



關於提供「製作澳門宣傳片和廣告片」服務判給的公開招標 -
解釋會

Explanation Meeting

*on Public Tender for execution of the
services of Production of Macau
Promotional Video and TV Commercials*



PART I

製作「澳門宣傳片和廣告片」要求
Requirements for the production of
promotional Video and TV commercials



製作「澳門宣傳片和廣告片」主旨：
**Objectives of the Promotional
video and TV Commercials:**

體現澳門作為一個國際旅遊目的地，包括以下各部分：

Ability to project Macau as an International Tourism Destination with emphasis in the following specific components:

- 澳門歷史及位置
Location and History of Macau
- 重要的東西文化交匯的樞紐之一，反映在其獨特的建築、宗教、習俗及美食等方面；
An important hub for the Eastern and Western Cultures, reflected in its architecture, religion, custom and cuisine



製作「澳門宣傳片和廣告片」主旨：
**Objectives of the Promotional
video and TV Commercials:**

- 澳門歷史城區：於2005年7月成功列入「聯合國教科文組織」《世界遺產名錄》，包括25個歷史建築物和廣場；
Inscription of the Historic Centre of Macau into UNESCO's World Heritage list in July 2005, comprising of 25 historical monuments, squares and piazzas;
- 體驗中西文化和全年繽紛盛事；
Co-existence of both Eastern and Western cultures, with events all year round;
- 會展設施、娛樂和大型發展項目。
MICE venues, Entertainment Facilities and new developments
- 充滿現代化的旅遊產品/優質旅遊產品/購物
Modern Tourist Product/ Quality Tourist Product/ Shopping



要求 Requirement:

- 構思全新宣傳主題和宣傳口號
Create new Theme and Slogan
- 製作1套5分鐘宣傳片& 1套2分鐘音樂短片
1 Promotional video (5 minutes)
& 1 MTV (2 minutes)
- 製作2套30秒廣告片
2 TV Commercials (30 seconds)



要求 Requirement:

- 宣傳片和廣告須製作三種不同語言版本：廣東話、普通話和英文的配音，並附同相關解說詞和字幕
To be produced into 3 different languages respectively, including Cantonese, Mandarin and English, with the respective scripts and subtitles.
- 另外製作葡文版、韓文版、日文版(字幕)
Portuguese, Korean and Japanese subtitle are also required to produce



旅遊局現時宣傳主題和口號 MGTO current promotional theme & slogan

- “感受澳門 **Experience Macau**”
 - *Feel the difference* 不一樣的意會
 - *See the difference* 不一樣的景緻
 - *Hear the difference* 不一樣的聲音
 - *Taste the difference* 不一樣的風味
 - *Touch the difference* 不一樣的接觸
- “繽紛世界 澳門就是與別不同
**Macau, a world of difference,
the difference is Macau**”



價格Price

- 價格上限為澳門幣3,000,000.00(三百萬)
The maximum budget:
MOP\$3,000,000.00 (Three Million Patacas)



判給標準 Criteria for Adjudication

- 原創力 (故事板/主題/口號).....40%
Creativity (storyboard/theme/slogan)
- 音樂/歌曲 Music/Song.....15%
- 經驗Experience.....20%
- 製作價值Production Value10%
- 提供服務的效率.....5%
Efficiency in the delivery of the service (Time)
- 價格Price.....10%



版權 Copyright

- 競投人必須為該宣傳片和廣告片的製作創作適當的歌曲、音樂，以及挑選適合、專業模特兒。相關宣傳片和廣告片，包括其音樂、歌曲、模特兒肖像版權旅遊局所有，且必須可以在**全球**合法地使用，期限為**5年**，并保證旅遊局不將牽涉到任何有關版權糾紛之中。
- The bidder should create suitable songs, jingles, and chose qualified talents for the Promotional Video and TV commercials. The copyright of the Video and TV commercials including those songs, jingles and portraits of talents belong to MGTO, which must be of legal usage **internationally** with period of **5 years**, and that MGTO shall not be involved in any dispute in regards with future usage of the same.



