



TENDER FOR THE DESIGN, CONSTRUCTION, AND MANAGEMENT OF THE MALAYSIA PAVILION AT THE MOBILE WORLD CONGRESS (MWC) 2025 IN BARCELONA

BRIEFING SESSION

18 October 2024

CONTENT

Session 1 :

- Briefing on the project
- Q & A

Session 2 :

Tender Compliance

SESSION 1

PROJECT BACKGROUND (1/3)



- **The Mobile World Congress (MWC)** is one of the largest global events in the mobile and telecommunications industry, drawing participation from leading tech companies, government bodies, and thought leaders from around the world. MWC provides a platform for showcasing the latest advancements in mobile communications, telecommunication innovations, and future technologies. It serves as a strategic opportunity for countries to highlight their contributions to the global digital economy and foster international collaborations.
- **For MWC 2025 in Barcelona**, the Malaysian Communications and Multimedia Commission (MCMC) will lead Malaysia's participation through a dedicated national pavilion. The Malaysia Pavilion will showcase innovations from Malaysia's telecommunications sector, positioning the country as a leader in ICT. Through this platform, MCMC aims to attract investments, promote technological partnerships, and strengthen Malaysia's reputation in the global market.

PROJECT BACKGROUND (2/3)



Details of MWC 2025 in Barcelona event is as below:

Item	Details
Event	MALAYSIA PAVILLION AT MOBILE WORLD CONGRESS (MWC) 2025, BARCELONA
Date	3RD – 6TH MARCH 2025
Venue	FIRA GRAN VIA, BARCELONA
Site Size Dimension	327.5 sqm with upper deck covering 1/3 of total site size (approximately 109sqm)

PROJECT BACKGROUND (3/3)



Continued.....

Item	Details
Pavilion Layout Concept Guide	Open concept circular central hub according to verticals up to 5 verticals (Appendix J)
Theme	Malaysia a Gateway to ASEAN Innovation
No of Delegates from MCMC	EST 20 PAX
No of Exhibitor	EST 15 PAX

SCOPE OF WORK (1/2)



No	Scope	Detail
1	Theme and Creative Concept	Propose and present 3 options of theme and creative concept for double decker structure design. This includes providing 2D and 3D key visuals, sample layouts and graphics for digital visual media and pitching.
2	Pavilion Design & Construction	<ul style="list-style-type: none"> Develop and build the Malaysia Pavilion based on the approved initial concept by MCMC. Manage and develop Malaysia Pavilion based on MCMC and Fira Gran Via requirements. Tenderer can refer to the Fira de Barcelona weblink - www.firabarcelona.com/en/ and MWC 2025 Barcelona link - www.mwcbarcelona.com and www.mwcbarcelona.com/exhibitors/exhibitor-resources
3	Project Management	<ul style="list-style-type: none"> Manage the preparation, production and post of the overall for the event and build-up Pavilion. Ensure management, documentation and reporting are being conducted effectively.
4	Venue Management	<ul style="list-style-type: none"> Liaise with the exhibition organiser relating to the Malaysia Pavilion Build-up matters, this includes preparing and submitting of any required forms or security deposits to the organiser (i.e. permits, electrical, furniture, worker, etc). Ensure compliance to the exhibitor's manual and conduct sufficient site visit and quality check of the materials used for the purpose of the Pavilion Build Up.
5	Compliance & Safety	Comply with all safety, legal, and regulatory requirements set by relevant parties and authorities, including Global System for Mobile Communications Association (GSMA), Mobile World Congress (MWC), Fira Gran Via and the city of Barcelona is mandatory.

