



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

Macao Government Tourism Office

Public Tender for the Service of Production of Macao Promotional Videos and TV Commercials in 2020

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1. TERMS OF TENDER

1. Service Designation

For the service of Production of Macao Promotional Videos and TV Commercials in 2020.

2. Basic Elements for the Tender

The preparation of the tender should be based on the contents referred on the Terms of Tender, General Conditions of the Bid, Tender Notice and other relevant enclosures.

3. Collection of Tender Documents

- 3.1 The tender documents are displayed at Macao Government Tourism Office, located at Alameda Dr. Carlos d' Assumpção, no. 335-341, "Hotline" Building, 12th floor, Macao, where it could be enquired, within normal working hours, from the date of announcement until the date and time of opening of the tender;
- 3.2 Interested parties can obtain copies of the tender documents, including Terms of Tender, General Conditions of the Bid and other relevant enclosures by payment of the amount equivalent of its production cost – MOP200.00 (two hundred patacas);
- 3.3 Interested parties may download the tender documents, including Terms of Tender, General Conditions of the Bid and other relevant enclosures through the notice column of Macao Tourism Industry Net website (<http://industry.macaotourism.gov.mo>);
- 3.4 Portuguese and English versions are translated from the Chinese version, if there is any inconsistency or ambiguity, the Chinese version shall prevail.

4. Location and Deadline for Submission of Tender

- 4.1 The tender should be submitted to the Macao Government Tourism Office, located at Alameda Dr. Carlos d'Assumpção, no. 335-341, "Hotline" Building, 12th floor, Macao, before the deadline stated in the Tender Notice, otherwise it will not be accepted;
- 4.2 In case of the public services of the Macao Special Administrative Region (MSAR) are suspended due to typhoon or force majeure, the scheduled deadline and time for submitting tenders shall be extended to the first working day that follows immediately;
- 4.3 If the tender is submitted by mail, the tenderer shall be the sole responsible party for any delays on the submission of the tender and the tenderer is not entitled to present any complaints due to the late delivery of tender.



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5. Further enquiries

For any further enquiries, please submit enquiries via the Notice Column of Macao Tourism Industry Net website (<http://industry.macaotourism.gov.mo>) before 6th January, 2020. All replies will be posted on the same website.

6. Tender

6.1 All tenderers should submit the tender written in Chinese, Portuguese or English and the tender should be made according to the following conditions:

- 6.1.1 Indication of tenderer's name or name of tenderer's company;
- 6.1.2 Not including any kind of restrictive or exception clause;
- 6.1.3 The bid price should be presented in patacas (MOP) and should be quoted in numbers and wordings;
- 6.1.4 The price ceiling of this service is MOP6,000,000.00 (Six million patacas);
- 6.1.5 The tender should not be altered nor inserted with any information on the text body. If the tender is elaborated in typing/printing, the same typing/printing machine with the same type of fonts and ink cartridge must be used. If the tender is elaborated in hand writing, it should be presented in only one hand writing and the use of the same ink color.
- 6.1.6 The tender shall be stamped with company's seal and signed by the tenderer or legally recognized representative(s) of the tenderer. If the tender is signed by the authorized person, the original letter of authorization or its authenticated copy shall be put inside the envelope, with the word "Document".

6.2 The following documents should be enclosed and wax sealed in an opaque envelope, with the word "Documents" written on the face of the envelope and indicating the name of the tenderer, or name of tenderer's company, designation of the tender **【Production of Macao Promotional Videos and TV Commercials in 2020】**, and also "Macao Government Tourism Office":

- 6.2.1 Proof document of the provisional guarantee fee. (By cash, cashier order or certified cheque made directly to the Macao Government Tourism Office, should present the receipt (original or authenticated copy) issued by the Macao Government Tourism Office; By bank guarantee, should submit the original declaration according to the sample in Enclosure III; By bank deposits, should present the original receipt of the Deposit and the original declaration according to the sample in Enclosure II; By wire transfer, should present the original receipt of the transfer and the original declaration according to the sample in Enclosure II.)