PART II
拍攝要求
FILMING REQUIREMENTS



拍攝要求
FILMING REQUIREMENTS

- 澳門實景拍攝
On site filming in Macau
- 使用現有或庫存畫面不可超過整個製作的百分之二十
Stock footage and pre-existing footage should not exceed 20% of the overall production.



技術要求 Technical requirement

- **拍攝格式 Shooting Format**
25p progressive frames per second (or 24p)
- **完成品格式 Delivery format**
 - 1080 25p Master
 - SD Pal Master
- **攝錄機要求 Cameras System Requirements**
 - 希望使用的攝錄機清單 Preferred camera list
 - 不接納的攝錄機型號: 1/3, 1/2 1/4 CCD/ Cmos
No acceptance of 1/3, 1/2 1/4 CCD/ Cmos cameras
 - 使用其他攝錄機 Usage of other cameras



技術要求 Technical requirement

- **後期製作 Post-Production**
高清數碼校色及後期製作
High Definition grading and post
- **支援器材 Support Equipment**
鏡頭, 吊臂, 防震, 空中拍攝清單
List of Lenses, cranes, steadicam, Aero shooting
- **可作為製作價值來評估的項目**
Items to be evaluated on the Production Value



PART III
遞交標書注意事項
IMPORTANT POINTS FOR
TENDERS SUBMISSION



遞交標書的期限及地點
Location, Deadline and Time for
Submission of Tenders:

- 截至：**2010年9月29日下午5時前。**
By 5:00 pm, on 29th September, 2010.
- 地點：澳門宋玉生廣場335-341號“獲多利中心”
12樓，旅遊局。
Macau Government Tourist Office
Alameda Dr. Carlos D'Ássumpção, no.335-
341, Edifício Hotline, 12th floor, Macau



開標日期、時間及地點

Location, date and time for Opening the Tenders

- **2010年9月30日下午3時 / At 3:00 pm, on 30th September, 2010.**

澳門宋玉生廣場335-341號“獲多利中心”14樓旅遊局演講廳。

Macau Government Tourist Office, 14th Floor, Meeting Room, Alameda Dr. Carlos D'Assumpção, no.335-341, Edifício Hotline, Macau

- 開標時，投標人或其代表可以出席，以便根據7月6日第63/85/M號法令第二十七條的規定，解釋標書文件內可能出現之疑問。
投標人的合法代表可由受權人代表出席公開開標的儀式，此受權人應出示經公證授權賦予其出席開標儀式的授權書。

In accordance with Clause 27 of the Decree-Law no. 63/85/M, of the 6th of July, the bidder, or their legal representative, may attend the opening of the tenders in order to submit any complaints and/or explain any doubts regarding their respective tender.

The legal representative of the bidder may appoint, **by a notary certified power of attorney**, an authorized representative to attend the Opening of the Tenders on their behalf.



臨時保證金

Provisional Bond

金額Amount：澳門幣**60,000.00**(陸萬圓正)

MOP\$ **60,000.00** (Sixty Thousand Patacas)

- 提交方式：以現金存款、支票、銀行擔保或電匯之方式提供。

Payment: **Deposit in cash, cheque, wire transfer or bank guarantee**



臨時保證金 Provisional Bond

- 現金應存入澳門大西洋銀行，收款者為旅遊基金，並註明所付款項之目的。
The cash deposit should be made to Banco Nacional Ultramarino of Macau, in favour of “Fundo de Turismo” and reason of the transaction should be specified.
- 現金存入憑單的撰寫格式見本招標卷宗附件二。
The draft for the bank deposit to be used by the bidder is according to Enclosure II of the present Terms of Tender.
- 以電匯形式存入旅遊基金於澳門大西洋銀行帳戶編號：
8003911119。
Money transfer should be made to “Fundo de Turismo”, account no. **8003911119** of Banco Nacional Ultramarino of Macau.



退還臨時保證金 Return of Provisional Bond

- 當投標程序結束；或
after the term of the tender; or
- 投標程序結束前，但已與中標的競投人簽訂合同
before the term of the tender, with the signing of the contract with the awarded bidder
- 未被選中競投人或有關投標書未被選中
to the bidders which were not selected or whose tender was not admitted.



