

## **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 Tengah dan Wilayah Timur for the year 2024. 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 & Peringkat Wilayah Timur 2024***

*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 2024, the showcase will be organized in all regions. INSKEN has been appointed to organize and execute *Showcase Satu Daerah Satu Industri (SDSI)* in Central Region (participations from SDSI entrepreneurs across Negeri Sembilan, Selangor, and Federal Territories) and East Coast Region (participations from SDSI entrepreneurs across Pahang, Terengganu, and Kelantan).

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 selected product SDSI are represent the states in respective region which can offer varieties of product to the event visitors.

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**b) Programme Date, Venues, Output & Outcome**

The programme date and venue will be held as per details below:

MAKLUMAT PROGRAM		
		
	WILAYAH TENGAH DI SELANGOR	WILAYAH TIMUR DI TERENGGANU
TARIKH	25-27 OKTOBER 2024 (JUMAAT – AHAD) • 9.00 pagi – 10.00 malam (Jumaat – Sabtu) • 9.00 pagi – 5.00 petang (Ahad) *Perasmian oleh YB Timbalan Menteri KUSKOP pada 26 Oktober 2024 (Sabtu) jam 10:30 pagi.	28 - 30 NOVEMBER 2024 (KHAMIS - SABTU) • 9.00 pagi – 10.00 malam (Khamis – Jumaat) • 9.00 pagi – 5.00 petang (Sabtu) *Perasmian oleh YB Timbalan Menteri KUSKOP pada 30 November 2024 (Sabtu) jam 3.00 petang
TEMPAT	Dewan Kenanga dan Perkarangan Kompleks Pejabat Kerajaan Daerah Petaling	Pusat Dagangan Terengganu, Kuala Terengganu
OUTPUT	• 50 usahawan SDSI (Selangor, Negeri Sembilan dan WP Kuala Lumpur) • 3,000 pengunjung	• 50 usahawan SDSI (Terengganu, Pahang dan Kelantan) • 3,000 pengunjung
OUTCOME	• Jualan Tunai Usahawan : RM75 ribu • Potensi Jualan Padanan Perniagaan : RM1 juta • Potensi Pembiayaan BIAYA Usahawan : RM2 juta	• Jualan Tunai Usahawan : RM75 ribu • Potensi Jualan Padanan Perniagaan : RM1 juta • Potensi Pembiayaan BIAYA Usahawan : RM2 juta

