



Ruj. MIDA : MIDA.024.400-5/6/83

Tarikh : 12 September 2025

NOTIS PELAWAAN SEBUT HARGA

NO. SEBUT HARGA : SH MIDA BIL: 30/2025

**PERKARA : SEBUT HARGA BAGI PEROLEHAN PENERBITAN VIDEO
PROMOSI DAN VIDEO PELUNCURAN / GIMIK UNTUK
PROGRAM INISIATIF PEMBANGUNAN KLUSTER DI
WILAYAH TENGAH**

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

Kepada :

Pelawaan Sebut Harga oleh :

Sesiapa Yang Berkenaan

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

Sebut Harga 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

- dan pendaftarannya masih lagi berkuatkuasa.**

- 1.1 Penyebutbutharga-penyebutbutharga dikehendaki membaca dan memahami keseluruhan butir-butir dokumen sebut harga sebelum mengemukakan tawaran.
- 1.2 **Pastikan dokumen sebutbutharga ditaip mengikut format seperti yang telah ditetapkan di dalam borang maklumbalas teknikal dan harga (*soft-copy* dibekalkan).**
- 1.3 MIDA tidak terikat untuk menerima mana-mana tawaran terendah atau mana-mana tawaran lain.
- 1.4 Sebutbutharga yang lewat diterima dari tarikh dan masa ditetapkan **tidak akan dipertimbangkan.**

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 syarikat tuan sebagai Kontraktor Kerajaan.

3. DOKUMEN SEBUT HARGA

BAB 1 – Surat Akuan Penyebutharga & Surat Akuan Pembida

BAB 2 – Spesifikasi Teknikal & Skop Kerja

Lampiran A1	Rangka Kandungan Sebutharga
Lampiran A	Skop Kerja dan Terma Rujukan Perkhidmatan
Lampiran B	Format Proposal
Lampiran C	Borang Jadual Harga
Lampiran D	Cadangan Pasukan <i>Production</i>
Lampiran E	Garis Panduan Penjenamaan MIDA (<i>MIDA Brand Guidelines</i>)

BAB 3 – Pengalaman Syarikat

BAB 4 – Butir-Butir Penyebutharga & Maklumat Kewangan Syarikat

4. PENYERAHAN SEBUT HARGA

- 1.1 Dokumen sebut harga hendaklah lengkap, ditandatangani dan diserahkan kembali kepada MIDA **termasuk 'soft-copy'** tidak lewat jam **12.00 tengah hari pada 18 September 2025 (Khamis)**.
- 1.2 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'

- 4.1 Sampul tersebut hendaklah ditanda di bahagian atas sebelah kanan sampul surat dengan maklumat berikut:-

**SEBUT HARGA BAGI PERKHIDMATAN PENERBITAN VIDEO PROMOSI
 DAN VIDEO PELUNCURAN / GIMIK UNTUK PROGRAM INISIATIF
 PEMBANGUNAN KLUSTER DI WILAYAH TENGAH
 SEBUT HARGA MIDA BIL.: 30/2025
 DITUTUP PADA: 18 SEPTEMBER 2025 (KHAMIS)
 MASA: SEBELUM / PADA 12.00 TENGAHARI**

- 4.2 Senarai semak Sebut Harga bagi dokumen-dokumen yang perlu dikemukakan adalah seperti di **Lampiran Semakan**.

Semua sebut harga 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.**

- 4.3 Sebut harga 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.**

5. 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.

5.1 HARGA

- (a) **Harga indikatif** bagi sebut harga ini adalah sebanyak **RM200,000.00 termasuk 8% SST.**
- (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.

5.2 SEBUT HARGA SEBAHAGIAN

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

5.3 **BARANG SETARA**

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

5.4 **PERSETUJUAN**

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

5.5 **PEMERIKSAAN**

- (a) MIDA sentiasa berhak melantik pegawai untuk memeriksa atau 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.

5.6 **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.

5.7 **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.

5.8 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.

5.9 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.

5.10 INSURANS

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

5.11 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.

5.12 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 Penyebutharga boleh diambil sekiranya pihak-pihak terlibat dengan kesalahan rasuah di bawah Akta Pencegahan Rasuah 2009 (Akta 694); dan
- (d) Mana-mana kontraktor atau Penyebutharga 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).

5.13 **PENAMATAN**

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

5.14 **PENAMATAN ATAS SEBAB RASUAH ATAU AKTIVITI-AKTIVITI YANG MENYALAHUI 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.

6. PENERIMAAN SEBUT HARGA

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

7. BANTAHAN SPESIFIKASI

Penyebut harga 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 diedarkan. Bantahan yang diterima selepas tempoh tersebut tidak akan dipertimbangkan.

8. MAKLUMAT TAMBAHAN

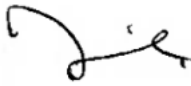
Sebarang pertanyaan atau keterangan lanjut, syarikat diminta berhubung dengan **En. Syihabuddin Ahmad Mohamad, Bahagian Pengurusan Korporat** di talian **03-22676697** atau emel : **syihabuddin@mida.gov.my**.

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.**

SEBUT HARGA MIDA BIL. 30/2025

**SEBUT HARGA BAGI PEROLEHAN PENERBITAN VIDEO PROMOSI DAN VIDEO
PELUNCURAN / GIMIK UNTUK PROGRAM INISIATIF PEMBANGUNAN
KLUSTER DI WILAYAH TENGAH Kepada:**

Penyebutharga-penyebutharga,

**Borang ini hendaklah dikembalikan bersama-sama dengan JADUAL HARGA di
dalam SAMPUL SURAT BERLAKRI**

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,

SEBUT HARGA MIDA BIL: 30/2025

**SEBUT HARGA BAGI PEROLEHAN PENERBITAN VIDEO PROMOSI DAN
VIDEO PELUNCURAN / GIMIK UNTUK PROGRAM INISIATIF PEMBANGUNAN
KLUSTER INDUSTRI DI WILAYAH TENGAH**

Di bawah dan tertakluk kepada Arahan Kepada Penyebut harga, 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 Sebut harga.