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- 6.2.2 A declaration according to the sample in Enclosure IV on which the tenderer accepts the payment of the definite guarantee fee, in case the service has been awarded. The declaration should be stamped with company's seal and signed by the tenderer or his/her legal representative;
- 6.2.3 Declaration issued by the Financial Service Bureau to declare that the tenderer has not owed the Macao SAR any taxation in the past five years, the issue date of the declaration must be after the date of announcement of Tender Notice (original or authenticated copy); (applicable to Macao tenderer only)
- 6.2.4 Certificate (original or authenticated copy) with statement of commercial registration and updated certificate for the articles of association, if any, issued by the "Business and Properties Registration Bureau of Macao SAR" should be submitted and the issue date should not be earlier than 3 months' time prior to the date of the open tender; (applicable to Macao corporate entities only)
- 6.2.5 The initial M/1 - Declaration for Business Start-up/ Alternations (authenticated copies) or equivalent document and M/8 - Tax Bill of Levy (original or authenticated copies) of current year; (applicable to Macao tenderer only)
- 6.2.6 For tenderer, whose head offices based outside the Macao SAR, the updated Business Registration in force and updated certificate for the articles of association, if any (original or authenticated copy) should be provided;
- 6.2.7 Should the tenderer be a non-Macao resident, or a legal person whose registered head office of business entity is based outside Macao SAR, it is required to submit a declaration, in reference to Enclosure VI, to relinquish other court jurisdiction. The statement shall be signed either by the tenderer or the legal representative of the tenderer, and the signature of whom shall be authenticated by a notary who is authorized with such identity and rights for the process.
- 6.2.8 Photocopy of the identification documents (applicable to Natural persons only).
- 6.3 The following documents should be enclosed and wax sealed in an opaque envelope, with the word "Tender" written on the face of the envelope and indicating the name of the tenderer or name of tenderer's company, designation of the tender **【Production of Macao Promotional Videos and TV Commercials in 2020】**, and also "Macao Government Tourism Office":
- 6.3.1 Signed declaration according to the sample in Enclosure I by the legal representative of the tenderer, the signature should be authenticated by the notary with conditions and rights for this process;



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- 6.3.2 Quotation stipulated according to the Service Description, shall be stamped with company's seal and signed by the tenderer or legal representative(s);
 - 6.3.3 Creative concepts and storyboards for the Production of Macao Promotional Videos and TV Commercials referring to Point 2.3 of the Service Description, (including 3 minutes, 1 minute and 30 seconds Macao tourism image Promotional Videos and TV Commercial and five 30 seconds Thematic Macao TV commercials);
 - 6.3.4 Tenderer experience and CV Portfolio. Listing the experience in production of promotional video(s) and TV commercial(s), including name of clients, awarded sum, role of company and period of the services, copies of the proof of services (e.g. refund of guarantee fee, confirmation letter for the services provided, contract, proof of payment etc) are needed for evaluation purpose;
 - 6.3.5 Experiences and CV Portfolio of the team, including (a) Director, (b) Producer, (c) Director of Photography, (d) Post-production Team and (e) Music Composer. Works of previous promotional videos and TV commercials, copies of any proof of services are needed for evaluation purpose;
 - 6.3.6 List of Production, filming and post-production equipment;
 - 6.3.7 Calendar of the Production Schedule (including period of preparation, number of shooting days in Macao, schedule of post-production and delivery date of final product etc);
 - 6.3.8 All other documents of which the tenderer consider relevant to the analysis of the tender.
- 6.4 The above mentioned envelopes entitled "Documents" and "Tender" shall be enclosed and wax sealed in a third opaque envelope, with the name of the tenderer or name of tenderer's company, texts 【Production of Promotional Videos and TV Commercials in 2020】 and "Macao Government Tourism Office" written on it, shall be submitted by either registered mail with delivery notice or in person to the Macao Government Tourism Office with receipt, within the timeline stated in the Public Tender Notice.

7. Provisional Guarantee Fee

- 7.1 The provisional guarantee fee is MOP120,000.00 (one-hundred and twenty thousand patacas) which can be made by:
 - 7.1.1 Cash, cashier order or certified cheque directly to the Macao Government Tourism Office, cashier order or certified cheque should be made payable to "Fundo de Turismo" as the payee;
 - 7.1.2 Cash deposit to the account of "Fundo de Turismo", account no. 8003911119 of Banco Nacional Ultramarino of Macau and with designation of the reason



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for the deposit;

7.1.3 Bank guarantee (The document must be issued by a bank legally credited and authorized to run business in the Macao SAR);

7.1.4 Wire Transfer to the account of “Fundo de Turismo” account no. 8003911119 of Banco Nacional Ultramarino of Macau.

7.2 For provisional guarantee fee made by cash deposit or wire transfer, the tenderer should submit the original receipt together with the declaration according to the sample in Enclosure II;

7.3 Should the tenderer intend to provide the Provisional Bank Guarantee, a document must be issued, according to the sample in Enclosure III issued by a bank, to guarantee that it will make an immediate payment of any imposed amount, up to the limit of the guarantee value, should the tenderer fails to fulfill the obligations that the guarantee covers;

7.4 The tenderer is responsible for all expenses for offering or canceling the guarantee;

7.5 The provisional guarantee fee shall be returned under below circumstances:

7.5.1 Tenders which are not selected;

7.5.2 After the validity of the tender or before the end of tender procedures, with the signing of the contract with the awarded tenderer.

