Hong Kong Tourism Board

Tender Notice

Reference No.: MKT-170320

Procuring Department: Marketing

Project Name: Provision of Consultancy and Project Management Service for Rebranding Project

Scope of Works / Services:

i) Mandatory Scope – Defining Scope, Strategy and Change Process
Advise the HKTB in the process of defining the scope, strategy and change process to revitalise the tourism brand of Hong Kong so as to reinforce Hong Kong’s position as a unique, world-class and most desired travel destination.

ii) Optional Scope – Project Planning and Management
Establish a detailed project plan and manage the implementation of the rebranding project.

Collection of Project Brief / Specification and Tender Documents & Conditions:

Hong Kong Tourism Board
Address: 11/F, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong
Contact Person: Ms. Lui
Telephone No.: (852) 2807 6129
E-mail: Flui@hktb.com

Tenderers who wish to collect the tender documents shall write a letter on company letterhead with contact details and send it by e-mail to the above contact person of the HKTB.

Closing Date & Time: Date: 3 April 2020 (Friday)
(Proposal Submission Deadline) Time: 12:00 p.m. (noon) (Hong Kong time)
In the event of a typhoon signal No.8 or above or if a black rainstorm warning is issued on the closing date before the closing time, the tender closing time will be postponed to the same time on the first working day immediately after the signal or warning is lowered.

Submission of Tender: Tenders must be completed in accordance with the Tender Documents & Conditions, addressed to Mr. Man Lee, General Manager, Corporate Services, Hong Kong Tourism Board, and deposited in the tender box situated at 11/F, Citicorp Centre, 18 Whitfield Road, North Point, Hong Kong before the closing date & time. Please specify the project name in the submitted tender. Late submission will not be accepted.

Tenderer must meet these minimum requirements: Tenderers must possess relevant experiences in providing strategic advice and managing large-scale business projects for multi-national corporations.

You must comply fully with the Prevention of Bribery Ordinance (Cap. 201 of the Laws of Hong Kong).
Any information or communications between you and the HKTB in connection with the captioned subject are private and confidential. You shall not disclose or otherwise divulge the same without our prior written consent.

The HKTB reserves the right not to appoint any company to undertake the project. The lowest fee bid may not necessarily be accepted as the successful bid. The HKTB is not responsible for any cost incurred by you in the preparation of the tender and in responding to this notice. The HKTB reserves the right to change or cancel this notice without prior notice or liability to any parties. You will be deemed to have accepted all the above-mentioned conditions if you respond to this notice.

This tender notice is available on the HKTB’s website at http://www.discoverhongkong.com/

Dated: 17 March 2020