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

3. Dengan ini juga telah difahami bahawa MIDA berhak menerima atau menolak sebarang sebut harga ini, sama ada harga yang ditawarkan rendah atau tinggi atau sama dengan sebut harga-sebut harga 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

sebut harga yang saya beri ini akan sah laku (*valid*) dan tidak ditarik balik dalam tempoh sembilan puluh (90) hari dari tarikh tutup sebut harga dan tiada apa-apa syarat dikenakan selepas tarikh ditetapkan.

4. Selanjutnya saya bersetuju sekiranya sebut harga 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 sebut harga ini adalah yang sebenar yang terdapat di dalam Dokumen Sebut harga.

Nama :

Penyebutharga

(Tandatangan
Penyebutharga)

Alamat dan Cop :

Rasmi Syarikat

Tarikh :

Nama Saksi :

(Tandatangan Saksi)

Alamat

:

SURAT AKUAN PEMBIDA

SEBUT HARGA BAGI PENERBITAN VIDEO PROMOSI DAN VIDEO PELUNCURAN / GIMIK UNTUK PROGRAM INISIATIF PEMBANGUNAN KLUSTER INDUSTRI DI WILAYAH TENGAH (SEBUTHARGA MIDA NO. 30/2025)

Saya, nombor K.P.
..... yang mewakili syarikat
..... nombor Pendaftaran
syarikat dengan ini mengisytiharkan
bahawa saya atau mana-mana individu yang mewakili syarikat ini tidak akan menawar
atau memberi rasuah kepada mana-mana individu dalam MIDA atau mana-mana
individu lain, sebagai sogokan untuk dipilih dalam sebutharga seperti di atas. 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 cuba
menawar atau memberi rasuah kepada mana-mana individu dalam MIDA atau mana-
mana individu lain sebagai sogokan untuk dipilih dalam sebutharga seperti di atas,
maka saya sebagai wakil syarikat bersetuju tindakan- tindakan berikut diambil:

- 2.1 Penarikan balik tawaran kontrak bagi sebutharga di atas; atau
- 2.2 Penamatan kontrak bagi sebutharga di atas; dan
- 2.3 Lain-lain tindakan tatatertib mengikut peraturan perolehan Kerajaan yang
berkuat-kuasa.

3. Sekiranya terdapat mana-mana individu cuba meminta rasuah daripada saya atau
mana-mana individu yang berkaitan dengan syarikat ini sebagai sogokan untuk dipilih
dalam sebutharga seperti di atas, maka saya berjanji akan dengan segera melaporkan
perbuatan tersebut kepada pejabat Suruhanjaya Pencegahan Rasuah Malaysia
(SPRM) atau balai polis yang berhampiran.

Yang Benar,

.....

Nama :

No. KP :

Cop Syarikat :

BAB 2

SPESIFIKASI TEKNIKAL & KEPERLUAN KERJA



PRODUCTION OF PROMOTIONAL VIDEO AND LAUNCH / GIMMICK VIDEO FOR THE INDUSTRIAL CLUSTER DEVELOPMENT INITIATIVE IN THE CENTRAL REGION PROGRAMME

CONTENT OUTLINE

INTRODUCTION

MIDA seeks to appoint a production house to undertake **two (2) video productions** as follows:-

i) **Promotional Video**

The **five-minute, narrative-driven promotional video**, will be structured into **Central Region segments (3 states + Federal Territories)**, each approximately **1.30-minute in duration**. Each segment will highlight the priority sectors under the Industrial Cluster Development Initiatives in the Central Region— underscoring the role of Ecosystem Development Enablers in driving growth, in line with growth alongside NIMP 2030, namely:

- Electrical & Electronics
- Aerospace
- Pharmaceuticals
- Food

Manufacturing

The video will serve as a promotional and awareness tool to showcase the Industrial Cluster Development Initiative in the **Central Region, covering three (3) states - Selangor, Negeri Sembilan, Melaka and the Federal Territories of Kuala Lumpur, Putrajaya dan Labuan.**

This initiative aims to develop targeted industrial clusters within the Central Region, establishing a distinct identity for the area, which currently lacks defined cluster positioning, as highlighted in NIMP 2030. It prioritises high-growth industries, leverages established ecosystems and aligns closely with national strategic priorities under NIMP 2030.

To maximise outreach and visibility, the video will be featured not only at investment promotion events but also across strategic media channels, including broadcast and digital news platforms, supported by press releases. Additionally, it will be widely disseminated across MIDA, MITI and the Minister MITI's digital platforms, including Facebook, X, LinkedIn, Instagram, Youtube and Tiktok. **The video will also be showcased during MIDA's flagship event on the Central Region's Initiative, scheduled for 11 - 12 November 2025, further enhancing its reach and impact.**

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

ii) **Launch / Gimmick video**

The **one-minute in duration launch / gimmick video** will serve as a **dynamic and visually captivating introduction to the Central Region Initiatives.** Designed to spark anticipation and excitement, the video will highlight the region's pivotal role in driving the development of targeted industrial clusters across three (3) states (Selangor, Negeri Sembilan, Melaka) and the Federal Territories of Kuala Lumpur, Putrajaya and Labuan.

Through powerful visuals, energetic pacing and concise messaging, the teaser will set the tone for the launch, creating curiosity and drawing attention to the growth potential under the Central Region initiatives.

