



TOGETHER,  
IMPOSSIBLE IS TEMPORARY...





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# ABOUT US

**P**uncak Event, as it was formally named, was founded by Mr Illaham who was active in organizing outdoor activities around Klang Valley back in 2010. His target clients were mostly school and university students and corporate companies. After returning from Everest 2011 expedition, Illaham approached his best buddy, Deeno (who had 6 years of sports marketing experience with adidas and was actively involved with KL Marathon planning team for few more years later on) and suggested to go further into the industry and aim for a bigger prospect. They stepped up and started to organize bigger events such as corporate family day, outdoor expeditions and running events. Their first successful event was HeiTech Padu Family Day, followed by Standard Chartered Fun Run during National Youth Day 2012. There on, they knew they could fly higher and nothing can stop them from chasing their dream,

hence the birth of Puncak Ventures Sdn Bhd in 2012. Their ultimate stepping stone was when Deeno and Illaham were chosen to be the coach for KE7B Everest Felda 2013 and KE7B Greenland Crossing 2014, thanks to their deep passion for mount climbing. Both expeditions were successfully accomplished, and that was when they had the time of their lives, that is to step foot on the highest peak in the world, Mount Everest in 2013. To date, PVSB has organized numerous well-known running events such as PJ Half Marathon, Shah Alam Night Run and Alor Setar Half Marathon, and mount climbing expeditions, locally and internationally. From a sharing office in Kota Damansara to a comfortable space in Section 26 Shah Alam, PVSB grew bigger and stronger with dedicated employees as pillars of strength. Because Illaham and Deeno sturdily believe that “Together, impossible is nothing...”.





## VISION

“To be one of the leader in Event Management -  
Sports | Recreation | Adventure”

## MISSION

Our mission is to be recognised in our markets as the event and adventure consultant, in bringing growth and excitement to the event and as a strong, talented team of people with exceptional passion for Sports | Recreation | Adventure.

# OUR BUSINESS

1. Organizing Marathon / Running Event/ Walkathon
2. Corporate Family Day & Team Bonding
3. Adventure / Mountaineering Around The Globe
4. Venue Rental For Event.
5. Events Items For Rental (Balloon Arch, Cone & Etc.)





## SPORTS

- Corporate Running Event
- Charity Running Event
- Fun Run
- Walkathon Event
- Cycling Event
- Mass Sport (Futsal / Badminton / Bowling & etc)

## RECREATION

- Family Day package up to 5000 pax
- Outdoor / Indoor Carnival
- Student Outdoor Camp
- Corporate Team Building
- Student Summer & Survival Camp
- Motivational Talk

## ADVENTURE

- Mountaineering around Malaysia and around the Globe
- 7 Summits Mountain
- Hiking & Camping
- Expedition Management
- Basic Alpine Training

# OUR EXPERIENCE

- 2009 – 2011 STANDARD CHARTERED KL MARATHON (DEENO-TECHNICAL CREW)  
14,000 – 22,000 RUNNERS
- 2011 HEITECH PADU FAMILY DAY 2500 PAX
- 2012 SCOPE STANDARD CHARTERED FUN RUN  
10KM PUTRAJAYA  
PUNCAK EVENT TECHNICAL/ORGANIZER  
(5000 RUNNERS)
- 2013 SIME DARBY FUN RUN KUANTAN & PULAU  
INDAH (500 RUNNERS)
- 2013 GUARDIAN WALKATHON IN SHAH ALAM  
(TECHNICAL ORGANIZER)  
5000 WALKERS
- 2013 EVEREST FELDA EXPEDITION 2013 (COACH –  
BOTH SUMMIT)
- 2014 GREENLAND EXPEDITION 2014 (COACH)
- 2014 GUARDIAN WALKATHON (WETLAND,  
PUTRAJAYA) ~ 5000 WALKERS
- 2014 RHB BANK – KINABALU EXPEDITION







- 2014 PUNCAK EVENT KILIMANJARO EXPEDITION 2014
- 2014 STANDARD CHARTERED KL MARATHON 2014  
(NON TECHNICAL SUPPORT/SPONSORS ON ROUTE)
- 2014 PJ HALF MARATHON 26 EDITION 2014  
(ORGANIZER WITH POAS)  
3500 RUNNERS
- 2015 PJ HALF MARATHON 27 EDITION 2015  
(ORGANIZER WITH POPS)  
5000 RUNNERS
- 2015 UiTM ONE FOR HEALTH RUN 2015 ~ 3000 RUNNERS
- 2015 KLANG EXECUTIVE CLUB RUN 2015  
(TECHNICAL)
- 2015 BAC CHALLENGES BUDDY RUN 2015  
(TECHNICAL)
- 2015 GENIUS AULAD LOVING PLANS & TREE SPORTS DAY 2015
- 2015 PETRONAS ORCHID FUN RUN & RIDE 2015  
(TECHNICAL)
- 2015 KL ORKID & BONSAI RUN 2015 (TECHNICAL)
- 2015 MK LAND COLOURFUL FUN RUN 2015  
(TECHNICAL)