8. Definite Guarantee Fee

8.1 The definite guarantee fee is equivalent to four percent (4%) of the total bid price of the tender, which can be made by the awarded tenderer on the same procedure as the provisional guarantee, mentioned on the above clause; definite guarantee shall be paid only after the award of the service;

8.2 The sample for the issuance of a Bank Guarantee to be used by the awarded tenderer as stated in Enclosure V of this Terms of Tender;

8.3 The awarded tenderer may use the amount of the provisional guarantee for settlement of the definite guarantee;

8.4 Should the awarded tenderer fails to provide the definite guarantee fee within the valid due time, and without any reasonable explanation to prove that the delay is caused by external factor, the award shall be considered invalid; and the provisional guarantee fee will not be refunded;

8.5 The definite guarantee fee shall be returned after the service is completed.

9. Amendments

The tender shall not be amended once submitted.



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10. Criteria for the Awarding of the Contract and Evaluation Factors

The Macao Government Tourism Office analyzes the tender based on the information and explanation on the tender, as well as the following criteria and evaluation factors:

Criteria for the Awarding	Evaluation Factors
Price	15%
Creative concepts and storyboards	45%
Tenderer experience and CV Portfolio	5%
Team experience and CV Portfolio Team include: (a) Director, (b) Producer, (c) Director of Photography, (d) Post-production Team and (e) Music Composer	25%
Production Value	10%

10.1 Price (15%)

$$\frac{\text{Lowest price of the tenders submitted}}{\text{Price of each tender}} \times 100 \times 15\% = \text{suitable price percentage}$$

10.2 Creative concepts and storyboards; (45%)

10.2.1 Macao tourism image Promotional Videos (3 minutes and 1 minute) and TV Commercial (30 seconds); (20%)

- Very creative and very consistent with the requested objective and requirement (16% - 20%)
- Creative and consistent with the requested objective and requirement (11% - 15%)
- Not so creative and slightly fulfill the requested objective and requirement (1% - 10%)
- Not creative and do not fulfill the requested objective and requirement (0%)

10.2.2 Five Thematic Macao Promotional TV Commercials; (30 seconds for each TV Commercial) (25%)

- Very creative and very consistent with the requested objective and requirement (19% - 25%)
- Creative and consistent with the requested objective and requirement (11% - 18%)
- Not so creative and slightly fulfill the requested objective and requirement (1% - 10%)
- Not creative and do not fulfill the requested objective and requirement (0%)



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10.3 Tenderer experience and CV Portfolio; (5%)

- To prove the tenderer experience according to M/1 or related documents (2.5%)
 - 10 years of experience or above (2.5%)
 - 7 to 9 years of experience (2%)
 - 4 to 6 years of experience (1.5%)
 - 1 to 3 years of experience (1%)
 - 3 months to 1 year experience (0.5%)
 - Others (0%)
- CV Portfolio regarding similar jobs; (2.5%)
 - Each similar job will be given 0.5%, up to 2.5% (Similar job must be proven with the award letter, contract or proof of payment etc)
 - Similar job without any proof (0%)

Note: All experiences must be proven with the award letter, contract or proof of payment etc, otherwise it would not be considered.

10.4 Team experience and CV Portfolio; (25%)

- Team includes (a) Director (5%), (b) Producer (5%), (c) Director of Photography (5%), (d) Post-production Team (5%) and (e) Music Composer (5%)
- Below are the criteria for evaluating the team (a) to (e):
 - CV Portfolio (2%)
 - Experiences (2.5%)
 - Awards (0.5%)

Note: Above criteria will be rated according to related documents, Team shall provide relevant CV Portfolio and Experiences according to their post, CV Portfolio and Experiences must be proven with works of previous promotional video(s)/TV commercial(s) or related documents, which include but not limited to internet links, audio visual media, DVD, MP4 etc, otherwise it would not be rated.



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10.5 Production Value; (10%)

- On-site filming in Macao (2%)
 - 10 days or above (2%)
 - 6-9 days (1%)
 - 5 days or below (0.5%)
- Filming equipment (4%)
 - Best quality and most complete filming equipment (3.1% - 4%)
 - Good quality and complete filming equipment (2.1% - 3%)
 - Quality and filming equipment consistent with the requirement (1% - 2%)
 - Do not fulfill the requirement (0%)

Note: Above criteria will be rated according to related documents and Point 3.3, Part II – Service Description of General Conditions of the Bid).

- Post-production equipment (4%)
 - Best quality and most complete post production equipment (3.1% - 4%)
 - Good quality and complete post production equipment (2.1% - 3%)
 - Quality and post production equipment consistent with the requirement (1% - 2%)
 - Do not fulfill the requirement (0%)

Note: Above criteria will be rated according to related documents and Point 3.5, Part II – Service Description of General Conditions of the Bid).

