



Request for PROPOSAL

**Event Organiser
for Selangor International Care Expo 2026**

Background

The Selangor State Government has been actively advancing the Care Economy agenda, recognising care services as an essential pillar of economic growth, social wellbeing, and community resilience.

SICE 2026 aims to serve as a regional platform for showcasing innovations, services and investment opportunities within the care economy, bringing together stakeholders including care providers, healthcare institutions, technology innovators, investors, policymakers and the public.

To ensure the successful planning and implementation of the event, the organiser invites proposals from qualified Event Organisers (EO) to manage the end-to-end execution of the programme.

Scope

The appointed Event Organiser (EO) will be responsible for planning, management, coordination and implementation of the Selangor International Care Expo (SICE) 2026.

This includes:

- Event planning and management
- Exhibition design and management
- Experiential showcase curation
- Business matching programme management
- Marketing and promotion
- Sponsorship and partnership development
- Event operations and logistics
- Post-event reporting

Submission

All proposals must be submitted to the Organising Secretariat of the Selangor International Care Expo (SICE) 2026 by 5:00 PM, 27th March 2026 via email:

admin.sics@wbselangor.com.my

Expo Concept

Flow

- 1.Reception area
- 2.Business Matching Lounge
- 3.Experiential Hub
 - a.Pregnancy, childbirth, and postpartum care
 - b.Childcare
 - c.Disability
 - d.Active aging
 - e.Long Term Care
- 4.Mini stage
- 5.Product Browsing Area

Tone and Branding according to enclosed brand guideline.

Cumulative hall space: L:28.05m x W:54m x H:8.5m

Requirements

Proposals are invited from qualified event management companies with demonstrated experience in organising large-scale exhibitions or industry events.

Requirements include:

- Legally registered company with SSM
- Minimum three (3) years of operation
- Experience managing at least three similar events in the past five years
- Preference will be given to vendors with experience organising events related to healthcare, care services (eldercare, childcare, disability care), wellness, or social services.
- Demonstrate the ability to attract exhibitors, industry partners and sponsors.

Proposals must include:

- Company profile
- Relevant experience and portfolio
- Event concept and implementation approach
- Marketing and outreach strategy
- Sponsorship strategy
- Proposed project team
- Budget breakdown
- Implementation timeline



Selangor
International
CARE EXPO
2026

15th – 17th
OCTOBER 2026

**KUALA LUMPUR
CONVENTION CENTRE**

The Selangor International Care Expo (SICE) 2026, building on the momentum of the Selangor International Care Summit (SICS) 2025, will serve as a premier platform bringing together caregiving, wellbeing and support service providers to showcase innovations and opportunities within the growing care economy ecosystem.

The inaugural SICS 2025 attracted 3,832 attendees and facilitated 179 business matching sessions, generating RM1.85 million in MoU value and RM2.25 million in potential investment opportunities, demonstrating strong industry interest and the economic potential of the care sector.

Guided by the theme “Experience Care”, SICE 2026 will feature exhibitions, experiential showcases and business matching programmes that connect innovators, service providers, investors and partners to explore collaborations, expand market opportunities and strengthen the care economy in the region.



Experience Care: Discover the Future of Care

Programme Components



DIGITAL CARE EXPO

An exhibition hall where companies, organisations and innovators showcase products, services and technologies that support caregiving, wellbeing and daily living. Exhibitors will present solutions across areas such as childcare, elderly care, disability support, assistive technologies and caregiver services, highlighting the expanding ecosystem of the care economy.



EXPERIENTIAL SHOWCASE

An interactive zone where visitors can experience real-life care environments through immersive exhibits, demonstrations and simulations. From accessible homes and assistive technologies to community support services, the showcase allows visitors to explore how innovations and thoughtful design can improve quality of life and support care at every stage of life.



BUSINESS MATCHING

A structured networking programme that connects exhibitors with investors, buyers, service providers and strategic partners through curated meetings. The programme facilitates meaningful collaborations, enabling participants to explore partnerships, investment opportunities and market expansion within the care economy sector.



For further information about the event, kindly visit our website at www.selangorcareexpo.com or drop your enquiries by email to admin.sics@wbselangor.com.my