- 2016 SHAH ALAM HALF21 NIGHT RUN 2016
- 2016 ALOR SETAR HALF MARATHON 2016
- 2016 UEM CHARITY RUN 2016 (NKVE)
- 2016 KSL CHARITY WALK & RUN 2016
- 2016 PERLIS MARATHON 2016
- 2016 STANDARD CHARTERED KL MARATHON 2016 (TECHNICAL)
- 2016 IJM SEREMBAN (TECHNICAL)
- 2016 PUMA NIGHT RUN 2016 (10K RUNNERS)
- 2016 PJ HALF MARATHON 2016 (6K RUNNERS)
- 2016 UEM CHARITY RUN 2016 (JOHOR)
- 2016 GUARDIAN WALKATHON 2016
- 2016 UDA PEKAN BRIDGE RUN 2016
- 2016 PKNS ANTARA GAPI HILL RUN 2016



Runner wearing a light blue t-shirt with a city skyline graphic and the text "PJ HALF SINGAPORE". He is wearing a race bib with the number **A2218** and is giving a thumbs up.

Runner wearing a light blue t-shirt with a city skyline graphic and the text "PJ HALF SINGAPORE". He is wearing a race bib with the number **A2476** and is giving a thumbs up.

Runner wearing a dark blue t-shirt with orange accents and a logo. He is wearing a race bib with the number **E101** and is giving a thumbs up.

Runner wearing a dark blue t-shirt with orange accents and a logo. He is wearing a race bib with the number **C3220** and is giving a thumbs up.

Runner wearing a light blue t-shirt with a city skyline graphic and the text "PJ HALF SINGAPORE". He is wearing a race bib with the number **A2242** and is giving a thumbs up.

YOUR FACE PHOTO

## CORE PERSON

FULL NAME : ZAINUDIN LOT  
NICK NAME : DEENO  
POSITION : DIRECTOR

### QUALIFICATION / EXPERIENCE:

- DIPLOMA IN SPORT & RECREATION UITM 1997
- BA. (Hons) MARKETING UITM 2001
- ADIDAS MALAYSIA MARKETING (2002 - 2008)
- STANDARD CHARTERED KL MARATHON (2009 - 2011)
- MOUNT EVEREST NEPAL SUMMITTER 2013
- POLAR TRAINING NEW ZEALAND 2014
- PJ HALF MARATHON (2014 - 2016 as Organiser)

**PUNCAK VENTURE**  
Your Event & Adventure Consultant

# DEENO





# ILLAHAM



FULL NAME : MUHAMMAD ILLAHAM ISHAK  
NICK NAME : AM  
POSITION : DIRECTOR

#### QUALIFICATION / EXPERIENCE:

- BA. (Hons) ELECTRICAL ENGINEERING UITM 2000
- TECHNICAL FOR COMMUNICATION
- ADVANCE ALPINE NEW ZEALAND 2009
- MOUNT EVEREST TIBET 2011
- MOUNT EVEREST NEPAL SUMMITTER 2013
- POLAR TRAINING NEW ZEALAND 2014
- STANDARD CHARTERED KL MARATHON (2014)
- PJ HALF MARATHON (2014 - 2016 as Organiser)

# OUR TEAM

YANTI



BUSINESS ADMINISTRATOR

JALIL



GRAPHIC DESIGNER

HAZIQ



MARKETING COORDINATOR

FAISAL



IT COORDINATOR

ARRY



WEB MASTER

ZAHID



MULTIMEDIA COORDINATOR

# COMPANY INFORMATION

COMPANY NAME : PUNCAK VENTURES SRA SDN BHD  
REGISTRATION NO. : 1026796 D

ADDRESS : PUNCAK VENTURES SRA SDN BHD  
NO 62-2 JLN TP 7/2, TAMAN  
PERINDUSTRIAN SEK26,  
40300 SHAH ALAM SELANGOR

CONTACT : OFFICE/FAX 03-50133888  
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[puncakevent@gmail.com](mailto:puncakevent@gmail.com),

WEB SITE : [www.puncakevent.com.my](http://www.puncakevent.com.my)

## BANKING INFO

BANK : MAYBANK KOTA DAMANSARA,  
SELANGOR

BANK ACCOUNT : 512754515545

BANK : CIMB HICOM INDUSTRY  
SHAH ALAM 2, SELANGOR

BANK ACCOUNT : 8007647036

GST ID NO. : 001474678784



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