10.6 The tender may not be awarded to the lowest bid under the condition when no conflict lies with the terms mentioned in previous clause.

10.7 The tenderer may be invited to give a presentation of the tender submitted in Macao for a final evaluation by MGTO. Tenderer shall bear all expenses resulting from the presentation.

11. Location and date for the opening tender

The tender opening session will be held in the Auditorium of the Macao Government Tourism Office, located at Alameda Dr. Carlos d' Assumpção, no. 335-341, "Hotline" Building, 14th floor in Macao, at 10:00, on 20th January, 2020.

In case of closure of the services of Macao Government Tourism Office due to typhoon or



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force majeure, the opening of tender will be postponed to the first working day that follows immediately.

12. Claims

Claims for any irregularity in the formalities of the hereby Consultation, should be written to:

Macao Government Tourism Office
Destination Marketing Department
Alameda Dr. Carlos d'Assumpção, no. 335-341
“Hotline” Building, 12th floor
Macao

13. Exclusion of Tenders

If the following situations happened, tender will be excluded:

- 13.1 Tender does not comply with the requirements in the Terms of Tender of 6.1;
- 13.2 Lack of indispensable documents and information in the tender, indicated in the Terms of Tender (points 6.2.1 to 6.2.8 and 6.3.1 to 6.3.7, with exception of the works of previous promotional video(s)/TV commercial(s) or photocopies of the supporting documents indicated in points 6.3.4 and 6.3.5);
- 13.3 Tender submitted after the deadline stated in the tender notice.
- 13.4 If tenderers, whose tenders are conditionally admitted, fail to deliver, the missing documents and information indicated in the Terms of Tender within 24 hours;
- 13.5 Tender includes any kind of restrictive or exception clause or its contents differ from the General conditions of the Bid.
- 13.6 The bid price exceeds the price ceiling for this service stated in the Terms of Tender.

14. Validity and Renewal of the Tenders

Validity date is 90 days counting from the date of the opening of tender and shall be renewed in accordance to the application legislation in the Macao Special Administrative Region, namely, Decree-Law no. 30/89/M of 15th of May.

15. Reserving the Rights to Award

The awarding entity reserves the rights to award the contract partially, or not to award the contract if it is in the public interest. The awarding entity will not award the contract if the tender is score below 50.



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16. Application of Legislation

- 16.1 In all omission in this terms of tender, the application legislation in the Macao Special Administrative Region shall be governed, namely, Decree-Law no. 122/84/M of 15th of December, as amended by Decree-Law no. 30/89/M of 15th of May as well as the Decree-Law no. 63/85/M, of 6th of July;
- 16.2 All conflicts or disputes arising from these terms of tender shall be submitted to the jurisdiction of the courts of the Macao Special Administrative Region, with waiver of the other applicable laws.



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Enclosure I
SAMPLE OF TENDER
(Enclosure of “Tender”)

(Name of signee), in the quality of (Quality in which it signs) of (Name of tenderer), with its registered head office at (Registered head office of the tenderer) after understanding the objectives of the public tender of **Production of Macao Promotional Videos and TV Commercials in 2020**, hereby declares to fully accept all terms, with no exception, stipulated in the Tender Notice, Terms of Tender and General Conditions of the Bid and all the Enclosures, as well as to accept that all omissions occurred shall be governed by the applicable laws and regulations in force in Macao, namely the Decree-Law no. 122/84/M of the 15th of December, with the changes introduced by the Decree-Law no. 30/89/M of the 15th of May and Decree-Law no. 63/85/M of the 6th of July, and that the services shall be provided according to the terms of the submitted tender and to provide a provisional guarantee fee of MOP120,000.00 (one-hundred and twenty thousand patacas)

On _____ of _____ of _____.

(Signature must be legally authenticated, with conditions and rights for this process)



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Enclosure II
SAMPLE OF BANK DEPOSIT OR WIRE TRANSFER FOR THE PROVISIONAL
GUARANTEE FEE
(Enclosure of “Documents”)

(1) in the quality of (2) of (3), with its registered head office at (4), deposit or wire transfer the amount of MOP120,000.00 (one-hundred and twenty thousand patacas) to account of “Fundo de Turismo” in Banco Nacional Ultramarino of Macau in favour for the provisional guarantee fee, as a guarantee for explicit and prompt fulfillment of the obligations assumed with submission of tender for the Public Tender of **Production of Macao Promotional Videos and TV Commercials in 2020.**

Attached:

Original receipt of the Deposit or Wire transfer, on the amount of MOP120,000.00 (one-hundred and twenty thousand patacas)

On _____ of _____ of _____.

