

COMPANY'S BACKGROUND

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development and Cooperatives (MEDAC) 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 – EVENT MANAGER

INSKEN is soliciting proposals and quotations from qualified Event Management companies to provide comprehensive services in managing the Showcase Satu Daerah Satu Industri (SDSI) Peringkat Kebangsaan 2025. The appointed event manager will be responsible for **ensuring the smooth execution and success of the event by handling all aspects including planning, logistics, vendor coordination, budget management, and stakeholder engagement.**

a) Overview of the Showcase Satu Daerah Satu Industri (SDSI) Peringkat Kebangsaan 2025

Showcase Satu Daerah Satu Industri (SDSI) is an annual exhibition that brings together high-quality products and services under the SDSI initiative from across Malaysia. For 2025, the showcase will be held at the national level, involving participation from all states and regions, including Peninsular Malaysia, Sabah, and Sarawak. INSKEN has been appointed to organise and implement the **Showcase Satu Daerah Satu Industri (SDSI) Peringkat Kebangsaan Tahun 2025**, featuring SDSI entrepreneurs from every state nationwide.

The key objective 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 chains (by expanding their networking contacts) between entrepreneurs and buyers, distributors, marketers, stockists, importers, even supermarket chains.
- iii. The showcase can also serve as a valuable platform for sharing information on various assistance programs and entrepreneurial initiatives, providing participating participants with opportunities to access resources, support, and guidance for their business growth and development.
- iv. Selected SDSI products will represent all regions across Malaysia—including Peninsular Malaysia, Sabah, and Sarawak—showcasing a diverse and unique range of products to event visitors at the national level.

b) Programme Date, Venues, Output & Outcome:

As the appointed Event Manager, you are required to ensure the successful execution and achievement of the following outcomes for the Showcase Satu Daerah Satu Industri (SDSI) Peringkat Kebangsaan 2025, which will be held in conjunction with Program Mega Karnival 3 Dimensi (MK3D), as detailed below:-

ITEM	DETAILS
Date	30 July – 3 August 2025 (Wednesday – Sunday)
Venue	Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur
Opening Ceremony	2 August 2025 (Saturday) @ 2.00 pm
Officiator	YAB Dato' Seri Anwar bin Ibrahim, Prime Minister of Malaysia
Target/Outcome* (KPI)	i. Total Visitors: 2 million visitors over 5 days ii. Cash Sales: RM1 million iii. Business Matching Value (Padaniaga): RM3 million iv. Funding/Financing Secured: RM1 million

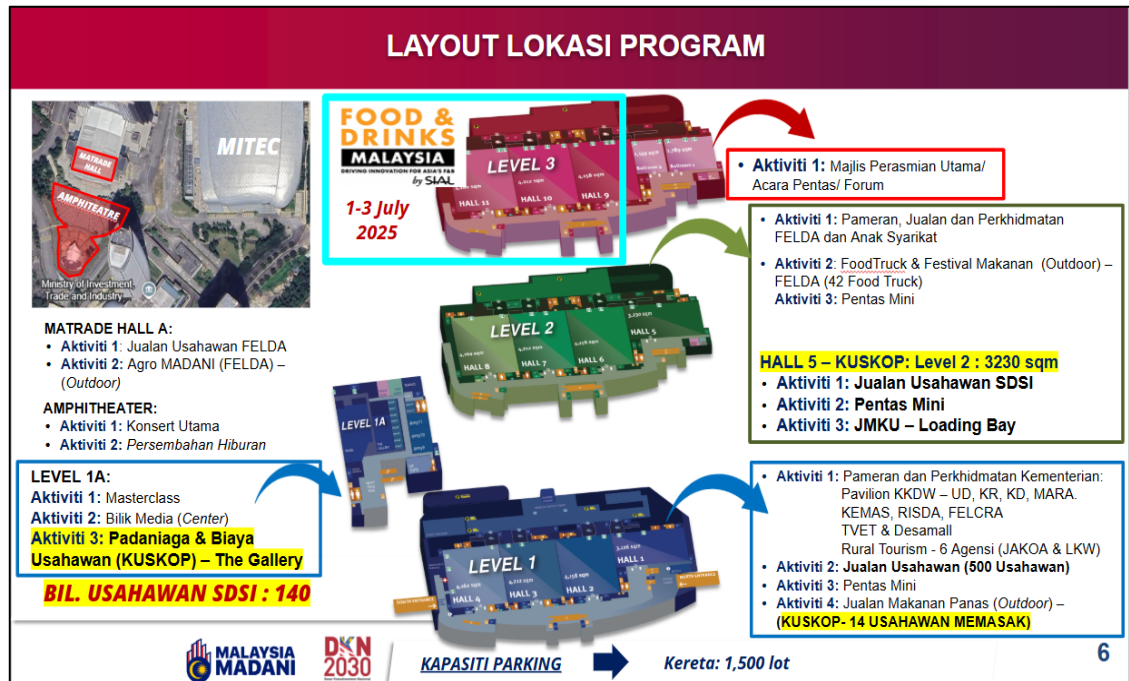
*Notes: Related to Showcase Satu Daerah Satu Industri (SDSI) Peringkat Kebangsaan only and not overall Program Mega Karnival 3 Demensi (MK3D).

