

COMPANY'S BACKGROUND

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of the Ministry of Entrepreneur and Cooperatives Development (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 the programmes conducted are based on the industry needs. The programmes will be executed through smart collaboration with industry practitioners, professional and various agencies to strengthen the 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 entrepreneurs' ability to be resilient, competitive, and global.
- III. Encouraging collaborations between Ministries, Agencies, and Industries.
- IV. Preparing entrepreneurs to be catalysts and leading market trends.

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1. OVERVIEW HEBATKAN PERNIAGAAN MALAYSIA

“Hebatkan Perniagaan Malaysia” is an initiative launched by YB Minister of Kementerian Pembangunan Usahawan dan Koperasi (KUSKOP), with the aim to; 1) promote products/services of KUSKOP and its agencies, and 2) promote local MSME products & entrepreneurs.

The Karnival Hebatkan Perniagaan Malaysia (HPM) 2026 x Showcase Satu Daerah Satu Industri (SDSI) 2026 has been identified as one of 13 platforms to deliver this initiative. For the year 2026, the Karnival will be held at several locations, with Johor Bahru being identified as the first host of the Karnival followed by Melaka, Penang & Sabah.

2. SCOPE OF WORK – KARNIVAL HEBATKAN PERNIAGAAN MALAYSIA 2026 x SHOWCASE SDSI 2026 @ JOHOR BAHRU

INSKEN is soliciting proposals & quotations from a qualified service provider/vendor(s) to deliver comprehensive event management services for Karnival Hebatkan Perniagaan Malaysia (HPM) 2026 x Showcase Satu Daerah Satu Industri (SDSI) 2026 in Johor Bahru. The appointed service provider/vendor(s) will be responsible for the successful delivery of the programme, including planning, logistics, vendor coordination, budget control, and stakeholder management. Qualified and interested service providers/vendors may apply for one or both locations.

a) Overview Karnival Hebatkan Perniagaan Malaysia (HPM) 2026 x Showcase Satu Daerah Satu Industri (SDSI) 2026

Karnival Hebatkan Perniagaan Malaysia (HPM) 2026 x Showcase Satu Daerah Satu Industri (SDSI) 2026 is a new initiative to empower local entrepreneurs (including SDSI entrepreneurs) through business matching, exhibition & direct selling to consumer and business advisory from various government agency. For the year 2026, the Karnival will be held at several locations. INSKEN has been appointed to organize and implement the Karnival HPM 2026 @ Johor Bahru, with participations from SDSI and other local entrepreneurs.

b) Programme date, venue, output, outcome

As the appointed service provider, you are required to ensure the successful execution and achievement of the following outcomes for the showcase. The details are as follows:

ITEM	DETAILS
Official program name	Karnival Hebatkan Perniagaan Malaysia (HPM) 2026 x Showcase Satu Daerah Satu Industri (SDSI) 2026 @ Johor Bahru
Date	5 – 7 June 2026 (Friday – Sunday)
Venue	Parking A, Padang Akasia, Angsana Mall, Johor Bahru
Opening Ceremony	7 June 2026 (Sunday)
Officiator	YB Encik Steven Sim Chee Keong, Minister of Entrepreneur Development and Cooperatives (KUSKOP)
KPI (output)	100 entrepreneurs 50,000 visitors across 3 days programme
KPI (outome)	Realised Sales : RM 100,000.00 Business Matching Value / Potential : RM 1,000.000.00

c) Programme Activities

Among the key activities featured during the programme are:

- Seminars/business talks,
- Business matching for entrepreneurs,
- Exhibitions and sharing sessions by federal & state agencies,
- Booth exhibitions & food trucks,
- Jualan Murah Koperasi dan Usahawan (JMKU),
- Briefing sessions on entrepreneurship development programmes,
- Engaging and interactive public activities designed to attract and educate visitors.

d) Venue layout & requirements

Service for this programme are split into 2 main scopes;

Scope 1: Main stage and indoor setup, including all requirements;

Scope 2: Mini stage and outdoor setup, including all requirements.