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

2.0 Scope of Work

The **five-minute, narrative-driven promotional video**, will be structured into **Central Region segments (3 states + Federal Territories with Kuala Lumpur at the forefront)**, each approximately **1.30-minute in duration**. Each segment will highlight the priority sectors under the Industrial Cluster Development Initiatives (ICDI) in the Central Region — underscoring the role of Ecosystem Development Enablers in driving growth, in line with growth alongside NIMP 2030, namely:

- Electrical & Electronics
- Aerospace
- Pharmaceuticals
- Food Manufacturing

- The video will serve as a promotional and awareness tool to highlight the Industrial Cluster Development Initiative in the Central Region, covering the State of Selangor, Negeri Sembilan, Melaka and the Federal Territories with Kuala Lumpur at the forefront.
- This initiative aimed to develop targeted industrial clusters within the Central Region, establishing a distinct identity for the area, which currently lacks defined cluster positioning as highlighted in the NIMP 2030. It prioritises high-growth industries, leveraging established ecosystems and aligning closely with national strategic-priorities under NIMP 2030.
- Feature the **four (4) Priority Industries** underscoring the role of Ecosystem Development Enablers under the ICDI in the Central Region, in line with growth alongside NIMP 2030 for example (but not limited to):
 - Aerospace
 - Electrical & Electronics
 - Pharmaceuticals
 - Food Manufacturing

Note: The examples above are illustrative. The production company may also highlight any other relevant Missions, Enablers, or strategic actions under NIMP 2030 that specifically showcase the strengths, opportunities and initiatives within the Central Region, as deemed suitable for the storyline and featured company.

- The narrative should align with key national policies and frameworks such as:
 - Twelfth/Thirteen Malaysia Plan (12MP/13MP)
 - New Industrial Master Plan 2030
 - National Energy Transition Roadmap
 - *Pelan Tindakan Dasar Sekuriti Makanan Negara*
 - KL Structure Plan 2040
 - *Rancangan Selangor Pertama/Kedua (RS-1/RS-2)*
 - *Rancangan Struktur Negeri Sembilan 2045*
 - *Pelan Strategik Melakaku Maju Jaya 2035*
 - National Semiconductor Strategy (NSS)
 - National Investment Aspiration (NIA)
- Highlight success stories of companies operating in the region, and illustrate the real-world impact of NIMP 2030 initiatives through key indicators such as GDP contribution, job creation and median wage improvements.
- 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 post-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, highlighting their specific relevance to the Central Region. Incorporate region-specific data (GDP contribution, job creation etc). This includes coordinating any necessary approvals from the relevant authorities/companies and input to ensure accurate and compelling storytelling that showcases the Central Region's Industrial strengths and investment opportunities.

3.0 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 **1 October to 1 November 2025** with the final delivery by **5 November 2025 (Wednesday)**. Timelines may be adjusted due to evolving requirements, subject to mutual agreement.

4.0 Expected Deliverables

Appointed production house will deliver **two (2) video productions** as follows:

- i) **Promotional Video**

The **five-minute, narrative-driven promotional video**, will be structured into **Central Region segments (3 states + Federal Territories)**, each approximately **1.30-minute in duration**. Each segment will highlight the priority sectors under the Industrial Cluster Development Initiatives in the Central Region — underscoring the role of Ecosystem Development Enablers in driving growth, in line with growth alongside NIMP 2030, namely:

- Electrical & Electronics
- Aerospace
- Pharmaceuticals
- Food Manufacturing

ii) **Launch / Gimmick video**

The **one-minute in duration launch / gimmick video** will serve as a **dynamic and visually captivating introduction to the Central Region Initiatives**. Designed to spark anticipation and excitement, the video will highlight the region's pivotal role in driving the development of targeted industrial clusters across three (3) states (Selangor, Negeri Sembilan, Melaka) and the Federal Territories of Kuala Lumpur, Putrajaya and Labuan.

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 IA - Cover Note Sebut Harga
- 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.**



SEBUTHARGA MIDA NO. 30/2025

PRODUCTION OF PROMOTIONAL VIDEO AND LAUNCH / GIMMICK VIDEO FOR THE INDUSTRIAL CLUSTER DEVELOPMENT INITIATIVE IN THE CENTRAL REGION PROGRAMME

Terms of Reference

INTRODUCTION

MIDA seeks to appoint a production house to undertake **two (2) video productions** as follows:-

i) **Promotional Video**

The **five-minute, narrative-driven promotional video**, will be structured into **Central Region segments (3 states + Federal Territories)**, each approximately **1.30-minute in duration**. Each segment will highlight the priority sectors under the Industrial Cluster Development Initiatives in the Central Region — underscoring the role of Ecosystem Development Enablers in driving growth, in line with growth alongside NIMP 2030, namely:

- Electrical & Electronics
- Aerospace
- Pharmaceuticals

→ Food Manufacturing

The video will serve as a promotional and awareness tool to showcase the Industrial Cluster Development Initiative in the **Central Region, covering three (3) states - Selangor, Negeri Sembilan, Melaka and the Federal Territories of Kuala Lumpur, Putrajaya dan Labuan.**

This initiative aims to develop targeted industrial clusters within the Central Region, establishing a distinct identity for the area, which currently lacks defined cluster positioning, as highlighted in NIMP 2030. It prioritises high-growth industries, leverages established ecosystems and aligns closely with national strategic priorities under NIMP 2030.

