

FISH/VEGETABLE MARKETING ORGANIZATION

**TENDER FOR
PROVISION OF SERVICES
FOR THE
PROMOTION AND PRODUCTION
OF FARMFEST 2027**

Tender Reference : (T-19 / 26-27)

Terms of Tender (Supplement)
for
Provision of Services for the Promotion and Production of FARMFEST 2027

Suppliers shall read this Tender Document carefully prior to submitting their tenders. Any tender which fails to comply with the requirements contained herein may render the tender invalid.

1. Tender Documents

These Tender Documents identified as **T-19 / 26-27** consist of the following:

- (i) Invitation Letter;
- (ii) Terms of Tender (Supplement);
- (iii) Interpretation;
- (iv) Introduction (Part 1);
- (v) Terms of Tender (Part 2);
- (vi) General Conditions of Contract (Part 3);
- (vii) Special Conditions of Contract (Part 4);
- (viii) Tender Form (Part 5);
- (ix) Schedule 1 – Proposal for FARMFEST 2027;
- (x) Schedule 2 – Services Specification for FARMFEST 2027;
- (xi) Schedule 3 – Guidelines on Submission of Proposal for FARMFEST 2027;
- (xii) Schedule 4 – Schedule of Rates - Project Fee for Provision of the Services;
- (xiii) Schedule 5 – Marking Scheme for Assessment of Tender;
- (xiv) Schedule of Compliance; and
- (xv) Reply Slip for Briefing Session.

2. Tender Preparation

- (a) All Tender Documents must be completed in ink or type script and submitted in the manner under “Submission of Tender” of the Part 2 – Terms of Tender.
- (b) Suppliers must complete Part 5 – Tender Form, Schedule 4 – Schedule of Rate and the Schedule of Compliance and submit all Tender Documents **in TRIPLICATE copies** with all necessary information provided including documentary evidence required therein which are necessary for tender evaluation.
- (c) When completing the Tender Documents, Suppliers should note that:
 - (i) the name of the Suppliers should be the same as the name of Certificate of Incorporation when the company is incorporated under the Companies Ordinance or other similar ordinance elsewhere; and
 - (ii) the form is duly signed by the Supplier’s authorised person with company chop.

- (d) Suppliers should check the numbers of pages of this Tender Documents. If they find any missing or indistinct pages, they must inform the Director's Representative immediately so that the same can be rectified. Any addition or removal of any page of the Tender Documents may render the tender invalid.

- (e) Should Suppliers for any reason whatsoever be in doubt as to the precise meaning of any item or figure contained in the Tender Documents, they must clarify with the Director's Representative before the date of submission of tenders. No liability will be admitted, nor claim allowed, in respect of errors in the Supplier's tender due to mistakes which should have been rectified in the manner described above.

INTERPRETATION

- (a) In these Tender Documents, the following words and expressions shall have the meaning hereby assigned to them except where the context otherwise requires:

“Contractor”	means the Supplier of which this tender is accepted;
“Director”	means the Director of Marketing;
“Contract”	means the contract made between the Director and the Contractor for the supply of the Services on the terms as set out in these Tender Documents for the provision of services for the Promotion and Production of FARMFEST 2027;
“Director’s Representative(s)”	means any person(s) nominated by the Director for supervision on the execution of the Contract;
“Inspecting Officer”	means the officer appointed by the Director’s Representative for the purpose of inspecting the services performed in pursuance of the Contract;
“Hong Kong”	means the Hong Kong Special Administrative Region of the People’s Republic of China;
“Organizing Committee”	means the internal organizational group established by the Director for the purposes of providing guidance and instructions to and monitoring the progress of the FARMFEST project;
“Tender Closing Date”	means the latest date by which the Supplier’s offer must be lodged;
“Schedule”	means the schedule attached to the Invitation to Tender;
“Services”	means all services, duties and obligations to be provided or performed by the Contractor under the Contract; this refers to the work referred to in Schedule 2;

“Supplier”	means the person or persons and/or the firm or the company who submits an offer for the services in compliance with the terms of the Tender Documents;
“AFCD”	means Agriculture, Fisheries and Conservation Department;
“VMO”	means Vegetable Marketing Organization;
“FMO”	means Fish Marketing Organization; and
“F/VMO”	means Fish Marketing Organization / Vegetable Marketing Organization.
“F/MAB”	means Fish Marketing Advisory Board/ Marketing Advisory Board

- (b) In these Tender Documents, unless the context otherwise requires, words and expressions in the singular include the plural and vice versa; words and expressions importing the masculine gender include the feminine and neuter gender and vice versa; and the word “person” includes anybody of persons, firm, corporate or unincorporate.

PART 1 INTRODUCTION

1. Background

FARMFEST is a major annual carnival event jointly organized by the FARMFEST Organizing Committee, AFCD, VMO and FMO to promote local agriculture and fisheries industries and their quality products. The upcoming FARMFEST will last for three days.

2. Details of the upcoming FARMFEST 2027:

Date : 8 – 10 January 2027 (Fri, Sat & Sun)

Venue : Fa Hui Park, Mongkok

Proposal for FARMFEST 2027 : As provided in Schedule 1

3. Past Experiences

FARMFEST 2026, the largest outdoor farmers' market in Hong Kong, was held at Fa Hui Park from 9 to 11 January 2026, attracting some 156,000 visitors. There were around 430 booths participating in the 3-day carnival, selling a wide variety of local agricultural and fisheries products and other related goods. Among all, about 250 sold premium local produce such as fresh organic fruits, vegetables, mushrooms, hydroponics vegetables, chilled fish, frozen fisheries products, dried fisheries products, salted fish, cut flowers and ornamental plants. There were also some 180 booths selling local delicacies, organic and healthy food, sauces/seasonings, cookware and natural household products. Agricultural and fisheries exhibitions, educational displays, and various fringe activities such as cultural and entertainment performances, gourmet events, health talks, and a cooking competition were held in the 3-day events. About HK\$7.5 million was spent in organizing the FARMFEST event while HK\$3.8 million of income including booth rental and sponsorship was received. For further details of the event, please visit the official FARMFEST website (www.farmfest.hk).

There are many aspects of services and inputs that were instrumental to the success of the past FARMFEST events. Some examples are listed below for reference:

- An effective media and publicity plan that covers both traditional and electronic media (TV, radio programmes and social media platforms) to publicize the event date to our older habitual customers and to expand our clientele base to younger families attracting their visits and patronage of local agricultural and fisheries products;
- A highly attractive venue design and event arrangement, along with excellent provision

of necessary facilities such as stable electricity, a comfortable shopping environment, clean and tidy toilets, first aid and voluntary services, effective cleanser support, and green and recycling arrangements;

- Attractive exhibition / display zones and in particular of live crops and fishes provided by AFCD;
- Strong logistical support and crowd control to ensure smooth operations throughout the FARMFEST event;
- Varieties of stage performances and entertainment options to offer a diverse and engaging experience for visitors;
- Free shuttle bus services for visitors;
- Use of social media and associated campaigns to promote FARMFEST in advance as well as promotional programme before and during the event; and
- Secured generous commercial sponsorship support.

4. Anti-epidemic Measures (if applicable)

The event contractor shall stay vigilant against COVID-19 pandemic situations or any other pandemic situations. They shall also demonstrate and execute a flexible and effective approach, accepting and being well prepared for any contingency situations, including but not limited to, the emergence of a pandemic.

PART 2
TERMS OF TENDER

1. Invitation to Tender

Suppliers are invited to submit tenders for the execution of the whole of the Services more particularly set out in Schedule 2 for the project subject to and in accordance with these Terms of Tender, the General Conditions of Contract set out in Part 3 hereof and the Special Conditions of Contract set out in Part 4 hereof.

2. Tender

- (a) The invitation to tender relates to the execution of all of the Services during the contract period as specified in Schedule 2.
- (b) The Schedule issued with the Invitation to Tender must not be altered by the Suppliers. Any modification of Schedule considered necessary by the Supplier should be the subject of a separate letter accompanying the tender. Figures should not be altered or erased; any alteration should be effected by striking through the incorrect figures and inserting the correct figures in ink above the original figures. All such amendments should be initialled by the Suppliers in ink.
- (c) Tenders are to be submitted in **triplicate** and are to be completed in ink or typescript in English or Traditional Chinese and submitted in **two envelopes** (as more particularly described in Clause 3(b) hereof). Tenders not so submitted may not be considered.
- (d) Tenders may not be considered if complete information is not given with the tender or if any particulars and data asked for in the Schedule are not furnished in full within a period specified by the Director's Representatives.
- (e) Should Suppliers for any reason whatsoever be in doubt as to the precise meaning of any item or figure contained in the Tender Document, they must clarify with the Director's Representative before the date of submission of tenders. No liability will be admitted, nor claim allowed, in respect of errors in the Supplier's Tender due to mistakes which should have been rectified in the manner described above.

3. Submission of Tender

- (a) To be considered as a tender by the Director, Suppliers are required to submit the following documents to the F/VMO :-
- (i) **three (3) sets** of the completed Part 5 (Tender Form) and Schedule 4 (Schedule of Rates - Project Fees for Provision of the Services, excluding budgeted expenditures for production and promotion as stated at Clause 8 of Schedule 2) of these Tender Documents;
 - (ii) the original and two separate legible photocopies of the Suppliers' proposal (English or Traditional Chinese) for the Services to support fulfillment of the service specification as specified in Schedule 2 including an account of budgeted expenditures for the proposal and the supervisory plans for conducting FARMFEST. The proposal shall be made in accordance with the Guidelines on Submission of Proposal in Schedule 3;
 - (iii) copy of "Business Registration Certificate";
 - (iv) copy of "Employees' Compensation Insurance Policy";
 - (v) **three (3) sets** of the documentary proof of experience (if applicable); and
 - (vi) **three (3) sets** of the completed Schedule of Compliance.

The Suppliers must ensure that there is no discrepancy amongst the sets of documents submitted. Should any discrepancy be found, the tender may be rejected.

- (b) Completed Tender Documents shall be submitted **separately in two sealed envelopes** as follows-
- (i) The **price information** (i.e. Completed Schedule 4 – Schedule of Rates -- Project Fee for Provision of the Services, excluding budgeted expenditures for production and promotion as stated at Clause 8 of Schedule 2) must be enclosed in a sealed envelope clearly marked "**Tender Reference: T-19 / 26-27 - Tender for Provision of Services for the Promotion and Production of FARMFEST 2027 – Price Information**"; and
 - (ii) The **technical information** (i.e. Completed Part 5 – Tender Form, Suppliers' proposal for the Services (**without any indication on the fees to be charged**), the Schedule of Compliance and all related and supplementary information and

documents including an account of budgeted expenditures for the proposal as required by and relevant to this tender and the supervisory plans for conducting FARMFEST) must be enclosed in **another sealed envelope** clearly marked "**Tender Reference: T-19 / 26-27 - Tender for Provision of Services for the Promotion and Production of FARMFEST 2027 – Technical Information**".

- (c) *All above are **ESSENTIAL** requirements, incomplete offers and tenders submitted in a form otherwise than in the manner described in these Terms of Tender may not be considered. Suppliers shall submit the information above otherwise its offer will NOT be considered. The Director reserves the right to obtain supporting documents from the Suppliers for confirmation of the details provided in the Suppliers' offer.*
- (d) Completed Tender Documents in two separate envelopes shall be addressed to the Director of Marketing and placed in the F/VMO Tender Box situated at the 1/F., General Office, Cheung Sha Wan Wholesale Vegetable Market, 757 Lai Chi Kok Road, Cheung Sha Wan, Kowloon before Hong Kong time **12:00 hours (noon) on 7 August 2026 (“the Tender Closing Date”)**. No indication of the Supplier's name shall be evident on the outside of the envelopes. All tenders must be submitted before the Tender Closing Date and time (Hong Kong time). Late or misplaced tenders will not be considered.
- (e) In case a Black Rainstorm Warning Signal or Tropical Cyclone Warning Signal No. 8 or above or “extreme conditions” announced by the Government is/are in force for any duration between 9:00 am (Hong Kong time) and 12:00 noon (Hong Kong time) on the tender closing date, the tender closing time will be extended to 12:00 noon (Hong Kong time) on the first working day (excluding Saturday, Sunday and public holidays in Hong Kong), after the Black Rainstorm Warning Signal or “extreme conditions” has ceased to be in effect or Tropical Cyclone Warning Signal No. 8 is lowered.