The breakdown of the scopes is detailed as per table below:

Scope 1: Main Stage and indoor setup, including all requirements

No.	Scope	Detail	Count
1	Sub-scope 1.1: Service for planning layout, install and uninstall equipment for indoor areas Sub-scope 1.2: Main stage & launching ceremony management service	1) <u>Marquee tent</u> 15m x 5m (1650 sqft) marquee tent, extruded aluminium framework structure with reinforced platform. Carpeted, and equipped with air-conditioner and lights.	2 bays
		2) <u>Main stage</u> Stage platform : 8m x 6m x 2m, with stairs Main LED screen : 14m x 3m Mini screen : 4m x 2.4m Multipurpose camera production (MCP) Audio Visual (AV) system Wireless microphone Lighting system Stage decoration (flowers & scallop)	1 set 1 unit 2 unit 1 set 1 set 4 unit 1 set 1 set
		3) <u>Multimedia design</u> Visual backdrop Launching gimmick - Launching montage - Physical/live gimmick Customized backdrop according to main stage activities	1 set
		4) <u>Pavilion</u> Entrance/Exit Arch HPM 2026 High speed WiFi	2 unit 1 set

No.	Scope	Detail	Count
		Breakdown in the pavilion area:	
	Capacity Development Cluster	Fascia printing Banquet table Chair Power socket (2 gang – 13 amp)	1 set 2 set 2 unit 1 unit
	Financing Cluster	Fascia printing Banquet table Chair Power socket (2 gang – 13 amp)	1 set 2 set 2 unit 1 unit
	Entrepreneurship Development Cluster	Fascia printing Banquet table Chair Power socket (2 gang – 13 amp)	1 set 2 set 2 unit 1 unit
	Community Cluster	Fascia printing Banquet table Chair Power socket (2 gang – 13 amp)	1 set 2 set 2 unit 1 unit
	Business Matching Cluster	Fascia printing Banquet table Chair Power socket (2 gang – 13 amp)	1 set 2 set 2 unit 1 unit

No.	Scope	Detail		Count
		HPM secretariat room	Modular 6m x 6m with printed panel info	1 unit
			Banquet table	5 unit
			Chair	10 unit
			Power socket (2 gang – 13 amp)	5 unit
		Media room	Modular 6m x 6m with printed panel info	1 unit
			Banquet table	5 unit
			Chair	10 unit
			Power socket (2 gang – 13 amp)	5 unit
		VIP room	Modular 6m x 6m with printed panel info	1 unit
			Coffee table	1 unit
			Sofa	5 unit
			Power socket (2 gang – 13 amp)	5 unit

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Scope 2: Mini Stage and outdoor setup, including all requirements

No.	Scope	Detail	Count
2	Sub-scope 2.1: Service for planning layout, install and uninstall equipment for outdoor areas Sub-scope 2.2: Safety, security & energy supply	1) <u>Marquee tent for trading area</u> 30m x 5m open marquee tent, extruded aluminium framework structure with reinforced platform. Carpeted, and equipped with industrial fan, mist fan and lights.	10 bay
		2) <u>Entrance/Exit Arch HPM 2026</u>	1 set
		3) <u>Mini stage</u> Stage platform : 6m x 3m x 0m, with stairs Needle punch carpet (mono-color) LED screen : 6m x 3m Audio Visual (AV)/PA system Wired/wireless microphone Lighting system Suitable stage decoration	1 set 1 set 1 set 1 unit 3 unit LS
		4) <u>Entrepreneurs' booth</u> Booth shell scheme (3m x 3m) Fascia printing Banquet table Plastic chair Power socket (2 gang – 13 amp) Mini dustbin	90 unit 90 unit 90 unit 180 unit 90 unit 90 unit
		5) <u>Marquee tent for food & beverages area</u> 30m x 5m open marquee tent, extruded aluminium framework structure with reinforced platform. Equipped with industrial fan/mist fan and lights.	10 bay

No.	Scope	Detail	Count
		6) <u>Complete water-draining system (water inlet/outlet, sink, sewage system)</u>	10 unit
		7) <u>Entrance/Exit Arch HPM 2026</u>	1 set
		8) <u>Food and beverages stall/kiosk</u> Kiosk (3m x 3m), material shell scheme structure, 1mH fencing type Oblong table 2ft x 6ft Chair Fascia printing 15amp plug point	10 unit 10 unit 20 unit 10 unit 10 unit
		9) <u>Visitors' dining space</u> Table Plastic chairs Covered dustbin	30 unit 200 unit 6 unit
		10) <u>Jualan MADANI Koperasi dan Usahawan (JMKU)</u> Arabian canopy Fascia printing Platform, carpeted Banner JMKU Canvas side wall Banquet table Plastic chair Socket (2 gang – 13 amp) Socket (15 amp) Fluorescent lamp Ceiling fan	3 unit 3 unit 1 unit 1 unit 5 unit 6 unit 12 unit 3 unit 2 unit 6 unit 3 unit
		11) <u>SDSI Secretariat Room</u> Modular 10m x 10m Banquet table Plastic chair WiFi Socket (2 gang – 13 amp) Fluorescent lamp Air conditioner 1.5hp	1 unit 6 unit 20 unit 1 unit 6 unit 6 unit 2 unit

No.	Scope	Detail	Count
		12) <u>Safety control</u> Arabian canopy 10 x 10 Banquet table Plastic chair Socket (2 gang – 13 amp) Fluorescent lamp Industrial/mist fan	1 unit 2 unit 6 unit 2 unit 2 unit 1 unit
		13) <u>Electricity/energy supply</u> Genset 1000KvA Diesel DB box Cable ramp Barricade with branding printing traupaline to cover genset area Technician on standby	LS

3. QUALIFIED SERVICE PROVIDERS

Service provider must be able to deliver the scope of works as appended above, with credible and sound experience, including sufficient industry and/or professional experience in event management, and the provision of other relevant services as needed.

