



關於提供「製作澳門宣傳片和廣告片」服務判給 的公開招標 - 講解會

Explanation Meeting on Public Tender for the services of Production of Macau Promotional Videos and TV Commercials

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PART I

製作「澳門宣傳片和廣告片」要求

Requirements for the Production of Promotional Videos and TV Commercials



製作「澳門宣傳片和廣告片」主旨

Objectives of the Promotional Videos and TV Commercials

展示澳門作為一個「世界旅遊休閒中心」，其內容包括以下部分：

To project Macau as a “World Center of Tourism and Leisure” destination, including the following specific components:

- 從建築、澳門歷史城區、宗教、傳統、美食等多方面，反映澳門作為中葡文化匯聚之處；

An important hub for the crossroads of China (East) and Portugal (West), reflected in its architecture, the Historic Centre of Macau, religion, custom and cuisine etc.



製作「澳門宣傳片和廣告片」主旨

Objectives of the Promotional Videos and TV Commercials

- 呈現澳門這個多采多姿、繽紛活力的城市，全年舉行各類文化盛事、體育活動以及各式各樣的娛樂活動；
Macau as an energetic city, with diversity of cultural and sports events, entertainments etc throughout the year.
- 多元化旅遊產品，滿足不同年齡層旅客的需求。
Tourism product diversification, meet the needs of visitors of different ages.



製作「澳門宣傳片和廣告片」要求

Requirements for the Promotional Videos and TV Commercials

- 就上述主旨，宣傳片和廣告片應以“感受澳門”為宣傳主題，競投人可建議合適之宣傳口號。

Based on the above objectives, using “Experience Macau” as the promotional theme for the Promotional video and TV Commercials. Bidders could suggest appropriate slogans.



製作「澳門宣傳片和廣告片」要求

Requirements for the Promotional Videos and TV Commercials

- 為宣傳片和廣告片創作高質素音樂，音樂作品必須為原創。

To produce high quality of original music for the Promotional videos and TV Commercials.

- 製作5分鐘宣傳片(旁白解說版及純畫面版)1套；

Produce one 5 minutes (narrated version and image version) Promotional Video.

- 製作3分鐘宣傳片(純音樂版)1套；

Produce one 3 minutes (pure musical) Promotional Video.



製作「澳門宣傳片和廣告片」要求

Requirements for the Promotional Videos and TV Commercials

- 製作60秒、30秒、20秒及15秒廣告片(配音版及純畫面版)各1套；

Produce one 60 seconds, one 30 seconds, one 20 seconds and one 15 seconds (voice over version and image version)TV Commercials.

- 以文化為題材，製作60秒、30秒、20秒及15秒廣告片(配音版及純畫面版)各1套；

- Produce one 60 seconds, one 30 seconds, one 20 seconds and one 15 seconds (voice over version and image version) TV Commercials focusing on Culture .



製作「澳門宣傳片和廣告片」要求

Requirements for the Promotional Videos and TV Commercials

- 宣傳片和廣告片須製作不同語言的配音，並附同相關解說詞和字幕，詳情如下：

Promotional Videos and TV Commercials to be produced into different languages respectively, with the respective scripts and subtitles, details as shown below:

- 廣東話 (繁體中文字幕)；
- Cantonese (with traditional Chinese subtitles)
- 普通話 (繁體中文字幕)；
- Mandarin (with traditional Chinese subtitles)



製作「澳門宣傳片和廣告片」要求

Requirements for the Promotional Videos and TV Commercials

- 普通話 (簡體中文字幕)；
- Mandarin (with simplified Chinese subtitles)
- 英文 (英文字幕)；
- English (with English subtitles)
- 葡文 (葡文字幕)。
- Portuguese (with Portuguese subtitles)



製作「澳門宣傳片和廣告片」價格上限 The maximum limit of the Global Price for the Promotional Videos and TV Commercials

- 價格上限為澳門幣伍佰萬元正 (MOP5,000,000.00)

The maximum limit of the global price for this service is
five million patacas (MOP5,000,000.00)



