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Tarikh : 8 Julai 2025

MALAYSIAN
INVESTMENT
DEVELOPMENT
AUTHORITY



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NOTIS PELAWAAN SEBUTHARGA

NO. SEBUT HARGA : SH MIDA BIL: 17/2025

**PERKARA : SEBUTHARGA PEROLEHAN PERKHIDMATAN
PENERBITAN VIDEO PROMOSI PELAN INDUK
PERINDUSTRIAN BAHARU (NIMP) 2030**

Dokumen ini hendaklah disifatkan menjadi dan dibaca serta ditaksirkan sebagai sebahagian daripada Perjanjian Sebut Harga.

Kepada :

Sesiapa Yang Berkenaan

Pelawaan Sebutharga oleh :

**Ketua Pegawai Eksekutif
Lembaga Pembangunan Pelaburan Malaysia
(MIDA), Bahagian Pengurusan Korporat
Tingkat 14, MIDA Sentral, No. 5
Jalan Stesen Sentral 5
Kuala Lumpur Sentral
50470 Kuala Lumpur**

No. Telefon : **03 – 2267 3633**

No. Faks : **03 – 2274 7970**

Sebutharga adalah dibuka kepada syarikat-syarikat yang berdaftar dengan **Suruhanjaya Syarikat Malaysia (SSM) dan Kementerian Kewangan Malaysia (MOF)** di bawah Kod Bidang:-

010503 – Filem dan Mikrofilem; **atau**

010599 – Pembuat (Fotografi & Filem); **atau**

221302 – Rakaman; **atau**

221304 – Audio Visual; **atau**

222001 – Media Elektronik (tidak termasuk kerja-kerja percetakan).

dan pendaftarannya masih lagi berkuatkuasa.

1. PERINGATAN

- 1.1 Penyebutharga-penyebutharga dikehendaki membaca dan memahami keseluruhan butir-butir dokumen sebutharga sebelum mengemukakan tawaran.
- 1.2 **Pastikan dokumen sebutharga diisi di dalam format seperti yang telah ditetapkan di dalam borang maklumbalas. Sebutharga hendaklah dihantar dalam dua salinan iaitu salinan *hardcopy* dan *softcopy*.**
- 1.3 MIDA tidak terikat untuk menerima mana-mana tawaran terendah atau mana-mana tawaran.
- 1.4 Sebutharga yang lewat diterima dari tarikh dan masa ditetapkan **tidak akan dipertimbangkan.**

2. JAMINAN ATAS SEBUTHARGA

Pendaftaran penyebutharga-penyebutharga di Kementerian Kewangan adalah merupakan jaminan ke atas sebutharga-sebutharga yang dikemukakan. Sekiranya penyebutharga-penyebutharga menarik balik tawaran sebelum sebutharga dipertimbangkan atau menolak tawaran setelah Surat Setuju Terima (SST) dikeluarkan, tindakan tatatertib akan diambil dan MIDA akan mencadangkan kepada Kementerian Kewangan supaya membatalkan pendaftaran tuan sebagai Kontraktor Kerajaan.

3. TEMPOH PROJEK

Tempoh kontrak bagi perolehan perkhidmatan penerbitan video promosi pelan induk perindustrian baharu (NIMP) 2030 ini adalah untuk tempoh empat (4) bulan sahaja.

*Nota: Tarikh mula kontrak akan dimaklumkan kepada penyebutharga yang berjaya.

4. DOKUMEN SEBUTHARGA

BAB 1 – Surat Akuan Penyebutharga & Surat Akuan Pembida

BAB 2 – Spesifikasi Teknikal

BAB 3 – Maklumbalas Teknikal Dan Jadual Harga

BAB 4 – Pengalaman Syarikat

BAB 5 – Butir-Butir Penyebutharga & Maklumat Kewangan Syarikat

5. PENYERAHAN SEBUTHARGA

5.1 Dokumen sebutharga hendaklah lengkap, ditandatangani dan diserahkan kembali kepada MIDA tidak lewat jam **12.00 tengah hari pada 28 Julai 2025 (Isnin)**.

5.2 Tawaran ini hendaklah dikemukakan dalam **satu (1) sampul surat berlakri (sealed) beserta dokumen-dokumen yang mesti dikembalikan** iaitu :-

1.	Bab 1	Surat Akuan Penyebutharga Surat Akuan Pembida
2.	Bab 3	Maklumbalas Teknikal Dan Jadual Harga
3.	Bab 4	Pengalaman Syarikat
4.	Bab 5	Butir-Butir Penyebutharga & Maklumat Kewangan Syarikat :- ➤ Penyata Kewangan untuk 3 tahun terakhir ➤ Penyata Bank untuk 3 bulan terakhir
5.		➤ Salinan Pendaftaran Syarikat Dengan Suruhanjaya Syarikat Malaysia (SSM) dan Kementerian Kewangan (MOF) ➤ Salinan Sijil Pematuhan Cukai (<i>Tax Compliance Certificate – TCC</i>)
6.		Salinan 'hardcopy' dan 'softcopy'

- 5.3 Sampul tersebut hendaklah ditanda di bahagian atas sampul surat dengan:-

**SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO
PROMOSI PELAN INDUK PERINDUSTRIAN BAHARU (NIMP) 2030**

**SEBUT HARGA MIDA BIL.: 17/2025
DITUTUP PADA: 28 JULAI 2025 (ISNIN)
MASA: SEBELUM / PADA 12.00 TENGAHARI**

- 5.4 Senarai semakan Sebut Harga bagi dokumen-dokumen yang disertakan adalah seperti di **Lampiran Semakan**.

Semua sebutharga hendaklah dialamatkan kepada:-

**Ketua Pegawai Eksekutif
Lembaga Pembangunan Pelaburan Malaysia
Tingkat 14, MIDA Sentral, No. 5
Jalan Stesen Sentral 5
Kuala Lumpur Sentral
50470 Kuala Lumpur.**

- 5.5 Sebutharga hendaklah diserahkan di:-

**Bahagian Pengurusan Korporat
Lembaga Pembangunan Pelaburan Malaysia
Tingkat 14, MIDA Sentral, No. 5
Jalan Stesen Sentral 5
Kuala Lumpur Sentral
50470 Kuala Lumpur.**

6. SYARAT – SYARAT AM SEBUT HARGA

Tertakluk kepada apa-apa syarat khas yang ditetapkan di tempat lain dalam pelawaan ini, syarat-syarat am yang berikut hendaklah dipakai, melainkan setakat mana syarat-syarat am itu ditolak atau diubah dengan khususnya oleh penyebut harga.

6.1 HARGA

- (a) **Harga indikatif** bagi sebut harga ini adalah sebanyak **RM300,000.00**.
- (b) Harga Indikatif Jabatan ini merupakan suatu anggaran sahaja dan amaun tersebut tidak mengikat Kerajaan atau mana-mana pihak lain juga bagi maksud mengelakkan kekeliruan yang mungkin berbangkit.
- (c) Pihak Kerajaan tidak menjamin bahawa syarikat akan dipilih atau boleh menyiapkan kerja dengan bersandarkan Harga Indikatif Jabatan.
- (d) Harga yang disebutkan hendaklah harga bersih termasuk kos penghantaran, pemasangan, insurans, diskaun, cukai jualan dan perkhidmatan (SST) dan sebagainya. Sebut harga hendaklah dinyatakan dalam Ringgit Malaysia (RM). Sebut harga ini sah selama **sembilan puluh (90) hari** dari tarikh tutup sebut harga.

6.2 SEBUT HARGA SEBAHAGIAN

Sebut harga boleh ditawarkan bagi semua bilangan item atau sebahagian bilangan item.

6.3 BARANG SETARA

Sebut harga boleh ditawarkan bagi barang setara yang sesuai dengan syarat butir-butir penuh diberi.

6.4 PERSETUJUAN

- (a) MIDA tidak terikat untuk setuju terima sebut harga yang terendah atau mana-mana sebut harga; dan
- (b) Setiap butiran akan ditimbangkan sebagai satu sebut harga yang berasingan.

6.5 PEMERIKSAAN

- (a) MIDA sentiasa berhak melantik pegawai untuk memeriksa dan menguji bekalan itu semasa tempoh pembuatan atau pada bila-bila masa lain sebelum penyerahan bekalan tersebut ; dan
- (b) Penyebut harga hendaklah memberi kemudahan pemeriksaan atau pengujian apabila dikehendaki.

6.6 PERAKUAN MENYATAKAN SPESIFIKASI TELAH DIPATUHI

Penyebut harga dikehendaki memperakui bahawa bekalan / perkhidmatan yang dibekalkan oleh mereka adalah mengikut spesifikasi atau piawai (jika ada) yang dinyatakan di dalam pelawaan ini.

6.7 PENOLAKAN

- (a) Barang yang rendah mutunya atau yang berlainan daripada bekalan yang telah dipersetujui sebut harganya boleh ditolak;
- (b) Apabila diminta, penyebut harga hendaklah menyebabkan barang yang ditolak itu dipindahkan atas tanggungan dan perbelanjaannya sendiri, dan ia hendaklah membayar balik kepada MIDA segala perbelanjaan yang telah dilakukan mengenai bekalan yang ditolak itu; dan
- (c) Fasal kecil (a) dan (b) di atas ini tidaklah memudaratkan apa-apa hak MIDA untuk mendapatkan ganti rugi kerana kegagalan memenuhi obligasi kontrak.

6.8 PENGIKLANAN

Tiada apa-apa iklan mengenai persetujuan terhadap mana-mana sebut harga boleh disiarkan dalam mana-mana akhbar, majalah atau lain-lain saluran iklan tanpa kelulusan MIDA.

6.9 TAFSIRAN

Sebut harga ini dan apa-apa kontrak yang timbul daripadanya hendaklah diertikan mengikut dan dikawal oleh Undang-undang Malaysia, dan penyebut harga bersetuju tertakluk hanya kepada bidang kuasa Mahkamah Malaysia sahaja dalam apa-apa pertikaian atau perselisihan

jua pun yang mungkin timbul mengenai sebut harga ini atau apa-apa kontrak yang timbul daripadanya.

6.10 INSURANS

Tiada apa-apa insurans atas barang dalam perjalanan daripada negeri pembekal atau dalam Malaysia dikehendaki dimasukkan ke dalam sebut harga.