(Signature of the legal representative of tenderer and with company's seal)

- (1) Name of signee
- (2) Quality in which it signs
- (3) Name of tenderer
- (4) Registered head office of the tenderer



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Enclosure III
SAMPLE OF BANK GUARANTEE FOR THE PROVISIONAL GUARANTEE FEE
(Enclosure of “Documents”)

Amount: MOP120,000.00 (one-hundred and twenty thousand patacas)

Bank Guarantee no. _____

As per the request of (1), with its registered head office at (2), tenderer to the public tender for a **Production of Macao Promotional Videos and TV Commercials in 2020**, (3), with registered head office at (4), hereby provides a bank guarantee of MOP120,000.00 (one-hundred and twenty thousand patacas) to the Macao Government Tourism Office, as guarantee for the exact and prompt fulfillment of the obligations assumed with the submission of the tender, should the Macao Government Tourism Office, request in accordance with the laws, this bank will 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 6th July, or until the payment of definite guarantee fee.

On _____ of _____ of _____.

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

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



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Enclosure IV
SAMPLE OF DECLARATION OF DEFINITE GUARANTEE FEE
(Enclosure of “Documents”)

(1), in quality of (2) from (3), with head office situated in (4), upon acknowledgement on the terms of Public Tender for the **Production of Macao Promotional Videos and TV Commercials in 2020**, hereby declares that in case the service has been awarded, that payment of four percent (4%) of the total price of the tender as definite guarantee fee will be carried out.

On _____ of _____ of _____.

(Signature of the legal representative of tenderer and with company's seal)

- (1) Name of signee
- (2) Quality in which it signs
- (3) Name of tenderer
- (4) Registered head office of the tenderer



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Enclosure V

SAMPLE OF BANK GUARANTEE FOR THE DEFINITE GUARANTEE FEE
(Provided by the awarded tenderer)

Amount: MOP _____ 4% (four percent) of the global price of the awarded contract

No. of Bank Guarantee: _____

In response to the request from(1), with its registered head office at(2), awarded tenderer for the public tender of **Production of Macao Promotional Videos and TV Commercials in 2020**,(3), with registered head office at(4), hereby provides to Macao Government Tourism Office a bank guarantee of the MOP(5), which is equivalent to 4% of the global price of the awarded contract, as a guarantee for exact and prompt fulfillment of the obligations to the signing of the contract, on a written request made by the Macao Government Tourism Office, the bank must immediately provide full and partial payment of less than the above amount, and prohibits the bank refuse to provide with any excuse or reason. And under any circumstances, for the payment of the amount of the guarantee fee, the bank gives up the right to pre-seizure.

The bank guarantee, came into effect from the date of issue, is not transferable and cannot be canceled or changed without the consent of the Macao Government Tourism Office. The validity is up to recovery of the original copy of the guarantee or received written confirmation from the Macao Government Tourism Office to cancel the notice of the bank guarantee fee.

The bank guarantee is subject to the jurisdiction of the Macao Special Administrative Region, in accordance with legal interpretation of the Macao Special Administrative Region.

On _____ of _____ of _____.

(Notarized signature of the representative of the Bank)

- (1) Identification of the awarded tenderer
- (2) Registered head office of the awarded tenderer
- (3) Name of the bank
- (4) Registered head office of the bank
- (5) Amount in numbers and wordings



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Enclosure VI

DECLARATION OF RELINQUISHMENT OF OTHER COURT JURISDICTION (Enclosure of “Documents”)

(Name of signee), in the quality of (Quality in which it signs) of (Name of tenderer), with its registered head office at (Registered head office of the tenderer), upon acknowledgement on the terms of Public Tender for the **Production of Macao Promotional Videos and TV Commercials in 2020**, hereby declares the relinquishment of other courts' jurisdiction outside Macao SAR, which includes the jurisdiction of all matters related to bidding, tender acquisition, and its settlement.

On _____ of _____ of _____.

(Signature must be notarized to prove the identify and authority of the signee)



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2. GENERAL CONDITIONS OF THE BID