製作「澳門宣傳片和廣告片」報價要求

Quotation Requirements for the Promotional Videos and TV Commercials

- 報價須包括製作宣傳片和廣告片**所有費用**，如前期製作、澳門實景拍攝、交通、食宿、寄運費、拍攝器材、拍攝器材之存放、報關費用、音樂製作及版權、模特兒演出費、後期製作器材、字幕、配音、符合國際電視播放水準之剪輯、校色、視像效果及版權等費用。
- The quotation should include **all production fees** for the production of the Promotional Videos and TV Commercials, such as pre-production, location shooting in Macau, transportation, meals and accommodation, delivery fee, filming equipment, equipment storage fee, custom fee, music composition & copyright, talents, post-production, subtitles, voice over, editing with international broadcasting standard, color grading, visual effects, copyright etc



製作「澳門宣傳片和廣告片」報價要求

Quotation Requirements for the Promotional Videos and TV Commercials

- 競投人須負責一切有關購買**保險**的費用，包括提供本公開招標標的服務所引致的一切意外及損失。

Awarded bidder will be responsible for all costs related to **insurance**, including all accidents and damages extended from service of this Public Tender.



製作「澳門宣傳片和廣告片」判給標準

Criteria for Adjudication for the Promotional Videos and TV Commercials

判給標準/Criteria for awarding	所佔比重 /Evaluation factors
價格/Price	10%
原創力 (故事板/口號)/Creativity (storyboard/slogan)	40%
音樂/Music -作曲者簡介/CV Portfolio of composer -原創音樂/Original musical score	15%
競投人之經驗及技術能力/Experience and ability of the bidder -公司提供同類服務的經驗/Company experience on same type of service -導演的拍攝簡介/CV Portfolio of Director -監製、攝影指導、美術指導及後期製作團隊的簡介/CV Portfolio of Producer, Director of Photography, Art Director and Post production team -模特兒的演藝經驗/Experience of the talents -專業攝影師經驗(根據承投規則第二部分-3.6. 點規定而撰寫)/Experience of the professional photographer (According to 3.6 of General Conditions of the Bid Part II)	20%
製作計劃/Production Plan -拍攝器材；後期製作器材/Filming equipments; Post- production equipments -澳門實景拍攝/Location shootings in Macau	10%
提供服務的效率/Efficiency in the delivery of the service -製作時間及交付時間/Production and completion time of the service	5%



製作「澳門宣傳片和廣告片」版權

Copyright for the Promotional Videos and TV Commercials

- 競投人必須為該宣傳片和廣告片創作適當的原創音樂，以及挑選適合、專業的模特兒。相關宣傳片和廣告片內容，包括音樂和模特兒肖像版權都歸旅遊局所有，**且必須可以全球使用，為期5年**，並保證期間使用時，旅遊局不將牽涉到任何有關版權糾紛之中。

The bidder should create suitable original musical score and choose qualified talents for the production of Promotional Videos and TV Commercials. The copyright of the Promotional Videos and TV Commercials 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 future usage of the same.



製作「澳門宣傳片和廣告片」版權

Copyright for the Promotional Videos and TV Commercials

- 宣傳片和廣告片於澳門拍攝時，旅遊局有權在現場及和模特兒進行相片拍攝，有關相片版權屬旅遊局所有，可用於旅遊局**全球推廣活動，以及宣傳品中，使用期間為5年。**

During the shooting of the Promotional Videos and TV Commercials in Macau, MGTO has the right to take photographs of captured images including scene 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.**



製作「澳門宣傳片和廣告片」版權

Copyright for the Promotional Videos and TV Commercials

- 提供專業攝影師所拍攝的場景相片(包括模特兒肖像)，版權均屬旅遊局所有，**可用於旅遊局全球推廣活動，以及宣傳品中，使用期間為5年。**

MGTO owns the copyright of the photographs taken by professional photographers at each scene (including copyright of the talents) and **can use it globally for its promotional activities and printing materials with a period of 5 years.**



製作「澳門宣傳片和廣告片」版權 Copyright for the Promotional Videos and TV Commercials

- 如建議之宣傳口號被採用，其版權屬旅遊局所有，並**可用於旅遊局全球推廣活動，以及宣傳品中，使用期間為5年。**

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.**

- 旅遊局保留權利在得標人提交宣傳片和廣告片內容作出適當修改及剪輯。

MGTO reserves the right with regards to any future amendment and edit to the content of Promotional Videos and TV commercials if necessary.