確定保證金 Final Bond

- 金額相當於批給總價百分之四。
4% of the total amount of the awarded contract.
- 提交方式：以現金存款、支票、銀行擔保或電匯之方式提供。

Payment: Deposit in cash, cheque, via a bank guarantee or wire transfer.



遞交的標書：第一個信封“文件” Tender Proposal :First envelope- “Documents” includes:

- (1)按照附件二或三格式繳交臨時保證金證明文件
Proof document of the provisional guarantee, with Declaration as per **Enclosure 2 or 3**, annexed hereto;
- (2)按照附件四格式繳交確定保證金的聲明書
Declaration on which the bidder accepts the payment of the Definite Guarantee, in case the service has been awarded, in accordance with **Enclosure 4**, annexed hereto;

(上述(1)(2)文件須由競投人或其法定代表簽署，而有關簽署須經公證署鑑定以確實其合法性及效力，適用所有競投人)

(*The above (1)&(2)documents should be authenticated or signed by the bidder or his/her legal representative, and the signature should be authenticated in a notary, with conditions and rights for this process, applicable for all *bidders*)



遞交的標書: 第一個信封“文件”
Tender Proposal : First envelope-
“Documents” includes:

- (3)最新由商業及動產登記局發出，證明其商業登記及倘有的公司組織章程修改之證明(正本或經鑑證的副本)(僅適用於澳門門競投人)，

或 公司最新之商業登記影印本(少於3個月內發出-適用澳門競投人; 一年期但屆滿日期必須至2010年9月29日或之後 -適用香港競投人,)

Updated Certificate (original or authenticated copy) from the “Conservatória dos Registos Comercial e Bens Moveis” as evidence of registration of commercial constitution and of the social pact alterations (applicable only for *Macau bidders*),

or updated copy of the Company's Commercial Registration (issued less than 3 months-*Macau bidders*; 1 year, as long as the expiry date stated in the Registration is until or beyond 29th September 2010 (inclusive)-for *Hong Kong Bidder*)



遞交的標書: 第一個信封“文件”
Tender Proposal : First envelope-
“Documents” includes:

- (4)由財政局發出，證明其未因最近五年內結算之稅捐及稅項而結欠澳門特別行政區債務之聲明書(正本或經鑑證的副本)。(僅適用於澳門競投人)

Declaration (original or authenticated copy), issued by **Financial Service Bureau**, to declare that the bidder do not owe any contribution and taxes to RAEM in the last five years (**for Macau bidders only**)

- (5)本年度M/8(營業稅—徵稅憑單)之文件(正本或經鑑證的副本)。(僅適用於澳門競投人)

Document (originals or authenticated copies) M/8 (“Conhecimento de Cobrança”) of current year (Applicable only for *Macau bidders*).

- (6)身份證明文件之影印本(只適用於自然人的競投人)

Photocopy of the identification card (applicable only for single party bidders).

附件二
臨時保證金銀行存款憑單格式

(1)，以 (2) 之身份，(3)，以總部設於 (4)，以註明收款人為旅遊基金在大西洋銀行存入澳門幣60,000.00 (陸萬元圓正) 的保證金，作為擔保該競投人準確和按時履行「製作澳門宣傳片和廣告片」的判給的公開招標所提交投標書一事引致的責任。

附上：

第.....號支票/號存款單/號電匯，金額為澳門幣60,000.00 (陸萬元圓正)

澳門，二零一零年____月____日

(經公證署鑑定其身份和授權的簽名和公司蓋章)

- (1) 簽署人姓名
- (2) 簽字所用身份
- (3) 競投公司名稱
- (4) 競投人法定住所

Enclose 2
Format for the Bank Deposit
(for the provision of the Bond)

_____ (1) _____ in the quality of _____ (2) _____ of _____ (3) _____, with registered head office at _____ (4) _____, is depositing in Banco Nacional Ultramarino, in favour of "Macau Government Tourist Office", the amount of MOP60.000,00 (sixty thousand patacas) as guarantee for the exact and prompt fulfillment of the obligations assumed with the submitted Public Tender for "Production of Macau Promotional Video and TV Commercials".