To maximise outreach and visibility, the video will be featured not only at investment promotion events but also across strategic media channels, including broadcast and digital news platforms, supported by press releases. Additionally, it will be widely disseminated across MIDA, MITI and the Minister MITI's digital platforms, including Facebook, X, LinkedIn, Instagram, Youtube and Tiktok. **The video will also be showcased during MIDA's flagship event on the Central Region's Initiative, scheduled for 11 - 12 November 2025, further enhancing its reach and impact.**

ii) **Launch / Gimmick video**

The **one-minute in duration launch / gimmick video** will serve as a **dynamic and visually captivating introduction to the Central Region Initiatives.** Designed to spark anticipation and excitement, the video will highlight the region's pivotal role in driving the development of targeted industrial clusters across three (3) states (Selangor, Negeri Sembilan, Melaka) and the Federal Territories of Kuala Lumpur, Putrajaya and Labuan.

Through powerful visuals, energetic pacing and concise messaging, the teaser will set the tone for the launch, creating curiosity and drawing attention to the growth potential under the Central Region initiatives.

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

1.0 GENERAL REQUIREMENT

i) **Promotional Video**

The **five-minute, narrative-driven promotional video**, will be structured into **Central Region segments (3 states + Federal Territories)**, each approximately **1.30-minute in duration**. Each segment will highlight the priority sectors under the Industrial Cluster Development Initiatives (ICDI) in the Central Region — underscoring the role of Ecosystem Development Enablers in driving growth, in line with growth alongside NIMP 2030, namely:

- Electrical & Electronics
- Aerospace
- Pharmaceuticals
- Food Manufacturing

The video will showcase the **Central Region**, encompassing the states of **Selangor, Negeri Sembilan, Melaka** and the **Federal Territory of Kuala Lumpur**, with an **estimated budget** capped at **RM200,000.00 including the SST 8% (for both video productions), or potentially less**. Please note that **MIDA is not obliged to appoint the company offering the lowest quotation**.

The key messaging are as follows:

- **Establishing a Cluster Identity for the Central Region**
 - Promoting the role of Ecosystem Development Enablers in driving growth across **four (4) priority industries : Electrical & Electronics, Aerospace, Pharmaceuticals and Food Manufacturing**.

- Showcasing the unique strengths, resources and ecosystem advantages of each sector to reinforce the region's competitive positioning and attract quality investments.
 - Emphasising the role of industrial clustering in strengthening supply chains, fostering cross-industry collaboration and creating synergies that drive innovation and productivity.
- **Driving Progressive Economic Growth**
 - Enhancing the Central Region's contribution to Malaysia's Gross Domestic Product (GDP), reinforcing sustainability, inclusivity and innovation.
 - Strengthening the manufacturing sector as a key economic pillar, driving substantial contributions to GDP , export earnings and job creation.
 - **Creating Employment Opportunities**
 - Attracting rising investments, particularly in high-value sectors to generate more high-skilled job opportunities.

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).

ii) **Launch / Gimmick video**

The key messaging are as follows:

- **Establish Brand Identity**
 - Introduce the **Central Region logo** along with its core strengths using dynamic motion graphics to create immediate recognition and strong visual impact.

- **Positioning the Central Region**

- Showcase the three (3) states and the Federal Territories underscoring Kuala Lumpur as a high-performance industrial hub that is future-ready, innovative and equipped with an investor-friendly ecosystem.

- **Highlight Investment Potential**

- Showcase snippets of the priority sectors and key growth opportunities, emphasizing why the Central Region is an attractive destination for both, domestic and international investors.

- **Teaser of the five-minute Promotional Video**

- Generate anticipation by creating excitement and curiosity about the full-length video, giving audiences a glimpse of what's to come. With powerful visuals, energetic pacing and concise messaging, the teaser will set the tone for the launch, sparking anticipation and highlighting the growth potential of the initiatives.

2.0 CONCEPT OVERVIEW

i) **Promotional Video**

The video will position **Malaysia's Central Region as a globally competitive industrial cluster**, showcasing how the **three (3) states (Selangor, Negeri Sembilan, Melaka) and Federal Territories with Kuala Lumpur at the forefront**, form the backbone of the nation's industrial advancement. The narrative will highlight the region's strategic location, advanced infrastructure and thriving ecosystem, making it a trusted destination for investors seeking access to regional and global markets.

Through **cinematic visuals, immersive on-site footage and compelling human stories**, the final video will serve as a **strategic investment promotion tool**,

effectively communicating the Central Regions' strength, opportunities and future-driven vision to both domestic and international stakeholders.

MIDA will be highlighted as the strategic partner to investors, exemplifying professionalism and integrity in facilitating investments and supporting Malaysia's ongoing industrial transformation. The video will also underscore how the Central Region, guided by the NIMP 2030 strategic priorities, continues to drive innovation, strengthen supply chains and reinforce Malaysia's position as an attractive and reliable investment destination.

ii) **Launch / Gimmick Video**

The teaser video will serve as a high-impact opener to the launch of the Central Region Initiatives. Unlike the full promotional video, which is more comprehensive and narrative-driven, the teaser is designed to be short, punchy and emotionally engaging, giving audiences just enough to spark curiosity and excitement. It will position Central Region initiatives in a bold, future-driven light without going into full details (which will be covered in the promotional video).

3.0 CONTENT REQUIREMENTS

Both videos will draw from the same content (as detailed - no. 3, 4, 5 below), however the key difference lies in the way the storyline is structured and presented.

Promotional video: Provides a comprehensive and detailed overview of the Central Region initiatives, highlighting its strategic strengths, growth sectors and investment opportunities in narrative-driven format.

Launch / Gimmick video: Uses selected teaser visuals from the full promotional video, presented in high-energy, visually impactful style to spark anticipation and capture audience attention at the launch.

MIDA continues to strengthen its investment promotion initiatives by positioning Malaysia's Central Region as a safe and investor-friendly destination, offering a cost-competitive, sustainable and conducive business environment supported by world-class infrastructure and thriving ecosystem. 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.