PART I – LEGAL AND TECHNICAL CONDITIONS

1. The content of the Tender should be based on the following items:
 - 1.1 Terms of Tender
 - 1.2 General Conditions of the Bid
 - 1.3 Tender Notice
2. Tender should be prepared with the documents stipulated in points 6.2.1 to points 6.2.8 and 6.3.1 to 6.3.7. Tender lacks of the documents mentioned in the above points will not be considered but excludes the works of previous promotional video(s)/TV commercial(s) or copies of the proof stated in points 6.3.4 and 6.3.5 in the terms of tender.
3. Quotation stipulated according to the Service Description, shall be stamped with company's seal and signed by the tenderer or legal representative(s) and should be in accordance with below:
 - 3.1 The quotation should be quoted in MOP;
 - 3.2 The quotation should include the unit price of each Promotional Video and TV Commercial and its total price;
 - 3.3 The quotation should include all production fees (eg: pre-production, location shooting in Macao, transportation, meals and accommodation, delivery fee, filming equipment, equipment storage fee, custom fee, equipment insurance, personal insurance, music composition & copyright, talents fee and copyright, post-production, subtitles, voice over, editing with international broadcasting standard, color grading, visual effects, copyright for worldwide broadcasting etc);
 - 3.4 The amount of the bid price should be quoted in numbers and wordings; Larger amount will be counted when there is a difference between the numbers and wordings;
4. The tenderer should provide all the necessary clarification for the evaluation of the proposals.
5. MGTO rights :
 - 5.1 For reasons of public interest, the awarding entity reserves the rights to award the contract partially, or not to award the contract;



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- 5.2 The exclusive right, including the usage and distribution of all the Production of Macao Promotional Videos and TV Commercials, belongs to MGTO. The awarded tenderer is not allowed to use them for any other purposes without the written consent and authorization from MGTO;
- 5.3 The copyrights of the above Promotional Videos and TV Commercials belong to MGTO and MGTO reserves the right with regards to any future adjustments to the contents if necessary.
6. The awarded tenderer shall be responsible for all costs related to insurance, including all accidents and damages incurred in providing the service.
7. Should any of the following situations occur, the awarding entity reserves the right to terminate the contract at anytime, and the awarded tenderer are not eligible for any reimbursement on incurred expenses:
- 7.1 The awarded tenderer not following, or not to follow any of the stipulated obligation on time;
- 7.2 The awarded tenderer to follow the designated obligations but with a defective performance;
- 7.3 The awarded tenderer transfers all or part of the obligated service to a third party, without prior consent or approval of the awarding entity.
8. To guarantee the objectives of the tender, the awarded tenderer should be responsible for payment of services of which the awarded tenderer is not able to perform and lead the awarding entity to acquire the service from third parties.
9. The awarded tenderer who fails to perform the contractual obligations as mentioned in point 7, will lose the definite guarantee fee, without prejudice to any legal actions to be undertaken by the awarding entity.
10. The awarded tenderer should pay four percent (4%) of the total price of the service as a definite guarantee fee within eight (8) days, counting from the day of notification of the award, otherwise the contract will consider void.
11. The definite guarantee fee can only be released at the end of the contract and upon fulfillment of all the contractual obligations.



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PART II – SERVICE DESCRIPTION

- 1 Objectives for the Production of Macao Promotional Videos and TV Commercials in 2020:
 - 1.1 The Promotional video and TV Commercials will be broadcasted worldwide, experiencing Macao as a “World Center of Tourism and Leisure” destination, including but not limited to the following specific components:
 - 1.1.1 An important hub for the crossroads of China (East) and Portugal (West), reflected in its architecture, the Historic Centre of Macao, religion, custom and cuisine etc and to show Macao is a place that can touches people’s heart;
 - 1.1.2 Macao as an energetic city, with diversity of cultural and sports events, entertainments, MICE etc throughout the year;
 - 1.1.3 Macao designated as UNESCO Creative City of Gastronomy.
- 2 Requirements for the Production of Macao Promotional Videos and TV Commercials in 2020:
 - 2.1 Based on the above objectives, using “Experience Macao” as the promotional theme for the Promotional videos and TV Commercials. Tenderer could suggest appropriate slogans;
 - 2.2 To produce high quality original music for the Promotional videos and TV Commercials;
 - 2.3 The tenderer should:
 - 2.3.1 Produce **Macao tourism image** Promotional video and TV Commercial, including:
 - 2.3.1.1 one 3 minutes Promotional video (voice over version and image version);
 - 2.3.1.2 one 1 minute Promotional video (voice over version and image version);
 - 2.3.1.3 one 30 seconds TV Commercial (voice over version and image version);
 - 2.3.2 Produce **thematic Macao** Promotional TV Commercials based on the four target segments (**Young and connected, Silver-haired Travelers, Affluent Travelers and Family Travels**) stated in the “Macao Tourism Industry Development Master Plan” (**The themes and elements mentioned in point 2.3.2.1 to 2.3.2.5 are for reference only, tenderer could suggest appropriate themes and elements**), including:



