

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 proposal & quotation from qualified Event Manager to provide service to INSKEN in managing the showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Timur for the year 2025. Job scope of the event manager is to ensure the **smooth execution and success of the showcase by managing and coordinating all aspects of the event from start to finish, including planning, logistics, vendor coordination, budget management, and effective stakeholder engagement.**

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

Showcase Satu Daerah Satu Industri (SDSI) is an annual exhibition that brings together high-quality Satu Daerah Satu Industri (SDSI) products and services from the all over Malaysia. For 2025, the showcase will be organized in all regions. INSKEN has been appointed to organize and implement the **Showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Timur 2025** (participations from SDSI entrepreneurs across Pahang, Terengganu, and Kelantan) (east region).

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 from Pahang, Terengganu and Kelantan.
- 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 selected product SDSI are represent the states in respective region which can offer varieties of product to the event visitors.
- iv. To highlight and promote selected SDSI products representing east region—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 Timur 2025*:

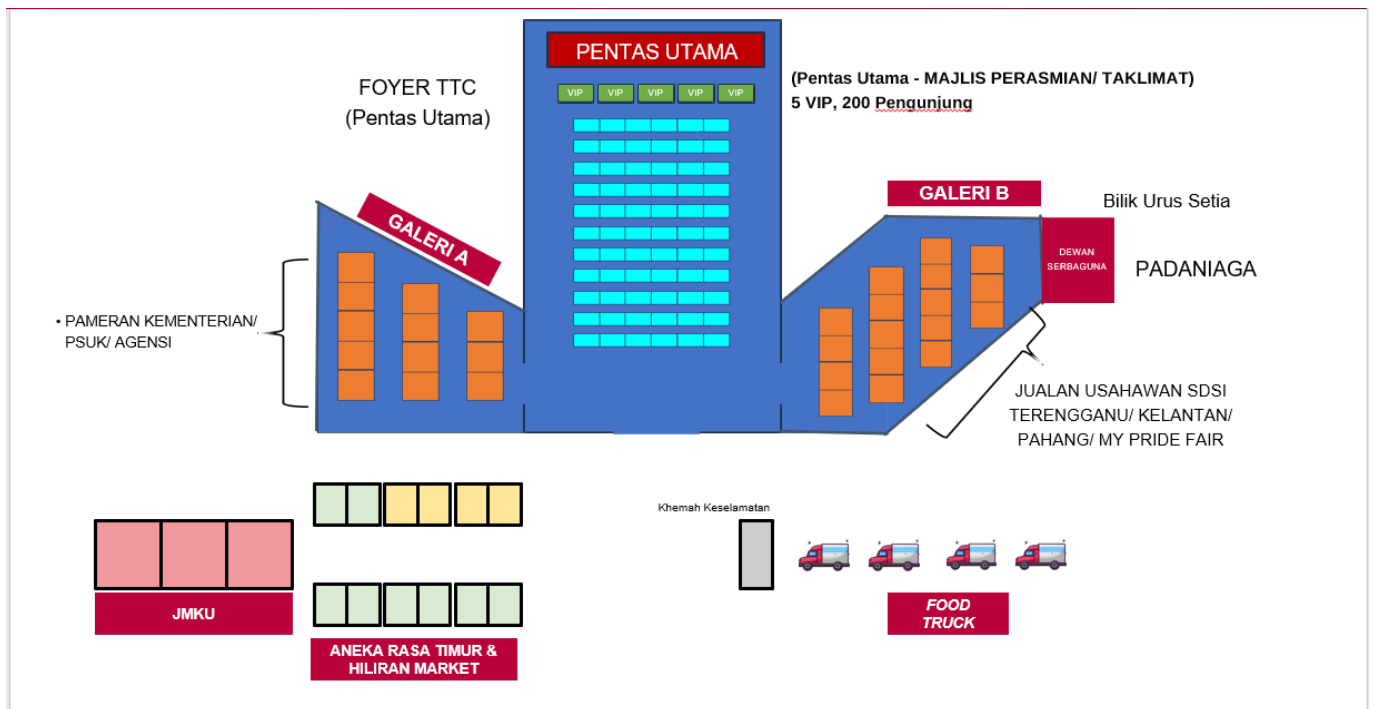
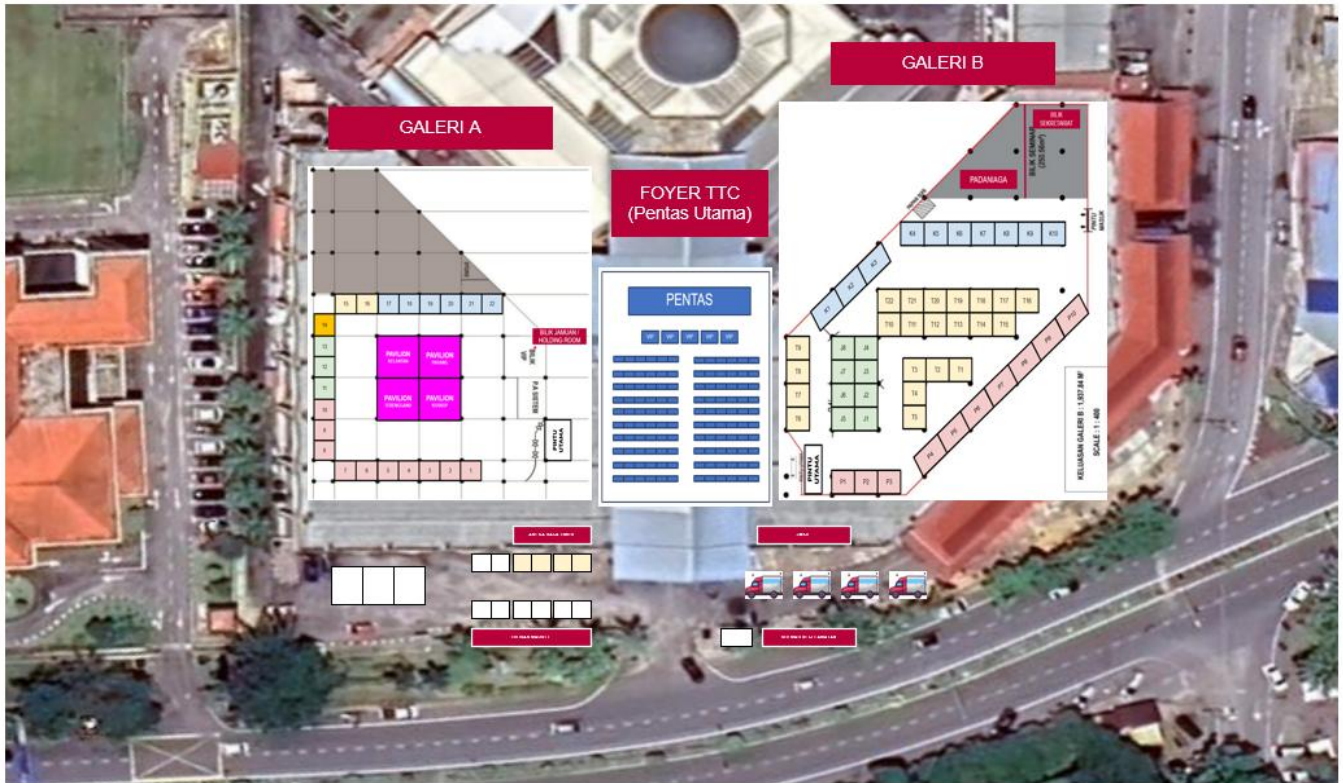
ITEM	DETAILS
Date	28 – 30 August 2025 (Thursday-Saturday)
Venue	Pusat Dagangan Terengganu (TTC), Kuala Terengganu
Officiator	YBhg. Dato' Sri Khairul Dzaimie bin Daud (Secretary General, KUSKOP)
Output (KPI)	<ul style="list-style-type: none">• 50 SDSI Entrepreneurs (Terengganu, Pahang dan Kelantan)• 3,000 Visitors
Outcome (KPI)	<ul style="list-style-type: none">• RM 75,000 – Sales Target / Realised Sales• RM 1,000,000.00 - Business Matching Potential / Unrealised Sales• RM 2,000,000.00 – Potensi BIAYA Usahawan