6.11 LARANGAN

- (a) Pengangkutan bagi barang-barang larangan dan merbahaya adalah tidak dibenarkan sama sekali. Pihak syarikat hendaklah memastikan peraturan yang ditetapkan bagi kemasukan barang-barang ke negara berkenaan dipatuhi.
- (b) Barang-barang kepunyaan orang lain (pihak ketiga) adalah tidak dibenarkan dimuatkan bersama barangan MIDA.

6.12 PERINGATAN MENGENAI KESALAHAN RASUAH

- (a) Sebarang perbuatan atau percubaan rasuah untuk menawar atau memberi, meminta atau menerima apa-apa suapan secara rasuah kepada dan daripada mana-mana orang berkaitan perolehan ini merupakan suatu kesalahan jenayah di bawah Akta Pencegahan Rasuah 2009 (Akta 694);
- (b) Sekiranya mana-mana pihak ada menawar atau memberi apa-apa suapan kepada mana-mana anggota pentadbiran awam, maka pihak yang ditawarkan atau diberi suapan dikehendaki membuat aduan dengan segera ke pejabat Suruhanjaya Pencegahan Rasuah Malaysia (SPRM) atau balai polis yang berhampiran. Kegagalan berbuat demikian adalah merupakan suatu kesalahan di bawah Akta Pencegahan Rasuah 2009 (Akta 694);
- (c) Tanpa prejudis kepada tindakan-tindakan lain, tindakan tatatertib terhadap anggota perkhidmatan awam dan menyenaraihitamkan kontraktor atau Petender boleh diambil sekiranya pihak-pihak terlibat dengan kesalahan rasuah di bawah Akta Pencegahan Rasuah 2009 (Akta 694); dan
- (d) Mana-mana kontraktor atau Petender yang membuat tuntutan pembayaran berkaitan perolehan ini walaupun tiada kerja dibuat atau tiada barangan dibekal mengikut spesifikasi yang ditetapkan atau tiada perkhidmatan diberi dan mana-mana anggota perkhidmatan

awam yang mengesahkan tuntutan berkenaan adalah melakukan kesalahan di bawah Akta Pencegahan Rasuah 2009 (Akta 694).

6.13 PENAMATAN

MIDA atau melalui wakilnya berhak membatalkan perkhidmatan sekiranya syarikat berada dalam salah satu daripada keadaan berikut dan setelah menerima surat amaran daripada MIDA atau melalui wakilnya.

- (a) Sekiranya syarikat masih gagal menyiapkan kerja dalam tempoh masa yang telah ditetapkan seperti di dalam sebutharga tuan.
- (b) Penggantungan perlaksanaan seluruh atau sebahagian kerja oleh syarikat, tanpa apa-apa sebab yang munasabah.
- (c) Tidak mematuhi arahan MIDA atau wakilnya tanpa apa-apa alasan yang munasabah.
- (d) Apabila syarikat diisytiharkan bankrap oleh pihak yang sah.

6.14 PENAMATAN ATAS SEBAB RASUAH ATAU AKTIVITI-AKTIVITI YANG MENYALAHAI UNDANG-UNDANG

- (a) Tanpa prejudis ke atas mana-mana hak MIDA, sekiranya SYARIKAT, personel, kakitangan atau pekerjanya telah disabitkan bersalah di Mahkamah untuk rasuah atau apa-apa aktiviti yang menyalahi undang-undang berhubung dengan Perjanjian ini atau mana-mana perjanjian lain antara MIDA dan SYARIKAT tersebut, sekiranya ada, MIDA berhak untuk menamatkan Perjanjian ini pada bila-bila masa dengan memberikan notis bertulis serta-merta kepada SYARIKAT bagi maksud itu.
- (b) Akibat daripada penamatan tersebut, MIDA berhak menuntut segala kerugian, kos, ganti rugi dan perbelanjaan (termasuk apa-apa kos dan perbelanjaan sampingan) yang ditanggung oleh MIDA.
- (c) Bagi mengelakkan sebarang kekeliruan, kedua-dua pihak dengan ini bersetuju bahawa pihak SYARIKAT tidak mempunyai sebarang hak untuk membuat tuntutan ganti rugi termasuk kekurangan keuntungan, kerugian, atau apa-apa tuntutan lain akibat daripada penamatan Perjanjian ini.

7. PENERIMAAN SEBUTHARGA

- 7.1 MIDA akan memberi notis bertulis kepada penyebutharga yang berjaya apabila sebutarganya disetujuterima.
- 7.2 Notis itu tidaklah boleh disifatkan sebagai disetujuterima sehingga pengesahan bertulis daripada penyebutharga menyatakan bahawa semua syarat-syarat sebutharga atau yang diubahsuai adalah diterima.

8. BANTAHAN SPESIFIKASI

Penyebutharga yang merasa tidak berpuashati dengan spesifikasi yang disediakan, mereka berhak untuk membuat bantahan kepada MIDA dalam tempoh empat belas (14) hari dari tarikh dokumen sebutharga mula dijual. Bantahan yang diterima selepas tempoh tersebut tidak akan dipertimbangkan.

9. MAKLUMAT TAMBAHAN

Sebarang pertanyaan atau keterangan lanjut, syarikat diminta berhubung dengan **En. Syahminudin Md. Shaarani, Bahagian Pengurusan Korporat** di talian 03-2263 2471 atau emel : syahminudin@mida.gov.my.

Sekian.

“MALAYSIA MADANI”

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,



(ZAINAL ABDUL RAHMAN)

Pengarah

Bahagian Pengurusan Korporat

b.p. Ketua Pegawai Eksekutif

Lembaga Pembangunan Pelaburan Malaysia (MIDA)

BAB 1

SURAT AKUAN PENYEBUTHARGA

**LEMBAGA PEMBANGUNAN PELABURAN MALAYSIA
TINGKAT 14, MIDA SENTRAL, NO. 5
JALAN STESEN SENTRAL 5
KUALA LUMPUR SENTRAL
50470 KUALA LUMPUR.**

SEBUTHARGA MIDA BIL. 17/2025

**SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI
PELAN INDUK PERINDUSTRIAN (NIMP) 2030**

Kepada:

Penyebutharga-penyebutharga,

SURAT AKUAN PENYEBUTHARGA

Kepada:

**Ketua Pegawai Eksekutif
Lembaga Pembangunan Pelaburan Malaysia
MIDA Sentral, No. 5
Jalan Stesen Sentral 5
Kuala Lumpur Sentral
50470 Kuala Lumpur.**

Tuan,

SEBUTHARGA MIDA BIL: 17/2025

**SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI
PELAN INDUK PERINDUSTRIAN (NIMP) 2030**

Di bawah dan tertakluk kepada Arahan Kepada Penyebutharga, saya yang menurunkan tandatangan di bawah ini adalah dengan ini mengambil bahagian sebutharga dan menawarkan untuk melaksanakan perkhidmatan di atas mengikut penentuan spesifikasi yang ditetapkan di dalam Dokumen Sebutharga.

2. Saya yang menurunkan tandatangan di bawah ini bersetuju menerima serta mematuhi dan terikat dengan semua Syarat-syarat Kontrak dan Spesifikasi Sebutharga ini dan bersetuju di atas harga yang ditawarkan RM..... sebagai asas perkiraan bagi pembayaran perkhidmatan yang telah dipesan oleh Lembaga Pembangunan Pelaburan Malaysia (MIDA).

3. Dengan ini juga telah difahami bahawa MIDA berhak menerima atau menolak sebarang sebutharga ini, sama ada harga yang ditawarkan rendah atau tinggi atau sama dengan sebutharga-sebutharga yang lain. Saya juga bersetuju untuk menerima kesemua atau sebahagian dari item-item yang ditawarkan dan sedia mengikut kehendak dan pertimbangan MIDA. Saya juga bersetuju bahawa harga sebutharga yang saya beri ini akan sah laku (*valid*) dan tidak ditarik balik dalam tempoh sembilan puluh (90) hari dari tarikh tutup sebutharga dan tiada apa-apa syarat dikenakan selepas tarikh ditetapkan.

4. Selanjutnya saya bersetuju sekiranya sebutharga saya diterima, saya akan mengikat perjanjian kontrak serta memberi bon pelaksanaan dalam tempoh empat belas (14) hari dari tarikh terima surat tawaran dari MIDA, sekiranya diarahkan.

5. Saya juga mengesahkan, setelah menyemak sendiri iaitu semua dokumen yang digunakan untuk sebutharga ini adalah yang sebenar yang terdapat di dalam Dokumen Sebutharga.

Nama
Penyebutharga :

(Tandatangan
Penyebutharga)

Alamat dan Cop
Rasmi Syarikat :

Tarikh :

Nama Saksi :

(Tandatangan Saksi)

Alamat :

SURAT AKUAN PEMBIDA
SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI
PELAN INDUK PERINDUSTRIAN (NIMP) 2030
(SEBUTHARGA MIDA NO. 17/2025)

Saya, No. Kad Pengenalan
yang mewakili nombor Pendaftaran
dengan ini mengisytiharkan bahawa saya atau mana-mana individu yang mewakili
syarikat ini:-

- i. tidak akan menawarkan, menjanjikan atau memberikan apa-apa suapan kepada mana-mana orang dalam mana-mana Kementerian/Agensi atau mana-mana orang lain, sebagai suapan untuk dipilih dalam mana-mana perolehan; dan
- ii. tidak akan melakukan atau terlibat dengan tipuan bida dalam mana-mana perolehan.

Bersama ini dilampirkan Surat Perwakilan Kuasa bagi saya mewakili syarikat seperti tercatat di atas untuk membuat pengisytiharan ini.

2. Sekiranya saya, atau mana-mana individu yang mewakili syarikat ini didapati terlibat dalam pakatan tipuan bida dengan syarikat lain berkenaan perolehan di atas atau menawarkan, menjanjikan atau memberikan apa-apa suapan kepada mana-mana orang dalam MIDA atau mana-mana orang lain sebagai dorongan untuk dipilih dalam perolehan seperti di atas, maka saya sebagai wakil syarikat bersetuju tindakan-tindakan berikut boleh diambil:

- 2.1 Hilang kelayakan untuk dinilai dan dilantik bagi perolehan di atas; dan
- 2.2 Lain-lain tindakan undang-undang/tatatertib mengikut undang-undang/peraturan perolehan Kerajaan yang berkuat kuasa.