PART II

製作「澳門宣傳片和廣告片」拍攝及技術要求

Filming and Technical Requirements for the Production of Promotional Videos and TV Commercials



製作「澳門宣傳片和廣告片」拍攝要求

Filming Requirements for the Promotional Videos and TV Commercials

- 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 (20%)

Stock footage and pre-existing footage should not exceed twenty percent (20%) of the overall production.



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

- 拍攝器材的最低要求

Minimum filming equipment requirements

4K超高清或Arriraw全片幅每秒25格逐行掃描(25P)格式進行拍攝。不接受感應處理器尺寸為1/4吋、1/3吋、1/2吋或更低的攝錄機作為主機(90%的拍攝影像)。若使用較小的處理器攝錄機，必須在文件內載明其使用目的、技術和意念陳述。

Ultra High Definition (4K), 25 full frames per second “Progressive scan” (25P). Usage of cameras with sensor size of 1/4”, 1/3”, and 1/2” or inferior as main cameras (90% of footage shot) is not acceptable. The usage of smaller sensor cameras needs to be justified explicitly on the bidding form and should be used only for specific creative advantages.



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

- 下列其中一部攝錄系統進行拍攝作優先考慮：
The usage of the following camera systems is preferred:
 - Sony F65
 - Sony F55
 - Phantom Flex 4K
 - Red One MX
 - Red Epic MX
 - Red Epic Dragon
 - Red Weapon
 - Panasonic Varicam 35 4K
 - Arri Alexa 4K upgrade
 - 35mm motion picture camera



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

- 若使用與上述清單不同的攝錄機，要求競投人在標書中作詳細解釋，包括附上規格說明、使用原因(構思及技術方面)。

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



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

● 完成品

Final Product

宣傳片及廣告片完成品(指上述提及之不同版本)，數量包括：

Final product for the promotional video and TV commercials (refers to all versions mentioned) include:

1. 兩個移動硬碟機，內含各不同版本之電子檔格式：包括 UHD Master Pro-Res 4K 25p 422HQ、FullHD Prores 1080 25P422 HQ、H264 MOV 1080P 25 (符合不同電視台播放規格)、MP4 1080P 25、WMV Full HD 1080P 25、Mpeg 2檔。

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.



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

2. HD-CAM-SR 1080P 25 母帶一盒，內含各不同版本。
One HD-CAM-SR 1080P 25 Master Tape for all versions.
3. HD-CAM 1080P 25母帶/數碼母帶/DVD- 各不同版本各一套。
One HD CAM 1080P 25 Master Tape / Digital Betacam/
DVD for each version
4. 提供半年期的FTP連結，以供下載相關電子檔。
Provide FTP link for uploading all electronics files (valid for min.6 months).
5. 提供所拍攝宣傳片及廣告片之所有原畫面。
To provide all raw footage of production of Promotional Videos and TV Commercials.



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

6. 製作期由服務判給日起計，期限不超過**60**天。

The Production of the Videos and TV Commercials must be executed within **60 days** from the date of this service is awarded.



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

- 後期製作

Post Production

超高清數碼(UHD)、符合國際播放水準的校色及後期製作

UHD color grading and post-production (mastering)



製作「澳門宣傳片和廣告片」技術要求

Technical Requirements for the Promotional Videos and TV Commercials

● 特別要求

Special Requirements

- 宣傳片拍攝期間，在每個場景拍攝完成後，須額外預留一小時及**提供一名專業攝影師**，依旅遊局設計師的要求，進行各場景之相片拍攝；

- After each scene is filmed, it is necessary to reserve an hour and **provide a professional photographer** for taking photographs according to the requirements stipulated by the designer of MGTO.

- 每個場景拍攝均須**提供模特兒演員、場景搭建及燈光**，以供旅遊局製作宣傳印刷品之用。

- Each scene is required to **provide talents, scenery and lightings** for photographs and MGTO reserve the copyright to use these photographs in its promotional materials.



PART III

製作「澳門宣傳片和廣告片」遞交標書 注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 遞交標書的期限及地點

Location, Deadline and Time for Submission of Tenders

截至：2015年8月21日下午5時前

By 17:00, on 21st August 2015.