If complete and comprehensive information is not provided in accordance with the above requirements, the tender may be rejected as being incomplete. The Director reserves the right to obtain supporting documents from Suppliers for confirmation of the details provided in Suppliers' offer.

4. Tenders to Remain Open

- (a) Tender shall remain valid and open for not less than 90 days after the Tender Closing Date (the “Tender Validity Period”). If Suppliers are unable to comply with this

requirement, they must clearly state the period for which their tender is valid for acceptance in the space provided in the Invitation to Tender.

- (b) If before the expiry of the Tender Validity Period, the suppliers' offers are withdrawn, the Suppliers are advised that due notice will be taken of their action and this may well prejudice their future standing as a Director's Supplier.

5. Prices Quoted

- (a) All prices quoted in the Tender shall be in Hong Kong currency and, if accepted by the Director, shall remain valid and binding for the Contract period. The rate of the tender shall be deemed to be full inclusive values of the works to be executed and including but not limited to provision of labour, materials and equipment, taking precautions and safety measures, general obligations, liabilities, risk, insurance in the execution of the works, etc. Such prices shall be net and, where applicable, they shall include all necessary expenses incidental to the due and proper performance of the Contract by the Contractor.
- (b) It will be assumed, unless Suppliers clearly stipulates otherwise, that their offer will remain valid for the duration of the Contract. Therefore, no request for price variation will be considered. If, however a Supplier wishes to submit a conditional offer which contains a price variation clause, he may do so, on the clear understanding that such an offer may prejudice the award of the Contract. In any such case, the basis of the price variation formula should be clearly stipulated and accepted by the Director in writing.
- (c) Suppliers should make certain the prices quoted are accurate before submitting their tenders. Under no circumstances will the Director accept any request for price adjustment on grounds that a mistake has been made in the tender prices.
- (d) When more than one Supplier has offered the same price for the required service, opportunity may be given to these Suppliers to submit a second bid.

6. Assessment of Tender

- (a) Tenders will be evaluated based on the offered prices, the promotion plans, production plans, resources plan, supervisory plan, social media strategy, solution for contingency situations, artwork designs as well as technical competence of the supplier, understanding of client's requirement as demonstrated in their submitted documents

and proposals. Suppliers are required to submit supporting documents as mentioned above for evaluation. **Should the Director's Representative consider the proposal submitted by the Suppliers cannot fully meet the overall concept, standard and quality as well as other requirements specified in the service specifications, the Suppliers' offer will not be considered.**

(b) The Organizing Committee will use the Marking Scheme as set out in Schedule 5 to assess the tenders submitted. Weighting of the technical score and the price score are 70% and 30% respectively. Before submitting their tenders, Suppliers are advised to note the following steps to be adopted for the assessment of tender:

(i) Stage 1 – Technical Assessment

- The technical score of conforming tenders will be assessed in accordance with the criteria set out under “Stage 1 – Technical Assessment” of the Marking Scheme. Any tender failing to score the passing mark in this stage will **not** be considered or assessed further.

(ii) Stage 2 – Price Assessment

- The price information of tenders that have passed Stage 1 assessment will be assessed according to the formulae stated under “Stage 2 – Price Assessment” of the Marking Scheme.
- The tender price will be assessed on the total cost offered in the “Schedule of Rates” for the required services. Suppliers must ensure that all necessary costs are included in their offer.
- For Tender Price comparison purpose, any prompt payment discount offered by Suppliers will not be taken into consideration in the tender price assessment.

(iii) Stage 3 – Calculation of Total Score

- The total score is the sum of the technical score and the price score. The tender that has achieved the highest total score will normally be recommended for acceptance.

7. Basis of Acceptance

- (a) Acceptance of offers will be considered on an **OVERALL** basis. Partial or incomplete tender will not be considered.
- (b) The Director, on advice of the Organizing Committee, is not bound to accept the lowest price tender or any tender and reserves the right to accept all or any part of any tender at any time within the period mentioned in Clause 4 hereof. F/VMO also reserves the right to negotiate with any Supplier about the conditions of the offer.
- (c) Suppliers shall complete the 'Schedule of Compliance' provided in respect of the offer. Should alternative offer(s) be included, separate 'Schedule of Compliance' should be completed accordingly. Failure to complete the 'Schedule of Compliance' will invalidate the tender. Suppliers are requested to confirm in the 'Schedule of Compliance' that offers submitted in compliance with the required specification as stated in the service requirements in Schedule 2 in every respect. If an offer does not conform to the tender specification, Suppliers should provide full details of their alternative offer, but the Director reserves the right to accept or reject any such offer.

8. Award of Contract

The successful Supplier will receive a Letter of Acceptance as an official notification of acceptance prior to the receipt of the duplicate copy of the Contract document duly completed. This Letter of Acceptance shall constitute a binding contract. Suppliers who do not receive any notification within the validity period of their offers shall assume that their tenders have not been accepted.

9. Offers to be Binding

- (a) All parts of the Tender Documents submitted and offered by Suppliers will be binding on the Suppliers. The Suppliers are deemed to have satisfied themselves as to the correctness of its Tender. In the event that the Suppliers discover an error in its tender after the tender has been deposited, the Suppliers may correct the same in a separate letter. No request for adjustment or variation whatsoever will be allowed or entertained after the Tender Closing Date.
- (b) Should it be found on examination by the Director after the Tender Closing Date that a tender has made errors in the figures stated in their tender that may have a significant effect on the tender, the Suppliers may be informed of the errors and asked to confirm in writing whether it is prepared to abide by the corrected figures.

- (c) The Director may require Suppliers to clarify any aspect of its tender by way of provision of additional information or documentary proof. A tender may not be considered if the Suppliers fail to comply with the Director's request for clarification.
- (d) Correspondence exchanged between the Director and the Suppliers about the tender may upon the parties' agreement form part of the Contract after the Contract has been awarded.
- (e) Variation to any part of the Contract will not be allowed after the Contract has been awarded unless prior approval has been obtained from the Director's Representative.

10. Exclusion

Without prejudice to other provisions of this tender, the Director reserves the right to exclude Suppliers for further consideration of the tender on any grounds, including but not limited to –

- (a) Bankruptcy; or
- (b) False declaration.

11. Alternative Proposals and Negotiation

Alternative proposals which improve the value of the offer may be submitted. The Director reserves the right to negotiate with any Supplier the terms of the offer.

12. Consideration of Offers

The Director is not bound to consider an offer in the event of a claim being received by the Director alleging or the Director having grounds to believe that the Goods to be supplied by the Supplier in the tender are infringing copyrights or have otherwise infringed the intellectual property rights in the goods or product of a third party.

13. Documents of Unsuccessful Suppliers

Documents of unsuccessful Suppliers may be destroyed not less than three months after the date the Contract has been awarded and the agreement signed.

14. New Information Relevant to Qualified Status

Suppliers should inform the Director in writing immediately of any factor which might affect their qualified status as an enlisted supplier with the Director, or as a qualified supplier for a particular service. The Director reserves the right to review their qualified status in the light of any new information relevant to their qualification.

15. Latest Audited Accounts

Suppliers shall upon request by the Director's Representatives whilst their tenders remain open submit the latest audited accounts as appropriate for checking within 14 days from the date of such request. Late submission will not be considered.

16. Illegal Workers and Statutory Minimum Wage

- (a) The Contractor undertakes to pay workers no less than the statutory minimum wage and not to employ illegal workers in the execution of any contract. Should the Contractor be found to have employed illegal workers or paid workers less than the statutory minimum wage in breach of this undertaking, the Director's Representative may, on behalf of the Director, by notice in writing, terminate the Contract and the Contractor is not entitled to claim any compensation.
- (b) The Contractor shall be liable for all expenses necessarily incurred by the Director as a result of the termination of the Contract and the subsequent appointment of another contractor or contractors for replacement.

17. Complaints About Tender Process or Contract Awards

The tender process is subject to internal monitoring to ensure that the Contract is awarded properly and fairly. Suppliers who found their offer has not been fairly evaluated may write to the Director of Marketing who will personally examine the complaint. The Supplier shall lodge the complaint before disposal of documents of unsuccessful Suppliers which shall be 3 months after the award of contract.

18. Personal Data Provided

- (a) Suppliers' personal data provided in the tender will be used for tender evaluation and contract award purposes. If insufficient and inaccurate information is provided, his tender may not be considered.
- (b) Suppliers acknowledge and consent that their personal data provided in the tender may

be disclosed to government departments and non-government organizations.

- (c) Suppliers have the right of access and correction with respect to personal data as provided for in sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance. The right of access includes the right to obtain a copy of the Supplier's personal data provided in the tender.
- (d) Inquiries concerning the personal data collected by means of the tender, including the making of access and corrections, should be addressed to Personal Data Privacy Officer of the F/VMO.

19. Consent to Disclosure

The Director shall have the right to disclose whenever it considers appropriate or upon request by any third party (written or otherwise) information on the awarded contract, without any further reference to the successful tenderer, the name and address of the successful tenderer, description of services and the contract amount.

20. Contractors' Performance Monitoring

Suppliers are advised that should they be awarded the contract their subsequent performance will be monitored and may be taken into account when their future tenders are evaluated. A tender may be rejected if the Supplier is in default in respect of any F/VMO or Government contract which is of the same or substantially similar nature as this tender exercise within a year of the Tender Closing Date or between the Tender Closing Date and the award of the Contract.

21. Director Discretion

Notwithstanding anything to the contrary in the tender, the Director reserves the right to disqualify a Contractor on the grounds that the Contractor has engaged, is engaging, or is reasonably believed to have engaged or be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise the exclusion is necessary in the interest of national security, or is necessary to protect the public interest of Hong Kong, public morals, public order or public safety.

22. Cancellation of Tender

Without prejudice to the Director's right to cancel the tender, where there are changes of

requirement after Tender Closing Date for operational or whatever reasons, the Director is not bound to accept any conforming tender and reserves the right to cancel the tender.

23. Warranty Against Collusion

- (a) By submitting a tender, Suppliers are regarded to have represented and warranted to the Director that in relation to the Invitation to Tender:
 - (i) save with the prior written consent of the Director, it has not communicated and will not communicate to any person other than the Director the amount of any price submitted in its tender;
 - (ii) it has not fixed and will not fix the amount of any price submitted in its tender 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 tender; and
 - (iv) it has not otherwise colluded and will not otherwise collude with any person in any manner whatsoever in the tender process.

- (b) In the event that Suppliers are in breach of any of the representations and/or warranties in sub-clause (a) above, the Director shall be entitled to, without compensation to any person or liability on the part of the Director:
 - (i) reject the Suppliers' tender;
 - (ii) if the Director has accepted the tender, withdraw its acceptance of the Suppliers' tender; and
 - (iii) if the Director has entered into the contract with the Suppliers, terminate the contract.

- (c) By submitting a tender, Suppliers are regarded to have undertaken to indemnify and keep indemnified the Director 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 sub-clause (a).

