



澳門特別行政區政府
Governo da Região Administrativa Especial de Macau
旅遊局
Direcção dos Serviços de Turismo

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

- 1. Terms of Tender**
- 2. General Conditions of the Contract**

Part I – Legal and Technical Conditions
Part II – Service Description

- 3. Tender Notice**



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PART I
TERMS OF TENDER

1. Invitation to tender and service designation

The Macao Special Administrative Region through the Macau Government Tourist Office (MGTO) hereby invites tenders for the execution of the services of the **“Production of Macau Promotional Video and TV Commercials”**.

2. Elements for the tender

The tender should be prepared based on the contents of the hereby Terms of Tender, General Conditions of the Contract and Tender Notice.

3. Closing date/time for submission of tenders:

3.1 The tender shall be submitted, by hand against issuance of receipt, or by registered mail, to Macau Government Tourist Office (MGTO), Head of Promotion & Marketing Department, Alameda Dr. Carlos D’Assumpção, nos. 335-341, Hotline building, Room 1323, 13th floor, Macau before **5:30 pm on 21st September, 2007.**

3.2 Should the proposal be sent by mail, the bidder shall be the sole responsible for any occurred delays and is not entitled to present any complaint due to the late delivery of tender.

4. Budget

The total budget for the production of the promotional video and TV commercials is **2 Million Patacas.**

5. Tender

5.1 The tenders shall be written in Chinese or English and subject to the following conditions:

- a) Indicate the bidder’s name or Company’s Designation.
- b) The tender should not include any kind of restriction or exception clause.
- c) The prices shall be quoted separately for each part presented (Promotional Video and TV Commercials) and the global price shall be also quoted;
- d) The prices must be quoted in Patacas (MOP) and in unit price;
- e) The budget for the proposal should include all production fees (such as: talents, location shooting in Macau, transportation, meals, accommodation, editing, visual effects, post-production, etc);
- f) If there are any specific terms of payment for each part of the work completed, the bidder should state clearly in the proposal;
- g) The production of the video and TV commercials must be executed within 60 days and the delivery of the final product must be finalized by 15 December 2007.



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- 5.2 The tenders shall be prepared in accordance with **Enclosure 1**, annexed hereto, and submitted together with the following documents:
- a) Declaration as per **Enclosure 2 or 3**, annexed hereto ;
 - b) Declaration in accordance with **Enclosure 4**, annexed hereto;
 - c) Copy of the bidder/Company's Commercial Registration, issued within 3 months;
 - d) For Macau's bidder only: Copy of 2007 - M/1 (Industrial Contribution) and M/8 (conhecimento de Cobrança)
- 5.3 The documents referred in points a) and b) shall be signed by the bidder or his legal representative, with the signature duly certified by a notary, in the quality and with powers for the effect.
- 5.4 The tender, written in accordance with format of **Enclosure 1**, annexed hereto, together with the documents referred in the Article 2 of the Legal and Technical Conditions, in a duly sealed envelope (1) and another sealed envelope (2) with the documents referred in above a) b), c), d) of 5.2.
- 5.5 On the sealed envelope (1) should be written on the outside "Proposal", and in envelope (2) "Documents". At both envelopes should be written also the Bidder's name or Company Designation and "Macau Government Tourist Office".
- 5.6 Both Envelopes packed into a sealed 3rd Envelope, written on the cover "Proposal for Production of Macau Promotional Video and TV Commercials " and the Bidder's Name or Company Designation.

6. Provisional Bond

- 6.1 A provisional bond of MOP 40.000,00 (forty thousand patacas), should be deposited in cash or provided by a bank guarantee.
- 6.2 The cash deposit is made to Banco Nacional Ultramarino, in favour of Tourism Fund, for "Tender of the Production of Macau Promotional Video and TV Commercials".
- 6.3 The draft for the bank deposit to be used by the Bidder is according to **Enclosure 2** of these Terms of Tender.
- 6.4 Should the bidder intend to provide the Provisional Bond by Bank Guarantee, the document to be submitted by a bank legally authorized to have business in Macau, assures that it will make an immediate payment of any amount imposed, up to the limit of the bond value, should the chosen bidder fails to fulfill the obligations that the guarantee refers – as per **Enclosure 3**.
- 6.5 All the expenses resulting from the provision and collection of the bond are to be borne solely by the bidder.



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- 6.6 The provisional bond shall be returned to bidder:
- a) after the term of the tender;
 - b) before the term of the tender, with the signing of the contract with the awarded bidder;
 - c) to the bidders which were not selected or whose tender was not admitted.