SCOPE OF WORK (2/2)



No	Scope	Detail
6	Manpower and Logistics Requirement & On-Site Support	Responsible for proposing, supplying, and providing adequate manpower throughout the pre-event and during the event stages to ensure smooth operations.
7	Food & Beverages (F&B) Arrangement	Provide the overall foods and beverages (Halal) arrangement throughout the exhibition and adhere to the Fira Gran Via guideline on preparations of the F&B arrangements.
8	Performance (Hologram Dancers)	Propose, design, and deliver a high-quality, innovative hologram dance performance tailored to the Malaysia Pavilion's space, theme, and conceptual design.
9	Collaterals	Propose, design, and supply on the design and creative values for Malaysia's collaterals that are to be given to international incumbent parties during the MWC 2025, Barcelona.
10	Malaysia Batik Shirts	Propose, design, and supply high-quality long sleeve Malaysia Batik with crepe materials, based on an agreed amount quantity and according to gender and sizes (to be confirmed once numbers are finalized).
11	Others (includes Registration System, Event Reporting & Data Collection and Post-Event)	Provide and manage a registration system that can capture and monitor program visitor attendance, live-reporting and produce a post-mortem event report.
12	Pavilion Dismantle and Space Clearance	Plan, manage and execute the post-event dismantling and clearing process effectively to comply within the duration required by FIRA Gran Via.
13	Insurance Coverage	Provide comprehensive insurance coverage for all items, equipment, and working crews during the pavilion build-up and dismantling, ensuring coverage for potential damages or liabilities.

REQUIREMENT (1/5)



The detail proposal as per **Appendix I**.

No.	Description	Detail
1	Conceptual designs	<p>Propose and present 3 options of theme and creative concept for double decker structure design.</p> <p>High-quality, creative 2D and 3D designs that reflect Malaysia's digital and technological advancements, incorporating modern, engaging pavilion elements to attract visitors.</p>
2	Construction plans, (floor plan, 2D & 3D)	<p>Clear, practical 2D & 3D construction drawings that include technical details for setup, adherence to FIRA Gran Via guidelines, and ensure a smooth build-up process.</p>
3	Project Management	<p>A meticulously planned project schedule, showing critical milestones from setup through dismantling.</p> <p>The proposal shall include the details for the following:</p> <ul style="list-style-type: none">• Compliance & Safety,• Manpower and Logistics Requirement & On-Site Support,• Food & Beverages (F&B) Arrangement,• Performance (Hologram Dancers),• Collaterals,• Malaysia Batik Shirts,• Others (includes Registration System, Event Reporting & Data Collection and Post-Event), and• Pavilion Dismantle and Space Clearance. <p>The tenderer must submit a detailed project timeline that outlines key milestones including:</p> <ul style="list-style-type: none">✓ Completion of design concept.✓ Pavilion construction kick-off and completion.✓ Setup and teardown schedule for the event.

REQUIREMENT (2/5)



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No.	Description	Detail
4	Cost breakdown without price	A detailed Bill of Quantities (BoQ) without price , covering all components, from design to execution.
5	Team Experience	<p>A highly skilled team with over 10 years of event management experience, demonstrating the ability to coordinate logistics, manage teams, and resolve challenges on-site. Which includes:</p> <ol style="list-style-type: none"> 1. 1 Dedicated Project Manager with 10+ years of international event management experience; 1. At least 4 dedicated working team with 3 years of event management experience.
6	<p>Video Presentation (Pitch)</p> <p>Without company name or logo</p>	<p>Overview: Below 10 Minute video presentation. The video should cover key aspects including the pavilion’s design concept, construction methodology, and innovation.</p> <p>Key Sections:</p> <ul style="list-style-type: none"> • Introduction • 3D Design Concept (Highlight key design elements and visitor experience) • Construction Methodology (Timeline, material selection, safety protocols) • Technological Innovation (Digital displays, visitor engagement tools) • Sustainability & Compliance (Eco-friendly materials, adherence to regulations) • Conclusion: Reassure on-time delivery, and offer a brief concept of the launching video. <p>The tenderer is required to submit the video in MOV, MKV, MP4 or MPEG format, whichever is convenient in separate thumb drive (preferably MP4).</p>

REQUIREMENT (3/5)