3. Saya sesungguhnya faham bahawa:

- 3.1 saya atau mana-mana orang yang berkaitan dengan syarikat boleh didakwa bagi kesalahan* di bawah Akta Suruhanjaya Pencegahan Rasuah Malaysia 2009 [Akta 694] dan Kanun Keseksaan [Akta 574] serta boleh dihukum di bawah undang-undang masing-masing atas kegagalan saya atau mana-mana orang yang mewakili syarikat ini untuk mematuhi perkara (i) dalam surat akuan ini; atau
- 3.2 tindakan boleh dikenakan ke atas syarikat di bawah Akta Persaingan 2010 [Akta 712] atas kegagalan saya atau mana-mana orang yang mewakili syarikat ini untuk mematuhi perkara (ii) dalam surat akuan ini. Sekiranya syarikat didapati melanggar peruntukan seksyen 4(2)(d) Akta 712, syarikat boleh didenda tidak melebihi sepuluh peratus (10%) daripada pusing ganti (*turn over*) sepanjang tempoh suatu pelanggaran itu berlaku.

4. Sekiranya terdapat mana-mana orang cuba memperolehi atau meminta apa-apa suapan daripada saya atau mana-mana orang yang berkaitan dengan syarikat ini sebagai dorongan untuk dipilih dalam perolehan seperti di atas, maka saya berjanji akan dengan segera melaporkan perbuatan tersebut kepada pejabat Suruhanjaya Pencegahan Rasuah Malaysia (SPRM) atau balai polis yang berhampiran. Saya sedar bahawa kegagalan saya berbuat demikian adalah merupakan suatu kesalahan di bawah seksyen 25 (1) Akta Suruhanjaya Pencegahan Rasuah Malaysia 2009 [Akta 694] dan boleh dihukum di bawah seksyen 25(2) akta yang sama, apabila disabitkan boleh didenda tidak melebihi RM100,000 atau penjara selama tempoh tidak melebihi sepuluh tahun atau kedua-duanya.

5. Saya sesungguhnya faham bahawa syarikat melakukan kesalahan jika seseorang yang bersekutu dengan syarikat** memberikan, menjanjikan atau menawarkan suapan untuk memperoleh atau mengekalkan perniagaan atau faedah dalam menjalankan perniagaan di bawah seksyen 17A Akta Suruhanjaya Pencegahan Rasuah Malaysia 2009 [Akta 694], apabila disabitkan kesalahan boleh didenda tidak kurang daripada sepuluh kali ganda jumlah atau nilai suapan, atau RM1 juta, atau dipenjarakan selama tempoh tidak melebihi dua puluh tahun atau kedua-duanya.

Yang benar,

Tandatangan :
Nama :
No. KP :
Tarikh :
Cap Syarikat :

Catatan:

- (i) *termasuk kesalahan ditetapkan dalam Jadual (Perenggan 3 (a), takrif "kesalahan ditetapkan") Akta Suruhanjaya Pencegahan Rasuah Malaysia 2009 [Akta 694] yang boleh dihukum di bawah Kanun Keseksaan [Akta 574].
- (ii) **seseorang yang bersekutu dengan syarikat merujuk kepada seksyen 17A (6) Akta Suruhanjaya Pencegahan Rasuah Malaysia 2009 [Akta 694], iaitu seseorang itu bersekutu dengan organisasi komersial jika dia seorang pengarah, pekongsi atau pekerja organisasi komersial itu atau dia ialah orang yang melaksanakan perkhidmatan untuk atau bagi pihak organisasi komersial itu.
- (iii) Surat Akuan ini hendaklah dikemukakan bersama surat perwakilan kuasa.
- (iv) Takrifan perusahaan di bawah Akta 712 merangkumi syarikat yang terlibat dengan perolehan Kerajaan.

BAB 2

SPESIFIKASI TEKNIKAL

SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI PELAN INDUK PERINDUSTRIAN (NIMP) 2030

CONTENT OUTLINE

1.0 Introduction

MIDA seeks to appoint a production house to develop and produce a **five-minute**, narrative-driven promotional video, **structured into five (5) segments**, each approximately **one (1) minute in duration**. Each segment will highlight the priority sectors under the New Industrial Master Plan (NIMP) 2030:

- Electrical & Electronics
- Chemicals
- Aerospace
- Pharmaceutical
- Medical Devices

The main objective of the video is to provide updated information on investment activities and Malaysia's industrial transformation under NIMP 2030. This includes publicising and creating awareness of the positive impact of these investments on national economic growth, social development, and technological progress.

These videos will be strategically published and utilised across MIDA's digital platforms (Facebook, X, LinkedIn, Instagram, YouTube and TikTok), and featured at relevant domestic and international investment promotion engagements such as exhibitions and conferences. Content must be visually engaging and optimised for both social media and exhibition formats to maximise visibility and impact.

Refer to **Appendix A – Terms of Reference (TOR)** for full project objectives, company eligibility, scope of work, and technical specifications.

2.0 Scope of Work

The appointed company will be responsible for the complete production cycle, including:

- Kick-off and discovery
- Pre-production (research, scripting, storyboarding)
- Production (filming, voiceover, subtitling)
- Post-production (editing, graphics, master file preparation)
- Final delivery of all assets and working files

3.0 Project Duration

The estimated project implementation period is **September to December 2025**, with final delivery expected by **31 December 2025**. Timelines may be adjusted due to evolving requirements, subject to mutual agreement.

4.0 Expected Deliverables

- One (1) success story video (~5 minutes)
 - Structured into Five (5) segments (~1 minute each)
- Master files, bilingual subtitles (BM/EN), raw footage, and all editable working files

5.0 Proposal Submission Format

All submissions must follow the format outlined in the following appendices:

- Appendix I – Compliance Feedback Checklist SH17/2025
(*Senarai Semak Pematuhan Maklumbalas SH17/2025*)
- Appendix B – Proposal Format
- Appendix C – Price Schedule Template
- Appendix D – Production Team Structure Template
- Appendix E – MIDA Brand Guideline

Bidders must ensure that proposals are complete, clearly structured, and aligned with the branding and technical standards set forth in the above documents.

All creative proposals must be submitted in both hardcopy (A4 size) and softcopy (MS PowerPoint format). **Bidders will also be required to present their proposed concepts to the technical committee via a physical presentation session, for which details will be provided at a later date.**

SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI PELAN INDUK PERINDUSTRIAN (NIMP) 2030

INTRODUCTION

MIDA seeks to appoint a production house to develop and produce a **five-minute**, narrative-driven promotional video, **structured into five (5) segments**, each approximately **one (1) minute in duration**. Each segment will highlight the priority sectors under the New Industrial Master Plan (NIMP) 2030:

- Electrical & Electronics
- Chemicals
- Aerospace
- Pharmaceutical
- Medical Devices

The video and segments will be strategically published and utilised across MIDA's digital platforms, including Facebook, X, LinkedIn, Instagram, YouTube, and TikTok, as well as to be featured at relevant domestic and international investment promotion programmes such as exhibitions and conferences. The content must be **visually engaging and optimised for both social media formats and exhibition displays** to maximise impact and audience reach.

The main objectives of the production video are to provide the latest information and status on investment activities and Malaysia's industrial transformation under NIMP 2030. This includes publicising and creating awareness of the positive impact of these investments on the nation's economic growth, social development, and technological advancement.

The key messaging are as follows:

- Malaysia is transforming its industrial landscape through the New Industrial Master Plan (NIMP) 2030, focusing on high-growth priority sectors such as Electrical & Electronics, Chemical, Aerospace, Pharmaceutical, and Medical Devices.
- The video will highlight success stories of companies driving innovation and inclusive growth, showcase sector progression, and demonstrate NIMP's positive impact on Malaysia's economy—particularly in terms of GDP contribution, employment, and wage growth.
- Malaysia offers a pro-business environment supported by strategic policies and frameworks, world-class infrastructure, a skilled and diverse workforce, and strong investor partnerships that together enable sustainable industrial transformation.

This document will serve as a guide for the production of this video series.

1. GENERAL REQUIREMENT

The appointed production company is required to **develop and produce** a video and series of segments in the required concept to be used in MIDA media campaigns. Aligned with the NIMP 2030 priority sectors, the video and segments shall:

- Serve as a strategic communication tool to highlight Malaysia's transformation into a high-tech, sustainable, and inclusive industrial hub.
- Showcase success stories, sectoral progression, and tangible socio-economic impacts, including GDP contribution, employment growth, and salary improvements.
- Emphasise the integration of key national policies such as the National Semiconductor Strategy (NSS), Twelfth Malaysia Plan (12MP) / Thirteen Malaysian Plan (13MP), Tech-Up, Chemical Industry Roadmap 2030, New Investment Policy (NIP), and MADANI Economy Framework.
- Support MIDA's role as Malaysia's principal investment promotion agency and enhance awareness of the country's investor-friendly ecosystem.

The video and segments may be shared across all relevant social media platforms of MIDA, MITI and Minister and Deputy Minister of MITI, as well as showcased at relevant domestic and international investment promotion events.

1.1 Participating companies are required to be registered with the Ministry of Finance (MOF) under any of the following 'kod bidang'.

- **010503** – Film and Microfilm; or
- **010599** – Production; or
- **221302** – Recording; or
- **221304** – Audio Visual; or
- **222001** – Electronic Media (not including printing works).

2. CONCEPT OVERVIEW

The video and segments will present Malaysia as a resilient, forward-looking nation that is transforming its industrial landscape to be high-tech, sustainable, and inclusive - placing people, innovation, and national resilience at the heart of its growth.

Malaysia is well-prepared to attract high-technology, high value-added, knowledge- and skills-intensive investments that are export-oriented, capital-intensive, and driven by design and R&D. These investments form strong linkages with domestic companies and make significant contributions to the nation's gross national income (GNI).