To ensure the comprehensive promotion of the Central Region, the content will include, but not be limited to the following: -

3.1 Malaysia, Land of the Opportunities

- Strategic location, the heart of Southeast Asia
- Seamless connectivity between Central Region's states and Federal Territories
- 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 Priority Industries (covering state of Selangor, Negeri Sembilan, Melaka and Federal Territories with Kuala Lumpur at the forefront)

Aerospace	Electrical & Electronics	Pharmaceuticals	Food Manufacturing
Tagline Narrative: <i>"TBD"</i>	Tagline Narrative: <i>"TBD"</i>	Tagline Narrative: <i>"TBD"</i>	Tagline Narrative: <i>"i.e: Malaysia Halal Hub"</i>
Ecosystem Development Enablers Tagline Narrative: <i>"i.e: World Class Infra"</i>			

- Engineering Support
- Industry Manufacturing- related Services
- Skills & Talent Development
- Logistics

3.3 Key Unique Features:

- Clear portrayal of The Industrial Cluster Development Initiative in the Central Region.
- **Customised Cluster-based Approach**

The Central Region is positioned as a high-performance industrial cluster, uniting three (3) states; Selangor, Negeri Sembilan, Melaka and the Federal Territories with Kuala Lumpur at the forefront into a fully integrated ecosystem. This approach highlights:-

- **Seamless connectivity** across industries and markets;
- **A robust and future-ready talent base** to support high-value sectors;
- **A thriving ecosystem** that fosters innovation and collaboration;
- **A pivotal economic role in driving Malaysia's industrial growth**;
- **A compelling value proposition** for investors targeting regional and global markets.
- **Focus on Cross-border Development Elements and Spillover Effects**

By leveraging **cross-border connectivity, integrated supply chains, shared talent pools, collaborative investment platforms and inclusive economic opportunities**, the region generates powerful spillover effects that benefit multiple states simultaneously. This unique approach positions the Central Region as a cohesive, high-performance industrial cluster that drives innovation, strengthens resilience and delivers sustainable growth across Malaysia's economic landscape.

- **Strong Federal-State Partnership Driving Growth**

The Central Region thrives on close federal-state partnership, ensuring aligned policies, streamlined facilitation and coordinated development. This partnership accelerates infrastructure projects, boosts investor confidence and fosters a sustainable business-friendly ecosystem. With active participation from both federal and state governments, the region delivers timely policy execution, infrastructure readiness and comprehensive investor support, reinforcing its position as a premier hub for industrial growth.

This approach also deepens value chain integration, encourages innovation and creates cross-industry collaboration and investment synergies. Through this strategic focus, the Central Region positions itself as a future-ready hub for quality investments, driving resilience, inclusivity and long-term economic impact.

- **Leverage Existing Ecosystems to Accelerate the Development of High-value Industries**

This initiative focuses on:-

- Ecosystem Leverage - Builds on established infrastructure, supply chains and industry networks.
- Value Chain Integration - Enhancing linkages across suppliers, manufacturers and service providers to boost efficiency and competitiveness.
- Innovation-Driven Growth - Encourages R&D, technology adoption and knowledge sharing across High-Potential Industry Focus.
- Investor-Centric Facilitation - Provides streamline approvals, infrastructure readiness and customised support for investors.

3.4 Data-driven overview showcasing Key Performance Indicators target in the Central Region:

- Manufacturing GDP growth is driven by Selangor, Negeri Sembilan, Melaka and

the Federal Territories (FT) with Kuala Lumpur at the forefront.

- Job creation in the priority industries and areas covered.
- Median salary growth reflects the region's shift towards higher-skilled employment.

3.5 Federal-State Alignment

The Central Region drives Malaysia's transformation agenda through seamless federal-state collaboration, underpinned by alignment with key national and state blueprint, including:

- Twelfth/Thirteen Malaysia Plan (12MP/13MP)
- New Industrial Master Plan 2030
- National Energy Transition Roadmap
- *Pelan Tindakan Dasar Sekuriti Makanan Negara*
- KL Structure Plan 2040
- *Rancangan Selangor Pertama/Kedua (RS-1/RS-2)*
- *Rancangan Struktur Negeri Sembilan 2045*
- *Pelan Strategik Melakaku Maju Jaya 2035*
- National Semiconductor Strategy (NSS)
- National Investment Aspiration (NIA)

3.6 Business Ready Environment

The Central Region offers one of the most dynamic business ecosystems in Malaysia, making it easy for companies to establish, expand and scale up operations. With its established financial services, supportive policies, world-class infrastructure and proactive facilitation, the region stands out as a premier destination for investment:

- Progressive infrastructure, excellent connectivity
- Liberal equity policy
- Conducive business environment
- Malaysia's IP protection safeguards innovation

- Ideal hub for regional and global operations
- Advancing ESG standards and responsible investing frameworks

3.7 Central Region's Global Standing

The Central Region reflects Malaysia's rising profile among the world's top emerging markets for investment. With strong investor protection, responsive facilitation and seamless connectivity, the region offers an ideal base for global and regional operations.

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), Port Klang being in the Top 10 busiest container ports globally, Most Progressive State of Malaysia, IBR 2025.