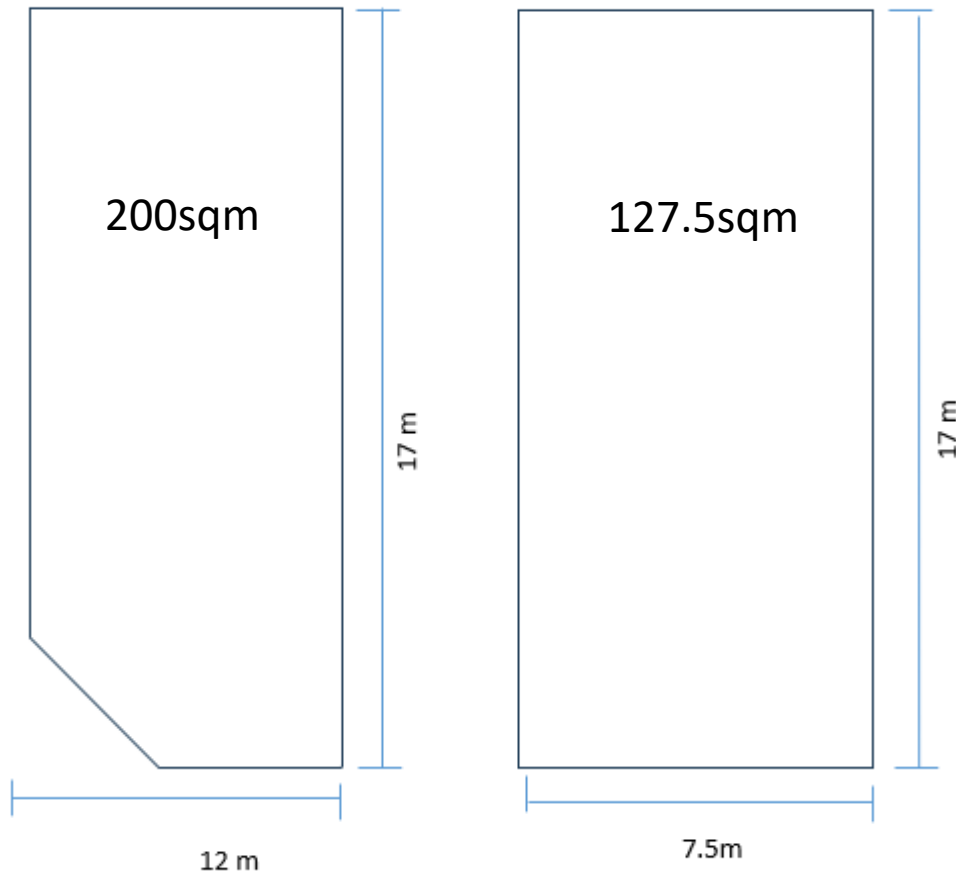
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No.	Description	Detail
7	Venue Management	Logistics with event host and venue provider (GSMA & Fira Gran Via) Risk Management Plan Deliverables and timeline
8	Value-Added	Any value added in the proposal is an advantage

REQUIREMENT (4/5)

Tender Document – Appendix J

- Pavilion Layout Concept Guide: (two plots)
Open concept circular central hub according to verticals up to 5 verticals



No	Potential/Proposed Vertical
1	Broadcasting
2	Agriculture
3	Smart City
4	Education
5	Manufacturing
6	Healthcare
7	Oil & Gas
8	Financial
9	Logistics and transportation
10	Smart600
11	NADI (Telemedicine)
12	Food & Beverages (F&B)

Site Size: 327.5sqm with upper deck covering 1/3 total size (approx. 109sqm)

Total space size:
327.5sqm + 109sqm = 436.5sqm

TENDER REQUIREMENTS



No.	Information	Details
1	Mode of Tender	<p>Open Tender</p> <ul style="list-style-type: none">• The Tenderer (as defined herein) shall be a local company that is incorporated in Malaysia and is required to have a valid certificate of registration issued by the Companies Commission of Malaysia (hereinafter referred to as “CCM”).• Tenderers shall have prior experience in organizing, constructing, and managing large-scale international event pavilions at Fira Gran Via, Barcelona.
2	Mandatory Requirement	<ul style="list-style-type: none">• The Tenderer shall submit evidence of experience in organizing, constructing, and managing large-scale international event pavilions at Fira Gran Via, Barcelona for the last eight (8) years which are:<ol style="list-style-type: none">1. Letter of Award (LOA) from previous project; or2. Purchase order; or3. Sub-contractor appointment letter; or4. Other relevant document.