**地點：澳門宋玉生廣場335-341號獲多利大廈12樓，
旅遊局**

Location: Macau Government Tourist Office

Alameda Dr. Carlos d'Assumpção, no. 335-341,

“Hotline” Building, 12th floor, Macau



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 開標日期、時間及地點

Location, date and time for Opening the Tenders

2015年8月24日下午3時，澳門宋玉生廣場335-341號獲多利大廈十四樓，旅遊局演講廳

15:00, on 24th August, 2015, Alameda Dr. Carlos d'Assumpção, no. 335-341, “Hotline” Building, 14th floor, Auditorium of the Macau Government Tourist Office



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 根據七月六日第63/85/M號法令第二十七條規定，投標人之法定代表應出席開標儀式，以便提出聲明異議及/或為投標所遞交之文件出現的疑問作出解答。

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

- 投標人的合法代表可由受權人代表出席公開的開標儀式在此情況下，此受權人應**出示經公證授權賦予其參與開標儀式的授權書**。

The legal representative of the bidder 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.



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

● 臨時保證金

Provisional Guarantee

金額：澳門幣拾萬元正 (MOP100,000.00)

Amount: MOP100,000.00 (one-hundred thousand patacas)

提交方式：

Payment Method:

1. 以現金方式存入“旅遊基金”在澳門大西洋銀行開立的帳戶內及**註明所存款項的目的**；

cash deposit to the account of “Fundo de Turismo” in Banco Nacional Ultramarino of Macau and **with designation of the reason for the deposit**;



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

2. 銀行擔保；
bank guarantee;
3. 以現金、本票或保付支票方式向旅遊局繳交，本票或保付支票抬頭須註明收款人為“旅遊基金”；
cash, cashier order or mark good cheque deposit **directly to Macau Government Tourist Office**, cashier order or mark good cheque should be made payable to “Fundo de Turismo” as the payee
4. 電匯至“旅遊基金”在澳門大西洋銀行開立的帳戶內。
Wire Transfer to the account of “Fundo de Turismo” in Banco Nacional Ultramarino of Macau.



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 現金存款存入或以電匯形式匯入旅遊基金於澳門大西洋銀行帳戶號碼：8003911119。

Bank deposit or wire transfer should be made to “Fundo de Turismo”, account no. **8003911119** of Banco Nacional Ultramarino of Macau.

- 倘以現金存款存入或以電匯形式提供臨時保證金，競投人須在其投標書“文件”信封內放入存款收據(正本)連同招標方案內**附件二**聲明書；或電匯憑證連同招標方案內**附件二**聲明書。

For provisional guarantee made by cash deposit or wire transfer, the bidder should submit the receipt (original) of the cash deposit with the declaration according to the sample as per Terms of Tender **Enclosure II**; or the proof of the wire transfer with the declaration according to the sample as per Terms of Tender **Enclosure II** in the “Documents” envelope.

招標方案內附件二
臨時保證金
銀行存款或電匯聲明書
(附於“文件”)

(1)，以(2)之身份，(3)，以總部設於(4)，茲聲明已在旅遊基金(帳號：8003911119)於澳門大西洋銀行的帳戶內存入或電匯澳門幣拾萬圓正(MOP100,000.00)的臨時保證金，作為擔保該競投人準確和按時履行為提供製作澳門宣傳片和廣告片服務判給的公開招標提交投標書一事引致的責任。

附上：

相關的存款收據正本或電匯憑證正本，金額為澳門幣拾萬圓正(MOP100,000.00)。

二零一五年_____月_____日

(簽名須經公證認定，以證明其身份和為此擁有的權力)

- (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

Terms of Tender Enclosure II

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

(1) in the quality of (2) of (3), with its registered head office at (4), deposit or wired transfer the amount of MOP100,000.00 (One-hundred thousand patacas) to account of “Fundo de Turismo” in Banco Nacional Ultramarino of Macau in favour for the provisional guarantee, as a guarantee for exact and prompt fulfillment of the obligations assumed with submission of tender for the Public Tender of **Production of Macau Promotional Videos and TV Commercials.**

Attached:

Original receipt of the Deposit or original prove of Wire transfer, on the amount of MOP 100,000.00 (One-hundred thousand patacas)

On _____ of _____ 2015.

