



Request for Proposal
for the
enhancement of the
HKAAPA Website (www.hkaapa.org)

Submission Deadline: 18 July 2019

1. About HKAAPA

Hong Kong Association of Amusement Parks and Attractions (HKAAPA) is an association with a mission to unite Amusement Parks and Attractions in Asia, working closely together to promote tourism, connecting members with manufacturers and suppliers, and developing young professionals. More detailed information about HKAAPA can be found in www.hkaapa.org.

2. Point of Contact

For any query relating to this Request for Proposal, please contact the following:

Name: Ms Pauline Chan
Designation: Executive Vice President, HKAAPA
Mobile: 9097 3626
Email: pc@hkaapa.org

3. Brief Project Overview

As a means to encourage open interactions among HKAAPA members, the tourism community, other organizations and the general public, HKAAPA currently maintains a website (www.hkaapa.org) which provides updated information including news, and events which HKAAPA undertakes to accomplish her mission.

The Tourism Commission (TC) of the Hong Kong SAR Government has provided HKAAPA a funding support to enhance the HKAAPA website to provide a banner of “Visit Hong Kong” with hyperlink at the homepage of HKAAPA website to Government’s official travel website, and a HKAAPA webpage to provide promotional offers of all HKAAPA members for tourists, to achieve the following results:

- A dedicated one-stop access for tourist to information and current promotion offers of HKAAPA members in Hong Kong
- A platform for HKAAPA members to promote special dates, events and offers to prospective visitors

HKAAPA would like to invite proposals from prospective providers [“Bidder”] to enhance and bring up-to-date the current website.

4. Features of the Enhancement

1. Provision of a banner of “Visit Hong Kong” with the corresponding hyperlink to Government's official travel website "Visit Hong Kong" at the homepage of HKAPPA website
2. Addition of a web page in HKAAPA website to provide promotional offers of all HKAAPA members for tourists

3. Use of strong encryption (SSL) in data transmission for the whole HKAAPA website (both English and Chinese version) including its homepages in order to improve the overall website security
4. Upgrade the website to accommodate large photos, images, or short video clips for different sections where appropriate, adopting the responsive web design to fit multiple screen sizes including desktops and smartphones
5. The design of the website shall follow the W3C Web Content Accessibility Guidelines (WCAG) and conform to the W3C WCAG 2.0 Level AA standard or above
6. HTML5, or similar technologies, shall be used for the development or revamping of websites, the aim being to improve website compatibility across browsers

5. Scope of Work to be included in the website enhancement

1. Study of the enhancement requirements
2. Theme, layout and section design to fit the enhancement requirements
3. Linkage design and creation
4. Information architecture development
5. Inter-linkage flow and user-interface design
6. Loading and speed analysis and test for the expected traffic
7. Security mechanism to prevent hacking and data leakage
8. Data backup logic and scheduler development
9. Data recovery procedure development
10. Conduct security risk assessment and audit exercise by an independent contractor and follow up the recommendations from the exercise before the enhanced system is put into production; Produce security risk assessment and audit report
11. Produce a web accessibility report
12. Content Development and Management - execute tasks for co-ordinating with various HKAAPA members on the content development, testing and fine-tuning of the website

6. Expected Timeframe

It is anticipated that the works shall commence in July and completed by end November 2019.

7. Criteria for Selection

HKAAPA shall look into proposals for the followings:

- Company profile and history
- At least 3-year relevant experience in website and system integration development, supported with reference cases
- Considering the availability of talents and resources for the long-term support of the website, the use of Microsoft platform and database is preferred

- Post-development support and services including, but not limited to, service hotline, training and emergency support on request
- Experience in working with associations and government-funded projects
- The service fee.

Please be reminded that this will be a lump-sum contract with no provision for incidentals, or additional sum. Please exercise best judgment when quoting your service fee.