c) Program Activities

The Showcase Satu Daerah Satu Industri (SDSI) Peringkat Kebangsaan 2025 is a national-level platform aimed at promoting and commercialising high-quality local products and services developed under the SDSI initiative. It brings together entrepreneurs, government agencies, and the public in a unified effort to strengthen the visibility and marketability of SDSI products across Malaysia. Among the key programmes and activities featured during the showcase are:

- Exhibitions and sharing sessions by federal and state agencies
- Booth exhibitions highlighting SDSI entrepreneurs from all states
- Jualan Rahmah MADANI, offering affordable groceries and daily essentials at discounted prices
- Briefing sessions on entrepreneurship development programmes
- Engaging and interactive public activities designed to attract and educate visitors

d) Programme Layout & Requirement for Showcase SDSI Peringkat Kebangsaan 2025



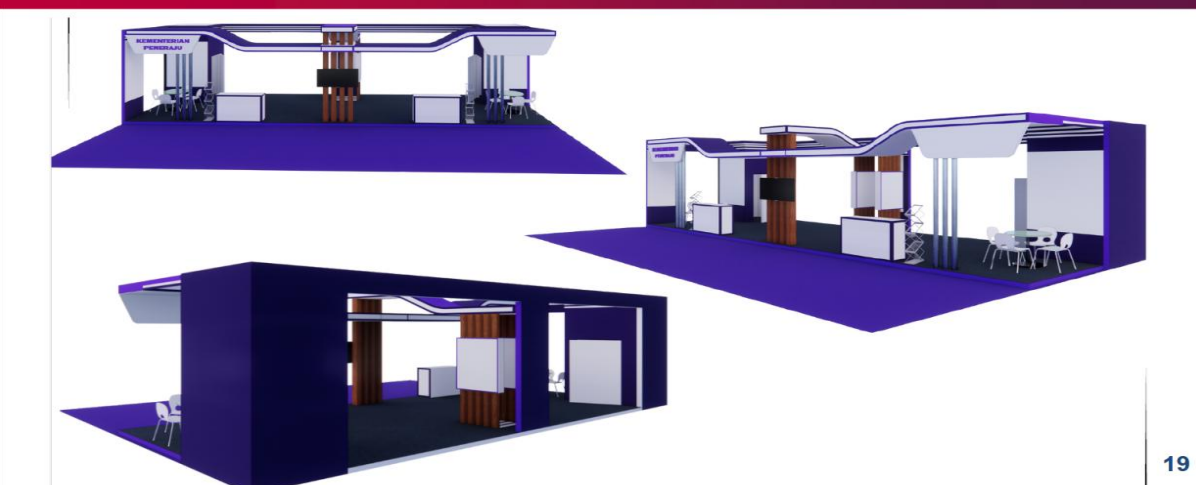
LAYOUT LOKASI PROGRAM



PAVILION KUSKOP DAN AGENSI DI BAWAH KUSKOP



PAVILION KEMENTERIAN PENERAJU





1) F&B Services

Provision of food and beverages via:

- Printed Meal Coupons
 - Cash Redemption of Meal Coupons
- Total Allocation:** RM60,000

2) Programme Management Services

- Mini Stage Emcee (5 days)
- Buskers (4 days)

3) Other Services

- Bottled Mineral Water (small bottles)
- First Aid Kit

4) Promotional Printing Services

- Supplying and distributing printed promotional materials
- Applying for permits to hang banners and buntings in strategic areas
- Installing and removing banners and buntings
- Ensuring distribution and placement of printed materials at strategic locations

5) Promotional Items:

- Banners/Buntings (various designs according to programme)
- Buntings (Business Matching & Funding Zone)
- Lanyards and ID Cards (Secretariat/Crews)
- MK3D Official T-Shirts (Sublimation T-shirt, Material Diamond, Polo T-shirt)
- Non-Woven Bags
- Keychains
- SDSI Pendrives
- Aprons
- Mock Cheques

6) Additional Promotional Elements

- **Sandwich Board Promoters:**
- 4 persons/day × 5 days = 20 persons total
- **Visitor Tracking Sensors:**
- North Gate (1 unit × 5 days)
- South Gate (1 unit × 5 days)
- Central Gate (1 unit × 5 days)
- West Gate / Loading Bay Entrance (1 unit × 5 days)

7. Other Miscellaneous Services

- Additional requirements (TBC)

Note: 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.
- 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	4 th July 2025
2	Deadline to register for RFP briefing	8 th July 2025
3	Briefing on RFP document	9 th July 2025
4	Deadline for submission of proposal (s)	11 th July 2025
5	Selection of Service Providers (s)	12 th July 2025
6	Proposal Pitching	14 th July 2025
7	Appointment of Service Providers (s)	15 th July 2025
8	Professional work commences	16 th July 2025 onward

This RFP/RFQ process may be adjusted based on event requirements.
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.

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- **CONTENT OF THE PROPOSAL/QUOTATION**

All proposal/quotations must include the following information:

Part A	Company profile & credentials, Event 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:

- RFPRFQ2024/CDEV/SHOWCASE/SDSIKEBANGSAAN2025

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

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- **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.

- **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, 8th July 2025**. Please state your **name, company, phone number and mention your interest to attend the briefing session** Event Manager for Showcase Satu Daerah Satu Industri (SDSI) Peringkat Kebangsaan 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.

END OF DOCUMENT