Anchored by the **New Industrial Master Plan (NIMP) 2030**, Malaysia is driving a **transformative industrial agenda focused on high-tech, sustainable, and inclusive growth**. NIMP 2030 serves as the nation's blueprint for industrial advancement, positioning Malaysia to

remain **competitive and future-ready amid global shifts towards technology adoption, sustainability, and supply chain resilience.**

With over five decades of industrial development, Malaysia offers a compelling blend of **strategic value propositions that position it as the preferred destination for global businesses.** The country's **resilience and stability have strengthened investor confidence, attracting new investments while existing investors continue to expand and diversify** to capture opportunities both within Malaysia and across the Asia-Pacific region. Malaysia remains a **trusted gateway to regional and global markets for renowned multinational corporations.**

The Malaysian Government maintains a **pro-business stance, committed to implementing transformative economic policies that ensure a conducive environment for sustainable business growth.** These efforts are internationally recognised, reflected in improved global rankings. Today, Malaysia is embracing the **Fourth Industrial Revolution (4IR) by integrating advanced technologies such as Big Data, cloud computing, the Internet of Things, and smart manufacturing into its industrial framework.** Concurrently, the nation advances its commitment to **sustainability and Environmental, Social, and Governance (ESG) principles, ensuring that industrial growth is both innovative and responsible.**

MIDA will be highlighted as the strategic partner to investors, exemplifying professionalism and integrity in supporting Malaysia's ongoing industrial transformation, while showcasing the country's vibrant industrial landscape driven by NIMP 2030's strategic priorities and reinforcing Malaysia's position as an attractive and reliable investment destination.

3. CONTENT REQUIREMENTS

MIDA continues to intensify its investment promotion efforts by promoting Malaysia as a safe, investor-friendly location that offers a cost-competitive, sustainable and conducive environment for businesses to thrive. As global priorities shift towards responsible and inclusive growth, **Malaysia is aligning with environmental, social and governance (ESG) principles to future-proof its economy and investment climate.**

Resting on the back of the country's diversified economy and economic fundamentals, Malaysia's strategic value propositions remain strong and deliverable. The following essence will continue to be featured in the video series. The content **shall include but not limited** to the following:

3.1 Malaysia, Land of the Opportunities

- Strategic location, the heart of Southeast Asia
- Secure economic foundations
- Highly diversified economy
- Gateway to ASEAN market
- Offers various investment opportunities, including in green industries and circular economy
- Malaysia's commitment to sustainable development goals (SDGs)

3.2 The New Industrial Master Plan (NIMP) 2030 — Driving Malaysia's Future

- Clear portrayal of **what NIMP 2030 is**, its rationale, and the industrial challenges it addresses
- Vision and mission-based approach guiding Malaysia's industrial transformation

- Presentation of **real impact stories from the ground**, such as: local SMEs evolving into smart factories leveraging Industry 4.0
- Companies in strategic sectors like semiconductors integrating into global value chains
- Workers benefiting from upskilling, earning higher wages, and securing better futures
- Data-driven overview showcasing **key performance indicators target of NIMP 2023**:
 - Manufacturing GDP growth
 - Job creation in manufacturing sectors
 - Median salary
- Messaging that positions **NIMP 2030 as the engine room driving Malaysia's national economic reform agenda**, which includes explanation of the **policy ecosystem powering NIMP 2030**, highlighting alignment with:
 - National Semiconductor Strategy (NSS)
 - 12th Malaysia Plan (12MP) and 13th Malaysia Plan (13MP) focusing on sustainability and circular economy
 - Tech-Up digitalisation initiatives
 - Chemical Industry Roadmap 2030
 - New Investment Policy (NIP)
 - MADANI Economy framework for inclusive growth

3.3 Business Ready Environment

It is easy to start and scale-up businesses in Malaysia. Malaysia's established financial and banking sectors, business-friendly policies, ready infrastructure and supportive government facilities make it easy and straightforward for companies to set up operations here.

- Progressive infrastructure, excellent connectivity
- Liberal equity policy
- Conducive business environment
- Malaysia's IP protection safeguards innovation
- Ideal hub for regional and global operations, further enhanced by the upcoming East Coast Rail Link (ECRL), a strategic land bridge connecting the west and east coasts of Peninsular Malaysia
- Advancing ESG standards and responsible investing frameworks

3.4 Malaysia's Global Standing

Malaysia stacks up against the global competition as one of the world's fastest growing regions. Ranked among the top emerging markets for investment and recognised for its protection of investors as well as its responsiveness to facilitating business needs, Malaysia is the offshore base from which agencies can prosper. For example, Malaysia has advanced 11 spots in the World Competitiveness Ranking (WCR) 2025, to 23rd among 69 economies, up from 34th placing last year (by the Institute for Management Development based in Switzerland).

3.5 Future Forward Economy

Malaysia is ramping up efforts to nurture a future forward economy. As one of the most technologically developed countries among industrialising nations in the ASEAN region, Malaysia's persistent drive to engage modern technologies proves to be a great advantage to investors in Malaysia. Among recent initiatives include Malaysia's Lighthouse Project which aims to accelerate industry transition towards the future of manufacturing by deploying technology,

transforming the workforce and scaling an end-to-end supply chain. Investors should strike while the iron is hot and capitalise on these growing opportunities.

- Gearing towards industry 4.0
- Driving the Future of Digital: National Digital Blueprint
- Embracing ESG principles, green technology adoption and clean energy transition initiatives

3.6 Dynamic Skilled Workforce

Malaysia's talent pool of trainable, well-educated, multilingual and diverse workforce is the foundation of our economic growth.

3.7 High Priority on Education

- Focused learning and development
- Development of Industrial Training
- Industry ready talent
- Growing focus on ESG-related skills and sustainable job creation

3.8 Great Place for Work and Life

While business may lead companies to Malaysia, it takes a whole lot more to feel at home. Malaysia is a melting pot of diverse cultures and among the most welcoming and hospitable places in the world to work and live in. Careers are central to a good lifestyle. But life is also about family, friends, education, health and leisure.

- World-class healthcare services in Malaysia
- Quality education system
- Comfortable and affordable housing
- Unsurpassed lifestyle
- Food paradise
- Beautiful nature
- Shop to your heart's content
- Vibrant culture and arts
- Experience tropical nightlife
- Green building developments and urban sustainability initiatives

3.9 Testimonials/ Success Stories from New and Existing Investors in Malaysia

MIDA will identify **new and/or existing investors** in Malaysia to be interviewed and recorded for the series of **testimonials and/or success stories video**. These investors will represent each of the **five (5) priority sectors** under the New Industrial Master Plan (NIMP) 2030, namely:

- **Electrical & Electronics**
- **Chemical**
- **Aerospace**
- **Pharmaceutical**
- **Medical Devices**

In addition to highlighting **business achievements**, these stories may also highlight the **human side** — focusing on the impact their investments have had on **employees, local communities, and the wider economy**, as well as detailing the **spillover effects** of their investments on the

local supply chain and surrounding industries, where applicable. These narratives will reflect the **real-world impact of NIMP 2030**, including **SME transformation, workforce upskilling, and integration into global value chains**. Where relevant, the stories illustrate broader **spillover effects across local supply chains and industries**, underscoring NIMP 2030's role as a catalyst for **inclusive, sustainable industrial reform**.

3.10 MIDA

- The first point of contact for investors who wish to explore Malaysia as their investment destination
- As the principal investment promotion agency of Malaysia, MIDA works hand-in-hand with other investment promotion agencies in the country (economic development corridor and industry specific authorities)
- Being the best partner to investors, MIDA personnel provide end-to-end service (from initial enquiry until projects are implemented) with integrity and professionalism
- Actively driving and supporting the implementation of **NIMP 2030**, particularly in key sectors such as Electrical & Electronics, Chemical, Aerospace, Pharmaceutical, and Medical Devices
- Championing Malaysia's shift towards a high-tech, sustainable, and inclusive industrial ecosystem through coordinated policy execution and investor support
- MIDA's state and worldwide network of offices
- MIDA's contact details, website, e-mail and social media platforms

4. TARGET AUDIENCE

This video and segments will be shared across the official social media platforms of MIDA, MITI, and Minister and Deputy Minister of MITI, as well as showcased at relevant domestic and international investment promotion events participated in by MIDA, MITI, MITI agencies, Regional Economic Corridors (RECs), and other related stakeholders. The targeted audience includes viewers of these platforms and visitors to these events. This also includes lookalike audiences identified through any accompanying media campaign plans, where applicable.

5. SCOPE OF WORK

5.1 The appointed production company shall produce a compelling **5-minute master video with five (5) segments (with a duration of 1-minute each)**, intended for use across exhibitions, media platforms, and social media. The video and segments are to function as **strategic digital/visual investment promotion tools** that:

- Increase awareness of the **New Industrial Master Plan (NIMP) 2030** and its role in driving **Malaysia's economic growth and global competitiveness**;
- Promote the **value proposition of Malaysia** by highlighting the strength of its **local industrial ecosystem in high-growth and high-value sectors**;
- Feature the **four (4) Missions** and **one (1) Enabler** under NIMP 2030 for example (but not limited to):
 - Mission 1 : Advanced economic complexity

Drive Malaysia up the global value chain by promoting high-value, innovation-driven and technology-intensive industries.

- Mission 2 : Tech up for a digitally vibrant nation
Accelerate digital transformation across the industrial ecosystem to boost productivity, innovation and global competitiveness
- Mission 3: Push for Net Zero
Promote sustainable industrial practices aligned with ESG principles and support Malaysia's commitment to a low-carbon economy
- Mission 4: Safeguard economic security and inclusivity
Ensure resilience by strengthening supply chains, increasing domestic capabilities and promoting inclusive participation across all segments
- Enabler (example): Foster talent development and attraction
Nurturing a future-ready workforce through upskilling, reskilling and attracting high-calibre talent to meet evolving industry needs.

Note: The examples above are illustrative. The production company may also highlight any other relevant Missions, Enablers, or strategic actions under NIMP 2030 as deemed suitable for the selected storyline and featured company.

- The narrative should align with key national policies and frameworks such as:
 - New Industrial Master Plan (NIMP) 2030
 - National Energy Transition Roadmap (NETR)
 - Twelfth Malaysia Plan (12MP) / Thirteen Malaysian Plan (13MP) including elements such as Circular Economy and Sustainability
 - Chemical Industry Roadmap 2030
 - National Investment Policy (NIP)
 - MADANI Economic Framework
- Highlight success stories of companies operating in Malaysia, and illustrate the real-world impact of NIMP 2030 initiatives through key indicators such as GDP contribution, job creation and median wage improvements
- Cover five (5) priority sectors under NIMP 2030:
 - Electrical & Electronics
 - Chemical
 - Aerospace
 - Pharmaceutical
 - Medical Devices
- Repurposed into five (5) **sector-focused segments** for use in media campaigns, social media channels, exhibitions, and advertising placements.

