Hong Kong Science and Technology Parks Corporation

Request for Proposal

On

PR Consultancy Service 2020/21

(Ref No.: RFP/2020/MU/034)
Hong Kong Science and Technology Parks Corporation
Request for Proposal (RFP) – PR Consultancy Service 2020/21
(Ref No.: RFP/2020/MU/034)

1. Introduction

Hong Kong Science and Technology Parks Corporation (HKSTP) is looking to establish win-win partnership with strategic, creative and results-driven PR agency with proven track record in corporation reputation management and marketing PR engagement.

It is intended for the accredited PR service provider partnership to start in May 2020 and shall last for one year, while HKSTP retains the right to extend the contract and the partnership with the selected agency for one year. Should such extension happens, the professional rate as well as terms and conditions pertaining to the contract or partnership shall remain the same.

The retainer contract will be subject to a performance review every year. If the selected PR agency fails to deliver satisfactory services, HKSTP may terminate the services by giving one (1) month prior written notice to the PR agency and the payment will be subject to the extent of the work in progress as determined by HKSTP.

2. About HKSTP

Comprising Science Park, InnoCentre and Industrial Estates, Hong Kong Science & Technology Parks Corporation (HKSTP) is a statutory body dedicated to building a vibrant innovation and technology ecosystem to connect stakeholders, nurture technology talents, facilitate collaboration, and catalyse innovations to deliver social and economic benefits to Hong Kong and the region.

Established in May 2001, HKSTP has been driving the development of Hong Kong into a regional hub for innovation and growth in several focused clusters including Electronics, Information & Communications Technology, Green Technology, Biomedical Technology, Materials and Precision Engineering. We enable science and technology companies to nurture ideas, innovate and grow, supported by our R&D facilities, infrastructure, and market-led laboratories and technical centres with professional support services. We also offer value added services and comprehensive incubation programmes for technology start-ups to accelerate their growth.

Technology businesses benefit from our specialised services and infrastructure at Science Park for applied research and product development; enterprises can find creative design support at InnoCentre; while skill-intensive businesses are served by our three industrial estates at Tai Po, Tseung Kwan O and Yuen Long. More information about HKSTP is available at www.hkstp.org.

3. PR objectives

- To build HKSTP’s advocacy through strategic communications and engagement with local and international media and different stakeholders
• To enrich the mix of communication channels and promote HKSTP’s value-added services to champion the success of partner companies and incubatees
• To enhance integrated communications and proactively engage stakeholders which reinforce thought leadership and issue/reputation management
• To promote Hong Kong as an international I&T hub with a vibrant ecosystem and the I&T industry as another economic pillar in the city

4. Scope of work

Corporate Communications & Public Affairs
• To reinforce HKSTP’s role in supporting the development of four key technology areas — Artificial Intelligence and Robotics, Biomedical Technology, Smart City and Fintech
• To raise target audience’s awareness towards HKSTP’s facilities and value-added services
• To promote Hong Kong Science Park as Hong Kong’s largest R&D base, InnoCentre as a fin+tech hub and the three Industrial Estates as advanced manufacturing plants with a dynamic I&T ecosystem
• To design and implement publicity plan for the Corporation’s key announcements / projects such as partnership / alliance signing and annual flagship event

Media Relations
• To plan and organise media engagement events, such as media luncheon, tour and gathering
• To maximise positive coverage in local and international media via organic pitching and identify suitable international media outlets for the Corporation’s key projects
• To monitor daily news related to the Corporation, HKSTP’s partner companies and incubatees and I&T industries and handle news archives

Issue / Reputation Management
• To anticipate potential crisis and keep HKSTP well informed
• To provide strategic solutions for professional management of issues / crisis
• To develop line-to-take and/or brief Q&As upon completion of investigation and gathering of required information
• To tailor media training and/or crisis management workshop(s) for HKSTP’s senior executives

Publicity for Partner Companies and Incubatees
• To maximise local and regional impact for HKSTP’s partner companies and incubatees, including technology breakthrough, product launch, awards and recognitions, through crafting compelling messages, identifying appropriate publicity channels, supporting different scales’ launch events
• To promote the technology start-up appetite and culture in Hong Kong through raising target audience’s awareness towards the success generated by HKSTP’s partner companies and incubatees as well as the professional support provided by HKSTP
• To arouse interest in the investment community, especially private sector, towards early-stage technology investment