3.8 Future Forward Economy

The Central Region is at the forefront of Malaysia's efforts to build a future-forward economy. As one of the country's most advanced economic corridors, the region is rapidly embracing modern technologies, sustainable practices and innovation-driven growth for high-value investments. Key initiatives and strengths include:

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

3.9 Great Place for Work and Life

The Central Region offers one of the most attractive environments to work, live and thrive. 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. Highlights of the Central Region lifestyle include:

- World-class healthcare services
- Quality education system
- Comfortable and affordable living
- Unsurpassed lifestyle
- Food paradise
- Rich Nature & Leisure
- Lifestyle Excellence
- Vibrant culture and arts
- Experience tropical nightlife
- Green building developments and urban sustainability initiatives

3.10 Testimonials/ Success Stories from New and Existing Investors in the Central Region

To highlight the Central Region as Malaysia's premier investment destination, MIDA will feature a series of investor testimonials and success stories. New and existing investors will be identified, interviewed, and recorded to showcase their experiences, achievements, and confidence in the region — **underscoring the role of Ecosystem Development Enablers in driving growth.**

- **Aerospace**
- **Electrical & Electronics**
- **Pharmaceuticals**
- **Food Manufacturing**

3.11 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 priority sectors such as Electrical & Electronics, Aerospace, Pharmaceuticals, and Food Manufacturing.
- MIDA's state and worldwide network of offices as well as the Central Region's state IPA's.
- MIDA's as the first point of contact logo and partnership with state IPA's logo: Invest Selangor, Invest Negeri Sembilan, Invest Melaka, and Jabatan Wilayah Persekutuan (JWP) logo.

4.0 TARGET AUDIENCE

To maximise outreach and visibility, the video will not only be featured at investment promotion events attended by both local and international investors but also disseminated through strategic media channels, including broadcast and digital news platforms, supported by press releases. Additionally, it will be widely disseminated across MIDA, MITI, the Minister MITI, and Central Region state IPA's digital platforms, namely Facebook, X, LinkedIn, Instagram, Youtube and Tiktok.

5.0 SCOPE OF WORK

5.1 The five-minute, narrative-driven promotional video, will be structured into **Central Region segments (3 states + Federal Territories with Kuala Lumpur at the forefront)**, each approximately **1.30-minute in duration**. Each segment will highlight the priority sectors under the Industrial Cluster Development Initiatives (ICDI) in the Central Region — underscoring the role of Ecosystem Development Enablers in driving growth, in line with growth alongside NIMP 2030, namely:

- Electrical & Electronics
 - Aerospace
 - Pharmaceuticals
 - Food Manufacturing
- The video will serve as a promotional and awareness tool to highlight the Industrial Cluster Development Initiative in the Central Region, covering the State of Selangor, Negeri Sembilan, Melaka and the Federal Territories with Kuala Lumpur at the forefront.
 - This initiative aimed to develop targeted industrial clusters within the Central Region, establishing a distinct identity for the area, which currently lacks defined cluster positioning as highlighted in the NIMP 2030. It prioritises high-growth industries, leveraging established ecosystems and aligning closely with national strategic-priorities under NIMP 2030.
 - Feature the **four (4) Priority Industries** and **one (1) Ecosystem Development Enablers** under the ICDI in the Central Region, in line with growth alongside NIMP 2030 for example (but not limited to):

Aerospace	Electrical & Electronics	Pharmaceuticals	Food Manufacturing
Tagline Narrative: <i>"TBD"</i>	Tagline Narrative: <i>"TBD"</i>	Tagline Narrative: <i>"TBD"</i>	Tagline Narrative: <i>"i.e: Malaysia Halal Hub"</i>
Ecosystem Development Enablers Tagline Narrative: <i>"i.e:World Class Infra"</i> • Engineering Support • Industry Manufacturing- related Services			

- Skills & Talent Development
- Logistics

Note: The examples above are illustrative. The production company may also highlight any other relevant Missions, Enablers, or strategic actions under NIMP 2030 that specifically showcase the strengths, opportunities and initiatives within the Central Region, as deemed suitable for the storyline and featured company.

- The narrative should align with key national policies and frameworks such as:
 - Twelfth/Thirteen Malaysia Plan (12MP/13MP)
 - New Industrial Master Plan 2030
 - National Energy Transition Roadmap
 - *Pelan Tindakan Dasar Sekuriti Makanan Negara*
 - KL Structure Plan 2040
 - *Rancangan Selangor Pertama/Kedua (RS-1/RS-2)*
 - *Rancangan Struktur Negeri Sembilan 2045*
 - *Pelan Strategik Melakaku Maju Jaya 2035*
 - National Semiconductor Strategy (NSS)
 - National Investment Aspiration (NIA)
- Highlight success stories of companies operating in the region, and illustrate the real-world impact of NIMP 2030 initiatives through key indicators such as GDP contribution, job creation and median wage improvements.
- Each deliverable must reflect a cohesive narrative, strategic clarity, and visually engaging storytelling aligned with ICDI in the Central Region, in line with growth alongside 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 post-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 ICDI in the Central Region, in line with growth alongside NIMP 2030 and related national policies, highlighting their specific relevance to the Central Region. Incorporate region-specific data (GDP contribution, job creation etc). This includes coordinating any necessary approvals from the relevant authorities/companies and input to ensure accurate and compelling storytelling that showcases the Central Region's Industrial strengths and investment opportunities.

5.2 Version

The video will be produced as a **single master, with two deliverables**: one version with **English subtitles** and another with **Bahasa Melayu subtitles**.

5.3 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 Central Region state IPA's affiliated agencies.

5.4 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 to be endorsed by the Central Region's Committee and approved by MIDA Management. Visual clarity, brand consistency, and accessibility should be prioritised which include designing MIDA's as the first point of contact logo and partnership with state IPA's logo — Invest Selangor, Invest Negeri Sembilan, Invest Melaka, and Jabatan Wilayah Persekutuan (JWP) logo for intro and outro of the video.

5.5 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 **English** 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 MIDA's Management.

5.6 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. All proposed copies must faithfully reflect the messages and tone. MIDA will review and approve the final script, supers, and subtitles before any production begins. The final video shall be produced in single version - **English version** - tailored to the finalised content and target audiences; each version will feature English and Bahasa Melayu subtitles, as appropriate.