Each deliverable must reflect a cohesive narrative, strategic clarity, and visually engaging storytelling aligned with NIMP 2030's investment promotion goals. The scope of work may include:

- i) undertake necessary research and discovery through interviews session with the identified company and to propose suitable promotional video content based on the intended objectives of this video production; and
- ii) conduct the necessary pre-production, production and production work to produce this intended video and segments based on the agreed content and campaign requirements.
- iii) familiarise with the objectives and context of NIMP 2030 and related national policies, incorporating relevant data (GDP, employment, wages), case studies, and visuals sourced from MITI, MIDA, and other relevant agencies (e.g. NSS, 12MP, Chemical Roadmap, Tech-Up, NIP, MADANI). This includes coordinating any necessary approvals and inputs for filming and storytelling.

5.2 Communications Strategy

The video must be developed based on a clear thematic direction and tactical execution, with the following requirements:

- Deliver strong, coherent messaging that positions Malaysia as a future-ready, inclusive, and high-value investment destination through the lens of NIMP 2030;
- Craft seamless storyboard that integrate real impact narratives, sectoral progress, and national priorities in a manner that is compelling, concise, and easily digestible;
- Music and soundtrack that is impactful, fast paced, and contemporary.
- Ensure the video and segment stands out with a polished, professional finish that impresses audiences and creates a memorable ‘Wow’ factor—suitable for global and local promotional platforms and tailored for social media platforms (e.g., Instagram, LinkedIn, YouTube Shorts, and TikTok).
- Optimised for exhibition displays, ensuring clarity and impact even in environments with limited audio capabilities.

5.3 Video Requirements

The appointed production company shall produce a **five-minute**, narrative-driven promotional video, **structured into five (5) segments**, each approximately **one (1) minute in duration**. Each segment will highlight the priority sectors under the New Industrial Master Plan (NIMP) 2030:

- Electrical & Electronics
- Chemical
- Aerospace
- Pharmaceutical
- Medical Devices

The video and segments will be strategically published and utilised across MIDA's digital platforms, including Facebook, X, LinkedIn, Instagram, YouTube, TikTok and featured at relevant domestic and international investment promotion engagements such as exhibitions and conferences. The content must be **visually engaging and optimised for both social media formats and exhibition displays** to maximise impact and audience reach.

The narrative-driven video aims to provide updated information on investment activities and Malaysia's industrial transformation under NIMP 2030. The content is intended to raise awareness of the positive impact these investments bring to national economic growth, social development, and technological progress. Each segment will feature relatable storytelling, sectoral achievements, and alignment with national policies—crafted to engage two key audiences: the international investment community and the domestic public (Rakyat). The final content and creative direction will be refined during the discovery phase, with **flexibility** to adopt either human-centric or promotional narratives, **depending on the featured company, which is for MIDA to provide.**

a) International Market

Theme: *Malaysia: Prime Investment Destinations for Advanced Manufacturing*

Concept: Promotional video series anchored on NIMP key sectors success stories

Objective:

- To promote Malaysia's unique value propositions (UVPs) as an attractive investment hub in Asia through the lens of NIMP 2030.
- To highlight the positive experiences of international companies operating in Malaysia, reinforcing Malaysia's reputation as a trusted and competitive destination for global investors.

Approach:

The video may adopt a testimonial-driven, corporate showcase, or visually engaging narrative depending on the nature of the company, industry impact and the discovery outcome.

b) Domestic Market / The Rakyat

Theme: *Kerajaan Bersama Rakyat Menjana Ekonomi Negara*

Concept: Human Centric / Socioeconomic Impact

Objective:

- To highlight how government policy and industry investment under NIMP 2030 translate into job creation, skills upgrading, and inclusive economic opportunities.
- To illustrate the socioeconomic impact of investments on the local community, SMEs, and broader public are empowered by industrial growth.

Approach:

The video may feature human centric stories of individuals, businesses, or communities that have benefited from investments, emphasising emotional connection and relatable storytelling.

5.4 Version

The video shall be produced in **2 versions: Bahasa Malaysia and English**, subject to the finalised content and target audience. Each version shall include Bahasa Malaysia and/or English subtitles, as appropriate.

5.5 Video Format

The video shall be produced in multiple formats optimised for use across various platforms, including social media channels (e.g. Facebook, Instagram, LinkedIn, X, YouTube, TikTok) and digital displays at domestic and international promotional events hosted or attended by MIDA, MITI, and affiliated agencies.

5.6 Infographics/Artwork Design/Editing

The appointed production company shall be responsible for the design, editing, and animation of infographics and visual elements based on data inputs, concepts, and content provided or approved by MIDA. Visual clarity, brand consistency, and accessibility should be prioritised.

5.7 Content Development - Inputs/Text/Questionnaires/Storyboard

The appointed production company shall provide the initial content, questionnaires and draft storyboard in MsWord(.docx) or GoogleDocs format, in both **Bahasa Malaysia and English** (where applicable) and is expected to adapt the content creatively to suit the video format, tone, and the intended target audience. This may include rewriting, rephrasing, or restructuring the text to enhance storytelling and viewer engagement, while maintaining the key messages provided. MIDA shall refine the final draft, subject to the approval of the Management.

5.8 Script, Supers and/or Subtitles

The appointed production company shall develop the full video script, including all on-screen text (supers) and subtitles, in alignment with the approved themes, messaging, and communication objectives under NIMP 2030. All proposed copies must faithfully reflect the campaign's core messages and tone. MIDA will review and approve the final script, supers, and subtitles before any production begins. The final video series shall be produced in two language versions—**Bahasa Malaysia and English**—tailored to the finalised content and target audiences; each version will feature subtitles in the complementary language (e.g., Bahasa Malaysia subtitles for the English version and vice versa), as appropriate.

5.9 Pre-Production

The appointed production company shall be responsible for all pre-production activities, including research, concept development, coordination with stakeholders, and preparation of materials required for production, filming and approvals.

i) **Concept, Video Direction and Storyboard**

The appointed video production company shall conduct comprehensive research—including understanding NIMP 2030's objectives, relevant data points, sectoral focus, and policy linkages—and secure information and consent from relevant stakeholders, including partner companies, building owners, government agencies and other pertinent individuals. Based on these insights, the company will produce a concept paper and storyboard aligned with the campaign's objectives and engage qualified copywriters and proofreaders to ensure accuracy and consistency. All deliverables must be submitted to MIDA for review and approval before production commences.

ii) **Filming Locations**

Filming locations will be determined by MIDA, this includes the filming for the rushes, fillers/b-roll.

Areas of filming locations will be based on:

- The items that will be filmed for example; establishment shots (buildings' façade), product/s or production line.
- Testimonial shots from the CEOs or appointed spokespersons representing the selected companies, situated in major industrial areas/locations throughout Peninsular Malaysia, Sabah, and Sarawak.
- Infrastructure, ports facilities, and relevant industrial backdrops
- Product showcase or production line operations, subject to the featured companies agreement
- Community and workforce shots, where applicable
- Aerial filming (where relevant), including identifying suitable locations during recce sessions and securing the necessary flight approvals, insurance and permits in advance.
- Rushes and fillers required for the proposed video as outlined in the approved storyboard
- Any additional items proposed by the company, subject to MIDA's approval.
- Any other items/locations, as required by MIDA.

The appointed production company is responsible for coordinating the recce session, managing logistics, scheduling, and obtaining access permissions for the identified locations, where necessary.

iii) **Proposed Production Team**

Company is required to provide a list of production team as follows, together with related profiles:

- Script Writer
- Copywriter
- Creative Director
- Cinematography Director
- Pre-Production Coordinator
- Production Crews
- Post-Production Supervisor
- Graphic Designers, Animators (GFX, VFX, SFX)
- Other relevant crew members

iv) **Equipment, Applications and Techniques**

The appointed production company is required to specify any type of new and special effects, filming techniques and equipment or applications that will be used in the production of these video series. Any proposed innovation or creative technique should be highlighted in the storyboard and subject to MIDA's approval.

Drone usage is recommended where appropriate to enhance the visual impact of the videos. The production company shall be fully responsible for ensuring that all drone operations comply with applicable laws and safety regulations, including those set by the Civil Aviation Authority of Malaysia (CAAM) and other relevant local authorities.

MIDA shall not be held liable for any incidents, damages, or legal consequences arising from the misuse or unauthorised operation of drones. All drone activities are undertaken at the operator's own risk, and the production company must secure all necessary permits and approvals before any drone operations are carried out.

v) **Props**

The appointed production company is required to prepare the necessary props that will be used during the filming based on the approved storyboard and concept.

vi) **Talents/Casting**

The appointed production company will source and propose suitable talent for each scene in line with the approved concept and storyboard. MIDA will participate in the talent-selection process—particularly for any required voice-over (VO) artists—and must authorise any additional costs before they are incurred.

5.10 Production

The appointed production company shall be responsible for the full execution of filming activities, including on-location and studio shoots, as per the approved storyboard and concept.

- i) All footage must be recorded in at least Full High Definition (HD, 1080p), with 4K (Ultra HD) resolution strongly recommended to ensure optimum quality and adaptability, especially for large-format displays such as exhibition walls and digital panels. Final deliverables should include both HD and 4K versions, where applicable.
- ii) Professional filming will primarily take place within the Klang Valley. Additional filming in other regions (e.g., Penang, Johor, Sabah, Sarawak) may be required depending on the selected success story locations and will be subject to MIDA's direction and approval.
- iii) Additional costs for all location filming including equipment rental, footage materials, crews and talents, props, logistics, studio labs rental, accommodation, food and beverages — must be clearly itemised in the submission. Where applicable, costs related to drone usage should also be included, specifying all but not limited to the operator fees, equipment rental, permits, and insurance.
- iv) The appointed production company to list the necessary studio filming and estimated total costs.
- v) The appointed production company to provide all filming schedules, including time allocations per location, shot lists, and talent availability.
- vi) The appointed production company is responsible to undertake the necessary coordination between MIDA and **relevant stakeholders** (e.g. featured companies, government agencies) to ensure smooth execution of filming activities.