(Signature of the legal representative of bidder authenticated by a public notary)

- (1) Name of signatory
- (2) Quality in which signs
- (3) Designation of bidder’s company
- (4) Registered head office of the bidder



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 擬提供銀行擔保之競投人須**提交擔保文件**，透過該文件，依法獲許可在澳門特別行政區從事業務之某一銀行保證在擔保涉及之義務未獲履行時立即支付競投人要求之任何款項，但支付之款項不超過擔保之金額 – 依照招標方案內**附件三**。

Should the bidder intend to provide the Provisional Bank Guarantee, a document must be submitted by a bank legally authorized to have business in Macau, guarantee that it will make an immediate payment of any amount imposed, up to the limit of the guarantee value, should the chosen bidder fails to fulfill the obligations that the guarantee refers – as per Terms of Tender **Enclosure III**.

招標方案內附件三
臨時保證金之銀行擔保格式
(附於“文件”)

金額：澳門幣拾萬圓正(MOP100,000.00)

銀行擔保號碼：_____

應 (1)，總部設於 (2)，為提供**製作澳門宣傳片和廣告片**服務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須之澳門幣拾萬圓正(MOP100,000.00)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的一切義務，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。

二零一五年_____月_____日。

(銀行代表經公證認定的簽字，以證實其身份和為此擁有的權力)

- (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

Terms of Tender Enclosure III
SAMPLE OF PROVISIONAL BANK GUARANTEE
(Enclosure of “Documents”)

Amount: MOP100,000.00 (One-hundred thousand patacas)

Bank Guarantee no. _____

As per the request of (1), with its registered head office at (2), bidder to the public tender for a **Production of Macau Promotional Videos and TV Commercials**, (3), with registered head office at (4), hereby provides a bank guarantee of MOP100,000.00 (One-hundred thousand patacas) to the Macau Government Tourist Office – 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, 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 6 July, or until the payment of definite guarantee.

On _____ of _____ of 2015.

(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



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

● 退還臨時保證金

Return of Provisional Guarantee

- 有關投標書未被選中；

to the bidders which are not selected or whose tender is not admitted;

- 當投標程序結束；或

after the tender procedures ; or

- 投標程序結束前，但已與得標人簽訂合同。

before the end of tender procedures, with the signing of the contract with the awarded bidder.



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 確定保證金

Definite Guarantee

金額：相當於判給總價格的4%(百分之四)，

Amount: Four percent (4%) of the total value of the contract



製作「澳門宣傳片和廣告片」遞交標書注意事項 - 文件

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 遞交的標書：第一個不透明信封“文件”，應漆封，並在信封面寫上“文件”字樣，同時註明競投人的姓名或競投公司的名稱、投標項目和“旅遊局”字樣，並需包括

Tender submission: First opaque envelope “Documents” should be sealed, with the word “Documents” written on the face of the envelope and indicating the name of the bidder, or designation of bidder’s company, designation of the tender, and also “Macau Government Tourist Office” and should include



製作「澳門宣傳片和廣告片」遞交標書注意事項-文件

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

1. 提供臨時保證金之證明文件。(以現金、本票或保付支票方式向旅遊局繳交，須提交由旅遊局發出之收據(正本或公證認定本)；以銀行擔保方式作出，須按招標方案內**附件三**之式樣及提交其正本；以銀行存款方式作出，須提交存款收據(正本) 及附上招標方案內**附件二**的聲明書；以電匯形式作出，須提交電匯憑證及附上招標方案內**附件二**的聲明書)；

To submit a proof document of the provisional guarantee, for cash, cashier order or mark good cheque deposit made directly to the Macau Government Tourist Office, should present the receipt (original or authenticated copy) issued by Macau Government Tourist Office; for bank guarantee, should submit the original declaration according to the sample in Terms of Tender **Enclosure III**; for bank deposits, should present the receipt (original) issued by the bank and the declaration according to the sample in Terms of Tender **Enclosure II**; for wire transfer, should present the receipt of the transfer and the declaration according to the sample in Terms of Tender **Enclosure II**;



製作「澳門宣傳片和廣告片」遞交標書注意事項-文件

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

2. 按招標方案內**附件四**格式填寫的聲明書，其內聲明在獲判給後繳交確定保證金；

Authenticated declaration on which the bidder accepts the payment of the definite guarantee, in case the service has been awarded, in accordance with Terms of Tender **Enclosure IV**, attached hereto;

3. 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 is not in arrears in the payment of taxes to MSAR and any contribution over the last five years, applicable to Macau bidders only;

招標方案內附件四

聲明書格式

(附於“文件”)

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

二零一五年_____月_____日

(簽名須經公證鑑定，以證明其身份和為此擁有的權力)

- (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

Terms of Tender Enclosure IV
SAMPLE OF DECLARATION
(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 Macau Promotional Videos and TV Commercials**, 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 will be carried out.