**c) Programme Activities**

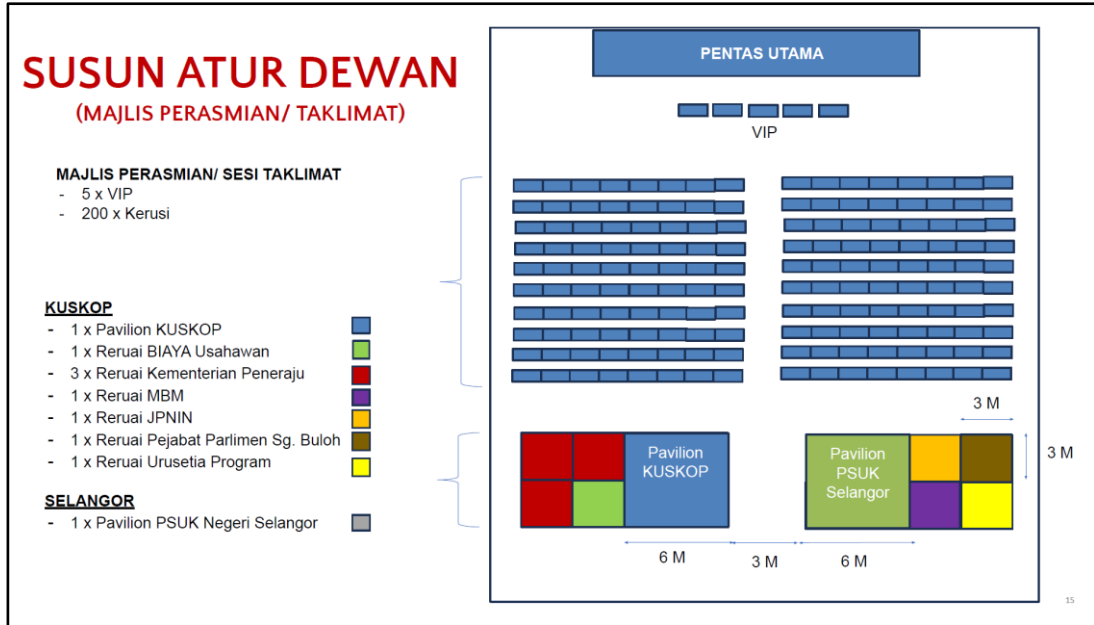
**SHOWCASE SDSI WILAYAH TENGAH 2024**

KOMPONEN & PENGISIAN PROGRAM	
KOMPONEN	PENGISIAN
<ul style="list-style-type: none"> <li>Pameran Kementerian/ PSUK/ Agensi</li> <li>Showcase &amp; Jualan Usahawan SDSI</li> <li>Padanan Perniagaan (PADANIAGA) SDSI</li> <li>Jualan Foodtruck/ Anekarasa MADANI</li> <li>Jualan MADANI Koperasi/ Jualan Ehsan Rakyat</li> <li>Webinar &amp; BIAYA Usahawan</li> </ul>	<ul style="list-style-type: none"> <li>Malam Darul Ehsan Berselawat</li> <li>Malam Kesenian &amp; Kebudayaan</li> <li>Pertandingan Pakaian Beragam Kanak-Kanak Sempena Deepavali</li> <li>Kaunter Perkhidmatan Bergerak/ Mobile</li> <li>Pertandingan Mewarna Bank Rakyat NURI</li> <li>Sesi KAHOOT!</li> <li>Seminar/ Pocket Talk Keusahawanan &amp; Koperasi</li> </ul>

**SHOWCASE SDSI WILAYAH TIMUR 2024**

KOMPONEN & PENGISIAN PROGRAM	
KOMPONEN	PENGISIAN
<ul style="list-style-type: none"> <li>Pameran Kementerian/ PSUK/ Agensi</li> <li>Showcase &amp; Jualan Usahawan SDSI</li> <li>Padanan Perniagaan (PADANIAGA) SDSI</li> <li>Jualan Foodtruck/ Anekarasa MADANI</li> <li>Jualan MADANI Koperasi</li> <li>Webinar &amp; BIAYA Usahawan</li> </ul>	<ul style="list-style-type: none"> <li>Ceramah Perdana bersama Ustaz Jemputan</li> <li>Malam Kesenian &amp; Kebudayaan</li> <li>Pertandingan Mewarna Bank Rakyat NURI</li> <li>Sesi KAHOOT!</li> <li>Seminar/ Pocket Talk Keusahawanan &amp; Koperasi</li> </ul>

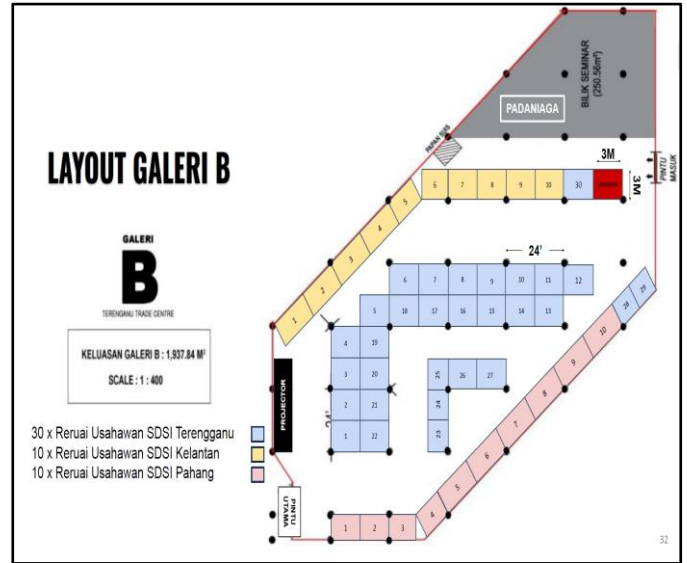
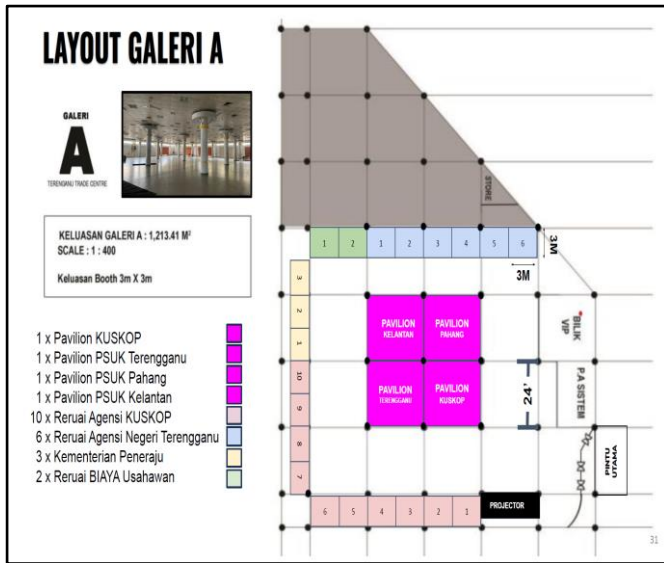
**d) Programme Layout & Requirement for Showcase SDSI Wilayah Tengah 2024**