c) Program Activities

The Showcase Satu Daerah Satu Industri (SDSI) Peringkat Wilayah Timur 2025 is 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 east region. Among the key programmes and activities featured during the showcase are:

- Exhibitions and sharing sessions by federal and state agencies
- Booth exhibitions highlighting product SDSI entrepreneurs
- Jualan MADANI Koperasi Usahawan (JMKU), 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 Wilayah Timur 2025:



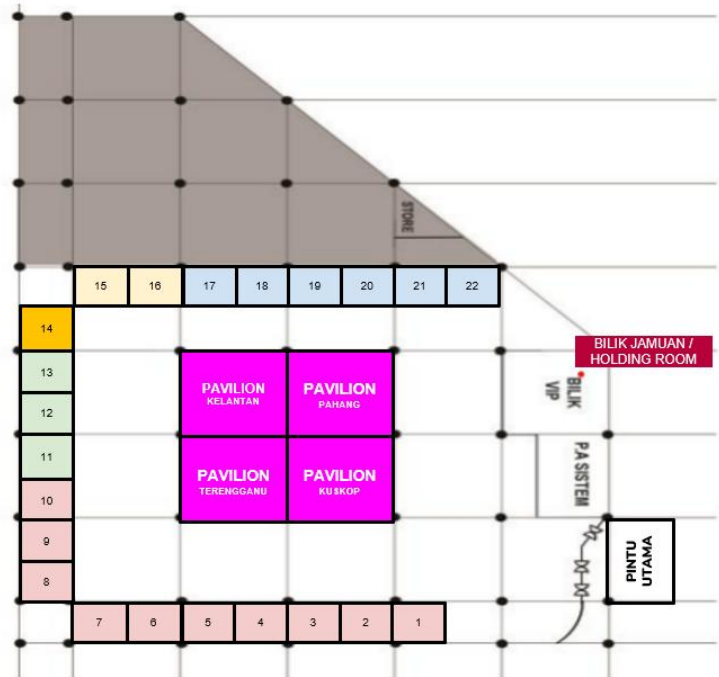
LAYOUT GALERI A



KELUASAN GALERI A : 1,213.41 M²
 SCALE : 1 : 400

Keluasan Booth 3m X 3m

1	INSKEN	A9	AIM	17	YPU X JPM (TBC)
2	TEKUN	10	PERNAS	18	
3	UDA	11	KKDW	19	
4	SME BANK	12	MOTAC	20	
5	SME CORP.	13	KRAFTANGAN	21	
6	SKM	14	MYMALL	22	
7	BANK RAKYAT	15	BIAYA USAHAWAN		
8	IKMA	16	BIAYA USAHAWAN		

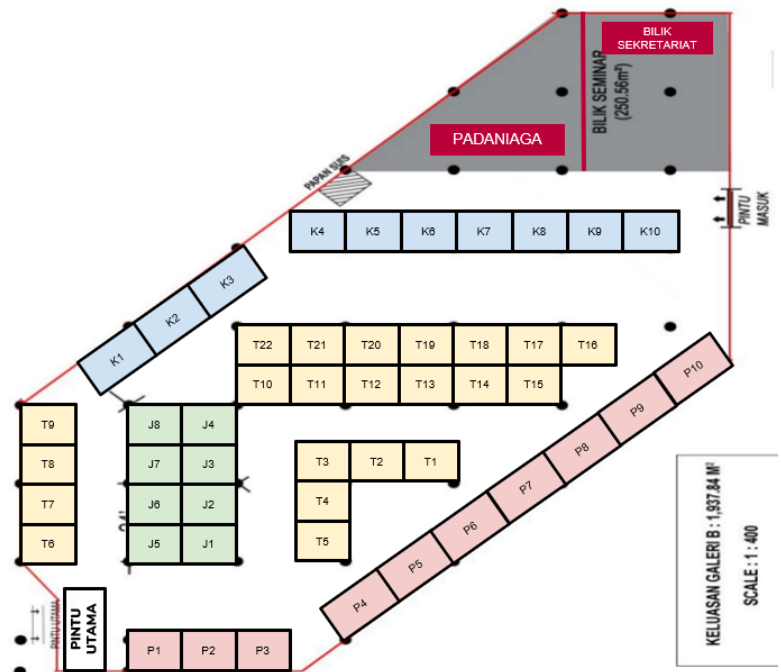


LAYOUT GALERI B



KELUASAN GALERI B : 1,937.84 M²
 SCALE : 1 : 400

22 x Reruai Usahawan SDSI Terengganu
 10 x Reruai Usahawan SDSI Kelantan
 10 x Reruai Usahawan SDSI Pahang
 8 x Reruai Jualan Produk Penjara



*tertakluk kepada perubahan dari semasa ke semasa

1. Main Stage & Opening Caremony:

- Main Stage & Backdrop – 1 set
- Opening Ceremony Gimmick – 1 set
- VIP Chairs – 5 Unit
- Visitors Chairs (opening ceremony) – 200 units
- Furniture, decorations, dustbins & carpet flooring (as needed)
- Lighting, LED system & power points (as applicable)
- Additional requirements (TBC)