On _____ of _____ 2015.

(Signature of the legal representative of bidder authenticated by a public notary)

- (1) Name of signatory
- (2) Quality in which signs
- (3) Designation of bidder’s company
- (4) Registered head office of the bidder



製作「澳門宣傳片和廣告片」遞交標書注意事項-文件

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

4. 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)；僅適用於澳門競投人，少於3個月內發出；

Updated Certificate (original or authenticated copy) issued by the “Conservatória dos Registos Comercial e Bens Móveis” as evidence of registration of commercial constitution and of the social pact alterations, issued less than 3 months, applicable to Macau bidders only;

5. M/1(營業稅—開業/更改申報表)及本年度M/8(營業稅—徵稅憑單)文件的正本或公證認定本；僅適用於澳門競投人；

Documents (original or authenticated copies): M/1(Declaration for Business Start-up/ Alternations) and M/8 (Tax Bill of Levy) of current year - applicable to Macau bidders only;



製作「澳門宣傳片和廣告片」遞交標書注意事項-文件

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

6. 倘若競投人為總部設於澳門特別行政區以外的法人，須提交證明其最新之商業登記及倘有的公司組織章程修改之證明(正本或公證認定本)；

For bidders, with head offices outside the MSAR, should provide the updated Business Registration in force and updated certificate for the articles of association, if any (original or authenticated copy);

7. 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 documents (applicable to single party bidders only)

招標方案內**附件二**及**附件四**須由競投人或其法定代表人簽名，簽名須就其身份及 權限作公證認定。

Terms of Tender **Enclosure II and Enclosure IV** 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.



製作「澳門宣傳片和廣告片」遞交標書注意事項-投標書

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 遞交的標書：第二個不透明信封“投標書”，應漆封，並在信封面寫上“投標書”字樣，並在信封面註明競投人的姓名或競投公司的名稱、投標項目和“旅遊局”字樣，並需包括

Tender submission: Second opaque envelope “Tender” should be sealed, with the word “Tender” written on the face of the envelope and indicating the name of the bidder or designation of bidder’s company, designation of the tender and also “Macau Government Tourist Office” and should include

1. 按照招標方案內**附件一**的格式撰寫聲明書，並應由競投人或合法指定之代表簽署並經公證署鑑定，以其身份和為此擁有的權力簽字；

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

招標方案內附件一
聲明書格式
(附於“投標書”)

(簽署人姓名)，(簽字所用身份)，(競投公司名稱)，以總部設於(競投人法定住所)，在知悉為提供製作澳門宣傳片和廣告片服務的公開招標公告後，特此聲明毫無保留地接受在相應的招標公告、招標方案和承投規則中及其他附件規定的全部條件，並接受在這些文件中沒有提及但受適用的現行法律和規章規範的事項，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第122/84/M 號法令，以及七月六日的第63/85/M 號法令的規定，並承擔義務以投標書所列價格提供上述服務，同時為此繳交澳門幣拾萬圓正(MOP100,000.00)作為臨時保證金。

二零一五年_____月_____日。

(簽名須經公證鑑定，以證實其身份和為此擁有的權力)

備註：澳門競投人可於澳門特別行政區各公證署，包括私人公證處進行上述所指的公證鑑定。

Terms of Tender Enclosure I

SAMPLE OF TENDER

(Enclosure of “Tender”)

(Name of signer), in the quality of (Quality in which signs) of (Corporate designation of bidder’s company), with its registered head office at (Registered head office of the bidder) after understanding the objectives of the public tender of **Production of Macau Promotional Videos and TV Commercials**, 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 Macau, 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 of MOP100,000.00 (one-hundred thousand patacas)

On _____ of _____ of 2015.

