

**BRIEF FOR REQUEST FOR PROPOSAL (RFP)**  
**MALAYSIA PAVILION AT THE WORLD EXPO 2020 DUBAI**  
**WEEK 18: SUSTAINABLE ENERGY AND NATURAL RESOURCES**  
**30 January 2022 – 5 February 2022**

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**BACKGROUND**

Dubai Expo 2020 will be held in UAE at the Dubai Exhibition Centre from 1<sup>st</sup> October 2021 to 31<sup>st</sup> March 2021 (six (6) months). The theme of the Dubai Expo 2020 is Connecting Minds, Creating the Future and is divided into three (3) areas which are Opportunity, Mobility and Sustainability. In participating in the Expo, Malaysia government has built a Malaysian pavilion over an area of 1,234 M2. The theme of the Malaysia pavilion is “Energising Sustainability” comprising of four segments – Energising Today, Energising Tomorrow, Energising Harmony and Energising Business.

The Week 18 programmes on Energy and Natural Resources will be led by the Ministry of Energy and Natural Resources (KeTSA) with lead agency, Yayasan Hijau Malaysia.

During that week, the Ministry will be sharing and promoting the Renewable Energy and Energy Efficiency Solutions that Malaysia has undertaken and also showcasing the diverse and rich natural biodiversity backdrop and Malaysia’s effort in protecting and preserving the natural resources via its sustainable management best practices.

## **INTRODUCTION – OUR THEME & CONCEPT**

### **Sustainable Energy**

The power sector is among the key and largest component within the energy sector. In Malaysia, the power sector has grown and evolved into an efficient and reliable industry in tandem with the economic development growth and energy demand of its population and industries. Furthermore, the global emphasis on sustainability and carbon reduction has also triggered Malaysia's energy sector in general and the power sector in particular to embark on the transition towards sustainable energy. Therefore, through the implementation of various government initiatives, the energy sector in Malaysia has matured considerably from relying solely on fossil fuels to one that is diversified with renewable sources in its energy mix.

In addition, taking cognisant that fossil fuels are finite resources with possible future escalation of prices and negative carbon emission impact to the environment, it makes common and economic sense for Malaysia to pursue and focus on the development of new energy sources that is sustainable, affordable and reliable. Such strategic intend requires Malaysia to further develop two key areas within the energy sector namely the development of renewable energy and the improvement of existing energy efficiency practices.

## Key Programs

- Key programs introduced by Malaysia for the Sustainable Energy agenda include Feed-in Tariff (FiT), Large Scale Solar (LSS), Net Energy Metering (NEM), Energy Audit Conditional Grant (EACG) and Sustainability Achieved Via Energy Efficiency (SAVE).

## **Sustainable Management of Natural Resources**

Malaysia is blessed with rich natural resources - forests, immense variety of flora and fauna, minerals, marine and coastal areas with unique ecosystems. Efficient management of natural resources is critical in bringing Malaysia towards a sustainable socio-economic development path where improvements in quality of life are in harmony with the sustainability of the natural resources and environment.

Malaysia's rainforests are among the most diverse on the planet. Malaysia's forest cover is currently at 55.3% or 18.28 million hectares of its total land area. This represents Malaysia's sheer will and commitment to conserve and sustainably manage its forest.

Malaysia's endowment of minerals resources comprises critical and strategic minerals. Malaysia is in the implementation of sustainable mining practices and incorporating responsible management of its mineral resources.

Sustainable management of Malaysia's natural resources is a commitment by the Government of Malaysia to ensure Malaysia's

precious natural endowment and biodiversity are conserved and protected for present and future generations.

### Key Programs

- Key programs introduced by Malaysia for the Sustainable Forest Management include the Selective Management System (SMS), Forest Certification, Central Forest Spine Master Plan, Heart of Borneo Strategic Plan of Actions, Reducing Emissions from Deforestation and Forest Degradation (REDD Plus) strategy and conservation efforts to preserve RAMSAR, National Parks and Geoparks.
- Key programs introduced by Malaysia for the Sustainable Wildlife Management include the Save the Malayan Tigers campaign and also protection and conservation efforts to the Orangutans.
- Key programs introduced by Malaysia for the Sustainable Mineral Managements include the Sustainable Development Indicators for Mines and Quarries in Malaysia and the Blueprint for the establishment for Rare Earth based-industries in Malaysia.
- Key programs introduced by Malaysia to promote the best ecotourism destinations and activities in Malaysia that can be categorized by the ancient rain forests, spectacular natural formations and unparalleled biodiversity. To promote Malaysia as among the best hotspots of nature ecotourism in the ASEAN region.

## **REQUEST FOR PROPOSAL (RFP) OUTLINE REQUIREMENTS**

Our showcase will be held in the following areas in the Malaysia's Pavilion:

### **A. The Business Showcase at Lower Ground Floor**

Specification: **Please refer to Appendix A**

1. Area: 124.80 mSq
2. No hard scape or permanent fixtures permitted

### **SUBMISSION**

Interested vendor is expected to propose proposal in their best endeavors and include the followings:

The Scope as follow:

1. Storyline and concept
2. Content development for touch points and exhibits (to liaison with the stakeholders involved)
3. Graphic works
4. Description of expected output / video content  
(Length of video(s) / resolution / subtitle(s) / language / number of videos)
5. Specify content delivery date (TBA)
6. Previous experience in similar works
7. Delivery and training for the end user(s)
8. Copyright (the end product belongs to KeTSA)

- The scope will also be looking at how the visitors can take away the experience after their visit. The aim of the event is to share Malaysia's commitment embracing the Sustainable Energy agenda in Renewable Energy and Energy Efficiency as well as the Sustainable Forest, Wildlife and Minerals Management while showcasing the conservative efforts preserving our natural resources, environment and biodiversity.

Vendor is expected to submit a copy of their proposal in a power point presentation via email. Due to the on-going MCO, shortlisted vendors are expected to do their presentation over ZOOM sessions.