FINANCIAL



- The indicative price for the Work is **Ringgit Malaysia Three Million Eight Hundred and Fifty-Two Thousand Only (RM3,852,000.00)** inclusive of any duties or taxes imposed by the Government of Malaysia. .
- The Successful Tenderer shall be required to obtain endorsement from the MCMC for the output of every deliverable before the payment is disbursed according to the payment schedule stipulated in **Table 1—Payment Schedule** refer to Tender Document.
- Performance bond – Not applicable



SESSION 2

TENDER COMPLIANCE

HOW TO PURCHASE TENDER DOCUMENT



[URL : https://msmart.mcmc.gov.my/web/index.php](https://msmart.mcmc.gov.my/web/index.php)



17

17

TENDER SUBMISSION



FINANCIAL

Section 3

Section 4

Financial Checklist

APPENDIX A – F

Financial Submission:

1 Original (hardcopy) + 1 Copy (hardcopy)
+ 1 digital copy of scanned documents in
pdf format (USB flash drive)

TECHNICAL

Section 5

Technical Checklist

APPENDIX G,H,I,J

Technical Submission:

1 Original (hardcopy) + 1 Copy (hardcopy) + 1 digital copy of
scanned documents in pdf format (USB flash drive)
+ video presentation in MOV, MKV, MP4 or MPEG format
format (preferably MP4). (USB flash drive)

IMPORTANT NOTES



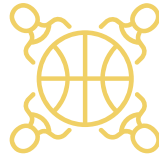
1. All information and updates will be on MCMC website.
2. Attach the Tender Deposit to the Form of Tender Document (Appendix B). **Tender submissions without the Tender Deposit shall be disqualified.**
3. Be aware and comply with the required signatories. Please ensure that the Tenderer's official company stamps, and authorized signature appear on all pages of the Financial Submission only.
4. **No company name/info/logo in the Technical Submission (redact).** Tenderer is strictly prohibited from displaying or including its name in the Technical Submission. This is including the evidence sent in the technical submission.
5. The MCMC Tender Secretariat will be the only point of contact for this project (tender@mcmc.gov.my).
5. Please check all the document before submission (Logo, Company name, Tender Deposit)

TENDER TIMELINE



15 Oct 2024

TENDER ISSUANCE



18 Oct 2024

TENDER BRIEFING
SESSION



29 Oct 2024

TENDER
CLARIFICATION ENDS

- **Before 5.00pm**
- Strictly via email only to tender@mcmc.gov.my
- The consolidated Q&A will be published in MCMC website



5 Nov 2024

TENDER SUBMISSION /
TENDER CLOSING DATE

- **On or before 12.00pm**
- MCMC CoE, Cyberjaya
- To complete Acknowledgement Form (2 copies)
- **Late submission shall be rejected**



THANK YOU





MCMC/PRAD/FMD(1)/IFMTIT2_2022/TC/02/22(01)
[Acknowledgement of Submission]

IFMTIT2_2022

TBL/TC-F02



COMPANY PARTICULARS

1.	Company Name :	
2.	Company Address : Tel. No : Fax. No : Email Address :	
3.	Name of representative :	
4.	Contact Persons (Minimum two (2) contact persons to be filled in):	
a.	Name : Designation :	Tel : Email : Signature:
b.	Name : Designation :	Tel : Email : Signature:
c.	Name : Designation :	Tel : Email : Signature:
5.	Details of Submission:	
	No. of Box (Boxes)/ Envelope(s) :	Acknowledged Received : (Day/Date/Time) (MCMC)
	Acknowledged Received : (Day/Date/Time) (Company)	