Thought Leadership
• To strengthen HKSTP’s brand position as a recognised corporate thought-leader on the topics related to artificial intelligence and robotics, biomedical technology, smart city, fintech, start-
up incubation, investment opportunities, commercialisation of R&D results and re-
industrialisation
- To position HKSTP’s C-level executives in relevant industry platforms where their voices will be heard hence the individuals will be recognised as specialists and preferred commentators

**Communications Assets Development**
- To ensure the highest standard of collaterals, for example speech and presentation script, in terms of language standard and context for the Corporation’s Chairperson and C-level executives
- To produce high standard and impactful press literature across all communication platforms

5. **Target Audience**

**Primary audience**
- Local and international media
- Legislators and government officials

**Secondary audience**
- Local and international start-ups
- Industry / business partners
- Investors
- Academia
- General public

6. **Proposal Requirements**

HKSTP uses a two-envelope system, i.e. Technical Proposal and Price Proposal. The overall assessment is 70% based on technical assessment and 30% based on price element.

**A. Technical Proposal (70%)**

Technical proposal shall consist of two parts and include 1 copy of Non-collusive Tendering Certificate (Appendix II), duly signed with company chop.

Part I is a general proposal in which the agency shall delineate an integrated PR strategy and implementation approach that will enable the Corporation to achieve the above-mentioned PR objectives with the desired target segments well-covered.

Part II should contain a detailed description of the agency’s recent two years’ job reference and a thorough description of the account servicing team for HKSTP, including names of team members and their responsibilities and experience. The team members must have considerable expertise in HKSTP’s focused technology areas to better understand the innovation and technology ecosystem. Please also provide names and reference of experienced English and Chinese writers who will serve HKSTP’s account. To ensure consistency and high-quality output, we would prefer dedicated writers for HKSTP.
It is suggested the agency should highlight its unique strengths in the proposal and how do these edges enable HKSTP to expand its current PR footprint. For HKSTP’s existing PR endeavor, please visit [https://www.hkstp.org/en/whats-new/news/?c=0](https://www.hkstp.org/en/whats-new/news/?c=0).

**B. Price Proposal**

Please fill in Appendix I. Tenderers are required to follow the format and provide all the required information as set out in Appendix I, without adding to, modifying, or deleting any part of this Appendix I unless expressly stated for tenderer to provide additional information. The tenderer who fails to follow the format of this Appendix I may be disqualified and will not be further assessed.

**7. Tending Process and Assessment Criteria**

An assessment panel will evaluate all returned proposals. Technical Proposal will be assessed first. Vendors will be invited to present their Technical Proposal to HKSTP’s Marketing Team in early April 2020.

Price proposal will only be opened and assessed when the vendor’s Technical Proposal has a passing score of 60 or above out of 100 marks. The vendor with passed Technical Proposal and highest overall score is expected to be awarded for this RFP. The assessment details are shown as below:

**A. Technical Proposal (70%)**

- Communication Strategy – 40%
- Engagement and measurement – 25%
- Capability and experience of the team – 25%
- Agency credential with proven track records of relevant projects – 10%

**B. Fee Proposal (30%)**

**Score Calculation Methodology**

\[
\text{Technical Assessment Score} = \frac{\text{Tenderer Score in Technical Assessment Criteria}}{\text{Highest Overall Mark in the Technical Assessment Criteria}} \times 70\%
\]

\[
\text{Price Assessment Score} = \frac{\text{Total Price Proposal Value of the Lowest Offer}}{\text{Total Price Proposal Value of the Offer being considered}} \times 30\%
\]

Overall Tenderer Score = Technical Assessment Score (70%) + Price Assessment Score (30%)
8. **Submission Deadline**

Vendor should submit the proposals via our HKSTP TENDER Website [https://tender.hkstp.org](https://tender.hkstp.org) on or before **8 April 2020, 12:00 noon**. Late submission will not be considered.