7 Final Bond

- 7.1 The final bond shall amount to 4% of the total price of the contract, by deposit in cash or bank guarantee, as per previous clause.
- 7.2 For the issuance of a Bank Guarantee, the format of **Enclosure 5** to these Terms of Tender.
- 7.3 The awarded Bidder may use the amount of the provisional bond to pay the final bond.
- 7.4 Should the bidder fails to provide, the final bond within the legal due time, and without any reasonable explanation to prove that the delay is beyond its own control, the awarding of the contract shall be considered with no effect.
- 7.5 After the conclusion of the services and after the last payment is done, the final bond shall be returned to the awarded bidder.

8. Changes

The tender shall not be changed after it is submitted.

9. Criteria for the awarding of the contract

- 9.1 The MGTO will analyze the tenders based on the given information and explanations, and shall award the contract based on the following criteria:

Criteria for the awarding of the contract	Percentage
Creativity (storyboard/theme/slogan/song)	40%
Price	20%
-Experience (Director, Company in same service) -Filming Equipments -Efficiency in the delivery of the service (Time)	40%

- 9.2 The MGTO reserves the right to short-list the bidders, based on the above-mentioned criteria and only the selected bidders shall be required to make presentations of their tender in Macau for a final evaluation by MGTO.



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10. Adjudication terms

MGTO reserves the right to award partially the contract to one or more bidders, or not to award totally or partially the contract, due to public interest reasons.

11. Omissions

Any omission in the hereby Terms of Tender shall be governed according the Decree-Law no. 122/84/M of the 15th of December, with the amendments introduced by at the Decree-Law no. 30/89/M of the 15th of May as well as the Decree-Law no.63/85/M, of 6th of July, and any applicable legislation in force at the Macao Special Administrative Region.

12. Copies of Terms of Tender

12.1 The **Terms of Tender** are displayed and can be obtained at Administration & Finance Division, Macau Government Tourist Office, located at Alameda Dr. Carlos d'Assumpção, nos. 335-341, Hotline Centre, 12 floor, Macau, during office hours, from 16th August, 2007 (the date of announcement) until 24th September, 2007 (the date of opening of the tenders).

12.1 The **Terms of Tender** are, also available to download from the website of this office at: www.macautourism.gov.mo/industry

13. Signing of Contract

13.1 Should the awarded bidder be absent from the contract signing at the fixed date, time and venue or refuses to sign the contract without any reasonable explanation, the awarded bidder will loose the final bond provided in favour of MGTO.

13.2 All expenses resulting from the preparation and signing of contract are to be borne by the awarded bidder.

14. Claims

Claims about any irregularity in the formalities of the tender, should be addressed to:

Head of Promotions & Marketing Department

Macau Government Tourist Office

Alameda Dr. Carlos d'Assumpção, nos. 335-341

Edifício Hotline, 13th floor, room 1323,

Macau



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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 MOP40.000,00 (forty 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



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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 MOP40.000,00 (forty 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 n° _____ in the amount of MOP40.000,00 (forty thousand patacas)

Date: _____

(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



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Enclose 3

Bank Guarantee Format for the Deposit

Amount: MOP40.000,00 (Forty 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 40.000,00 (forty 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.

The bank guarantee is valid until the completion of the services of the adjudication.

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



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Enclosure 4

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 accepts to provide a final bond in the amount equivalent to 4% of the global price of the contract, if the contract is awarded to the hereby represented Bidder.

Date _____

(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



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Enclosure 5

Bank Guarantee Format for the Bond

Amount: MOP_____ (4% of the global amount of the awarded contract)

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____(5), which is equivalent to 4% of the global amount of the awarded contract, 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 by the bidder. 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.

The bank guarantee is valid until the conclusion of the services of the awarded contract.

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 of the bank
- (5) Amount in number and in full



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2-
General Conditions of the Contract

PUBLIC TENDER
Production of Macau Promotional Video and TV Commercials

PART I
Legal and Technical Conditions

PART II
Service Description



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PART I
LEGAL AND TECHNICAL CONDITIONS

Article 1.

The basic elements for the preparation of the proposal, are the following:

- 1.1 Tender notice.
- 1.2 Terms of Tender,
- 1.3 General Conditions of the Contract

Article 2

1. The tender shall be prepared with the documents referred in point 5.2 of the Terms of Tender, and based on the following:
 - a) **Service Description**, is the component of General Conditions of the Contract, with indication of the prices quoted separately for each part presented (Promotional Video and TV Commercials) and the global price, quoted in Patacas (MOP);
 - b) The Bidder's Profile (CV)
 - c) Detailed description of the context and storyboard of the promotional video and the TV Commercials;
 - d) Terms of Payment;
 - e) Calendar of the Production Schedule.
2. The tender shall not be considered in case it miss or it is insufficient, any of the above points of the previous number.
3. The tender shall not be considered if it misses the signature of the Bidder.

Article 3

The Bidder shall provide all clarifications that MGTO requires for a better evaluation of the contents of the Tender.