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- 2.3.2.1 Produce one 30 seconds and one 15 seconds TV Commercials focusing on the **human touch of Macao** (main elements: old streets and shops, food, Macanese culture, community, world heritage, hospitality etc.) (voice over version and image version);
- 2.3.2.2 Produce one 30 seconds and one 15 seconds TV Commercials focusing on **Made in Macao** (main elements: cultural and creative industry, food, shopping, experience, families, nostalgia etc) (voice over version and image version);
- 2.3.2.3 Produce one 30 seconds and one 15 seconds TV Commercials focusing on the **Green Macao** (main elements: outing, parks, hygge, gourmet, green hotel, families etc) (voice over version and image version);
- 2.3.2.4 Produce one 30 seconds and one 15 seconds TV Commercials focusing on the **luxé travel in Macao** (main elements: gourmet, luxury hotels, affluent, shopping, enjoyment, high-end hospitality, night view and night activities etc) (voice over version and image version);
- 2.3.2.5 Produce one 30 seconds and one 15 seconds TV Commercials focusing on the **energetic part of Macao** (main elements: performance, entertainment, exciting activities, events and festivals etc) (voice over version and image version).

Remarks:

1. The thematic Macao Promotional TV Commercials are not a cut down version from the Macao tourism image Promotional videos and TV Commercial, tenderer must create and produce 5 different storyboard with different themes, the use of stock footage from the Macao tourism image Promotional videos and TV Commercial should not exceed five percent (5%);
2. A total of 5 thematic Macao Promotional TV Commercials should be produced. (The themes and elements mentioned in point 2.3.2.1 to 2.3.2.5 are for reference only, tenderer could suggest appropriate themes and elements but must submit 5 different thematic Macao Promotional TV Commercials);
3. Should produce high quality original music for the Macao tourism image Promotional video and TV Commercial and the Thematic Macao Promotional TV Commercials respectively.



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2.4 Produce the script and subtitles for the above Promotional videos and TV Commercial respectively as stated in point 2.3, details as shown below:

- Cantonese (with traditional Chinese subtitles)
- Mandarin (with traditional Chinese subtitles)
- Mandarin (with simplified Chinese subtitles)
- English (with English subtitles)
- Portuguese (with Portuguese subtitles)

3 Production Value

3.1 On-site filming in Macao;

3.2 Stock footage should not exceed ten percent (10%) of the overall production;

3.3 Minimum filming equipment requirements:

The footage of the production should be captured on a camera with Sensor Size of 4K S35 mm or above and using interchangeable lenses (lens list should be provided, with high end cinema lenses preferred). Image capture should use as minimum requirement of 4K Ultra High Definition (UHD) resolution capture or superior, at 25P or 24P full frames per second (Progressive scan) with 10 bit 4:2:2 HQ, 10 Bit 4:4:4, RAW, Arri RAW, Red RAW or similar or better quality codecs (Codecs with better quality have preference). Images captured with cameras with 1/4", 1/3", 1/2", 1", 2/3" or inferior size sensor can be up to a total 10% of production and cannot be accepted as main cameras of the video. The usage of smaller sensor cameras, or different cameras from the ones stated on the below list needs to be justified explicitly on the bidding form and should be used only for specific creative advantages. We take preference on the usage of the following camera systems (larger sensor and more modern system with more international technical awards and usage in cinema and international TV commercials have preference):

- Sony F65
- Sony F55
- Phantom Flex 4K
- Canon C700
- Red Epic Dragon
- Red Weapon Helium
- Panasonic Varicam 35 4K
- Arri Amira 4K
- Red Gemini
- Arri Alexa Mini 4K
- Red Ranger Monstro



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- Arri Alexa SXT
- Red Ranger Gemini
- Sony Venice
- Red Ranger Helium
- Red Weapon Monstro
- Arri Alexa LF
- Arri Alexa 65
- Arri Alexa Mini LF

List all lighting and support equipment for filming (such as tripods, Steadicam, Dolly, Gymbals, Drones, etc.) and will be evaluated according to quantity and quality, in the Filming Equipment Evaluation point.

- 3.4 The usage of different camera systems from the list above will need a detailed exposition of the tenderer, including specifications and reasons of usage (creative and technical);

- 3.5 Post-Production requirements:

Post-Production must be done with high standards equipment and facilities for international broadcast. All color grading, editing, online editing, animation and effects must be done in cinema grade and international broadcast grade software and hardware at native 4K resolution in 10bit or more color. Audio mixing, audio design and audio mastering must be done at the highest broadcast standards. A list of said software and hardware facilities must be provided in this tender.

- 3.6 UHD color grading and post-production (mastering) is required for this tender, and should submit the final product in UHD, FullHD 1080p as well as SD Master.