2. Requirements Setup Inside Gallery A:**i. KUSKOP Pavilion and State Government
(Pahang, Terengganu & Kelantan)**

- Pavilion with Logo Print & Info Panel – 4 Unit (6'x6')
- Furniture, decorations, dustbins & carpet flooring (as needed)
- Lighting, LED system & power points (as applicable)

ii. Booth Ministry & Agencies Government

- Booth Shell Scheme - 22 units (3'x3')
- Fascia Printing – 22 units
- Banquet Table with Cover – 22 units
- Standard Chairs – 44 units
- Socket (2 gang – 13 amp) – 22 units
- Small Trash Bin – 22 units
- Carpet – 22 units

iii. Food & Drink Services Catering For Opening Ceremony

- Round Banquet Table with Cover: 3 units
- Banquet Chairs: 27 units
- VVIP/VIP: 27 pax
- Dome: 3 units
- Snack + Coffee/Tea + Mineral Water (for Holding Room VIP): 1 units
- Coffee Table – 1 units
- Sofa + Setee – 5 units
- 10 sets of snacks (2 types)
- Accompanied with appropriate serving utensils

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3. Requirements Setup Inside Gallery B:

i. SDSI Exhibition & Sales Areas

- Booth Shell Scheme – 50 units (3'x3')
- Fascia Printing – 50 units
- Banquet Table – 50 units
- Standard Chairs – 100 units
- Socket (2 gang – 13 amp) – 50 units
- Small Trash Bin – 50 units

ii. Business Matching

- Banquet Table – 7 units
- Standard Chairs – 28 units
- Bunting Stand – 2 units

iii. Secretariat Room

- Banquet Tables: 4 units
- Regular Chairs: 20 units
- High-Speed Wi-Fi: 1 unit
- Trash Bins: 2 units
- Sockets (2 gang - 13 amp): 4 units
- Printer with Toner and A4 Paper: 1 unit

4. Outside Area - Aneka Rasa Timur

- Arabian Canopy – 2 units (20'x10')
- Fascia Printing – 4 units
- Banquet Table – 4 units
- Standard Chairs – 8 units
- Socket (2 gang – 13 amp) – 4 units
- Fluorescent Light – 4 units
- Industrial/Mist Fan – 4 units

5. Outside Area – Hiliran Market

- Arabian Canopy (10 x 10): 8 units
- Fascia Printing: 8 units
- Banquet Table: 8 units
- Regular Chair: 16 units
- Socket (2 gang - 13 amp): 8 units
- Fluorescent Light: 8 units
- Industrial/Mist Fan: 8 units

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6. Outside Area - Jualan Madani Koperasi Dan Usahawan (JMKU)

- Arabian Canopy – 3 units (20'X20')
- Fascia Printing – 3 units
- JMKU Banner – 1 unit
- Canvas Side Wall – 3 units
- Banquet Table – 6 units
- Standard Chairs – 12 units
- Socket (2 gang – 13 amp) – 3 units
- Socket (15 amp) – 2 units
- Fluorescent Light – 6 units
- Ceiling Fan – 3 units

7. Outside Area – Ruang Makan Pengunjung

- Arabian Canopy (10 x 10): 4 units
- Round Plastic Table: 8 units
- Regular Chair: 40 units

8. Outside Area – Security Enforcement

- Arabian Canopy (10 x 10) – 1 unit
- Banquet Table – 2 units
- Standard Chairs – 6 units
- Socket (2 gang – 13 amp) – 2 units
- Fluorescent Light – 2 units
- Industrial/Mist Fan – 1 unit

9. Promotional Materials Supply

- Entrance/Exit Arch SDSI – 1 unit
- Road Bunting – 50 units
- SDSI Program Information Board – 1 unit
- Official T-Shirts (Polo, Sublimation) – 150 units
- Program Book Design and Printing – 50 units
- Social Media Ads, Radio Interviews, Event Promotions
- Media Advertising (by UKK KUSKOP w/ vendor support)

11. Food & Beverage Services

- Meal Coupons Printing – 1,500 units (RM5.00 each)
- Mineral Water (Small Bottles) – 200 units

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12. Programme & Activity Management

- Sandwich Man (3 days) – 2 units
- Portable Speaker with Stand (Gallery A & B) – 4 units
- Power Supply – DB/Genset – 1 unit
- Manpower: Security, Cleaners, Waste Management, RELA

13. 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.
- 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	18 th July 2025
2	Deadline to register for RFP briefing	21 st July 2025
3	Briefing on RFP document	23 rd July 2025
4	Deadline for submission of proposal (s)	25 th July 2025
5	Selection of Service Providers (s)	28 th July 2025
6	Proposal Pitching	30 th July 2025
7	Appointment of Service Providers (s)	31 st July 2025
8	Professional work commences	1 st August 2025 onward

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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3. 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:

- RFPRFQ2025/CDEV/SHOWCASE/SDSITIMUR2025

Should you have any further clarification regarding this RFPQ do not hesitate to contact Encik Allan (012-3678953) or Encik Fareed (017-6215132) 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, 21st 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 Wilayah Timur 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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