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Article 4

1. MGTO shall have the exclusive rights for using locally and internationally the promotional video, TV commercials and its slogans.
2. The copyright of the referred Promotional Video and TV commercials belongs to MGTO and MGTO reserves the right with regards to any future adjustments to the contents of the promotional video and TV commercials.
3. The exclusive right, including to commercialize and to distribute the final product, belongs to Macau Government Tourist Office, and the winning bidder is not allowed to use it for any other purpose, or without MGTO previous consent and authorization.

Article 5

1. Macau Government Tourist Office, may rescind the present adjudication with the winning bidder, and the latter shall have no right to compensation of the expenses already incurred, whenever any of the following situations occurs:
 - a) the winning bidder fails any of its contractual obligations on time;
 - b) the winning bidder sub-contracts, without MGTO prior authorization, the provision of all or part of the services it has undertaken to provide.
2. The winning bidder failing to its contractual obligations as mentioned in point 1, will loose the definitive bond, without prejudice to any legal actions to be undertaken by MGTO.

Article 6

Payment of the services to the winning bidder will be made by cheque or bank transfer, upon receipt of the original invoice by Macau Government Tourist Office.



PART II
SERVICE DESCRIPTION

TO BE PROVIDED BY THE BIDDER

1. Objectives of the Promotional video and TV Commercials:

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

- i) Location and History
- ii) One of the most important hub for Eastern and Western Cultures for the last four centuries, reflected in its architecture, religion, custom and cuisine
- iii) Inscription of the Historic Centre of Macau into UNESCO's World Heritage list in July 2005, comprising of 25 historical monuments, squares and piazzas
- iv) Co-existence of both eastern and western culture, with events all year round
- v) MICE venues, Entertainment facilities and new developments

2. Requirements for the production of the Promotional Video:

One Promotional video with the duration of 5 minutes: The video shall have the ability to achieve the objectives, and could be divided into 5 independent episodes, with different themes as stated above (i-v).

To be produced into 3 different languages, including Cantonese, Mandarin and English, with the respective scripts and subtitles.

3. Requirements for the production of the TV Commercials:

6 (six) TV Commercials of 30 seconds each, under MGTO promotional theme "Experience Macau – A World of Difference, the Difference is Macau", emphasizing the following six aspects:

- Experience Macau- Generic (*or a suitable tagline as per your proposal*)
- Experience Macau – Culture (*same as above*)
- Experience Macau – Events (*same as above*)
- Experience Macau – Cuisine (*same as above*)
- Experience Macau – Entertainment (*same as above*)
- Experience Macau – MICE & New Developments (*same as above*)

The above TV commercials should also be produced in 3 separate versions, including Cantonese, Mandarin and English, with the respective scripts and subtitles.



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4. Copyrights

The winning bidder should source for or create suitable songs, jingles for the composition of the materials for the video and tvc. The songs and jingles however must be of legal usage internationally and that MGTO shall not be involved in any dispute in regards with future usage of the same.

5. Materials

The winning bidder should supply the final product for the promotional video and TV Commercials to MGTO with following copies:

- two (2) Betacam PAL for each version – Cantonese, mandarin and English
- two (2) DVD for each version – Cantonese, mandarin and English



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TENDER NOTICE

Services:

Production of Macau Promotional Video and TV Commercials

Location, Deadline and Time for Submission of Tenders:

Promotion and Marketing Department
Macau Government Tourist Office
Alameda Dr. Carlos D'Ássumpção, no.335-341,
Edifício Hotline, Room 1323, 13th floor, Macau
By **5:30 pm, on 21st September 2007.**

Location, date and time for Opening the Tenders:

Macau Government Tourist Office
14th Floor, Meeting Room,
Alameda Dr. Carlos D'Ássumpção, no.335-341,
Edifício Hotline, Macau
At **10:30am, on 24th September 2007.**

All Bidders or their legal representatives shall be present at the Opening of the Tenders, for the effects stated in article 17 of the Decree Law 63/85/M, 6 July, in order to clarify any doubts concerning the documents presented for this tender.

Budget: 2 Million Patacas

Provisional Bond:

Amount: MOP 40.000,00

Payment: Cash deposit is made in Banco Nacional Ultramarino, in favour of the "Tourism Fund" or Bank Guarantee.

Final Bond:

4% of the total amount of the awarded contract.

Copies of the Terms of Tender:

- a) Can be obtained and displayed during Office hours at Administration and Finance Division, Macau Government Tourist Office, located at Alameda Dr. Carlos d'Ássumpção, no. 335-341, Edifício Hotline, 12th floor, Macau
- b) Downloaded from the MGTO official website at: www.macautourism.gov.mo/industry

Criteria for Adjudication:

Creativity (storyboard/theme/slogan/song) = 40%

Price = 20%

Experience (Director, Company in same type of service); Filming Equipments; Efficiency in the delivery of the service (time) = 40%

Macau Government Tourist Office, on 9th August, 2007.

The Director of Macau Government Tourist Office,

João Manuel Costa Antunes