



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, 14th April 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