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

Remark: Macau bidders could accomplish the above legally authenticated in any notary office of MSAR, including private notary office.



製作「澳門宣傳片和廣告片」遞交標書注意事項-投標書

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

2. 所有“特定要求表”內列明的元素(承投規則第二部分)；

All elements requested on “Service Description” (Part II of General Conditions of the Bid);

3. 投標書必須按照特定要求表內要求的元素，列明每個項目的單價(宣傳片及廣告片)及總價格；

All elements requested on Service Description of the Bid, including prices for each part presented (Promotional Videos and TV Commercials) and the global price shall also be quoted;



製作「澳門宣傳片和廣告片」遞交標書注意事項-投標書

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

4. 有關競投人經驗的詳細資料，須列明最近期製作宣傳片和廣告片的經驗，包括客戶名稱、判給價格、公司角色及服務時間，並須提交相關服務之證明文件副本(如保證金退還證明、判給通知書、合同、付款證明等)；

Detailed descriptions regarding the bidder's experiences, listing the experience in production of promotional video and TV commercials recently, including name of client, awarded sum, role of company and period of the services provided, also provide copies of the proof of services (e.g. refund of guarantee fee, confirmation letter for the services provided, contract, proof of payment etc);

5. 製作團隊包括導演、監製、攝影指導、音樂作曲者及後期製作團隊的履歷及經驗等證明文件；

CV Portfolio of Production team, including Director, Producer, Director of Photography, Composer of Music and Post production team;



製作「澳門宣傳片和廣告片」遞交標書注意事項-投標書

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

6. 製作、拍攝器材及後期製作器材清單；
List of Production, filming and post production equipments;
7. 付款方式；
Terms of payment;
8. 整個製作時間表 (包括前期籌備、澳門實景拍攝天數、後期製作時間、交貨期等)；
Calendar of the Production Schedule, including preparing period, number of days shooting in Macau, schedule of post-production and delivery date of final product etc);
9. 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 consider relevant to the analysis of the tender.



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

- 遞交的標書：第三個信封包括

Tender Submission: Third envelope includes:

將**第一個信封“文件”**及**第二個信封“投標書”**的信封**放入另一個不透明的信封內並封以火漆**，在上面寫上競投人的姓名或公司的名稱，並註明「**提供製作澳門宣傳片和廣告片服務投標**」，於**2015年8月21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，並取回收據。

Envelopes with the wordings **“Documents”** and **“Tender”** shall be **enclosed and wax sealed in a third non-transparent envelope**, with the name of the bidder or designation of bidder’s company written on it and also the words **“Production of Macau Promotional Videos and TV Commercials”** and shall be submitted by either registered mail with advice of delivery or in person to the Macau Government Tourist Office, 12th floor, with proof receipt, before **17:00, on 21st August 2015.**



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

● 若有下列情況之投標書不被接納：

The tenders are to be excluded:

- 投標書欠缺第一個信封“文件”及第二個信封“投標書”所規定之必要資料(除非必須提供以外);
- The tenders do not include the necessary elements stipulated in the first envelope “Documents” and the second envelope “(except optional information);
- 未依照第三個信封之規定提交；
- The tenders do not comply with the submission format stated in the third envelope;
- 在截標之期限過後才呈交投標書;
- The tenders are submitted after the stipulated deadline;
- 在有條件下被接納投標書之競投人，未能於24 小時內補交本公開招標卷宗所訂而欠缺之資料；
- Bidders with tenders on acceptable condition and the remaining documents stipulated in the public tender are not submitted within 24 hours;



製作「澳門宣傳片和廣告片」遞交標書注意事項

Important Points for Tender Submission for the Production of Promotional Videos and TV Commercials

● 若有下列情況之投標書不被接納：

The tenders are to be excluded:

- 附帶條件之投標書，或其內容與承投規則不同；
- The tender include any kind of restriction or exceptional clause or its contents are not according to the General conditions of the Bid;
- 投標價格超過招標方案規定的價格上限；
- The tenders with the price higher to what is stipulated the present Terms of Tender;
- 價格未依照數字及大寫列明；
- The tenders do not quote the prices in numbers and wordings;
- 競投人未在投標書上簽名。
- The tenders are not signed by the bidders.



謝謝！

Thank You !