5.11 Post Production

The appointed production company shall engage a reputable post-production house and/or assign skilled editors to ensure professional quality in editing, sound, and finishing.

i) Editing and Visuals

- Post-production costs must include both off-line and on-line editing, with detailed itemisation in the cost breakdown.
- All editing must be done in accordance with the final approved storyboard and script.
- Sufficient stock footage must be provided, as agreed during pre-production. Where applicable, MIDA's archived footage may be used.
- Any additional third-party stock footage used must be properly licensed, with costs and copyright details clearly stated in the proposal.

ii) Graphics, Effects, and Subtitles

- The video shall include titles, supers, subtitles, and appropriate visual elements based on the agreed storyboard.
- The company must propose the latest trends in graphics, animations, visual effects (VFX), and graphic effects (GFX) suited to the platform and audience.
- Colour grading must be performed to ensure visual consistency and quality.

iii) Voice-Over (VO), Music and Audio

- The company shall propose professional voice-over (VO) artists based on the final script, if VO is required. All proposed talents must be submitted to MIDA for approval prior to recording.
- If there are additional costs related to VO engagement, the company must inform MIDA in advance and obtain written approval before proceeding.
- Studio-quality recording and sound mixing are to be conducted to ensure clarity and tone alignment with the video's objective.
- Background music and sound effects should be sourced from licensed stock libraries, where necessary, and must complement the mood and messaging of the video.

iv) Data Storage and Backups

- The appointed production company must ensure secure storage and regular backups of project files on a reliable storage system (e.g., external hard drive, SSD, or cloud system).
- A copy of all final assets and project files (editable and non-editable formats) shall be delivered to MIDA upon project completion.

v) Review Process

- The company must propose a detailed post-production timeline, including review checkpoints for MIDA to provide feedback.
- MIDA shall be entitled to request up to three (3) rounds of revisions, certain necessary parts in each segment and video up including content accuracy, visuals, pacing, or message delivery.

vi) Technical Support

- The appointed production company shall provide ongoing technical support (e.g., format conversion, versioning, subtitle addition) as and when necessary / reasonably required by MIDA.

6. FINAL APPROVAL

Prior to final delivery, **video viewing sessions** will be conducted to enable MIDA to **review and provide feedback** on the final cut. The appointed production company shall incorporate any necessary revisions, if required. **Final approval must be obtained from MIDA** before the video is deemed complete and ready for official use or distribution across any platform.

6.1 Deliverables

The appointed production company is required to produce a **five-minute**, narrative-driven promotional video, **structured into five (5) segments**, each approximately **one (1) minute in duration**. Each segment will highlight the priority sectors under the New Industrial Master Plan (NIMP) 2030:

- Electrical & Electronics
- Chemicals
- Aerospace
- Pharmaceutical
- Medical Devices

The video and segments will be strategically published and utilised across MIDA's digital platforms, including Facebook, X, LinkedIn, Instagram, YouTube, TikTok and featured at relevant domestic and international investment promotion engagements such as exhibitions and conferences. The content must be **visually engaging and optimised for both social media formats and exhibition displays** to maximise impact and audience reach.

The following deliverables must be submitted upon completion of each video:

6.1.1 Final Master Copy

- In **Full HD (1080p)**, with **4K resolution** strongly encouraged and preferred.
- Versions suitable for social media, digital, broadcast, and exhibition display (e.g. thematic wall).

6.1.2 Production Files

- Includes all working files such as **VFX, GFX, SFX, animation files**, and project files used during the editing and post-production process.

6.1.3 Raw Footage and Supporting Materials

- All original footage, rushes, B-roll, stock photos, and other relevant visual/audio materials used during production must be compiled and returned to MIDA in **external hard drives**.

6.1.4 Final Artwork and Output Files

- A complete package comprising the **raw and final output files** for each video.
- This includes all **text, typesetting, visuals, images, artwork, and animation assets** used in the production.

Note:

All deliverables must be submitted in both raw (editable) and final formats for MIDA's documentation, archiving and future use.

Payment will be made according to the **agreed project milestones** and terms outlined in the **contract agreement**, subject to the satisfactory submission of deliverables.

7.0 TIME FRAME & PROJECT DURATION

The appointed production company shall provide a workable production time line and project forecasting taking into account all production factors depending on the agreed work schedule discussed by both MIDA and the company.

MIDA may require ad-hoc tasks in response to prevailing requirements and/or directives, and the company should at all times be available to work together with MIDA on such specific needs in a collaborative and timely manner.

The estimated project implementation period is from **September to December 2025**, with the final delivery expected by **December 2025**. Timelines may be adjusted due to evolving requirements, subject to mutual agreement.

8.0 SUPERVISION

Assigned MIDA officers will supervise the entire process of this video production and will be working closely with the production team coordinators/supervisors.

9.0 COPYRIGHTS

- 9.1 The materials (the "Content" or "Contents"), including government policy information or other information as well as any software programmes available on or through MIDA promotional materials, are protected by copyright, trademark and other forms of proprietary rights. All rights, titles and interests in and to the Contents are owned, licensed to or controlled by MIDA.
- 9.2 The appointed production company agrees to disclose and assign all copyright/intellectual rights resulting from this project unless agreed otherwise in writing.
- 9.3 MIDA reserves the ownership and copyright for all deliverables, and all source files produced during this project unless agreed otherwise in writing.
- 9.4 The appointed production company must ensure that no part of the work is in infringement of the copyright of another party.
- 9.5. MIDA also has the right to appoint other creative agencies to produce other promotion materials.

10.0 RESTRICTION USE OF MATERIALS

- 10.1 Except as otherwise provided, the Content of these promotional materials shall not be reproduced, republished, uploaded, posted, transmitted or otherwise distributed other than its intended purpose, in any way without the prior written permission of MIDA.
- 10.2 Modification of any of the Content or use of the Content for other than its intended purpose will be a violation of MIDA's copyright and other intellectual property rights. Graphics and images on MIDA's promotional materials shall be protected by copyright and may not be reproduced or appropriated in any manner without written permission of MIDA in advance.

11. DISCLAIMER

This term of reference (TOR) is not guaranteed to be free of errors, omissions or deficiencies. In the event of the discovery of such errors, omissions or defects, MIDA may amend this TOR or part thereof and notify you accordingly. MIDA may require additional information to be given by the proposal in relation to the TOR and the context of the project and proposal received.

Malaysian Investment Development Authority (MIDA) logo is an important part of our organisation's valuable intellectual property. Correct usage of MIDA's logo is integral to developing and maintaining a consistent brand image and message about our organisation. The monogram and logotype that comprise our corporate logo have been carefully designed. Do not redraw or alter the artwork in any way. Any authorised usage of MIDA logos must comply with MIDA's requirements.

Any use of MIDA's logo must be (a) truthful, fair, not misleading, and (b) comply with MIDA's requirements, which may be modified at any time at MIDA's sole discretion. Always use the logo in the manner intended by MIDA. Do not alter them in any way. Do not make puns out of them or portray them negatively.

1. Vision

Malaysia as the pre-eminent preferred investment destination.

2. Mission

We build dynamic and sustainable investment ecosystem.

3. The Master Logo



4. Logo Rationale



The bold, block letters of MIDA represent the integrity and professionalism of the organisation. The colour grey suggests neutrality and reliability, whilst the new cutting-edge, dynamic and pioneering force of MIDA is now represented in the eye-catching, strong red motif that resembles an arrow moving forward.

5. Master Logo Elements

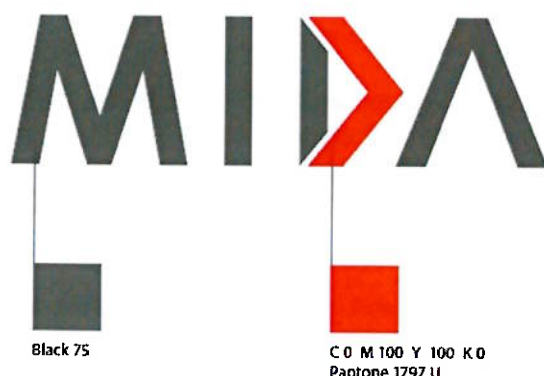


The MIDA logo consists of two elements:

The logomark and tagline. The logomark is a specially constructed abbreviation of the brand name in its corporate colours. The logomark is designed clean and architectural to portray straight forwardness, progression, strength, accountability and authority.

The tagline, consisting of four words – 'Malaysian Investment Development Authority' exists in tandem with the logomark.

6. Colour Code (Red: Pantone 1797U; Grey: Pantone Cool Grey 11U)



The MIDA logo colour code in CMYK and Pantone is indicated by the marked numbers shown below:



Colour code '1' is chosen and applied to a specific design element of the logomark to contrast and draw attention to the overall logo. The colour code also serves to highlight an 'arrow', a symbol of progression and forwardness.

7. Minimum Clear Space



Clear space is the safety zone surrounding the MIDA logo & tagline. The clear space allows it to breathe and stand out wherever it is placed. It also ensures the logo & tagline remains unobstructed and clear.

The minimum clear space for the master logo is the height of the logomark, divided in half. Clear space between the logomark and tagline is half (0.5x) of the indicated minimum clear space. All clear spaces are marked 'X' as shown.

8. Display Treatment



Besides the main display treatment, the tagline can also be used in alternative variations to suit different applications such as primary vertical and horizontal tagline lockup variations as shown below.

Primary

Vertical treatment



Horizontal treatment



Tagline lockup variations, for both the vertical and horizontal treatments should not be any smaller than the indicated minimum sizes – 2cm vertically and 1cm horizontally.

Minimum Size

Vertical treatment

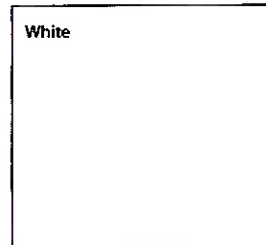
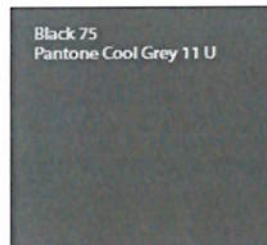


Horizontal treatment



9. Corporate Colours - Primary

There are three primary colours that make up the MIDA corporate colours. CMYK and Pantone colour codes are provided below.



10. Acceptable Usage

The logo can be applied to coloured backgrounds. Acceptable background colours are shown below. The selected colours ensure that the logo and tagline remain clear and readable when applied on different backgrounds.