The appointed service provider must be;

1. Be registered with the relevant authorities (e.g., SSM) and own valid business licenses and relevant certifications,
2. Proven track record in managing large scale events (government or corporate), exhibitions, or trade showcases (minimum of 3 years).

Having previous experience with government agencies is an advantage.

3. Have a comprehensive understanding of event planning, logistics coordination, venue setup, vendor management, and crowd control,
4. Demonstrated capacity to manage multi stakeholder coordination, including VIPs, exhibitors, and public attendees,

5. In-house or partnered capability for assembling service, staging, multimedia, and digital support,
6. Provides a strategy for maximizing exposure for SDSI entrepreneurs and regional representations,
7. Dedicated and qualified project team with key personnel identified (Project Manager, Logistics Coordinator, Creative Lead, etc.),
8. Provide detailed quotation and budget breakdown with justifications and can provide a clear project timeline with milestones and deliverables,
9. Demonstrated understanding of the SDSI initiatives and its role in local economic development,
10. Possess sensitivity to regional diversity and the unique identity of each participation state/territory.

4. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

The appointed service provider shall acknowledge and agree that any design/deliverables created for this RFP shall be considered as a “work made for hire” and all rights to the said design/deliverables shall belong exclusively to INSKEN.

The appointed service provider shall be prohibited from disseminating all data and/or deliverables developed and funded under this programme to other parties without prior written consent of INSKEN.

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5. TIMELINE

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

No.	Activity	Date
1	Issuance of RFP document	16 May 2026
2	Deadline to register for RFP briefing	19 May 2026
3	Briefing on RFP document (online)	20 May 2026
4	Deadline for submission of proposal (s)	21 May 2026
5	Selection of Service Providers (s)	21 May 2026
6	Proposal Pitching (online)	22 May 2026
7	Appointment of Service Providers (s)	25 May 2026
8	Professional work commences	28 May 2026

Should the service provider not receive any response from INSKEN within three (3) months from the submission date, the application is deemed unsuccessful. INSKEN, however reserve to hold the submitted proposal for reference purposes.

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6. CONTENT OF THE PROPOSALS

All proposals must include the following information:

Part A	Company profile & credentials, Supervisor/Team Leader (s) & team members' profiles. (Please limit maximum of 2 pages)
Part B	Proposed Programme Plan, Tools, Implementation, Timeline, Milestones & Deliverables. (Please limit maximum of 4 pages)
Part C	Costing breakdown by components covering each activity. The costing shall include taxes, duties, levies to be charged, etc. (Please limit maximum of 2 page)

Total Maximum page for RFP: 8 pages ONLY

Note: Service Provider(s) are requested to refer to the "Sample of Proposal" to be submitted to INSKEN.

Based on the above requirement, kindly submit your proposals to Institut Keusahawanan Negera (INSKEN) **before or by 11.00 am, 21st May 2026**. Please submit your proposal using the provided template and email to rfp@insken.gov.my with the header as follows:

- **RFP2026/ID/KARNIVALHPM/JB**

Should you have any further clarification regarding this RFP do not hesitate to contact Encik Allan (012-3678953) or Encik Fauzan (011-33794307) for further information.

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7. 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, able to provide maintenance and support	20%
2	Proposed Program Implementation Detailed planning on the approaches and implementation plans, timeline, milestones & deliverables. Able to complete expected deliverables based on the timeline set out.	60%
3	Budget Detailed cost information to support the proposed programmes. To include all matters including logistics such as accommodations, flight ticket, and/or transportation	20%
TOTAL		100%

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

8. ADMINISTRATIVE MATTERS

All proposals must include the following information:

For any interested service provider, please register to attend the briefing session via email to rfp@insken.gov.my **before 3.30 pm, 19th May 2026.** Please state your **name, company, phone number and mention your interest to attend the briefing session.**

INSKEN will not entertain inquiries via email or phone calls. All questions will be answered during the briefing sessions only.

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 RFP process if it is in its best interest to do so without giving any reason whatsoever. This RFP does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

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