x20')
- Meeting Table & Chairs – As required
- Electricity & Wi-Fi Setup – 1 set

4. Food & Beverage Services

- Meal Coupons – 12,000 pcs (RM5.00 each)
- Meals for Participants – 3 days x 1,000 pax/day
- VVIP/VIP Catering – 100 pax (*Light Refreshments or Full Meal*)
- Dining Area Setup
- Mineral Water (Small Bottles) – 600 bottles

5. Promotional Materials Supply

- SDSI Entrance/Exit Arch – 1 unit
- Printed Banners, Posters, Signage, Buntings, Billboards (TBC)
- Street Buntings (Permit, Installation & Removal)
- Social Media Ads, Radio Interviews, Event Promotions
- Media Advertising (by UKK KUSKOP with vendor support)

6. Programme & Activity Management

- Emcee for Opening Ceremony – 1 to 2 pax
- Event Schedule & Flow Preparation – 1 set
- Photographer & Videographer – full 3-day coverage
- Manpower: security, cleaners, waste mgmt, RELA
- Cooking Competition: "You Cook, We Taste"
- Entrepreneur Briefing Sessions
- Venue Rental (if needed)

7. Other Miscellaneous Services

- Additional requirements (TBC)

Notes: *Programme layout and requirements subject to change based on latest updates from KUSKOP.*

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1. QUALIFIED SERVICE PROVIDERS

The appointed service provider must:

- Be registered with the relevant authorities (e.g., SSM) and own valid business license and relevant certifications.
- Have proven track record in managing large-scale government or corporate events, exhibitions, or trade showcases (minimum of 3 years). Experience working with government agencies or development institutions is an added advantage.
- Have comprehensive understanding of event planning, logistics coordination, venue setup, vendor management, and crowd control.
- Demonstrated capacity to manage multi-stakeholder coordination including VIPs, exhibitors, and public attendees.
- In-house or partnered capability for production, staging, multimedia, and digital support.
- Ability to develop a compelling event concept and layout that aligns with SDSI objectives.
- Provides strategy for maximizing exposure for SDSI entrepreneurs and regional representation.
- Dedicated and qualified project team with key personnel identified (Project Manager, Logistics Coordinator, Creative Lead, etc.).
- Provide detailed quotation and budget breakdown with justifications and can provide clear project timeline with milestones and deliverables.
- Demonstrated understanding of the SDSI initiative and its role in local economic development.
- Possess sensitivity to regional diversity and the unique identity of each participating state/territory.

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2. RFP/RFQ TIMELINE

The Request for Proposal (RFP) /Request for Quotation (RFQ) process will be conducted as per the schedule below:

No.	Activity	Proposed Dates
1	Issuance of RFP document	10 th April 2025
2	Deadline to register for RFP briefing	15 th April 2025
3	Briefing on RFP document	18 th April 2025
4	Deadline for submission of proposal (s)	23 rd April 2025
5	Selection of Service Providers (s)	25 th April 2025
6	Proposal Pitching	30 th April 2025
7	Appointment of Service Providers (s)	1 st May 2025
8	Professional work commences	2 nd May 2025 onward

This RFP/RFQ process may be adjusted based on event requirements. Vendors will be selected to cover specific scopes as laid out below:

- Stage & Opening Ceremony
- Exhibition & Sales Area Setup
- Secretariat Room Setup
- Food & Beverage Services
- Promotional Materials & Branding
- Programme & Activity Management
- Miscellaneous Services

Qualified vendors are invited to submit proposals according to their expertise. Should the service provider did not receive any response from INSKEN within three (3) months from the submission date, the application is considered to be unsuccessful. INSKEN however reserve to hold the submitted quotations for reference purposes.

3. CONTENT OF THE PROPOSAL/QUOTATION

All proposal/quotations must include the following information:

Part A	Company profile & credentials, Project Manager profile including team's profile & task. (Please limit maximum of 2 pages)
Part B	Proposed Planning and Implementation (Timeline, Milestones & Deliverables). (Please limit maximum of 2 pages)
Part C	Costing breakdown by components covering each activity. The costing should be inclusive of all components including taxes, duties, levies etc. to be charged (Please limit maximum of 1 page)

Total Maximum page: 5 pages ONLY

Based on the above requirement, kindly submit your proposal to Institut Keusahawanan Negara Berhad (INSKEN). Please submit your proposal using the provided template and email to rfp@insken.gov.my with the header as follows:

- RFPRFQ2025/CDEV/SHOWCASESDSIBORNEO2025

Should you have any further clarification regarding this RFQ do not hesitate to contact Encik Allan (012-3678953) or Puan Norliana (012-6716375) for further information.

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4. REVIEW AND SELECTION

The selection panel will review the proposals based on the following criteria:

No.	Criteria	Percentage
1	Organisational Information Experience and testimonials of the company, background and capacity/capability of taking up similar projects.	20%
2	Proposed Plan Detailed planned on the approaches and implementation plans, timeline, milestones & deliverables. Able to complete expected deliverables based on timeline set out.	60%
3	Budget Detailed cost information to support the proposed plan. To include all matters pertaining to the logistic such as accommodations, flight ticket and/or transportation (if any).	20%
TOTAL		100%

Only shortlisted service provider will be contacted and may be required to present their proposals to the selection panel.

5. ADMINISTRATIVE MATTERS

For any interested service provider, please register to attend the briefing session via email to rfp@insken.gov.my **before 5.30 pm, 15th April 2025**. Please state your **name, company, phone number and mention your interest to attend the briefing session** on Vendors for Showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Borneo Tahun 2025.

INSKEN reserves the right to accept or reject any or all proposals received, to negotiate with any qualified proposer, or to cancel in part or in its entirety this RFQ process if it is in its best interest to do so without giving any reason whatsoever. This RFQ does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

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