Full colour version in white background



Black & white colour version in white background



Reverse full colour version in black background



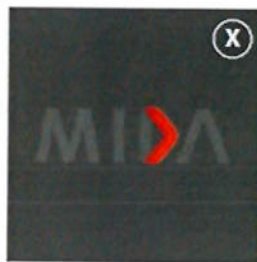
Reverse black & white colour version in black background

11. Unacceptable Usage

Do keep in mind that logo must always remain strong and legible. Below are examples of unacceptable background colours that do not work against the logo.



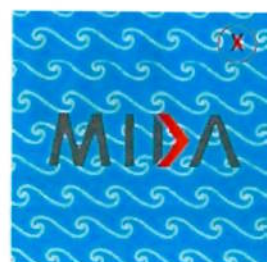
Do not place the logo on a background with a similar colour tone to the logo



Do not place the logo on a background with insufficient contrast



Do not place the logo on a background with insufficient contrast



Do not place the logo on a heavy textured background

12. Secondary Colours

There are four secondary colours that make-up the MIDA corporate colours.



13. Colour Swatch for Digital Creative

— Base Colors



— Primary Colors



— Secondary Colors



MIDA Logo Usage Disclaimer

The MIDA logo is an exclusive trademark owned by the Malaysian Investment Development Authority (MIDA), protected by copyright and trademark laws.

Unauthorised use, alteration, or distortion of the logo is strictly prohibited. Use is permitted only with express written authorisation from MIDA, and any such use does not imply endorsement or affiliation unless explicitly stated in writing.

a) Permitted Use

You are permitted to use the MIDA logo in the following circumstances:

- **Strategic Partnership or Collaboration:** If you are a strategic partner or collaborator with MIDA.
- **Promotion of Malaysia as an Investment Destination:** When using the MIDA logo to promote Malaysia as an investment destination.
- **Non-misleading and Non-defamatory Usage:** The MIDA logo may be used as long as it is not employed in a manner that is misleading or defamatory of MIDA.
- **Monetary Implications:** Any usage of the MIDA logo with monetary implications requires prior written permission from MIDA.

Any use of the MIDA logo that involves financial gain or monetary implications requires prior written permission from MIDA. This includes, but is not limited to:

- **Use on Products or Services for Sale:** The use of the MIDA logo on products or services offered for sale.
- **Inclusion in Marketing or Advertising Materials:** The use of the MIDA logo in marketing or advertising materials that promote events, products, or services for sale.
- **Endorsement Implication:** The use of the MIDA logo in any way that suggests an endorsement of an event, product, or service for sale.

b) Prohibited Use

You are prohibited from using the MIDA logo in the following circumstances:

- **Non-Strategic Partnership or Collaboration:** If you are not a MIDA strategic partner or collaborator.
- **Self-Promotion without Permission:** If you are using the MIDA logo to promote yourself or your organization without prior written permission from MIDA.
- **Misleading or Defamatory Usage:** If you are using the MIDA logo in a way that is misleading or defamatory of MIDA.

c) Consequences of Unauthorised Use

If you use the MIDA logo without permission, you may be subject to legal action. This may include:

- A demand to cease and desist from using the MIDA logo.
- A claim for damages.
- Criminal prosecution.

d) How to Request Permission to Use the MIDA Logo

If you would like to request permission to use the MIDA logo, please contact MIDA at investment@mida.gov.my

e) Frequently Asked Question

Please visit MIDA website at <https://www.mida.gov.my/faq/> to learn more about MIDA Logo Usage.

**SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI
PELAN INDUK PERINDUSTRIAN (NIMP) 2030**

Payment Schedule

Milestone	Deliverables	Payment Amount (RM)	% of Total	Remarks	Payment Timeline
Kick-off & Project Initiation	• Video concepts • Overall production timeline • Proposed discovery plan for company profiling, including conducting recce sessions • Proposed production team list	30,000.00	10%	To be paid upon completion of kick-off and submission of initial concept paper.	End of September 2025
Payment 2: Pre-Production Phase	• Storyboards for the video • Content frame breakdown / visual direction for each segment (reel-style 1-minute video), optimised for social media storytelling for the 5 segments • Draft scripts, translation and subtitles including engagement with copywriters and proofreaders. • Companies confirmation and filming schedule/location	75,000.00	25%	To be paid upon approval of all the storyboard, visual direction for all pre-production documents.	End of October 2025
Payment 3: Production Phase	• Final script, subtitles and voice-over (BM & BI) for 1 Video + 5 Segments. • All filming and production activities • Output files (HD) for 1 Video	120,000.00	40%	Payment upon completion of all filming and submission of the first rough cuts/assembly edits for 1 video	End of November 2025

Payment 4: Completion of Video & Final Handover	• Final master copy • All production files (VFX, GFX, SFX, animations) • Raw footages and supporting materials • Delivery of all assets and materials in notable shared drives	75,000.00	25%	Final payment upon full delivery and MIDA's official sign-off.	End of December 2025
	Total	300,000.00	100%		

BAB 3

BORANG MAKLUMBALAS TEKNIKAL DAN JADUAL HARGA

JADUAL MAKLUMBALAS TEKNIKAL

Appendix B

SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI PELAN INDUK PERINDUSTRIAN (NIMP) 2030

PROPOSAL FORMAT

Bidders are required to **thoroughly review the Terms of Reference (TOR) provided in Appendix A** to ensure their proposal aligns with the scope, objectives, deliverables, and technical specifications outlined for the project. Proposals submitted to MIDA will be evaluated by a technical committee member appointed by the CEO. In general, evaluation will be made based amongst the following criteria:

- i. Effectiveness of the concept presentation which includes:
 - a. Creative impact of the proposed concepts;
 - b. Rationale of the proposed proposal;
 - c. The bidder's ability to clearly articulate their creative vision, rationale, and proposed execution during the presentation session.
- ii. Company's credentials, including but not limited to:
 - a. Company name, registration number, and address;
 - b. Core services and experience in video production;
 - c. Relevant past projects (including client list);
 - d. Samples of past work featuring bilingual subtitles (English/Bahasa Malaysia) — please provide video links where applicable;
 - e. Financial standing based on the submission of monthly bank statements for the last 3 months and the submission of audited financial statements for the past 3 years.

The proposal shall include the following:

At least two (2) creative concepts with its rational and video reference. Each concept should demonstrate how the proposed visual style, tone, and narrative structure will:

- **Effectively highlight the five (5) priority sectors under NIMP 2030**, while clearly communicating the positive impact of these investments on national economic growth, social development, and technological progress.

- Support both the video (~5 minutes) and the sector segments (~1 minute each) and ensure each is crafted to convey updated information on investment activities and Malaysia's industrial transformation.
- **Appeal to two key target audiences—the international investment community and the domestic public (Rakyat)—through adaptable storytelling** that can take the form of either human-centric narratives or promotional features, depending on the featured company and storyline suitability.
- Ensure the video and segments are optimised for social media engagement and relevant for investment promotion use (e.g., exhibitions, corporate briefings, online campaigns).
- For **drone usage**, the bidder must **ensure full compliance with legal and safety regulations set by the Civil Aviation Authority of Malaysia (CAAM)**, and **provide valid supporting documents such as a current permit or operating licence**.

i. Proposed production timeline:

- a. Bidders must provide a **detailed timeline** covering all phases: kick-off, pre-production, production, and post-production.
- b. The **estimated completion date for the full project is December 2025**, including the delivery of the one (1) video.
- c. The timeline should include key milestones, review windows, and expected delivery dates for the video and segments.

ii. **Proposed technical specifications**, including:

- a. Minimum video resolution deliverables in **HD (1080p)** with **4K recommended**.
- b. Subtitling: English & Bahasa Malaysia.

iii. **Proposed Price Schedule** as per **Appendix C**.

iv. **Proposed Production Team** as Per **Appendix D**.

Bidders must ensure that proposals are complete, clearly structured, and aligned with MIDA Brand Guideline as per **Appendix E**.

All creative proposals must be submitted in both **hardcopy (A4 size)** and **softcopy (MS PowerPoint format)**. Bidders will also be required to **present their proposed concepts to the technical committee** via a physical presentation session, for which details will be provided at a later date.

DECLARATION:

We_____ hereby declare that we are aware of MIDA's requirement and the above information and estimation provided is, to the best of our knowledge, complete, accurate and true. We also understand that any proof of concept (POC) prepared in relation to this proposal, shall be borne by the company.

Signature : _____

Name : _____

Designation : _____

Company Address and Contact Details:

**SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI PELAN INDUK PERINDUSTRIAN
(NIMP) 2030**

PRODUCTION TEAM

COMPANY: _____

NO	NAME	ROLE/FUNCTION	BACKGROUND	PAST EXPERIENCES*

***Companies are required to fill up this section.**

BAB 3 (SAMBUNGAN)
JADUAL MAKLUMBALAS HARGA

Appendix C

**SEBUT HARGA PEROLEHAN PERKHIDMATAN PENERBITAN VIDEO PROMOSI
PELAN INDUK PERINDUSTRIAN (NIMP) 2030**

PRICE SCHEDULE

COMPANY: _____

SCOPE OF WORK		COST PER UNIT (RM)	AMOUNT (RM)
A	Kick-off & Project Initiation		
1	Discovery and research on video content requirements and concept development		
2	Project management & Proposed production timeline		
3	Proposed discovery plan for company profiling, including conducting recce sessions and identifying aerial/location scouting using drones, where relevant.		
4	Proposed production team list		
B.	Pre-Production		
1	Storyboard and visual planning		
2	Scriptwriting and copywriting,		
3	Translation for subtitles (EN <--> BM)		
4	Identification & scheduling of investor companies		
5	Voice Over Talent (please specify per talent)		
6	Other Talents – Host (please specify per talent)		

SCOPE OF WORK		COST PER UNIT (RM)	AMOUNT (RM)
	Sub Total		
B	Production		
1	<u>Filming/Production for one (1) ~5-min video</u>		
	Insurance and/or any fees required by third party, including costs related to drone operations.		
	- Filming within Klang Valley (inclusive of aerial view filming costs (e.g. CAAM permits, flight licences, local authority approvals, etc. where applicable). - minimum of three (3) days (please specify rates per day)		
	- Filming outside Klang Valley (inclusive of aerial view filming costs (e.g. CAAM permits, flight licences, local authority approvals, etc. where applicable) - minimum of seven (7) days (please specify rates per day)		
	Estimated Mileage (inclusive of site recce logistics) (please specify rates per km)		
	- Estimated accommodation/ lodging (inclusive of site recce logistics) - minimum of ten (10) days (to specify rates per day)		
2	Voice Over Recording (please specify rates per video)		
3	<u>Graphics & Animations (inclusive of video footages)</u>		
	Graphics/Artwork		
	Infographics		
4	Studio filming / Product filming (please specify rates per session)		
	Sub Total		
C	Post Production		

SCOPE OF WORK		COST PER UNIT (RM)	AMOUNT (RM)
1	Offline/Online Editing		
2	Soundtrack / Sound effects		
D	Deliverables		
1	Organisation to external drive (8TB):		
	Master copies for the one (1) video and all five (5) segments (optimised for both social media & exhibition formats)		
	Delivery of raw footages, output files, and editable assets		
	Sub Total		
	Total (A+B+C)		
	(If applicable) SST		
	Total		

SCOPE OF WORK		COST PER UNIT (RM)	PRICE (RM)
D.	OPTIONAL / ADDITIONAL		
1	Additional filming (per day)		
2	Additional aerial view filming (per day)		
3	Additional voice over recording (per session)		
4	Additional talent/host (per video)		
5	Additional footages/ footages sourcing		
6	Additional studio rental cost (per day)		

SCOPE OF WORK		COST PER UNIT (RM)	PRICE (RM)
7	Others; Travelling expenses for filming outside Klang Valley (min.6 pax)		

Note : Safety, Risk, and Compliance

The appointed production company is responsible for ensuring that all filming activities, including drone operations, are carried out in accordance with local laws, safety guidelines, and the necessary regulatory approvals.