- (d) A breach by Suppliers of any of the representations and/or warranties in sub-clause

- (a) may prejudice their future standing as a F/VMO's contractor or service provider.
- (e) Sub-clause (a) shall have no application to Suppliers' communications in strict confidence with its own insurers or brokers to obtain an insurance quotation for computation of the prices quoted in its quotation, or with its professional advisers, consultants or sub-contractors to solicit their assistance in preparation of its tender.
- (f) The rights of the Director under sub-clauses (b) to (d) are in addition to and without prejudice to any other rights or remedies available to it against the Suppliers.
- (g) Nothing in this clause shall limit the Director's absolute right to determine or to request any other information/supporting documents/items in connection with or arising out of this Invitation to Tender.

24. Prevention of Bribery Ordinance

The Suppliers shall not and shall ensure that his agents and employees shall not offer or give any advantage as defined in the Prevention of Bribery Ordinance (Cap. 201) to any agent or employee of the Government or F/VMO. Any breach of or non-compliance with this Clause by the Suppliers shall, without affecting the Supplier's liability for such breach or non-compliance, invalidate their tender, and result in contract termination, if any awarded.

25. Corrupt Gifts

- (a) The Contractor shall not, whether by himself or his sub-contractor, or by any person employed by him to provide the Services, solicit or accept any gratuity, tip or any other form of money taking or reward, collection, or charge for any part of the Services other than charges properly approved in writing by the Director's Representative under this Contract.
- (b) If the Contractor or any employee or agent or sub-contractor of the Contractor shall be found to have committed an offence under the Prevention of Bribery Ordinance (Chapter 201), or any subsidiary legislation made thereunder or under any law of a similar nature in relation to the Contract or any other F/VMO's or Government contracts, the Director's Representative may, on behalf of the Director, summarily terminate the Contract, without entitling the Contractor to any compensation therefor.
- (c) The Contractor shall be liable for all expenses necessarily incurred by the Director as the result of the termination of the Contract.

26. Environmentally Friendly Measures

The following environmentally friendly measures are recommended in the preparation of the tender documents:

- (a) All documents should preferably be printed on both sides and on recycled paper. Paper exceeding 80gsm are not recommended as a general rule.
- (b) Excessive use of plastic laminates, glossy covers or double covers should be avoided as far as possible. Use of recyclable non-glossy art board paper as document covers is recommended.
- (c) Single line spacing should be used and excessive white space around the borders and in between the paragraphs should be avoided.

27. Briefing Session

Suppliers are cordially invited to attend a briefing session on **13 July 2026 (Monday) at 2:00 pm in Conference Room, 2/F, Cheung Sha Wan Wholesale Vegetable Market, 757 Lai Chi Kok Road, Cheung Sha Wan, Kowloon. Interested Suppliers should return the attached Reply Slip on or before 5:00 pm on 10 July 2026 (Friday)** to register through Fax or email.

28. Enquiries

- (a) For enquiries concerning the services specification and requirements, please contact Ms. Ella CHAN, Agricultural Officer (Farm Development) (Tel.: 2668 0397, Email: ella_wc_chan@afcd.gov.hk) or Ms. Carol CHAN, Field Officer I (Farm Development) (Tel.: 5322 3100, E-mail: carol_ty_chan@afcd.gov.hk)
- (b) For enquiries concerning the lodging / completion of this tender document, please contact Mr. Karl LAU, Supplies Officer (F/VMO) at Tel. No.: 2710 0977.

PART 3
GENERAL CONDITIONS OF CONTRACT

1. Total Services and Variation

(a) The Services to be performed under the Contract shall be as laid down in the Schedules and Special Conditions and shall be carried out, as and when required, to the satisfaction of the Director's Representative and the Organizing Committee. All orders placed under the Contract shall be issued in writing and the Director will not be responsible for services performed on oral instructions issued by any person whomsoever.

(b) The Contractor shall not extend the Services beyond the requirements specified in the Schedules except as directed in writing by the Director's Representative or the Organizing Committee; but the Director's Representative or the Organizing Committee may, subject to the proviso hereinafter contained, at any time during the Contract period by notice in writing direct the Contractor to alter, amend, omit, add to, or otherwise vary any of the Services and/or the Contract period, and the Contractor shall carry out such variations, and be bound by the same conditions, so far as applicable, as though the said variations were stated in the Schedule.

Provided that no such variation shall, except with the consent in writing of the Contractor, involve a net addition to or deduction from the Contract price of more than thirty per cent or the Contract period of more than six months, unless otherwise mutually agreed by the Contractor and the Director.

(c) Where a variation has been made to the Contract Documents, the amount to be added to or deducted from the Contract price in accordance with the rates specified in Schedule 4 so far as the same may be applicable and where rates are not contained in the said Schedule, or are not applicable, such amount shall be such sum as is reasonable in the circumstances.

Due account shall be taken of any partial execution of the Services which are rendered useless by any such variation.

2. Assignment

The Contractor shall not, without the written consent of the Director, assign or otherwise transfer the Contract, or any part share or interest therein, and the performance of the

Contract by the Contractor shall be deemed to be personal to him.

3. Quality of Services

- (a) The Services shall be as specified in the Contract Schedule and shall fulfil all the conditions and terms of any drawings and specifications (if any) supplied to the Contractor.
- (b) Any drawings and specifications reasonably required for the Contractor's guidance in the execution of the Contract shall be provided by the Director free of charge but shall be returned on completion of the Contract.
- (c) The Director should have a right to take action where the Contractor deviate from or fail to fully comply with the service specifications as stated in the Contract requirements or perform acts outside the scope of Contract requirements without Director's prior consent affecting the delivery of services required under the Contract.

4. Inspection and Acceptance

All Services performed in pursuance of the Contract shall be subject to inspection, assessment and evaluation, and shall not be deemed to have been accepted unless either:

- (a) The Organizing Committee or the Director's Representative shall so certify; or
- (b) The Services are not rejected as being unsatisfactory within 2 months of the date upon which they were executed.

5. Rejections

- (a) Without prejudice to any statutory rights, the Organizing Committee or the Director's Representative may reject any materials/services (or part thereof) which do not strictly conform to the conditions of sub-clause (a) of Clause 3 hereof.
- (b) Within 24 hours of being notified in writing of the rejection of any Services the Contractor shall be required to take the necessary action to rectify such rejected Services.

6. Director's Property

When the Director's property is issued to the Contractor under the Contract, the Contractor shall be responsible for the due return of all such property. Should any such property be lost or damaged from any cause whatsoever while in the possession or control of the Contractor or his servants, workmen or agents, the Contractor shall pay for the same at total original cost plus 20%. A count of the articles or material in the possession of the Contractor may be made at any time by the Director's Representative and the Contractor shall render such assistance as is necessary for this purpose.

7. Director's Premises/Contractor's Premises

- (a) The Contractor shall ensure that all persons engaged by him in carrying out the Contract keep to such parts of Director's premises as are necessary for the due discharge of the Contractor's obligations under the Contract.
- (b) Where the Services are carried out on the Contractor's premises such premises shall be open to inspection by the Director's Representative or the Organizing Committee at all reasonable times.
- (c) The safety of any craft, vessel and vehicle used by the Contractor and brought alongside or onto Director's premises, piers or wharves, as the case may be, shall be the responsibility of the Contractor, who shall indemnify the Director in respect of any loss or damage to such Director's premises, piers or wharves.

8. Payment for Services

- (a) The Contractor shall render to the Director's Representative on completion of any separate portion of the Services account for such portion.
- (b) All such accounts shall be signed by the Director's Representative. Unless otherwise agreed by the Director's Representative, such accounts shall be paid within 30 days of the date upon which:
 - (i) where the said accounts are signed by the Director's Representative, or
 - (ii) where the Services have been accepted pursuant to Clause 4 of the General Conditions herein, whichever date is the earlier.

9. Default

If the Contractor shall fail to carry out all or any of the Services provided for in the Contract within the Contract period or such extended period as may be agreed in accordance with Clause 1(b) hereof, the Director may at its absolute discretion terminate the whole or any part of the Contract by notice in writing to the Contractor, but without prejudice to any claims by the Director for breach of Contract including but not limited to its right of the Director to assign the balance of the uncompleted Services to another contractor or contractors whereupon the Contractor shall be liable for any sums so incurred in excess (hereinafter called 'any excess') of the Contract price.

10. Recovery of Sums Due

Whenever under the Contract any sum of money shall be recoverable from or payable by the Contractor, the same may be deducted from any sum then due or which at any time thereafter may become due to the Contractor under the Contract or any other Director's contracts.

11. Liability for Damages or Compensation

- (a) The Director and its employees or agents shall not be under any liability whatsoever for or in respect of:
- (i) any loss of or damage to any of the Contractor's property or that of its employees or agents however caused (whether by any Negligence of the Director or any of its employees or agents or otherwise).
 - (ii) any injury to or death of any of the Contractor's employees or agents save and except any such injury or death caused by the Negligence of the Director or any of its employees or agents.
- (b) the Contractor shall indemnify the Director and its employees or agents against any claim or demand made against or liability incurred (including all costs, charges or expenses whatsoever) by the Director or any of its employees or agents in respect of:
- (i) any loss, damage, injury or death referred to in sub-clause (a) of this Clause (save and except injury or death caused by the Negligence of the Director or any of its employees or agents).
 - (ii) any loss or damage sustained by or any injury to or death of any third party in

consequence of any Negligence of the Contractor or any of its employees or agents.

- (c) The Contractor shall indemnify the Director against any loss of or damage to any property of the Director or of any of its employees or agents or any injury to any employee or agent of the Director arising out of the Negligence of the Contractor or any of its employees, sub-contractors or agents.
- (d) For the purposes of this Clause 'Negligence' shall have the same meaning as that assigned to it in Section 2(1) of the Control of Exemption Clauses Ordinance.

12. Policy of Insurance and Compensation

- (a) The Contractor shall effect a policy of insurance against all claims, demands or liability under the Contract with an insurance company approved by Hong Kong Government (which approval shall not be unreasonably withheld) and shall continue such insurance during the continuance of the Contract and shall when required, deposit with the Director's Representative for safe keeping during the Contract period such policy of insurance together with the receipt of payment of the current premium.
- (b) If the Contractor shall fail to effect and keep in force the insurance referred to or any other insurance, which he may be required to effect under the terms of the Contract then and in any such cases the Director may effect and keep in force any such insurance and pay such premium or premiums as may be necessary for that purpose and from time to time deduct the amount so paid by the Director as aforesaid from any moneys due or which may become due to the Contractor or recover the same as a debt due from the Contractor.
- (c) In the event of any of the Contractor's employees or agents suffering any injury or death in the course of or arising out of the Contract and whether there be a claim for compensation or not, the Contractor shall within 7 clear working days give notice in writing of such injury or death to the Director's Representative.

13. Bankruptcy

The Director's Representative may at any time by notice in writing summarily terminate the Contract without entitling the Contractor to compensation in any of the following events:

- (a) if the Contractor shall at any time be adjudged bankrupt, or shall have a receiving order or orders for administration of his estate made against him, or shall take any proceedings for liquidation or composition under any Bankruptcy Ordinance for the time being in force, or make any conveyance or assignment of his effects or composition or arrangement for the benefit of his creditors or purports so to do; or
- (b) if the Contractor, being a company shall pass a resolution or the court shall make an order for the liquidation of its assets, or a receiver or manager shall be appointed on behalf of the debenture holders, or circumstances shall have arisen which entitled the court or debenture holders to appoint a receiver or manager.

Provided always that such determination shall not prejudice or affect any right or action or remedy which shall have accrued or shall accrue thereafter to the Director.

14. Publicity

The Contractor shall submit to the Director's Representative all advertising or other publicity material relating to the Contract or the products supplied or other work done in connection with the Contract wherein the Director's name is mentioned or language used from which a connection with the Director can reasonably be inferred or implied. The Contractor shall not publish or use any advertising or other publicity material without the prior written consent of the Director's Representative.

15. Governing Laws

The Contract shall be governed by and construed in accordance with the laws of Hong Kong and the parties hereby agree to submit to the jurisdiction of the courts of Hong Kong in relation to any matters arising out of the Contract.