5.7 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 The Industrial Cluster Development in the Central Region 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 within the Central Region 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 the region.
- 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 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, with the supervision as stipulated **under 8.0 Supervision of this TOR.**

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. Any talent-selection process — particularly for any required voice-over (VO) artists, music scoring/arrangement — and must authorise any additional costs will be endorsed by MIDA 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 Central Region - Selangor, Negeri Sembilan, Melaka and Federal Territories with Kuala Lumpur at the forefront
- 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/ Central Region state IPA'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 rounds of revisions**, certain necessary parts in each segment and video up including content accuracy, visuals, pacing, or message delivery till the end of the contractual agreement.

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.

6.0 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

Appointed production house will deliver **two (2) video productions** as follows:

i) **Promotional Video**

The **five-minute, narrative-driven promotional video**, with **Central Region segments (3 states + Federal Territories)**, each approximately **1.30-minute in duration**. Each segment will highlight the priority sectors under the Industrial Cluster Development Initiatives in the Central Region — underscoring the role of Ecosystem Development Enablers in driving growth, in line with growth alongside NIMP 2030, namely:

- Electrical & Electronics
- Aerospace
- Pharmaceuticals

→ Food Manufacturing

ii) **Launch / Gimmick video**

The **one-minute in duration launch / gimmick video** will serve as a **dynamic and visually captivating introduction to the Central Region Initiatives**. Designed to spark anticipation and excitement, the video will highlight the region's pivotal role in driving the development of targeted industrial clusters across three (3) states (Selangor, Negeri Sembilan, Melaka) and the Federal Territories of Kuala Lumpur, Putrajaya and Labuan.

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 **contractual 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 **1 October to 1 November 2025** with the final delivery by **5 November 2025 (Wednesday)**. Timelines may be adjusted due to evolving requirements, subject to mutual agreement.

8.0 SUPERVISION

Assigned MIDA and Central Region state IPA's 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.

11.0 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.



PRODUCTION OF PROMOTIONAL VIDEO AND LAUNCH / GIMMICK VIDEO FOR THE INDUSTRIAL CLUSTER DEVELOPMENT INITIATIVE IN THE CENTRAL REGION PROGRAMME

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 the Industrial Cluster Development Initiative in the Central Region**, while clearly communicating the positive impact of these investments on national economic growth, social development, and technological progress.
- Support both the video; promotional video (~5 minutes) and Launch / Gimmick video (~1 minute) 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 5 November 2025**, including the delivery of the two (2) videos.

- 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. Version: English version with Bahasa Malaysia subtitle
- 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:

**SEBUTHARGA**

**PRODUCTION OF PROMOTIONAL VIDEO AND LAUNCH / GIMMICK VIDEO FOR
THE INDUSTRIAL CLUSTER DEVELOPMENT INITIATIVE IN THE CENTRAL
REGION PROGRAMME**

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)		
	Sub Total		

SCOPE OF WORK		COST PER UNIT (RM)	AMOUNT (RM)
B	Production		
1	<u>i) Filming/Production for one (1) ~ 5-min video</u> <u>ii) Filming/Production for one (1) ~ 1 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		
1	Offline/Online Editing		

SCOPE OF WORK		COST PER UNIT (RM)	AMOUNT (RM)
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)		
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: _____



Appendix D

SEBUTHARGA

**PRODUCTION OF ORINITUIBA VIDEO AND LAUNCH / GIMMICK VIDEO FOR THE
INDUSTRIAL CLUSTER DEVELOPMENT INITIATIVE IN THE CENTRAL REGION
PROGRAMME**

PRODUCTION TEAM

COMPANY:

NO	NAME	ROLE/FUNCTION	BACKGROUND	PAST EXPERIENCES*

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



Appendix E

BRAND GUIDELINES *(as at 11 November 2023)*

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



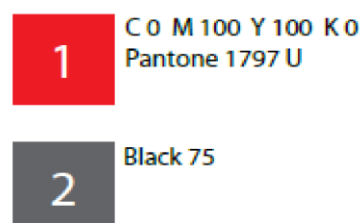
The MIDA logo consists of two elements: The logomark and tagline. The logomark is a specially constructed abbreviation of the brand name in its corporate colours. The logomark is designed clean and architectural to portray straight forwardness, progression, strength, accountability and authority.