Vendor should, from time to time before the submission deadline, visit our HKSTP TENDER website [https://tender.hkstp.org](https://tender.hkstp.org) to see if there is any addendum to this RFP.

By submitting the proposals to us, the vendor agreed the terms and conditions stated in the RFP.

9. **Validity of RFP**

Vendor is requested to submit its offers in HK Dollars as per Appendix I. All proposals shall be valid for a period of 3 months.

10. **Formation of Contract**

Unless and until the original Purchase Order has been issued by the HKSTP in relation to this RFP, there is no contract between HKSTP and any agencies who submit the proposals.

11. **Purchase Order Terms & Conditions**

The HKSTP’s Purchase Order Terms and Conditions version dated 4 March 2016 which is available in our Corporation’s website [https://www.hkstp.org/en/supplier-registration/](https://www.hkstp.org/en/supplier-registration/) refers.

12. **Green Policy, Health & Safety**

For environmental protection, the selected Vendor should endeavor to minimize any negative impact on the environment. Wherever possible, recycled/recyclable and reused/reusable materials should be used. Energy consumption and waste should be minimised.

During the course of its provision of the services, the selected Vendor should at all times undertake that it and its employees should comply with all statutory requirements in respect of health and safety and all instructions issued by HKSTP.

13. **Non-Collusion**

The tenderer must ensure that the bid is prepared without any agreement, arrangement, communication, understanding, promise or undertaking with any other person (except as provided in paragraph 3 of the Non-collusive Tendering Certificate referred to Appendix II), including regarding price, bid submission procedure or any terms of the bid. In the event of any breach of this clause by any tenderer, HKSTP reserves the right to invalidate the bid submitted by that tenderer and seek damages.
Bid-rigging is inherently anti-competitive and is considered serious anti-competitive conduct under the Competition Ordinance (Cap.619). Tenderers who engage in bid-rigging conduct may be liable for the imposition of pecuniary penalties and other sanctions under the Competition Ordinance.

Upon tender submission, the tenderer shall submit to HKSTP a Non-collusive Tendering Certificate (in the form set out at Appendix II to this RFP) duly signed by an authorized person with company chop on the tenderer’s behalf in Technical Proposal.

If the requested Non-collusive Tendering Certificate is not provided to HKSTP, the tender may be invalidated.

14. Declaration

HKSTP will evaluate proposals in strict confidentiality. HKSTP is not bound to accept any proposal it may receive. It shall be noted that the corporation would not be responsible for the reimbursement of any cost incurred by vendor for the preparation of the submission.

15. Enquiries

Any questions pertaining to the tender shall be made in writing on or before 1 April, 2020 via our HKSTP TENDER Website https://tender.hkstp.org.

Contact person(s) of the tender:

Ms. Janice Ng
Tel: +852 2629 7957
Email: janice.ng@hkstp.org

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Appendix I – RFP on PR Consultancy Service 2020/21 (Ref No.: RFP/2020/MU/034)

Part I - Standard Service Items

<table>
<thead>
<tr>
<th>Items</th>
<th>Contents</th>
<th>Provisional Qty in 2 years</th>
<th>Unit Cost (in HK$) per month</th>
<th>Total Cost (in HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monthly retainer fee of 100 consultant hours</td>
<td>24 Months</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total for Part I (A):

Part II – Optional Items

<table>
<thead>
<tr>
<th>Items</th>
<th>Contents</th>
<th>Provisional Qty in 2 years</th>
<th>Unit Cost (in HK$) per hour</th>
<th>Total Cost (in HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Special hourly rate (general) (charge of excess hours over 100 consultant hours)</td>
<td>240 hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Special hourly rate (crisis) (charge of excess hours over 100 consultant hours)</td>
<td>80 hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total for Part II (B):

Grand Total (Part I + Part II) for Assessment (A) + (B):

Part III – Other optional Items

<table>
<thead>
<tr>
<th>Items</th>
<th>Contents</th>
<th>Cost</th>
</tr>
</thead>
</table>
| 1     | Office cost including telecoms, photocopying, fax, local messenger services, postage, desktop research, local travel to client meetings, secretarial support, etc. | (a) □ Billed at cost  
(b) □ Billed at cost plus ___% charges |
| 2     | Handling charge for costs incurred by third-party vendors and purchases on behalf of the client | (a) □ Billed at cost  
(b) □ Billed at cost plus ___% charges |
By filling in the above information, the vendor agrees that the rate will be valid for two years starting from the day when a retainer contract / accredited service provider partnership begins. HKSTP and the vendor agree the monthly underused or overused consultant hours can be passed over to next calendar month in each contract year. The aggregate underused or overused consultant hours will be settled when the contract ends.