Attached: Cheque no./ Deposit no. /Wire transfer no.: _____ in the amount of MOP60.000,00 (sixty thousand patacas) Macau, on _____ of _____ 2010.

(Signature of the legal representative of the bidder certified by a notary)

- (1) Name of the signer
- (2) Quality in which signs
- (3) Corporate designation of bidder's company
- (4) Registered head office of the bidder

**附件三
臨時保證金的銀行擔保格式**

金額：澳門幣60,000.00 (陸萬元圓正)

銀行擔保號碼：_____

應 (1)，總部設於 (2)，「製作澳門宣傳片和廣告片」公開招標之競投人之申請，本銀行 (3)，總部設於 (4)，現謹向澳門特別行政區政府旅遊局提供所需之澳門幣 60,000.00 (陸萬圓正) 的銀行擔保，作為擔保該競投人準確和按時履行其所呈交之有關投標書所引致的責任，倘旅遊局按法律規定提出要求時，本銀行負責繳付必須之款項直至達到該金額為止。

本銀行擔保有效期直至按7月6日第63/85/M號法令第19條的規定，或直至確定保證金給付為止。

澳門，二零一零年____月____日

(銀行代表簽字，並鑑定其身份)

- (1) 競投人的識別
- (2) 競投人法定住所
- (3) 銀行名稱
- (4) 銀行法定辦事處

**Enclose 3
Bank Guarantee Format for the Deposit**

Amount: MOP60.000,00 (Sixty thousand patacas)

No. of Bank Guarantee: _____

In response to the request from _____ (1) _____, with registered head office at _____ (2) _____, Bidder for the “**Production of Macau Promotional Video and TV Commercials**” _____ (3) _____, with registered head office at _____ (4) _____, hereby provides a bank guarantee in the amount of MOP 60.000,00 (sixty thousand Patacas), in favour of the Macau Government Tourist Office of the Macao Special Administrative Region Government, as guarantee for the exact and prompt fulfillment of the obligations assumed with the submission of the tender. Should the Macau Government Tourist Office requests, in accordance with the laws, this bank shall be responsible for any necessary payment within the referred amount.

This bank guarantee is valid until the moments defined on article 19 of Decree-Law no.63/85/M of 6 July, or until the payment of definite guarantee.

Date

(Signature of representative of the Bank, certified by a notary)

- (1) Identification of the Bidder
- (2) Registered head office of the Bidder
- (3) Name of the bank
- (4) Registered head office of the bank

**附件四
聲明書格式**

(1)，以(2)之身份，(3)，總部設於(4)，在知悉「製作澳門宣傳片和廣告片」的公開招標的招標方案規定後，聲明若獲判給提供服務，將會繳交金額相當於判給總價的百分之四(4%)的確定保證金。

澳門，二零一零年____月____日

(經公證署鑑定身份和為此擁有權力的簽字)

- (1) 簽署人姓名
- (2) 簽字所用身份
- (3) 競投公司名稱
- (4) 競投人法定住所

**Enclosure 4
Declaration Format**

(1) _____, in the quality of
(2) _____, of
(3) _____, with its registered head office at
(4) _____

Upon acknowledgement on the terms of Public Tender for the “**Production of Macau Promotional Video and TV Commercials**”, hereby declares that in case the service has been awarded, that payment of 4% of the global price of the tender as definite guarantee will be carried out.