4 Copyright

- 4.1 The tenderer should create suitable original music and select professional talents for the production of Macao Promotional Videos and TV Commercials. The copyright of the Promotional Videos and TV Commercial including music and portraits of talents belong to MGTO, which must be of legal usage globally with a period of 5 years, and that MGTO shall not be involved in any dispute in regards with usage of the same within the 5 years period;

- 4.2 During the shooting of the Macao Promotional Videos and TV Commercials in Macao, MGTO has the right to take photographs of captured images including shooting scenes and talents. MGTO owns the copyright of these photographs and can use globally for its promotional activities and printing materials with a period of 5 years;



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- 4.3 MGTO owns the copyright of the slogan that being chosen and can use it globally for its promotional activities and printing materials with a period of 5 years;
- 4.4 MGTO reserves the right with regards to any future amendment and edit to the content of Macao Promotional Videos and TV commercials which the awarded tenderer provides , if necessary.
- 5 Final product:
- 5.1 Final product for the Macao promotional videos and TV commercials (refers to all versions mentioned in point 2.3 and 2.4) include:
- 5.1.1 Two Portable Hard Disks contains following electronic files of all versions: UHD Master Pro-Res 4K 25p 422HQ, FullHD Prores 1080 25P422 HQ, H264 MOV 1080P 25 (broadcast quality), MP4 1080P 25, WMV Full HD 1080P 25, Mpeg 2;
- 5.1.2 One HD-CAM-SR 1080P 25 Master Tape for all versions;
- 5.1.3 One HD CAM 1080P 25 Master Tape / Digital Betacam / DVD for each version;
- 5.1.4 Provide FTP link for uploading all electronics files (valid for 6 months).
- 5.2 To provide all raw footage of production of Macao Promotional videos and TV Commercials;
- 5.3 The Production of the Macao Promotional Videos and TV Commercials must be executed within 90 days from the date of this service is awarded. (Expected to be awarded in 2020)



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3.TENDER NOTICE

NOTICE

The Macao Government Tourism Office hereby announces an invitation to tender for the **Production of Macao Promotional Videos and TV Commercials in 2020**, in accordance with the approval of the Secretary for Social Affairs and Culture dated 18th November, 2019.

From the date of publication of the present notice, interested parties may visit the Macao Government Tourism Office Reception Counter, located in Alameda Dr. Carlos d' Assumpção, no. 335-341, "Hotline" Building, 12th floor, Macao, to view the Tender Process within normal working hours, and pay MOP 200.00 (two hundred patacas) to obtain the copies, including Terms of Tender, General Conditions of the Bid and other relevant enclosures; or visit the Macao Tourism Industry Net website – <http://industry.macaotourism.gov.mo> to download.

The explanation meeting will be held at **15:00, on 11th December, 2019**, at Meeting room, 14th floor, Alameda Dr. Carlos d' Assumpção, no. 335-341, "Hotline" Building, Macao.

The maximum price limit for the service is **MOP 6,000,000.00 (Six million patacas)**.

Criteria for evaluation and percentage:

- Price : 15%
- Creative concepts and storyboards : 45%
- Tenderer experience and CV Portfolio : 5%
- Team experience and CV Portfolio : 25%
- Production Value : 10%

For any further enquiries, please visit the Macao Tourism Industry Net website (<http://industry.macaotourism.gov.mo>) to submit enquiries before **6th January, 2020**, all replies will be posted on the same website.

Tenderer must submit the tender within normal working hours **by 13:00 on 17th January, 2020**, to Macao Government Tourism Office, located in Alameda Dr. Carlos d' Assumpção, no. 335-341, "Hotline" Building, 12th floor, Macao, the tenders should be written in one of the official languages of Macao SAR or in English.



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The provisional guarantee fee of MOP120,000.00 (one-hundred and twenty thousand patacas), to be paid by 1) Cash, cashier order or certified cheque directly to Macao Government Tourism Office, cashier order or certified cheque should be made payable to “Fundo de Turismo” as the payee; or 2) Cash deposit to the account of “Fundo de Turismo”, account no. 8003911119 of Banco Nacional Ultramarino of Macau and with designation of the reason for the deposit; or 3) Bank guarantee; or 4) Wired Transfer to the account of “Fundo de Turismo” in Banco Nacional Ultramarino of Macau.

The tender opening session will be held in the Auditorium of the Macao Government Tourism Office, located at Alameda Dr. Carlos d'Assumpção, no. 335-341, “Hotline” Building, 14th floor in Macao, **at 10:00, on 20th January, 2020.**

According to the article no. 27 of Decree-Law no. 63/85/M, of 6th July, the tenderer or the legal representatives of the tenderer should be present during the tender opening session for any complaints and/or to explain any doubts regarding their respective tender.

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

In case of closure of the services of Macao Government Tourism Office due to typhoon or force majeure, the deadline for submission, the opening of tender will be postponed until the first working day that follows immediately.

Macao Government Tourism Office, 28th November, 2019.

Acting Director
Cheng Wai Tong