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

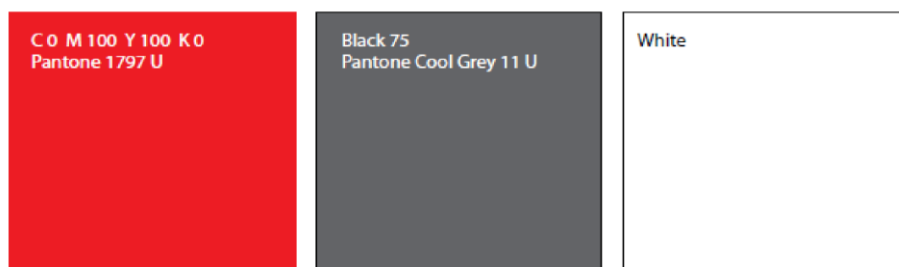


Horizontal treatment



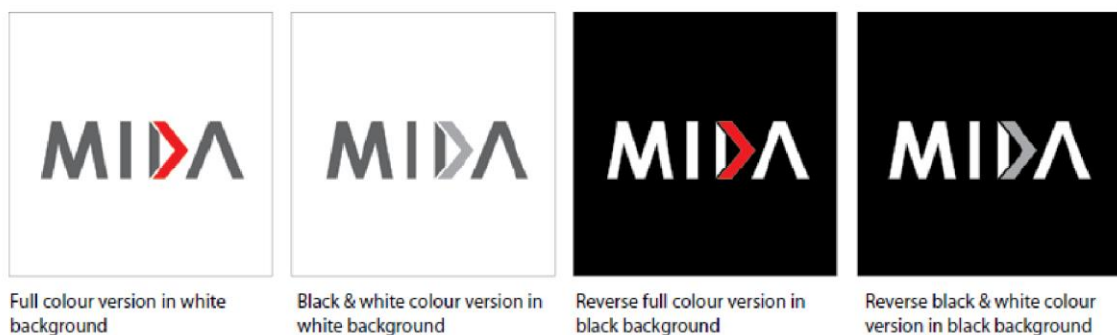
9. Corporate Colours - Primary

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



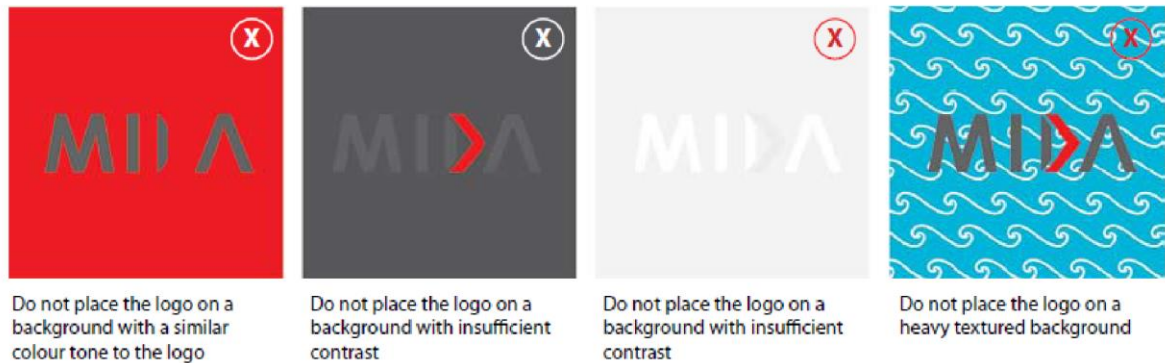
10. Acceptable Usage

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.



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.

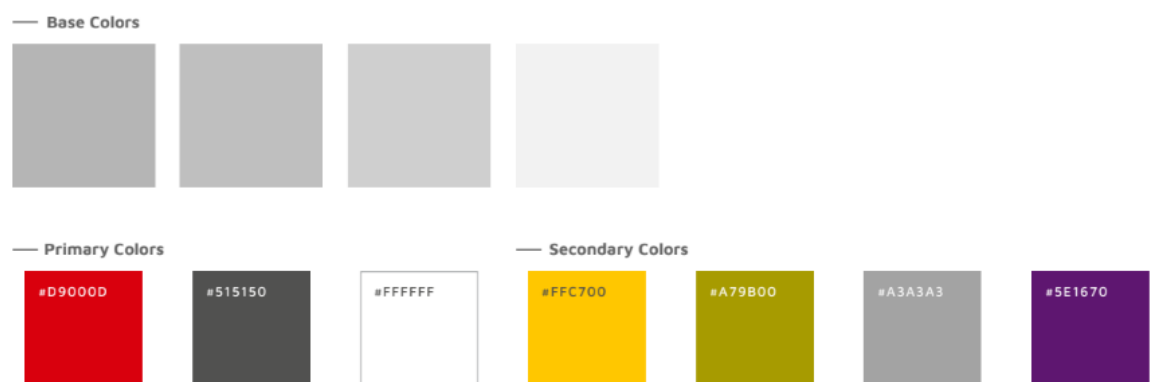


12. Secondary Colours

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



13. Colour Swatch for Digital Creative



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.

Corporate Communications Division (CCD)

Malaysian Investment Development Authority (MIDA)

11 November 2023

BAB 3

A. PENGALAMAN/PROFIL SYARIKAT

Senarai projek yang sama yang telah disiapkan 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 projek :-

No.	Butiran Kontrak	Nama Pelanggan & Alamat	Jumlah Kontrak (RM)	Tarikh Mula	Tarikh Dijangka Siap	% Kemajuan

BAB 4

BUTIR-BUTIR PENYEBUT HARGA & 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. 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			

- 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.			

Nota:

Penyata Bank bagi tempoh tiga (3) bulan terakhir hendaklah disertakan bersama-sama serahan borang sebutharga.

LAMPIRAN SEMAKAN



LEMBAGA PEMBANGUNAN PELABURAN MALAYSIA

**SEBUTHARGA PENERBITAN VIDEO PROMOSI DAN VIDEO PELUNCURAN /
GIMIK UNTUK PROGRAM INISIATIF PEMBANGUNAN KLUSTER DI WILAYAH
TENGAH
SEBUTHARGA MIDA BIL: 30/2025**

SENARAI SEMAK

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 : ● Cadangan konsep yang dikemukakan disertakan dengan rasional, rujukan visual dan idea kreatif yang menonjolkan sektor-sektor keutamaan di bawah Inisiatif Pembangunan Kluster Industri di Wilayah Tengah, iaitu; ● <i>Electric & Electronics</i> ● <i>Aerospace</i> ● <i>Pharmaceuticals</i> ● <i>Food Manufacturing</i> dengan pendekatan naratif yang menarik, jelas dan selaras dengan strategi komunikasi promosi pelaburan MIDA; ● Cadangan menepati keperluan format (satu video promosi berdurasi lima (5) minit dengan pecahan segmen mengikut tiga 3 buah negeri dan Wilayah Persekutuan, serta satu video pelancaran/gimik berdurasi satu (1) minit), dan menunjukkan keupayaan untuk menghasilkan kandungan yang		

	diptimumkan untuk media sosial, pameran fizikal, acara promosi dan platform digital;		
	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 :