16. Order of Precedence

In the event that there is any conflict, contradiction or ambiguity between any documents which form part of the Contract, the following order of precedence shall be applied in order to resolve any such conflict, contradiction or ambiguity.

- (a) Special Conditions of Contract (Part 4)
- (b) Services Specification for FARMFEST 2027 (Schedule 2)
- (c) General Conditions of Contract (Part 3)

(d) Contractor's proposal for the Services

PART 4
SPECIAL CONDITIONS OF CONTRACT

1. Period of Contract

The contract shall commence from the issuing date of the letter of acceptance of offer to fulfilment of contractual obligations. The “date of acceptance” shall be the date of Letter of Acceptance referred to in Clause 8 of Terms of Tender. The Supplier should fulfill all contractual obligations within the period.

2. Services to be provided

The Services to be performed under this Contract shall be as laid down in Service Specification and shall be carried out to the satisfaction of the Director. The Service Specification shown in Schedule 2 for the provision of services for FARMFEST 2027 are estimated requirements for the reference of the Contractor. The Contractor shall be required to attend every regular and *ad hoc* meetings of the Organizing Committee and meetings arranged by the Director’s Representative with other organizations. The Contractor shall prepare meeting and presentation materials in advance for use in the meeting.

3. Contractor

The Contractor shall be responsible for the efficient and effective performance of the Contract. Key staff / service providers shall have appropriate qualifications and relevant experience in similar assignments or studies. In case of any change in key staff / service providers during contract period, the Contractor should ensure that prior consent from the Director should be obtained and the same number of replacement staff / service providers of compatible relevant experience and qualifications are engaged in the remaining contract period.

4. Inspection and Rejections

All services performed will be subject, before payment, to inspection by the Director’s Representative who may withhold payment when the services have not been performed in strict accordance with the requirements of the contract. Payment for services will be made only if the services have been performed to the Director’s Representative’s entire satisfaction.

5. Payment for Services

- (a) The Contractor shall send invoices to the Director's Representative. Payment shall be made after the Services have been performed provided that the Services have, in all respects, been performed in accordance with the requirements of the contract and to the satisfaction of the Director's Representative. The Director's Representative may, at this discretion, order such payments to be made, as he may consider appropriate.
- (b) Payments on account of the Project Fee shall be made in such amounts and at such times as are set out according to the following payment schedule below:

Payment No.	Invoice Date	% of Project Fee
1	On approval by the FARMFEST Organizing Committee for an execution plan including but not limited to the following :- (i) promotion, advertising and publicity programmes campaigns / activities and execution plan as prescribed in the proposal in Schedule 1 and as appropriate with respect to public relations and communications of the whole event including the complementary promotional campaigns / activities, social media content and management, advertisements before and during FARMFEST, the rundown, reception services and press arrangement of the opening ceremony, stage programmes / activities in the venue as well as the promotion, production, set up and operation of the covered exhibition area featuring the thematic agricultural and fisheries topics, including but not limited to various agricultural and fisheries technology, live theme crops products, and crop and fish models, etc. for Organizing Committee's approval (Schedule 2); (ii) finalized an attractive theme and special features for the whole FARMFEST event in particular on the conceptual design, setting and layout of the FARMFEST venue and facilities thereon including an action plan, on-site setting up schedule and a contingency plan for completing the venue production within a planned time (within 10 calendar days) before the 3-day event from 8 - 10 January 2027 and for cleaning-up the venue after the 3-day event within a planned time (within 2 calendar days) as appropriate in respect of the venue ground, booths (vendors, sponsors and cooked-food stalls), containerized mobile toilets, containerized offices, venue entrances and exits, electronic and physical indicators for the direction of crowd flow from the venue entrance to the exits; conspicuous indicators for the locations of the stage,	20

	<p>exhibition area, recycling areas and various booth areas; demarcation of booth areas; shading and ventilation facilities for the booth areas, the stage area and exhibition area; generators and associated wiring and equipment; provision of electricity to entrance/exits, stage, booths, exhibition area, recycling areas, containerized mobile toilets and containerized offices; potable water supply and flushing water for containerized mobile toilets; potable water supply and cleansing area for booth users; facilities and services related to venue cleaning, as well as the recycling, collection, recording, and disposal of garbage and waste; first aid services, disinfection services, security services, crowd and vehicular control services, shuttle bus service; decoration for venue and outside of the venue including street decoration and utilization; utilities supply and connection, etc.;</p> <p>(iii) a contingency plan including but not limited to urgent cancellation of FARMFEST 2027 due to emergency situations, with formal notification to seek consent of the sponsors and booth operators on all arrangement related to event cancellation prior to entering agreement with the sponsors and booth operators for use of the booths, solutions to pacify sponsors and booth operators and refund of the sponsorship, booth rentals, deposits, charges relating to provision of utilities (where applicable), as well as detailed planning to reduce the event expenditure;</p> <p>(iv) in case of cancellation of on-site FARMFEST 2027, provide an online FARMFEST virtual event as well as full on-line solutions to participating sponsors and agriculture and fisheries industries for promotion of their products, logistics for door-to-door collection and packaging of their products which may be fresh or refrigerated, door-to-door delivery to customers, management of the on-line sale and ordering, payment transactions as well as after-sales follow up and services for an online period of at least 14 consecutive days (Schedule 2).</p> <p>If FARMFEST 2027 is cancelled by the Director before the approval of the execution plan, no payment of the following Payment No. 2 and 3 (i.e. 60% and 20% of Project fee respectively) shall be made.</p>	
2	On completion of the Services in relation to promotion, advertising and publicity programmes / campaigns / activities and execution	60

	<p>plan (in accordance with Clause 1 in Schedule 2), recruitment programme for sponsorship (in accordance with Clause 2 in Schedule 2) as well as conceptual and layout design of the FARMFEST venue and facilities thereon including an action plan, on-site setting up schedule and a contingency plan (in accordance with Clause 3 in Schedule 2) as prescribed in the proposal in Schedule 1 subject to the following conditions:-</p> <p>(i) If on-site event of FARMFEST 2027 is cancelled by the Director before on-site work starts on 29 December 2026 (Tuesday), the Contractor shall be paid 30% of the project fee under Payment No. 2, subject to the Organizing Committee's satisfaction with the services provided by the Contractor.</p> <p>(ii) If on-site event of FARMFEST 2027 is cancelled by the Director after on-site work starts, the Contractor shall be paid the remaining 30% of the project fee under Payment No. 2, subject to the Organizing Committee's satisfaction with the services provided by the Contractor.</p>	
3	On completion of the Contract, after completion of report on evaluation of the services so provided and the auditor's report and audited financial statements covering all income/expenditure items concerning the project with written acceptance from the Director's Representative.	20

- (c) Payments on account of the Sponsorship Commission Fee (if applicable according to Schedule 2) shall be made at the time Payment No. 3 in (b) above is made. In case of cancellation of the on-site event of FARMFEST 2027, no Sponsorship Commission Fee will be paid to the Contractor. Commercial sponsorships, booth rentals, deposits and charges relating to provision of utilities (where applicable) will be fully refunded to sponsorship booth operators and participating booth operators of the agriculture and fisheries industries respectively. Please refer to Clauses 2a and b in Schedule 2 for details.
- (d) To allow timely payment, invoices and correspondence concerning payment under this contract shall be sent by the Contractor to the Director's Representative, or as otherwise directed. The address is Tai Lung Experimental Station, Lin Tong Mei, Fan Kam Road, Sheung Shui, N.T. Hong Kong. (Attn: Senior Agricultural Officer / Farm Development).

Payment of services will be made only if the services have been performed in strict accordance with the requirements of the Contract.

6. Additional Services

- (a) Where it is determined by the Director's Representative that additional works as proposed by the Contractor shall be performed, payment for such Services shall be either on a time charge basis or by means of a negotiated lump sum fee as appropriate.
- (b) The Contractor has responsibility to provide any work or services related to the contract requested by the Director's Representative. The charge basis of such additional work or service shall be the same or comparable to that offered under Project Fee in Schedule 4.

7. Cost

The Contractor shall be responsible for all costs including those related to planning, preparation and implementation of the Services, and all other costs as required for accomplishing the Services.

8. Equivalent Standard

Where the standard called for within this specification is not available, subject to the approval of the Director's Representative, materials and equipment with recognised standard will be acceptable.

9. Code of Practice

The Contractor is required to execute all of the works and supply all the equipment and goods specified, or proposed by him, in accordance with the appropriate British Standards or other Standards approved by the Hong Kong Government and Codes of Practice for such workmanship, materials, and goods, current at the time of tender submission.

10. Sample

The Contractor shall submit sample(s) of scale artwork design and 3-D drawings, materials, game/display programming, software and equipment, structural design and setup, the LED display systems and their cabling, associated programmes and display walls as and when requested by the Director's Representative and do not proceed to production until approval has been obtained. The Contractor shall keep approved sample at a place as agreed by the

Director's Representative for comparison with materials and equipment to be supplied.

11. Responsibilities of the Contractor

- (a) The Contractor will be responsible for the efficient performance of the contract and for the good conduct of his employees to the satisfaction of the Director's Representative while they are in the said sites of work. The Contractor shall not permit his employees to solicit or accept any money or gift from the users of the areas.
- (b) Work shall be carried out in accordance to the time schedule submitted by the successful Supplier. The time schedule shall be subject to change by the Director or the Organizing Committee.
- (c) The Contractor is required to submit information including but not limiting to the name of the authorized persons, addresses and contact telephone numbers in respect of the sponsors, booth operators, their staff and workers operating in the sponsored commercial zone, ground staff, workers and voluntary members working in FARMFEST 2027; and proposal(s) in respect of the Services set out in Schedule 2 for approval by the Director or the Organizing Committee.
- (d) The Contractor shall maintain and provide to the Director a traceable record of all companies/organizations/entities including those that are approached by the Contractor and those that approach the Contractor for sponsorship / participation in FARMFEST 2027. The Contractor should disclose from time to time all of this record to the Director's Representative upon his/ her request.

12. Assignment

The Contractor shall not assign or otherwise dispose of any interest, right, benefit or obligation under this Contract, or purport to do so.

13. Sub-Contracting

- (a) The Contractor shall efficiently direct and supervise the performance of the Services to the full extent of his ability and with his full attention.
- (b) The contract shall be personal to the Contractor who shall not, without the prior written consent of the Director's Representative, enter into any sub-contract with any person for the performance of any part of the contract.

14. Exhibition Items

All exhibition items, including LED Systems and associated software, sunscreens /shading, booths, structures, carpet / protective ground cover, cover for exhibition area and stage, portable ventilators, furniture, displays and display walls shall be durable and of a high safety standard for public exhibition purposes in outdoor area. Any defective or worn out items which are not caused by vandalism and which are detected during the period of the contract shall be rectified as soon as possible and within 24 hours, or replaced by the Contractor at his own expenses to the satisfaction of the Director's Representative.

15. Electrical Equipment

The quality and safety standard of all electrical generators, appliances, equipment, lighting and connecting wiring to be provided must meet all Hong Kong Government standards laid down for such works. All electrical wirings / interconnections must be properly fixed and clearly labelled by Registered Electrical Worker (REW) in Hong Kong and approved by Director's Representative. The Contractor shall provide wiring / interconnection circuit diagrams and operation of all electrical appliances / equipment / wiring installed to the satisfaction of the Director's Representative. During the contract period, any sub-standard item or defect found must be rectified or replaced immediately by the Contractor at his own expense and to the satisfaction of the Director's Representative.