Drone Usage Disclaimer

Where drone usage is involved, the production company shall ensure full compliance with all regulations set by the Civil Aviation Authority of Malaysia (CAAM) and any other relevant authorities. The company is solely responsible for securing all required permits, flight licences, and insurance prior to deployment.

MIDA shall not be held liable for any incidents, damages, or legal consequences arising from the misuse or unauthorised operation of drones. All drone activities are conducted at the operator's own risk and must be executed with due regard to public safety, airspace regulations, and applicable laws.

DECLARATION:

We _____ hereby declare that we are aware of MIDA's requirement and the above information and estimation provided is, to the best of our knowledge, complete, accurate and true. We also understand that any proof of concept (POC) prepared in relation to this proposal, shall be borne by the company.

Signature : _____

Name : _____

Designation : _____

Company Address and Contact Details: _____

BAB 4

A. PENGALAMAN SYARIKAT

Senarai perkhidmatan yang sama yang pernah dibekalkan dalam tempoh tiga tahun terakhir mengikut kronologi:-

No.	Butiran Kontrak	Nama Pelanggan dan Alamat	Jumlah Kontrak (RM)	Tarikh Siap

B. PROJEK YANG SEDANG DILAKSANAKAN

Senarai perkhidmatan:-

No.	Butiran Kontrak	Nama Pelanggan & Alamat	Jumlah Kontrak (RM)	Tarikh Mula	Tarikh Tamat

BAB 5

BUTIR-BUTIR PENYEBUTHARGA & MAKLUMAT KEWANGAN SYARIKAT

Syarikat perlu mengisi dengan lengkap semua seksyen dalam borang ini. Sekiranya ruang tidak mencukupi, maklumat boleh dikemukakan dalam kertas berasingan.

A. MAKLUMAT AM

1. Nama Syarikat :
2. Alamat :
3. No. Telefon :
4. No. Faks :
5. Emel :
6. Tarikh Pendaftaran / :
Penubuhan
7. No. Daftar Syarikat / :
Perniagaan
8. Tempat Pendaftaran/ :
Penubuhan
9. Komposisi Pemegang :
Saham

No.	Nama Pemegang Saham	Jawatan	% Pegangan

10. Peratusan Penyertaan Bumiputera : _____ (%). (Sila kemukakan maklumat lanjut atau salinan sah pendaftaran sebagai Pembekal Bumiputera dengan Kementerian Kewangan).
11. Maklumat Pendaftaran Kementerian Kewangan

No.	No. Pendaftaran	No. bidang	Butiran / Keterangan	Tempoh Sah

Nota : Sila lampirkan salinan sijil pendaftaran.

12. Sijil Pematuhan Cukai [*Tax Compliance Certificate (TCC)*]: sila lampirkan salinan sijil
13. Struktur Modal Syarikat :
- (i) Modal Dibenarkan :
- (ii) Modal Berbayar :

B. KEWANGAN

- a. Ringkasan aset dan tanggungan berdasarkan akaun yang diaudit bagi tiga (3) tahun terakhir.

Tahun Kewangan:	2022 (RM)	2023 (RM)	2024 (RM)
- Jumlah Aset			
- Aset Semasa			
- Jumlah Tanggungan			
- Tanggungan Semasa			
- Nilai Bersih			
- Modal Kerja			

Nota : Penyata Kewangan yang telah diaudit bagi tiga (3) tahun berakhir hendaklah disertakan

- b. Bank-bank Utama:

No.	Nama Bank & Alamat	Jenis Akaun
1.		
2.		
3.		

- c. Kemudahan Kredit (Jenis dan jumlah kredit yang boleh disediakan oleh syarikat:)

No.	Jenis Kemudahan Kredit	Bank/Institusi Kewangan	Jumlah (RM)
1.			
2.			
3.			

**SEBUTHARGA PERKHIDMATAN PENERBITAN VIDEO PROMOSI PELAN INDUK
PERINDUSTRIAN BAHARU (NIMP) 2030
SEBUTHARGA MIDA BIL: 17/2025**

SENARAI SEMAK PEMATUHAN MAKLUMBALAS

Sila tandakan (✓) atau nyatakan maklumbalas bagi dokumen yang disertakan:

Bil.	Perkara / Dokumen	Semakan oleh Syarikat	Semakan oleh MIDA
1.	Surat Akuan Petender		
2.	Surat Akuan Pembida		
3.	Maklumat SSM (Salinan sijil disertakan)		
	Berdaftar dengan SSM dan tempoh pendaftaran masih berkuatkuasa		
	i) No. Sijil Pendaftaran (sila nyatakan)		
	ii) Tempoh Sahlaku Sijil Pendaftaran (nyatakan)		
4.	Salinan Sijil Pematuhan Cukai (Tax Compliance Certificate - TCC) daripada Lembaga Hasil Dalam Negeri (LHDN)		
5.	Maklumat pendaftaran dengan Kementerian Kewangan (MOF) (Salinan Sijil Akuan Pendaftaran dengan MOF disertakan)		
6.	Syarikat berdaftar dengan Kementerian Kewangan (MOF) dalam kod bidang berikut (dan tempoh pendaftaran masih berkuatkuasa): • 010503 – Filem dan Mikrofilem; <u>Atau</u> • 010599 – Pembuat (Fotografi & Filem); <u>Atau</u> • 221302 – Rakaman; <u>Atau</u> • 221304 – Audio Visual; <u>Atau</u> • 222001 – Media Elektronik (tidak termasuk kerja-kerja percetakan).		
	iii) No. Sijil Akuan Pendaftaran (nyatakan)		

	iv) Tempoh Sahlaku Sijil Pendaftaran (nyatakan)		
	v) Sijil Akuan Pendaftaran Bumiputera (sijil disertakan, jika ada)		
	vi) Peratus Penyertaan Bumiputera (nyatakan, jika ada)		
4.	Maklumbalas Teknikal (<i>Hardcopy - A4 size & Softcopy - ppt format</i>)		
	i) Salinan deklarasi penyebutharga		
	ii) Dua (2) cadangan konsep kreatif beserta rasional. Cadangan hendaklah merangkumi : • Gaya visual dan naratif yang menyampaikan maklumat terkini mengenai aktiviti pelaburan dan transformasi industri negara di bawah NIMP 2030, serta meningkatkan kesedaran tentang impak positif pelaburan terhadap pertumbuhan ekonomi, pembangunan sosial, dan kemajuan teknologi negara, merangkumi kelima-lima sektor utama; • Keupayaan untuk diadaptasi ke dalam satu (1) video (~5 minit) serta lima (5) segmen (~1 minit). • Kandungan dioptimumkan untuk media sosial dan kegunaan promosi pelaburan (pameran, taklimat, kempen digital). • Penggambaran menggunakan dron (tertakluk kepada peraturan Pihak Berkuasa Penerbangan Awam Malaysia (CAAM), serta mengemukakan salinan permit atau lesen pengendalian dron yang masih sah. • Spesifikasi teknikal: ◦ Resolusi video minimum HD (1080p), 4K digalakkan; ◦ Sarikata dwibahasa (BM & EN) ◦ Pematuhan kepada MIDA <i>Brand Guideline</i>		
	iii) Contoh kerja terdahulu yang menampilkan sarikata dwibahasa (BM & EN) – beserta pautan video		
	iv) Contoh penulisan (versi Bahasa Malaysia)		

	v)	Contoh terjemahan (versi Bahasa Inggeris)		
	vi)	Struktur Pasukan Produksi termasuk Penulis Skrip / Copywriter, Pengarah Kreatif, Penterjemah / Subtitle, Penyunting / Penyelia Pascaproduksi, <i>Voice Over Artis (disertakan, jika ada)</i>		
	vii)	Pengalaman Syarikat & Senarai Klien Berkait & video rujukan (<i>disertakan, jika ada</i>)		
	viii)	Garis masa cadangan pelaksanaan projek termasuk fasa & tarikh serahan		
5.		Maklumbalas Harga (<i>Hardcopy & Softcopy</i>)		
	i)	Borang Jadual Harga		
	ii)	Penyata Kewangan untuk 3 tahun terakhir		
	iii)	Penyata Bank untuk 3 bulan terakhir		
6.		Lain-lain - profil syarikat, termasuk tambahan idea visual atau pernyataan nilai tambah		

PENGESAHAN OLEH SYARIKAT

Dengan ini saya mengesahkan bahawa saya telah membaca dan memahami semua syarat-syarat dan terma yang dinyatakan di dalam dokumen sebut harga. Semua maklumat yang dikemukakan adalah benar.

Tandatangan :

Nama :

Jawatan :

Tarikh :

PENGESAHAN OLEH MIDA

Jawatankuasa Pembuka Sebut Harga mengesahkan penerimaan dokumen bertanda
kecuali bagi perkara bil. (jika ada) :-

Tandatangan :

Nama :

Jawatan :

Tarikh :