The quantities shown in above are HKSTP’s best estimated requirements for the services provision by the vendor under the contract. Separate written confirmation will be sent by HKSTP for actual requirements, as and when required during the Term. HKSTP will not bind itself to order any quantity of any item or any item during the Term.

Authorised Signature with Company Chop: ________________________________

Name and Title: ____________________________________________ (in block letters)

Date: __________________________
Appendix II – Non-Collusive Tendering Certificate

To : Hong Kong Science and Technology Parks Corporation ("HKSTP")

Dear Sir / Madam,

Non-Collusive Tendering Certificate for RFP Ref. No.: RFP/2020/MU/034 (the “Contract”)

1. We, ______________________________________of _____________________________
   (name(s) of the tenderer(s))                             (address(es) of the tenderer(s))
   ____________________________________________________

   refer to the tender for the Contract (the “Tender”) and our bid in relation to the Tender.

   Non-collusion

2. We represent and warrant that in relation to the Tender:

   (a) Our bid was developed genuinely, independently and made with the intention to accept the
       Contract if awarded;
   (b) Our bid was not prepared with any agreement, arrangement, communication, understanding, promise or undertaking with any person (including any other tenderer or competitor) regarding:
       i) prices;
       ii) methods, factors or formulas used to calculate prices;
       iii) an intention or decision to submit, or not submit, a bid;
       iv) an intention or decision to withdraw a bid;
       v) the submission of a bid that does not conform with the requirements of the tender;
       vi) the quality, quantity, specifications or delivery particulars of the products or services to which this tender relates; and
       vii) the terms of the bid,

   and we undertake that we will not, prior to the award of the Contract, enter into or engage in any of the foregoing.

3. Paragraph 2(b) of this certificate shall not apply to agreements, arrangements, communications, understandings, promises or undertakings with:

   (a) HKSTP;
   (b) a joint venture partner, where joint venture arrangements relevant to the bid exist and which are notified to HKSTP;
   (c) consultants or sub-contractors, provided that the communications are held in strict confidence and limited to the information required to facilitate that particular consultancy arrangement or sub-contract;
   (d) professional advisers, provided that the communications are held in strict confidence and limited to the information required for the adviser to render their professional advice in relation to the Tender;
(e) insurers or brokers for the purpose of obtaining an insurance quote, provided that the communications are held in strict confidence and limited to the information required to facilitate that particular insurance arrangement; and

(f) banks for the purpose of obtaining financing for the Contract, provided that the communications are held in strict confidence and limited to the information required to facilitate that financing.

Disclosure of subcontracting

4. We understand that we are required to disclose all intended sub-contracting arrangements relating to the Tender to HKSTP, including those which are entered into after the Contract is awarded. We warrant that we have duly disclosed and will continue to disclose such arrangements to HKSTP.

Consequences of breach or non-compliance

5. We understand that in the event of any breach or non-compliance with any warranties or undertakings in this certificate, HKSTP may, at its discretion, invalidate our bid, exclude us in future tenders, pursue damages or other forms of redress from us (including but not limited to damages for delay, costs and expenses of re-tendering and other costs incurred), and/or (in the event that we are awarded the Contract) terminate the Contract.

6. Under the Competition Ordinance, bid-rigging is serious anti-competitive conduct. We understand that HKSTP may, at its discretion, report all suspected instances of bid-rigging to the Competition Commission (the “Commission”) and provide the Commission with any relevant information, including but not limited to information on our bid and our personal information.

For and on behalf of: ___________________________________________________________

(Company Name)

Signature with Company Chop: ________________________________________________

(Authorized Chop)

Name & Position: ______________________________________________________________

Date: _______________________________________________________________________

Additional signature blocks will need to be used where the tenderer is comprised of multiple parties.