16. Service Safety

- (a) The Contractor shall throughout the progress of the Services take full responsibility for the adequate safety of all the production work/services and their implementation at all locations. The Contractor shall also keep the Services in an orderly state appropriate to the avoidance of danger to all persons.
- (b) The Contractor shall ensure that all tools, equipment and temporary facilities and all other items used in carrying out the work/services how-so-ever provided are in a safe, sound and good condition, are capable of performing the functions for which they are intended, and where required by the law or by the relevant codes of practice, are licensed and/or have been issued with the necessary permits for use.
- (c) The Contractor shall deploy a REW of the appropriate grade under the Electricity Ordinance to handle the electrical systems at the event venue.
- (d) The Contractor shall carry out regular routine inspections and checking of the electrical

systems during the FARMFEST period. The checklists shall be developed by the Contractor and agreed by the Director's Representative. Comprehensive checking shall include, but not be limited to, checking of integrity of cables and connections, immediate remedies, etc. The checklist should be signed by the REW after each inspection and/or checking.

- (e) The Contractor shall throughout the progress of the works take full responsibility for the adequate safety of all operations on the respective works locations. The Contractor shall keep the works in an orderly state appropriate to the avoidance of danger to all persons. The Contractor shall provide and maintain when and where necessary adequate safety precautionary measures, including but not limited to lights, guards, fences and warnings signs to meet the requirements of the Organizing Committee for the protection of the works and/or for the safety of the public. If there are to be any anti-epidemic measures by the Department of Health during FARMFEST 2027, the Contractor shall meet all the requirements.

17. Liabilities

- (a) Injury to Persons: the Contractor shall be solely liable for and shall indemnify the Director in respect of any liability, loss, claim or proceeding whatsoever arising under any statute or at Common Law in respect of personal injury to or the death of any person whomever, arising out of or in the course of or caused by the execution of the work, unless due to any act or neglect of the Director or of any person for whom the Director is responsible.
- (b) Damage to Property: the Contractor shall be liable for and shall indemnify the Director against any liability, loss, claim or proceeding in respect of any injury or damage whatsoever to any property, real or personal in so far as such injury or damage arises out of or in the course of or by reason of the execution of the work, and provided always that the same is due to any negligence, omission or default of the Contractor, his servants or agents or any sub-contractor or to any circumstances within the Contractor's control.

18. Confidentiality

- (a) The Contractor shall treat all information, specifications and materials of any nature (in or on whatever media) provided by the Director as confidential. The Contract shall not divulge such information any person/party without the Director's prior written consent.

- (b) The foregoing obligations as to confidentiality shall survive any termination of this Contract

19. Intellectual Property Rights

The Contractor shall indemnify the Director against all claims arising at any time on account of the production or use of the Services infringing any patent rights, copyrights or registered design, or on account of any claims for royalties arising from the production or use of the Services, and the Contractor shall also be liable for any cost to the Director that may arise from such claims.

20. Copyright

The ownership, copyright and all other intellectual property in all deliverables or other particulars prepared by the Contractor or received by the Contractor in the course of carrying out the services shall belong to the Director and F/VMO. All materials, design and graphics, computer programming, social media platform and event webpage and their administration right, including but not limited to the FARMFEST Facebook, Instagram, reports and any other documents or designs prepared, produced, created, procured or received by the Contractor in relation to this Services shall be the property of the Director and F/VMO and shall be transferred at no cost to the Director and F/VMO upon his request. All intellectual property rights (including but not limited to copyrights, patents, trademarks, service marks, design rights, database rights, rights in know-how) in any such material, report, document or thing shall vest in and belong to the Director and F/VMO immediately upon creation. The Contractor shall not use any such materials and information or disclose the contents thereof to any person outside the course of the service, without the prior written approval of the Director.

21. Termination of Contract

- (a) The Director may immediately terminate the Contract upon the occurrence of any of the following events:
- (i) the Contractor has engaged or is engaging in acts or activities that are likely to constitute or cause the occurrence of offences endangering national security or which would otherwise be contrary to the interest of national security;
 - (ii) the continued engagement of the Contractor or the continued performance of the Contract is contrary to the interest of national security; or
 - (iii) the Director reasonably believes that any of the events mentioned above is about to occur.

- (b) Notwithstanding anything herein to the contrary, the Director reserves the right to terminate the Contract at any time of the contract period, if the Contractor cannot provide the Services meeting the satisfaction of the Director and the Organizing Committee, or for whatever reason the Director considers appropriate and necessary, after giving fourteen days' prior notice in writing to the Contractor, without making any compensation to the Contractor. The Contractor at all times should provide the Services to the satisfaction of the Director and the Organizing Committee.

22. Disclosure of Fees Payable to the Selected Supplier

The Director shall have the right to disclose to any person whenever it considers appropriate or upon request by any third party (written or otherwise), and in such form and manner as it deems fit –

- (a) the fees, costs and expenses payable by the Director for engaging the selected Supplier; and
- (b) the fee proposal submitted by the selected Supplier.

23. Corrupt Gifts

- (a) The Contractor shall not, whether by itself or its Sub-contractor (if any), or by any person employed by it to provide the Services, solicit or accept any gratuity, tip or any other form of money taking or reward, collection, or charge for any part of the Services other than charges properly approved in writing by the Director's Representative under the Contract. The Contractor shall prohibit its employees, agents, and sub-contractors who are involved in this Contract from offering, soliciting or accepting any advantage as defined in the Prevention of Bribery Ordinance (Cap. 201) when conducting business in connection with this Contract.
- (b) The Contractor shall within two (2) weeks after the commencement of the Contract draw up and submit a staff code of conduct to the Director's Representative including, among other probity issues, a statement explicitly prohibiting its Sub-contractor (if any), or any person employed by it to provide the Services from soliciting or accepting any form of advantages in discharging his duties under the Contract. It shall ensure that its Sub-contractor (if any), or any person employed by it to provide the Services is well aware of the prohibited acts explicitly stated in Clause 13 of the Terms of Tender above and of the staff code of conduct. The code of conduct should form part of the employment contract to ensure acknowledgement and

compliance by the employees.

24. Default

It will be regarded as default, if the Contractor:

- (a) has abandoned the contract; or
- (b) is not executing any of the services in accordance with provisions and / or clauses stipulated in the contract within the contract period ; or
- (c) fails to carry out all or any work provided for in the contract within the time specified; or
- (d) is persistently neglecting to carrying out his obligations under the contract.

then the Director, after giving fourteen days' notice in writing to the Contractor, may terminate the contract. The Director shall be entitled to carry out the balance of the uncompleted services by its own workers or by other Suppliers or Contractors. The Director shall be entitled to recover the cost thereof from the Contractor, or any deduct the same from any monies due or becoming due to the Contractor under this or any other contract.

25. Dispute Resolution and Jurisdiction

(a) In the case where the Contractor whose place of business is in Hong Kong or the Mainland of the People's Republic of China:-

(i) the Parties shall first refer any dispute or difference arising out of or in connection with the Contract to mediation in accordance with The Government of the Hong Kong Special Administrative Region Mediation Rules prevailing at the time ("Mediation Rules"); and

(ii) if the said dispute or difference is not settled by mediation according to sub-clause (a)(i) above, a Party may institute litigation in respect of the said dispute or difference. The Parties agree that the courts of Hong Kong shall have exclusive jurisdiction in respect of the said dispute or difference.

(b) In the case where the Contractor whose place of business is not in a jurisdiction which is Hong Kong or the Mainland of the People's Republic of China:-

(i) the Parties shall first refer any dispute or difference arising out of or in connection with the Contract to mediation in accordance with the Mediation Rules; and

(ii) if the said dispute or difference is not settled by mediation according to sub-clause (b)(i) above, the said dispute or difference shall be adjudicated by arbitration to be held in accordance with the Hong Kong International Arbitration Centre Domestic Arbitration Rules prevailing at the time when a notice of arbitration is issued by a Party (“Arbitration Rules”) except that regardless of whether the Arbitration Rules providing anything to the contrary, unless the Parties otherwise agree in writing: (i) the arbitration hearing must be held in Hong Kong and that the Arbitration Ordinance (Chapter 609 of the Laws of Hong Kong) shall apply to the arbitration (including the whole of Schedule 2); and (ii) without prejudice to section 18(2) of the Arbitration Ordinance, the Government may on its own disclose any information relating to (1) the arbitral proceedings under the arbitration agreement; and (2) an award made in those arbitral proceedings.

26. Exclusion Clause

The parties hereby declare that nothing in this Contract confers or purports to confer on any third party any benefit or any right to enforce any term of this Contract pursuant to the Contracts (Rights of Third Parties) Ordinance (Cap. 623).

PART 5
TENDER FORM

To: Director of Marketing

1. Having read the Terms of Tender, the General Conditions of Contract, and the Special Conditions of Contract set out in Parts 2 - 4 hereof, I/We agree to be bound by the terms and conditions as stipulated therein, and hereby offer to provide services for the Promotion and Production of FARMFEST 2027 (“the Services”) subject to and in accordance with the terms stated in the Tender Document, the Terms of Tender, the terms and conditions set out in the said General Conditions of Contract and Special Conditions of Contract, and the Services Specification stated in Schedule 2.
2. I/We submit with this tender a detailed proposal of the Services to be rendered by me/us (“the Proposal”) to satisfy all the requirements described in Schedule 2, and I/We agree that this Proposal shall be incorporated into the Contract should I/We be awarded the Contract stipulated.
3. I/We do hereby agree to carry out any or all of the Services specified in the Schedule and mentioned in the Proposal which may, during the Contract period or any extension thereto be required, by or on behalf of the Director of Marketing and the Organizing Committee to be carried out, at the prices quoted by me/us in Schedule 4, inclusive of ALL necessary costs for completion of the services under acquisition and free of all other charges, subject to and in accordance with the terms and conditions of the Tender Document, the Terms of Tender, the General Conditions of Contract, the Special Conditions of Contract and the Services Specification stated in Schedule 2.
4. I/We also certify that the particulars given by me/us below, are correct:
 - (a) Business Registration Certificate (No. _____)
 - (b) The date of expiry of my/our/the Company’s Business Registration Certificate is:

 - (c) I am/We are/The Company is covered by an Employees’ Compensation Insurance Policy, the particulars of which are as follows:-

Policy No. _____

Name of Insurance Company _____

Period covered by the Policy is from _____ to _____

Brief particulars of the cover provided and any special conditions are as follows:

5. I/We agree to abide by this Invitation to Tender for the period of ninety (90) days from the date fixed for receiving the same and it shall remain binding upon me/us and may be accepted at any time before the expiration of that period.
6. This tender, together with the written acceptance thereof by the Director of Marketing shall constitute a binding Contract between us.
7. I/We understand that the Director of Marketing is not bound to accept the lowest or any tender he may receive.
8. I am/We are duly authorised to bind the said Company hereinafter mentioned by my/our signature(s).

- or -

I am a partner/We are partners in the firm hereinafter mentioned and duly authorised to bind the said firm and the partners therein by my/our signature(s).

- 9(a) If business is sole proprietorship:

Signature

Name in Block Letter

Address

Business Registration Certificate No. : (please enclose a copy)

Identity Card No. (please enclose a copy)

Telephone No. _____ Facsimile No. _____

- (b) If business is a firm or other body unincorporated:

Name of Partners

(in Block Letters):

Residential Addresses:

(in above order)

Address of registered office:

(in above order)

Telephone No. _____ Facsimile No. _____

(in above order)

Business Registration Certificate No.: (please enclose a copy)

Identity Card Nos. (please enclose a copy):

(in above order)

Name(s), post(s)/title(s) and address(es) of person signing:

Name and signature of authorised person:

Company Chop:

N.B.: If written partnership agreement, please produce.

(c) If business is a body incorporated:

Name of body incorporated: _____

Address of registered office: _____

Telephone No. _____ Facsimile No. _____

Business Registration Certificate No.: (please enclose a copy) _____

No. of Certificate of Incorporation: _____

Directors' name and Signature : _____

Name and Signature of Authorized Person : _____

Company Chop:

N.B.: Please produce Memorandum and Articles of Association for reference.