8. Format & Proposal Timeline

A free-format proposal shall be expected, but the following contents shall be included:

1. General Information of the Bidder; Name, Address, Name of person in charge, Contact phone number and Email.
2. Proposed solutions
3. Company Introduction
4. Relevant Experience
5. Awards

Please submit your proposal in soft-copy (MSWord or PDF) format to the Point of Contact stated above on or before 18 July 2019.

9. Probity

- (1) The Bidder shall not, and shall procure that his directors, employees, agents and sub-contractors shall not, offer, solicit or accept an advantage as defined in the Prevention of Bribery Ordinance (Cap. 201), in connection with the quotation and execution of this contract.
- (2) Failure to so procure or any act of offering, soliciting or accepting advantage referred to in (1) above committed by the Bidder, or by a director, employee, agent or sub-contractor of the Bidder shall, without affecting the Bidder's liability for such failure and act, result in his proposal being invalidated.

10. Anti-collusion

- (1) The Bidder shall not communicate to any person other than HKAAPA the amount of any proposal, adjust the amount of any proposal by arrangement with any other person, make any arrangement with any other person about whether or not he or that other person should or should not bid or otherwise collude with any other person in any manner whatsoever in the bidding process. Any breach of or non-compliance with this sub-clause by the Bidder shall, without affecting the Bidder's liability for such breach rules and laws or non-compliance, invalidate his proposal.
- (2) Sub-clause (1) of this Clause shall have no application to the Bidder's communications in strict confidence with his own insurers or brokers to obtain an insurance quotation for

computation of the proposal price and communications in strict confidence with his consultants/sub-contractors to solicit their assistance in preparation of proposal submission.

- (3) The Bidder shall submit to HKAAPA a duly signed warranty in the form set out in Annex 1 to the effect that he understands and will abide by these clauses. The warranty shall be signed by a person authorized to sign the contract on the Bidder's behalf.
- (4) Any breach of any of the representations and/or warranties by the Bidder may prejudice the Bidder's future standing as an HKAAPA contractor.

To: HKAAPA

Dear Sir/Madam,

Warranty

- (1) By submitting a proposal, the Bidder represents and warrants that in relation to the proposal for the enhancement of the HKAAPA Website:
 - i. it has not communicated and will not communicate to any person other than HKAAPA the amount of any proposal price;
 - ii. it has not fixed and will not fix the amount of any proposal price by arrangement with any person;
 - iii. it has not made and will not make any arrangement with any person as to whether it or that other person will or will not submit a proposal; and
 - iv. it has not otherwise colluded and will not otherwise collude with any person in any manner whatsoever in the bidding process.
- (2) In the event that the Bidder is in breach of any of the representations and/or warranties in Clause (1) above, HKAAPA shall be entitled to, without compensation to any person or liability on the part of HKAAPA:
 - i. reject the proposal;
 - ii. if HKAAPA has accepted the proposal, withdraw its acceptance of the proposal; and
 - iii. if HKAAPA has entered into the contract with the Bidder, terminate the contract.
- (3) The Bidder shall indemnify and keep indemnified HKAAPA against all losses, damages, costs or expenses arising out of or in relation to any breach of any of the representations and/or warranties in Clause (1) above.
- (4) A breach by a Bidder of any of the representations and/or warranties in Clause (1) may prejudice its future standing as an HKAAPA's supplier or service provider.
- (5) Clause (1) shall have no application to the Bidder's communications in strict confidence with its own insurers or brokers to obtain an insurance quotation for computation of the proposal price, or with its professional advisers, and consultants or sub-contractors to solicit their assistance in preparation of proposal submission. For the avoidance of doubt, the making of a proposal by a Bidder to HKAAPA in public during an auction will not by itself be regarded as a breach of the representation and warranty in Clause (1)(i) above.

(6) The rights of HKAAPA under Clauses (2) to (4) above are in addition to and without prejudice to any other rights or remedies available to it against the Bidder.

Authorized Signature & Company Chop :

Name of Person Authorized to Sign (in Block Letters) :

Name of Bidder in English (in Block Letters) :

Date :