

## **Announcement of tender:**

Creation of Wechat Mini Program serving as a knowledge base of Polish tourism attractions and guide platform for tourist from China.

### **1. The name (company) and the address of the Contracting authority**

Polish National Tourist Organisation (PNTO), office in Beijing

8014 Chang Fu Gong Office Building; 26, Jian Guo Men Wai Avenue, Beijing, China, 100022

Website: [www.bolan.travel](http://www.bolan.travel)

E-mail: [beijing@bolan.travel](mailto:beijing@bolan.travel)

### **2. The subject of tender:**

Time frame for the realization of the service: until 28.12.2020

The budget along with the Contractor's remuneration: 225,000.00 CNY gross

The Contracting authority allocates a budget of no more than **CNY 225,000.00 gross** for the campaign and any offer beyond the budget allocated will be rejected.

The subject of tender is creation of Wechat Mini Program serving as a knowledge base and guide platform for tourist from China. The offer should include services as follows:

- Design of WeChat Mini Program, including functions:
  - Knowledge base of tourist attractions of Poland:
    - Description with pictures and contact data of POIs: tourist attractions, hotels, restaurants and shops – possibility of adding at least 500 POI
    - Practical information before trip to Poland
    - Example of itineraries in Poland
    - List of holidays and events in Poland
    - Promotional visual materials (videos and photos)
  - Possibility for users of downloading brochures in pdf files
  - Publication of promotional articles regarding tourists attractions in Poland
  - Navigation function map
- Technical support
  - Mini program application and verification
  - Server rental and setup
  - Customer service for users of the app
  - Technical support and trouble-shooting
- Reporting – the mini program should allow for user data collection and generating reports regarding users' demographics and usage of the mini program. The reports can be self-generated by Contracting authority or delivered by Contractor on regular basis.
- Maintenance – the offer should include costs for at least 2 years of operation of mini program

All of the text and visual materials for mini program will be supplied by Contracting authority in Chinese language version.

The above are minimal requirements from the Contractors. If the budget allocated for the project allows, the Contractor may choose to offer wider range of services, that will further benefit the mini program like: additional functionalities, larger number of POIs included in the price, activities promoting mini program among potential users, longer maintenance period etc.

### 3. Information on the method of communication between the Contracting authority and Contractors.

The person authorized to contact the Contractors:

Zuzanna Gutkowska - e-mail: [zuzanna.gutkowska@pot.gov.pl](mailto:zuzanna.gutkowska@pot.gov.pl)

Daiqi Xing – e-mail: [mediakitpl@qq.com](mailto:mediakitpl@qq.com).

Place and date of submission of the offer:

- The offer should be sent via email to: [zuzanna.gutkowska@pot.gov.pl](mailto:zuzanna.gutkowska@pot.gov.pl) or [mediakitpl@qq.com](mailto:mediakitpl@qq.com);
- The deadline for submitting offers is **November 16th, 2020** by the end of the day;
- The Contractor will remain bound by the offer for a period of 30 days.

### 4. Evaluation criteria

Contracting authority will evaluate submitted offers on the two criterion basis:

No.	Criterion	Weight
1.	Price	20 %
2.	Scope of the services offered: <ul style="list-style-type: none"> <li>• Attractiveness of mini program front end design (20%)</li> <li>• Including in the price uploading of POI materials by the Contractor (30%)</li> <li>• Attractiveness of additional services or functionalities of mini program included in the offer of the Contractor and not required in contracting authority's announcement (30%)</li> </ul>	80%

How to make an assessment:

- For price criterion:  
lowest offer price / price of the evaluated offer x 20 pts

The Contractor will provide the offer price as gross value in RMB. The gross price must include any applicable taxes and charges. The Contractor can obtain maximum of 20 points in the price criterion.

- For scope of the services offered:
  - Attractiveness of mini program front end design – up to 20 points;  
For the purpose of public tender only a draft proposition of the WeChat mini program main page is required;

- Including in the price uploading of POI materials by the Contractor - if the Contractor include in offer service of uploading prepared POIs into the mini program, the offer will receive 30 points. If the Contractor's offer does not include such services, the offer in this criterion will receive 0 points.
- Attractiveness of additional services or functionalities of mini program included in the offer of the Contractor and not required in contracting authority's announcement - up to 30 points.

In „Scope of the services offered” criterion the offer can obtain maximum of 80 points.

The offer can obtain jointly up to 100 points. Calculation will be conducted with up to two decimal places. The most favourable offer will be the tender offer, which receives the highest amount of points after summing all of the points from all of the criteria.

The Contracting authority reserves the right to conduct negotiations with selected Contractors on the provisions of the future agreement and the exact scope of the submitted offer.

#### **5. Important provisions of the Contract:**

- a) The Contractor undertakes to provide services at the highest professional level, in line with the applicable law and in line with the Contracting authority's interests as well as in cooperation with the abovementioned.
- b) The Contractor is obliged to perform the Contract according to the submitted offer, description of the subject matter of the end the Contract entered into.
- c) For the conduct of the subject matter of the Contract, the Contractor shall be granted remuneration paid to bank account of the Contractor in two tranches:
  - a. tranche I - 50% of remuneration no later than three days after signing of the Contract;
  - b. tranche II - 50% of remuneration after successful completion of the subject of Contract.

The basis for payment will be the VAT invoices issued by the Contractor and approved by the Contracting authority. Payments will be made within 14 days of approval of the invoices.

- d) Contractual penalties:
  - a. For any delay in the performance of any part of the subject matter of the Contract or failure to provide any services included in the offer submitted by the Contractor, the Contracting authority shall deduct from Contractors' remuneration a contractual penalty in proportion to the total Remuneration, equal to 5% of the Remuneration for each full 7 calendar days of delay.
  - b. For the withdrawal from the Contract by either Party, for reasons attributable to the Contractor, the Contractor shall be fined by the Contracting authority a contractual penalty of 10% of the full amount of Remuneration stipulated by the Contract.
  - c. The right of withdrawal does not limit the right of the Contracting authority to fine the Contractor with contractual penalties.

- d. The deduction of contractual penalties by the Contracting authority from Remuneration, shall not relieve the Contractor from the obligation to perform the subject of the Contract.
- e. If the value of damage suffered exceeds the value of the contractual penalty, the Contracting authority may claim compensation under the general rules.
- f. The Contractor hereby consents to any deductions from the Remuneration made by the Contracting authority if any contractual penalties arise.
- g. Contractual penalties may be subject to summing.

**6. Additional information:**

- a. the Act of 29 January 2004 on Public Procurement Law (Journal of Laws of 2019, item 1843) does not apply to the proceedings in question;
- b. notification of the offer selection does not constitute acceptance of the offer;
- c. The Contracting authority reserves the right to:
  - cancel the procedure, annul it in whole or in part at any time,
  - close the procedure without selecting the offer,
  - request more detailed information and explanations from the contractors.
- d. if the Contracting authority uses any of the rights referred to in point c), the contractors are not entitled to any claims for participation in the proceedings.

**APPROVED:**

Zuzanna Gutkowska  
Acting Director