Dated this _____ day of _____

Note (i) All the particulars required above must be provided.

(ii) Strike out clearly alternatives which are not applicable.

Proposal for FARMFEST 2027

Objective

- To position the local agricultural and fisheries products accredited under the new unified brand, Hong Kong Harvest (「優鮮港品」), as a key objective by promoting these products across all event activities and showcasing them through the booths at the Hong Kong Harvest Agricultural and Fisheries Product Zone (「優鮮港品」漁農產品區) to raise the product awareness and provide the public with safe, low-carbon and high-quality local agricultural and fisheries products.
- To showcase AFCD's ongoing efforts to promote the sustainable development of the industries and its key work with the industries to advance initiatives under the "Blueprint for the Sustainable Development of Agriculture and Fisheries". This will include highlighting initiatives that support modern production technologies, promote diversified operating modes, and introduce premium crop varieties and fish species suitable for local production.
- To commemorate the 30th Anniversary of the Establishment of the Hong Kong Special Administrative Region, a special photo taking spot will be set up at the event venue for public participation.
- To promote the local leisure farming and fishing activities under the "Agri enJoy" (農+樂) and "Fish enJoy" (漁+樂) Scheme to enrich the farming and fisheries experience for the locals and tourists and echo the concept "Tourism is everywhere in Hong Kong".
- To promote broader use of the F/VMO's "Local Fresh" mobile app and webpage to market local premium A&F produce to the general public.

Nature

A physical agricultural and fisheries carnival featuring the largest farmers' market in town, a bazaar offering a variety of organic and healthy products, fun-filled performance, attractive games, farm arts and traditional culture events.

Venue and Dates

8 – 10 January 2027 (Fri, Sat and Sun) at Fa Hui Park, Mongkok

(1 football pitch + 3 basketball courts + 4 volleyball courts + 2 futsal courts + 1 netball court)

Organizing Committee

An independent Organizing Committee (OC) of members comprising F/MAB members who are interested to join, ACAF members, management from F/VMO and co-opted members who may come from agriculture, fisheries and other related disciplines. The OC will be responsible for overseeing the planning and production of FARMFEST 2027.

Chairman

Dr. LAU Kin-wai

劉堅偉博士

ACAF member

Members

ACAF / MAB / FMAB members	TBC	Around 15 members
Dr. CHAN Yuk-kuen, Quinton	陳旭權博士	
Mr. LAW Ka-ho	羅家豪先生	VMO Market Manager
Mr. YIP Hin-wai	葉顯偉先生	FMO Market Manager

Secretariat to OC

The OC Secretariat will be led by AFCD.

Highlights of FARMFEST 2027

Booths

The total number of booths will be about 400 booths, which will offer local farm products, healthy products and other commodities, as well as educational booths:

Hong Kong Harvest Agricultural Product Zone 「優鮮港品」農產品區(100 booths)

- Operated by local farmers accredited under the Hong Kong Harvest accreditation scheme selling fresh fruits, vegetables, organic vegetable¹, mushrooms and hydroponic produce, etc.

Hong Kong Harvest Fisheries Product Zone 「優鮮港品」漁產品區 (40 booths)

- Operated by local fish farms accredited under Hong Kong Harvest accreditation scheme selling chilled fish and frozen fisheries products.

Specialized Agricultural and Fisheries Product Zone (特色漁農產品區) (60 booths)

- Operated by local farms selling dried fisheries products, processed vegetable, egg, honey, cut flowers and potted ornamental plants/orchid plants.

Sponsored Commercial Zone (182 booths)

- 168 booths operated by local companies selling various food products (such as snacks and drinks, healthy food and CNY delicacies), sauces/seasonings, cooking utensils and household products, etc.
- 8 booths operated by Mainland counterparts or organisations selling or showcasing A&F products, to facilitate and strengthen agricultural and fisheries cooperation, and to better leverage Hong Kong's role as a "super-connector".
- 6 cooked food and instant refreshment vendors, as well as food and drink tastings, will be permitted at the venue. It is recommended that cooked food booths be set up near the stage to provide instant refreshments to visitors to enjoy during performances.

¹ Organic farms must be and certified by Hong Kong Organic Resource Centre (HKORC) or by other recognized certifying authorities.

F/VMO & Educational Zone (Local Farmer & Fishermen's Association, Government Departments & NGO) (22 booths)

- Operated by organizers (AFCD, F/VMO) and farmers' / related organizations (e.g. Federation of Vegetable Marketing Co-operative Societies, Ltd., Federation of Hong Kong Agricultural Associations, New Territories Chicken Breeders Association Ltd., HKORC, Hong Kong Livestock Industry Association, and Association of Hong Kong Agricultural Development and Construction) for promoting the local agriculture and fisheries industries.
- Operated by NGOs that serve underprivileged groups or schools that provide students with experiences in agriculture or aquaculture activities to strengthen public engagement.

Carnival Programmes

- A covered exhibition area (a net area of 24 meters x 12 meters) showcasing various sustainable agricultural and fisheries technology, displaying live crops and fisheries products, and providing visitors with a comfortable environment to view the exhibits and take pictures.
- Stage events including traditional cultural performance, gourmet events, talks, and Chinese New year delicacies cooking demonstration and so on.
- A special design photo taking spot to commemorate the 30th Anniversary of the Establishment of the Hong Kong Special Administrative Region.
- Musical events such as pop singing and dancing will also be featured.

Publicity

- Spokespersons will be engaged.
- Social media (Facebook, Instagram, YouTube etc.)
 - The target audiences are younger generations (especially young couples and families).
 - Creating and posting a series of stories, graphics, posts, and videos to promote new varieties of premium agricultural and fisheries products, organic agriculture, organic aquaculture, leisure farming and fisheries, as well as highlighting mechanization and the use of advanced technology in local farms.
 - Promoting F/VMO's online sales platforms including "Local Fresh" mobile application and webpage and its physical store.
- Advertising through online platforms like Facebook and Youtube Ads, etc.
- Traditional media [TV, radio]
 - Habitual visitors and the general public as the target.
 - Commercial advertising, attending TV and radio programmes.
- Free channels for wider reach
 - e-channels of the Government, friendly organizations' platforms and their mobile applications.
 - Displaying posters in MTR stations, residential estates, government venues and community centres.

- Evaluation of FARMFEST using Google Forms and QR technology to collect feedback from both visitors and vendors.

Green measures and refuse disposal

- Adhere to the green measures outlined in “A Waste Reduction Guidebook for Large Scale Event Organisers” published by the Environmental Protection Department (EPD). These measures include setting up recycling stations in the venue, recording waste generated and recycled, implementing incentives or punitive measures for booth vendors based on their green performance, tracking the whereabouts of all recycled materials and deploying green ambassadors or showing videos to promote clean and proper recycling practices.
- Devise and implement measures on booth vendors catering instant refreshments and meals in accordance with the Product Eco-responsibility Ordinance (Cap. 603) and other relevant guidelines promulgated by EPD regarding the prohibition on the use of disposable plastic and expanded polystyrene tableware and so on.
- Provide reusable tableware rental services.
- Collect and dispose of all solid wastes in accordance with the regulations and ordinances of the Government that are in effect during FARMFEST.

Budget

The income from F/VMO, booth fees and the commercial booth sponsors which include:

- Food catering and related companies.
- Cooking utensils/household products companies.
- Sauces and seasoning companies.
- Health/natural food companies.

- End -

Services Specification for FARMFEST 2027

Contractor's Obligations

1. The Contractor is obliged to observe and follow guidance and instructions from the Organizing Committee or the Director's Representative with respect to the promotion, advertising and publicity programmes, campaigns / activities and concerned implementation plan of FARMFEST. The Contractor shall, at the Contractor's own expenses, undertake the following tasks :-
 - (a) conceptualize and propose to the Organizing Committee for consideration the promotion plan, advertising and publicity programmes, campaigns / activities and implementation plan as prescribed in the proposal in Schedule 1 and as appropriate with respect to public relations and communication of the whole event including complementary promotional campaigns / activities, social media content and management, advertisements before and during the 3 days event, the rundown, reception services and press arrangement of the opening ceremony, stage programmes / activities in the FARMFEST venue, as well as the promotion, production, setting up and operation of the covered exhibition area featuring the thematic agricultural and fisheries topics, including but not limited to various agricultural and fisheries technology, live theme crops products, and crop and fish models, etc. and any other related aspects of services identified by the Organizing Committee;
 - (b) plan, organize, co-ordinate, implement and manage, in strict accordance with the timing, format and requirement specified and within the budget of costs endorsed by the Organizing Committee, for the acquisition on behalf of the Director of all labour, services, materials, equipment, fixtures, structures, installations and facilities required for the smooth and proper promotion and conduction of FARMFEST (including the rundown, reception services and press arrangement of the opening ceremony, stage programmes / activities) and complementary promotional campaigns / activities in respect of but not limited to: -
 - (i) production and dissemination of promotional, advertising, publicity and reference materials (e.g. posters, invitation cards, programme booklets which should be printed on recycled paper with environmentally friendly ink, in electronic format (including QR codes)

for use and downloading on social media and on-line platforms; conspicuous banners with QR codes for visitors to download the programme booklets / event information; slogan etc.) for FARMFEST and related programmes and activities, including those for recruitment of commercial sponsors and booth operators. The printed materials shall be delivered to the designated locations and within the time frame indicated by the Director's representative;

- (ii) devising a strategy to promote the whole FARMFEST event through social media, online media and websites, TV / radio programmes, on-line / search engine advertisements starting from 1 November 2026 until end of completion of the whole FARMFEST event; setting up, administering, managing and maintaining the FARMFEST website, Facebook page, Instagram and other social media platforms; deploying story boards, creating posts with videos, microfilms, and broadcasting live stage programmes on social media platforms; responding to post messages, handling enquiries and conducting on-line conference / meetings throughout the contract period. The Contractor is required to provide the Director and Organizing Committee with public relations and promotion proposals for adoption and an evaluation of the effectiveness of the proposals based on recognized tools and data. The effectiveness of promotion through social media, online media and websites in reaching the older habitual customers and targeted sectors such as young families with kids and in boosting their desire to purchase local agricultural and fisheries products are essential. The minimum quantity of publicity work required and the expected audience reach are itemized in Table 1. The Contractor is required to work with the Director's Representatives and Organizing Committee and shall prepare to work collaboratively with any other parties assigned by AFCD including AFCD / VMO / FMO / farmers' association, their spokesperson and their contractors in advertising, producing promotional materials, posts, events and information to accomplish the requirement;

Table 1. Requirement of the estimated quantity of publicity work and the expected audience reach over the three-month period.

Publicity channels	Estimated Quantity	Expected Audience Reach
Social media (Facebook, Instagram,	Pre-event (1 st November 2026 to 7 th January 2027):	> 3,500,000

Publicity channels	Estimated Quantity	Expected Audience Reach
Youtube and others)	> 2 posts per week	
	Event period (8 th January 2027 to 10 th January 2027): > 3 posts per day	
Television commercial	>180 slots	> 25,000,000
TV / Radio programmes (e.g. TVB, Radio Television Hong Kong)	> 10 episodes	> 150,000
Online advertisements (e.g. Facebook Ads)	> 10 days	> 3,000,000

- (iii) producing and devising a strategy to promote FARMFEST through Instagram, including setting up, administering and managing the account, recruiting two internet celebrities (“網路名人或網紅”) with not less than 40,000 followers, deploying story boards and posting story with iconic photos and message featuring the whole FARMFEST event, and responding to followers starting from 1 November 2026 until the end of the FARMFEST event;
- (iv) obtaining of necessary permits / licences from competent and / or related Government authorities concerned for the promotion and conduction (including permits / licences for booth operators for selling and conducting business with their commodities, running of the stage programmes, lucky draw, etc.) of FARMFEST and its related programmes and activities;
- (v) taking up of adequate and appropriate insurance cover for FARMFEST throughout the period from setting-up to clearance and for all related events, programmes and activities (e.g. stage programmes and the opening ceremony, complementary campaigns / activities) at the venue or outside before, during and after FARMFEST; and
- (vi) producing and creating evaluation forms for FARMFEST using Google Forms to collect feedback from both visitors and vendors, implementing strategies to incentivise visitors and vendors to complete the online evaluation forms, including but not limited to, including a

QR code of the evaluation form on the event booklet, and compiling comprehensive statistics based on the feedback received within one week after the event.

