

## **Join Us in Shaping Malaysia's Premier Smart Intelligence AI Hub**

### **Request for Proposals (RFP) – Strategic Partnerships at i-City**

#### **Our Vision**

At I-Berhad, we envision the future of urban development to be intelligent, inclusive, and innovation-led. As the master developer of i-City, Malaysia's first nationally recognised digital city, we have successfully built a dynamic 72-acre smart township that integrates digital infrastructure, sustainable planning, and smart living.

We are now advancing into our next frontier — transforming i-City into Malaysia's premier Smart Intelligence AI Hub. This is not just a repositioning, it is a commitment to embedding real-world, scalable AI and automation solutions across every layer of the city: from immersive theme parks to commercial retail, smart platforms to education ecosystems.

#### **Strategic Rationale**

The global acceleration of automation, AI, and intelligent systems demands bold urban leadership. Malaysia is aligning policy, talent, and infrastructure to meet this challenge. By embedding these technologies into i-City's fabric, we are creating a live innovation testbed, a convergence of demand, data, deployment, and digital infrastructure. We now invite global partners to lead with us.

By embedding AI and Smart Intelligence into the core of i-City's ecosystem, we are creating an open, scalable sandbox where innovation meets immediate real-world application. It's the convergence of infrastructure, talent, data, and demand — and we are opening this platform to partners ready to lead.

#### **1. Strategic Partnerships**

We are calling on forward-thinking technology providers, institutional investors, academia, and public sector partners to collaborate with us across four strategic pillars:

##### **(i) Retail & Commercial Integration**

Partners may establish flagship AI and robotics concept stores at CityWalk, i-City's premier retail destination, while also conducting immersive demonstrations and product showcases in high-footfall areas. Opportunities include participating in curated B2B procurement events and piloting smart wellness technologies such as

AI-driven clinics and robotic therapy centres. i-City offers an ideal commercial launchpad for partners targeting the broader ASEAN market.

**(ii) Education & Innovation Labs**

Proximity to key academic institutions such as UiTM, MSU, and UNISEL — within 15 minutes of i-City enables impactful collaboration on robotics certifications, co-research initiatives, and innovation-driven programmes such as hackathons. Partners will also play a role in shaping future talent pipelines by embedding their solutions in live smart-city learning environments.

**(iii) Digital Platform Integration**

Technology partners are invited to integrate their AI solutions with the i-City SuperApp to enable features such as real-time robot tracking, on-demand service bookings, and behavioural analytics. In addition, i-City's live urban data including footfall trends and device telemetry may be leveraged to develop predictive intelligence systems and uncover monetisation opportunities through actionable insights.

**(iv) Theme Park & Experience Innovation**

Partners can join i-City's deployment of twelve interactive robots across key experiential attractions, with the opportunity to showcase their technologies during high-visibility festivals and LED-themed events. This partnership offers global exposure and brand equity building, supported by i-City's international recognition, including a CNN feature as one of the world's most vibrant LED destinations.

## **2. Proposal Submission Guidelines**

Please include the following in your proposal:

- Executive Summary and Vision
- Technical Deployment Overview
- Commercial Framework
- Organisation Profile and Track Record

## **3. Submit To & Enquiries**

-  Email :ir@i-city.my
-  Contact :+603-5521-8800
-  Address : Level 31, Golden Triangle, Mercu Maybank, i-City, 40000, Shah Alam, Selangor

#### **4. Disclaimer**

I-Berhad reserves the right to amend, withdraw, or reject any proposal without obligation. All submissions shall be treated with strict commercial confidentiality.

**This is your opportunity to co-create Malaysia's flagship AI economy. Partner with i-City. Shape the digital future.**