On _____ of _____ 2010

(signature certified by a notary, in the quality and with powers for the effect)

- (1) Name of Bidder
- (2) Quality in which signs
- (3) Corporate designation of Bidder's company
- (4) Registered head office of the Bidder



遞交的標書: 第二個信封“投標書”
Tender Proposal : Second envelope-
“Tender” includes:

- (1)按照附件一的格式撰寫聲明書，並應由合法指定的代表簽署，其簽署須經公證署鑑定，以確實其合法性及效力；

Signed declaration according to the sample enclosed in **Enclosure I** by the legal representative of the bidder, the signature should be authenticated by the notary with conditions and rights for this process

- (2)“特定要求表”內要求的元素；
All elements requested on “Service Description”;

附件一
投標書格式

(1)，(2)，(3)，以總部設於(4)，在知悉「製作澳門宣傳片和廣告片」的公開招標後，特此聲明毫無保留地接受在相關的公告、招標方案和承投規則中規定的全部條件，如有遺漏將受適用的現行法律和規章規範，特別是經五月十五日第30/89/M號法令重新修訂的十二月十五日頒布之第122/84/M號法令，以及七月六日第63/85/M號法令的規定，並承擔義務以投標書所列價格提供服務，同時為此繳交澳門幣60,000.00 (陸萬圓正)作為臨時保證金。

於澳門，二零一零年____月____日。

(經公證署鑑定其身份和授權的簽名和公司蓋章)

- (1)簽署人姓名
(2)簽字所用身份
(3)競投公司名稱
(4)競投人法定住所

**Enclosure 1
Declaration (Format)**

_____(1)_____, in the quality of _____(2)_____ of
_____(3)_____, with its registered head office at
_____(4)_____, after learning of the invitation for tenders for the
“Production of Macau Promotional Video and TV Commercials”,
hereby declares to fully accept all terms, with no exception, stipulated in the
Tender Notice, Terms of Tender and its enclosures and in the General
Conditions of the Contract, as well as to accept that all omissions occurred
shall be governed by the applicable laws and regulations in force in Macau,
especially the Decree-Law no. 122/84/M of the 15th of December, with the
amendment at Decree-Law no. 30/89/M of the 15th of May and Decree-Law
no.63/85/M of 16th of July, and that the services shall be provided
according to the terms of the submitted tender and to provide a provisional
Bond in the amount of MOP60.000,00 (sixty thousand patacas) .

Date

(Signature certified by a notary, in the quality and with powers for the effect)

- (1) Name of signer
- (2) Quality in which signs
- (3) Corporate designation of bidder's company
- (4) Registered head office of the bidder



**遞交的標書: 第二個信封 “投標書”
Tender Proposal: Second envelope-
“Tender” includes:**

- (3) 宣傳片和廣告片詳盡的故事板 ;
Detailed description of the context and storyboard of the promotional video and the TV Commercials;
- (4) 列明每個項目(宣傳片、音樂短片和廣告片)的價格，並列明總價格 ;
The prices shall be quoted separately for each part presented (Promotional Video, MTV and TV Commercials) and the global price shall be also quoted;
- (5) 付款方式 ;
Terms of Payment;



遞交的標書: 第二個信封 “投標書”
Tender Proposal :Second envelope-
“Tender” includes:

- (6) 整個製作時間表；
Calendar of the Production Schedule.
- (7) 公司履歷；
The Bidder's Profile (CV)
- (*如投標書沒有簽署, 或缺乏上款(1)-(7)任何一項內容, 或不完整, 將不獲考慮接納。The tender shall not be considered if it misses the signature of the Bidder, or if miss any of the above points(1)-(7), or not complete)
- (8) 競投人認為對甄選投標書相關的任何文件；
All other documents of which the bidder considers relevant for the analysis of the tender;



遞交的投標書: 第三個信封
Tender Proposal:
Third envelope- includes:

- 把第一個信封 “文件” 及第二個信封 “投標書” 放入第三個信封內並封以火漆，在上面寫上公司的名稱，並註明；「製作澳門宣傳片和廣告片」，於9月29日下午5時前，以具收件回執之掛號信寄往，或將之送交旅遊局12樓，並領取收據。
Both envelopes “Documents” and “Tender” are to be placed into a **third** closed and sealed opaque envelope, where cover should have in written the **name of the bidder** and **Production of Macau Promotional Video and TV Commercials**”, to be submitted either by register mail or to Macau Government Tourist Office, 12th Floor, with proof receipt, **before Sept 29, 5pm.**



謝謝！

Thank You !