2. The Contractor is obliged to observe and follow guidance and instructions from the Organizing Committee and the Director’s Representatives with respect to the recruiting sponsorship for FARMFEST 2027. The Contractor shall, at the Contractor’s own expenses, undertake the following tasks :-

(a) conceptualize and propose to the Organizing Committee for consideration a proposal of recruitment for sponsorship in Hong Kong dollars, seek and secure a net sponsorship (net amount after deducting the sponsorship commission fee from the total sponsorship money) with a lump sum of at least \$2.0 million recruited from commercial sponsors using the assorted sponsored commercial zones and from any other means of utilizing the event and/or venue for obtaining sponsorships on the package and terms endorsed by the Organizing Committee. Sponsorship commission fee would not be paid if the amount of sponsorship recruited is \$2.0 million. When the total sponsorship money exceeds \$2.0 million, half of the excess amount of money will be paid as sponsorship commission fee to the Contractor. In case of cancellation of on-site event of FARMFEST 2027, the sponsorship recruited will be returned to the sponsors subject to the agreement of the Director and the Organizing Committee. In addition, no sponsorship commission fee will be paid to the Contractor. An illustration is given below:-

Sponsorship Commission Fee

Total sponsorship money (\$ million)	Sponsorship commission fee (\$ million)	Net sponsorship (\$ million)	Sponsorship commission fee if cancellation of on-site event of FARMFEST 2027
2.6	0.3	2.3	No sponsorship commission
2.4	0.2	2.2	No sponsorship commission
2.2	0.1	2.1	No sponsorship commission
2.0	0	2.0	N/A

(b) the Contractor shall arrange for and manage recruitment of booth operators

including the sponsors, participants of local agriculture and fisheries industries, collection of fees and allotment of booths. In case of cancellation of on-site event of FARMFEST 2027, sponsorship fee, booth rentals and any sum paid for operation of the booth will be returned in full to the payers without compensation for interest. The Contractor shall notify all applicants for sponsors, as well as local agriculture and fisheries booths prior to entering agreement with the sponsors and booth operators;

- (c) the Contractor is responsible for ensuring that all payments from third parties, including but not limited to sponsorships, deposits, rentals, and fees for services, are made exclusively through crossed cheques payable to the “V.M.O. Agricultural Development Fund”;
- (d) the Contractor is required to submit information including but not limited to the name of the authorized persons, contact addresses and telephone numbers in respect of the sponsors, vendors, their staff and workers operating in the sponsored commercial zone in FARMFEST 2027;
- (e) the Contractor shall maintain and provide a traceable record of all companies / organizations / entities including those approached by the Contractor and those that approach the Contractor for sponsorship and participation in the event. The Contractor should disclose all of this record to the Director’s Representative from time to time upon his / her request;
- (f) the Contractor shall be responsible for safeguarding all collected personal data, including any personal data collected during the recruitment of sponsorship, from unauthorized access or unintended disclosure. The Contractor shall ensure compliance with the provisions of the Personal Data (Privacy) Ordinance (Cap. 486), specifically focusing on Data Protection Principle 4, which pertains to the security of personal data;
- (g) the Contractor shall be responsible for obtaining all necessary permits and licenses from related Government authorities for sponsor booth operators to sell and conduct business with their commodities. The Contractor shall also formulate and establish penalty and enforcement measures to manage and ensure compliance of commercial booths with the permitted sales activities by entering into contracts with the booth operators independently. Prior to signing any contracts with the booth operators, the Contractor must obtain the consent of the Organizing Committee;

- (h) the Contract shall not enter into any sub-contract with any person or entity for the recruitment of sponsorship or for the performance of any part of the sponsorship recruitment process;
 - (i) the Contractor shall not, whether by himself or his sub-contractor, or by any person employed by him, solicit or accept any gratuity, tip or any other form of money taking or reward, collection, or charge for any part of the services in the recruitment of sponsors without prior approval and consent in writing by the Director's Representative under this Contract; and
 - (j) If the Contractor fails to comply with any of the above clauses (2a-2i) or does not deliver services to the satisfaction of the Organizing Committee, the Director has the right to deduct the sponsorship commission fee payable to the Contractor.
3. The Contractor is obliged to observe and follow guidance and instructions from the Organizing Committee or the Director's Representatives with respect to the planning, organization, production of FARMFEST 2027. The Contractor shall, at the Contractor's own expenses, undertake the following tasks :-
- (a) conceptualize and propose to the Organizing Committee for consideration the conceptual design, setting and layout of the FARMFEST venue and its facilities thereon including an action plan, on-site setting up schedule and a contingency plan for completing the venue production within 10 calendar days before the 3-day event from 8 – 10 January 2027 and for cleaning-up the venue after the 3-day event within 2 calendar days as required by the Leisure and Cultural Services Department (LCSD). This includes the venue ground, booths (vendors, sponsors and cooked-food stalls), containerized mobile toilets, containerized offices, venue entrances and exits, physical and electronic indicators for the direction of crowd flow from the venue entrance to exits; conspicuous indicators for the locations of the stage, exhibition area, recycling area and various booth areas; demarcation of booth areas; shading and ventilation facilities for the booth areas, exhibition area and stage; generators and associated wiring and equipment; provision of electricity to entrances / exits, stage, booths, exhibition area, recycling areas, containerized mobile toilets and containerized offices; potable water supply and flushing water supply for containerized mobile toilets; potable water supply and cleansing area for booth users; facilities and services related to venue cleaning, as well as the recycling, collection, recording, and disposal of garbage and waste; first aid services, disinfection services, security services, crowd and vehicular control services, consultancy service and implementation of temporary traffic arrangement (TTA) and road closure, shuttle bus service; decoration for venue and

outside of the venue including street decoration and utilization; utilities supply and connection; as well as any other related aspects of services identified by the Organizing Committee or any anti-epidemic measures by the Department of Health;

- (b) plan, organize, co-ordinate, implement and manage, in strict accordance with the timing, format and requirement specified and within the budget of costs endorsed by the Organizing Committee, for the acquisition on behalf of the Director of all personnel, labour, services, materials, equipment, fixtures, structures, installations and facilities required for the smooth and proper planning, organization, production and management of FARMFEST in respect of but not limited to –
- i. the planning, setting up and decoration of the venue and its facilities within 10 calendar days before the 3-day event from 8- 10 January 2027 and cleaning-up the venue after the 3-day event within 2 calendar days, thereon including the venue ground, booths (local agricultural and fisheries operators, sponsors, cooked-food stalls and exhibitors), containerized mobile toilets, containerized offices, venue entrances and exits, electronic and physical indicators for the direction of crowd flow from the venue entrance to the exits; conspicuous indicators for the locations of the stage, exhibition area, recycling area and various booth areas; shading and ventilation facilities for the booth areas, exhibition area and stage; generators and associated wiring and equipment; provision of electricity to entrances / exits, stage, booths, exhibition area, recycling area, containerized mobile toilets and containerized offices; potable water supply and flushing water supply for containerized mobile toilets; potable water supply and cleansing area for booth users; facilities and services related to venue cleaning, as well as the recycling, collection, recording, and disposal of garbage and waste; first aid services, disinfection services, security services, crowd and vehicular control services, consultancy service and implementation of temporary traffic arrangement (TTA) and road closure, shuttle bus service; decoration for venue and outside of the venue including street decoration and utilization, utilities supply and connection, as well as any anti-epidemic measures mandated by the Department of Health and any other requirements of the Organizing Committee. All materials used shall comply with the fire prevention requirements of the Fire Services Department of the Hong Kong Government. All structures erected shall comply with safety requirements mandated by the relevant regulatory authorities of the Hong Kong Government. The following types of booths with fascia and

associated shading facilities shall be set-up at the venue. The venue layout plan (not to scale) and aerial view-photo of the venue from past event is shown in Plate 1 for reference. The estimated numbers of booths and venue layout are provided for the Contractor's reference only and do not constitute figures or the layout to which the Director is bound to adhere. The Contractor shall be prepared to accept any increase or decrease of booth numbers, with all price, terms and conditions remain unchanged. The actual setting of all facilities at the FARMFEST venue, included but not limited to width of paths between booths, must match the layout plan provided by the Contractor prior to the event.

Booth Types	Position at the Venue	Estimated Numbers	Dimensions	Construction Materials
Hong Kong Harvest Agricultural and Fisheries Product Zone and F/VMO booth	Near the venue entrance at the Boundary Street	140	2.5m (W) x 2.5m (L) x 2.5m (H) from the roof bottom	Wooden / metallic frame with canvas laid triangular roof and ground protection according to the requirements of LCSD.
Specialized Agricultural and Fisheries Product Zone	Next to the Hong Kong Harvest Agricultural and Fisheries Product Zone	60		For fisheries booths that sell frozen or chilled fisheries products, to include mats or carpets on the ground floor to prevent it from becoming slippery.
Educational Zone	Next to the exhibition area	22		
Commercial booths	Near the stage and the venue exit of the Tat Chi Avenue	176	3.0m (W) x 3.0m (L) x 2.75m (H) from the roof bottom	Metallic frame with canvas laid pyramidal roof and ground protection according to the requirements of LCSD.
Special commercial booths (6 catering instant refreshments)	Near the stage	6	3m (W) x 6m (L) x 2.75m (H) from the roof bottom	Metallic frame with canvas laid triangular roof and ground protection according to the requirements of LCSD to protect ground surface and prevent

Booth Types	Position at the Venue	Estimated Numbers	Dimensions	Construction Materials
				grease and oil from cooking from affecting the venue floor.
Total		404		

界限街 Boundary Street



會場主入口 M
出口 E1 E2

Tat Chee Avenue 達之路



Plate 1: Venue Layout Plan and Aerial View-photo of the Venue of previous FARMFEST

- ii. devising a plan and setting up a sufficient number of 200-amp 3-phase electricity generators for provision of temporary electricity with the objective to meet the power demand of the venue at any time (from the set-up to clearance of the venue) during the FARMFEST event. For electricity supply, each booth / exhibition area / stage / containerized office / containerized mobile toilet, etc. shall be installed with relevant sockets and equipment including safety devices and an earth leakage circuit breaker (ELCB) such that electrical failure in one area will not affect the other areas in the venue;
- iii. devising a plan and setting up of adequate water supply and drainage points for the washing areas in the venue;
- iv. devising a plan and setting up a covered stage area with shading facilities (about 20m (W)x 15m (L)), a stage of dimension of 7m (W) x 14m (L) x 0.6m (H) with decoration, PA / audio-visual working area and a backdrop of 14m (L) x 4.5m (H). The stage area shall be constructed with metallic materials. About 200 chairs should be set in front of the stage;
- v. devising a detailed run-down for the opening ceremony of FARMFEST, setting up all necessary props, overseeing the launch of the ceremony and ensuring its smooth execution with the assistance of a professional Master of Ceremonies and at least three (3) experienced event assistants. The Contractor shall also set up a designated press area equipped for audio reception and reception areas with the necessary services for guests, and control vehicular access at the vehicle entrance;
- vi. planning for and hiring sufficient security guard services to carry out 24-hrs security services, crowd control and vehicular control at the venue throughout the entire FARMFEST period from the set-up to clearance of the venue. Prior to FARMFEST, the Contractor shall engage uniformed groups to strengthen security and crowd control at the venue during the event. The specific requirements are as follows: a minimum of three (3) security guards for overnight surveillance during the 10-day setup period and the 2-day clearance period. During the 3-day event, there should be a minimum of twelve (12) guards for crowd control and vehicular control, as well as five (5) guards for overnight surveillance. If uniformed groups

cannot be engaged on any day of the event, the Contractor shall hire additional security guards specifically for crowd control;