- **Requirements Inside Main Hall:**
  - i. Main Stage – 1 unit
  - ii. VIP Chairs – 5 units
  - iii. Visitors Chairs (opening ceremony) – 200 units
  - iv. Ministry & State Pavilion – 2 units (6m x 6m)
  - v. Agencies’s Booth – 8 units (3m x 3m)
- **Requirements Outside Main Hall:**
  - i. Mini Stage – 1 unit
  - ii. SDSI Entrepreneurs Booth – 50 units (3m x 3m)
  - iii. Anekarasa MADANI Booth – 5 units
  - iv. JMKU / JER Booth – 4 units
  - v. Round Tables & Chairs – TBC
- **Others:**
  - vi. Photographer & videographer.
  - vii. Manpower support - security guard, cleaners, waste management, RELA, etc.
  - viii. Printing of postage, signage, bunting & billboard (quantity TBC)
  - ix. Promotional & marketing activities (i.e: media social ad, radio interview, event blasting).
  - x. Furniture items, dustbins, decorations & carpet flooring (where needed)
  - xi. Lighting, LED system & power points (where applicable)
  - xii. Others (TBC)

**e) Programme Layout & Requirement for Showcase SDSI Wilayah Timur 2024**





- **Requirements Inside Gallery A:**
  - i. Ministry & State Pavilion – 4 units (6m x 6m)
  - ii. Agencies’ Booth – 21 units (3m x 3m)
- **Requirements Inside Gallery B:**
  - i. SDSI Entrepreneurs Booth – 50 units (3m x 3m)
  - ii. Secretariat Booth – 1 unit (3m x 3m)
- **Others:**
  - i. Main Stage – 1 unit
  - ii. VIP Chairs – 5 units
  - iii. Visitors Chairs (opening ceremony) – 200 units
  - iv. Aneka Rasa Timur Booth – 4 units
  - v. JMKU Booth – 4 units
  - vi. Round Tables & Chairs – TBC
  - vii. Photographer & videographer
  - viii. Manpower support - security guard, cleaners, waste management, RELA, etc.
  - ix. Printing of postage, signage, bunting & billboard (quantity TBC)
  - x. Promotional & marketing activities (i.e: media social ad, radio interview, event blasting)
  - xi. Furniture items, dustbins, decorations & carpet flooring (where needed)
  - xii. Lighting, LED system & power points (where applicable)
  - xiii. Others (TBC)



## **2. QUALIFIED SERVICE PROVIDERS**

The appointed service provider must first and foremost have a valid licensed to act as advocate and solicitor in Malaysia and will be able to deliver the scope of works as append above with credible and sufficient professional experience in winning previous similar cases.

## **3. RFP/RFQ TIMELINE**

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

<b>No.</b>	<b>Activity</b>	<b>Date</b>
1	Issuance of RFQ document	12 <sup>th</sup> September 2024
2	Deadline to register for RFQ briefing	19 <sup>th</sup> September 2024
3	Briefing on RFP document	20 <sup>th</sup> September 2024
4	Deadline for submission of Quotation(s)	23 <sup>rd</sup> September 2024
5	Pitching	26 <sup>th</sup> September 2024
6	Appointment of Service Providers (s)	30 <sup>th</sup> September 2024
7	Professional work commences	1 <sup>st</sup> October 2024 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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#### **4. 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 <b>2 pages</b> )
Part B	Proposed Planning and Implementation (Timeline, Milestones & Deliverables). (Please limit maximum of <b>2 pages</b> )
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 <b>1 page</b> )

#### **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](mailto:rfp@insken.gov.my) with the header as follows:

- RFP RFQ2024/CDEV/SHOWCASE/SDSITENGAHTIMUR

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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## 5. REVIEW AND SELECTION

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

No.	Criteria	Percentage
1	<b>Organisational Information</b> Experience and testimonials of the company, background and capacity/capability of taking up similar projects.	20%
2	<b>Proposed Plan</b> Detailed planned on the approaches and implementation plans, timeline, milestones & deliverables. Able to complete expected deliverables based on timeline set out.	60%
3	<b>Budget</b> 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%
<b>TOTAL</b>		<b>100%</b>

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

## 6. ADMINISTRATIVE MATTERS

For any interested service provider, please register to attend the briefing session via email to [rfp@insken.gov.my](mailto:rfp@insken.gov.my) **before 12.30 pm, 19<sup>th</sup> September 2024**. 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 Tengah Dan Wilayah Timur Tahun 2024.

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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