- vii. arrangement of free shuttle bus services every quarter hour from 10:00 – 20:00 on each event day to circulate between Shek Kip Mei MTR Station and the event venue to cater for visitors' use and provision of conspicuous signage and at least two (2) experienced event assistants to coordinate visitors in riding the shuttle buses;
- viii. devising and implementing a plan in accordance with the Police's instructions, included but not limited to the provision of conspicuous physical and electronic signage to direct the crowd from the venue entrance to the exists, adequate surveillance cameras, people counting system(s) for crowd management, consultancy service and implementation of temporary traffic arrangement (TTA) and road closure, and any other required crowd and vehicular control measures.
- ix. devising and implementing a plan for the provision of sufficient temporary containerized offices and containerized mobile toilets, facilities and services related to venue cleaning, as well as recycling, collection, recording, and disposal of garbage and waste; disinfection and cleansing services at the venue during the event;
- x. devising and implementing a green strategy for the event by following "A Waste Reduction Guidebook for Large Scale Event Organisers" published by EPD. The measures shall include but not limited to the following actions: (a) setting up three (3) recycling stations (6 meters x 2 meters each) in the venue with adequate and conspicuous direction signs or banners showing the vendors and the public about the locations of recycling stations in the venue; providing each recycling station with recycling containers / area for paper (including but not limited to booklet recycle box, carton box), plastic bottles with clean recycling facilities, poly-foam boxes, metal cans, wooden crates / pallets and food waste; (b) planning for implementing incentives / punitive measures such as the withdrawal of any guarantee deposit collected from booth vendors based on their green performance; (c) ensuring that there are sufficient Green Ambassadors to manage the recycling stations and educate the vendors and the publics about clean recycling or showing videos from EPD to educate the vendors and the publics about proper recycling; (d)

- collection and disposal recyclables, including but not limited to wooden crates / pallets, fluorescent lamps, carton boxes, food wastes etc. to places designated by EPD ; (e) devising and implement measures on booth vendors catering instant refreshments and meals in accordance with the Product Eco-responsibility Ordinance (Cap. 603) and other relevant guidelines promulgated by EPD to prohibit the use of disposable plastic and expanded polystyrene tableware, and other similar items; (f) providing reusable tableware rental services; (g) collection and disposal of all solid wastes in accordance with the regulations and ordinances of the Government that are in effect during FARMFEST;
- xi. devising and implementing a plan for the provision of daily measurements and records relating to general refuse generation, as well as breakdown of recyclable collections and for reporting to the Director. The collected data on general refuse and the recyclables shall be summarized in a table format and submitted within one week after the completion of the event. The Contractor shall also provide information on the treatment methods for all recycled materials and track and report their whereabouts. The Contractor shall be responsible for arranging weighing, transportation and labour required for the delivery of recyclables to relevant recycling facilities designated by EPD. The company appointed by the Contractor for handling the recyclable materials shall be by relevant organizations listed in the “Hong Kong Collector / Recycler Directory” on the EPD’s Hong Kong Waste Reduction Website;
- xii. obtaining necessary permits / licences for booth activities, including but not limited to selling pre-cooked and/or pre-prepared food, selling chilled or frozen fish or shellfish and performing stage events, from the relevant Government authorities and / or competent authorities concerned for the production and conduction of FARMFEST and its related programmes and activities prior to the 3-day FARMFEST event. The Contractor is responsible for overseeing, managing and enforcing compliance of all cooked-food stalls and commercial sponsor booths with the relevant regulations of the Hong Kong government at any time during FARMFEST;
- xiii. planning for and provision of logistics and transportation facilitating the smooth moving-in and moving-out of the venue for working staff /

- subcontractors / booth operators / sponsors / any other contractors / subcontractors as instructed by the Organizing Committee or the Director's Representatives throughout the FARMFEST period from the set-up to clearance of the venue;
- xiv. taking up of adequate and appropriate insurance coverage for FARMFEST throughout the period from set-up to clearance and for all related events, programmes and activities (e.g. stage programmes and opening ceremony, complementary campaigns/activities) at the venue and outside of the venue, before, during and after FARMFEST. The insurance coverage shall also extend to facilities including but not limited to booths, venue entrances and exits, the stage area and exhibition area;
- xv. devising and implementing a plan for overall control and management of the venue, emergency incidents, and services thereon, in consultation with the Director's Representative or the Organizing Committee from the set-up to clearance of the venue;
- xvi. devising and implementing a plan for clearing and cleaning of the venue and its facilities including but not limited to booths, venue entrances and exits, the stage area and exhibition area within 2 calendar days after the 3-day-event of FARMFEST by removing and disposing properly of all wastes, materials, properties, belongings, equipment, fixtures, structures, installations and facilities away from the venue;
- xvii. devising and implementing a plan for ground protection, repairing / making good of any damages to the venue and restoring the venue to its original state to the satisfaction of the Leisure and Cultural Services Department. All costs and expenses incurred in making good any such damage shall be recoverable as a debt by the Director from the Contractor;
- xviii. planning and implementing a stage programmes with a variety of local elements in it (including traditional cultural performance, gourmet events, Chinese New Year delicacies cooking demonstration, Fai Chun calligraphy, Chinese opera, musical events, pop singing, dancing and so on). The stage programmes shall contain at least 5-6 varieties of programmes. The stage programmes shall operate daily for 4 hours from

14:00 to 18:00. The Contractor shall arrange adequate on-site staff and security to manage and oversee the stage programmes. The Organizing Committee and Director's representatives shall have the absolute right at his discretion to terminate the stage programmes as they deem appropriate, without providing compensation to the Contractor;

xix. devising and implementing a plan for adequate on-site staff to manage and operate the exhibition area daily on each event day for 10 hours from 10:00 to 20:00; and

xx. Be able to promptly respond and make necessary arrangements to emergency situations including but not limited to anti-epidemic requirements from the Government.

(c) plan, organize, co-ordinate, implement and manage, in strict accordance with the timing, format and requirement specified and within the budget of costs endorsed by the Organizing Committee, for the acquisition on behalf of the Director of all personnel, labour, services, materials, equipment, fixtures, structures, installations and facilities required for the smooth and proper production, promotion and setting up of an exhibition area to be completed within 10 calendar days before the 3-day event from 8 – 10 January 2027 and cleaned up 2 calendar days after the 3-day event in respect of but not limited to:-

(i) design, production, setting up and maintaining a covered exhibition area with exhibits and decorations for FARMFEST 2027 in a net area of about 24 meters x 12 meters, positioned between the Specialized Agricultural and Fisheries Product Zone and the educational zone, including use of materials and structures that comply with the prevailing regulations on fire prevention, safety, and other relevant standards. It shall also provide utility supplies and connections. All installations must conform to the corresponding safety requirements. The design of the exhibition area shall be highly attractive, employing a stylish, high-tech aesthetic that complements the various exhibits, displays and panels showcasing the local state-of-the-art technology for agriculture and fisheries and any other materials required by the Director. The exhibition area shall offer good shelter, ensure proper ventilation, facilitate smooth traffic flow, feature well-designed landscaping, and provide a suitably lit and comfortable area for visitors to view and interact with the exhibits and displays. The

covered exhibition area shall be barrier-free, wheelchair-friendly, and equipped with adequate lighting and cooling systems to accommodate approximately 200-300 visitors. The Contractor shall prepare to work collaboratively with any other parties assigned by the Director including AFCD / VMO / FMO and their contractors for the set-up, design, decoration, and production of the exhibition area;

- (ii) devising and implementing a plan for setting up, design, decoration and production of the live crop field including path(s), walkway(s), ground cover, soil and display the following items: (a) live crop plants (shall be provided by the AFCD), (b) other crop and fish models provided by AFCD / VMO / FMO. The Contractor shall be responsible for transporting items back and forth between AFCD / VMO / FMO and FARMFEST venue;
 - (iii) taking up of adequate and appropriate insurance coverage for FARMFEST throughout the period from setting-up to clearance of the exhibition area as well as for all related programmes and activities before and during FARMFEST; and
 - (iv) devising and implementing a plan for clearing and cleaning of the exhibition area within 2 calendar days after the 3-day event of FARMFEST by removing and disposing properly of all wastes, materials, properties, belongings, equipment, fixtures, structures, installations and facilities away from the exhibition area.
- (d) In the event that the on-site FARMFEST 2027 event is cancelled by the Director due to unforeseen circumstances, the Contractor shall conceptualize and propose a contingency plan to the Organizing Committee for consideration and implement the approved contingency plan. The contingency plan shall include:
- (i) focusing on promoting on-line sales of local agricultural and fisheries products;
 - (ii) broadcasting the opening ceremony and stage performances online, which includes but not limited to preparing the rundown, securing venue/studio, acquiring equipment, and assembling crews for broadcasting, as well as setting up and operating broadcasting platforms (e.g. FARMFEST social media platforms);

- (iii) providing an online FARMFEST virtual event and full on-line solutions for participating vendors of local agriculture and fisheries industries. This include promoting their products and supporting F/VMO's online sales platforms by: a) providing logistics for door-to-door collection and packaging of their fresh perishable agricultural products, chilled or frozen fisheries products, dried fisheries products and other commodities on sale; b) providing door-to-door delivery to customers according to the delivery conditions required by the products; c) managing on-line sale and ordering, payment transactions, as well as after-sales follow-up and services for at least 14 consecutive days. The solution shall include but not limited to an on-line platform for promoting local agricultural and fisheries products from participating farms and the fisheries industry, receiving orders, arrangement of electronic payments, tracking transaction records, logistics for sorting and packaging orders, door delivery and handling refunds or exchange of goods after sale;
 - (iv) implementing solutions to pacify sponsors and booth operators including but not limited to refund of the sponsorship, booth rentals and fees paid due to operation of the booths, as well as proposing detailed planning to reduce the event expenditures; and
 - (v) the Contractor shall plan, organize, co-ordinate, implement and manage, in strict accordance with the timing, format and requirement specified and within the budget of costs endorsed by the Organizing Committee for the acquisition on behalf of the Director of all personnel, labour, services, materials, equipment, installations and facilities required for the on-line solutions.
- (e) The Contractor shall submit a report within one month after the completion / termination of FARMFEST project to the Director's Representative, on evaluation of the Services so provided with the auditor's report and audited financial statements prepared at the sole expenses of the Contractor covering all income / expenditure items concerning the project. Additionally, within one week after the completion of the project, the Contractor shall provide the Director's Representative with a declaration, prepared at the sole expenses of the Contractor, confirming that any personal information collected during the FARMFEST project has been properly disposed of.

4. The Contractor is obliged to observe and follow guidance and instructions from the Organizing Committee or the Director's Representatives with respect to the actual conduct of FARMFEST 2027. The Contractor shall, at the Contractor's own expenses, undertake to implement all the plans required in Schedule 2 in relation to the conduction of the event. The Contractor is responsible for transportation and on-site set up of the booths and the stage as well as other decorations, structures and utilities at Fa Hui Park, Mongkok according to the time frame specified by the Director's Representative and/or requirements of the Leisure and Cultural Services Department. After the event, the Contractor is responsible for dismantling, removal and disposal of the booths, the stage as well as other decorations, signage, structures and utilities within the time frame specified by the Director's Representative and/or requirements of the Leisure and Cultural Services Department. After the completion of the event, the Contractor shall be responsible for the production and provision of a 10-minute video recording of highlights of the event, at the Contractor's own expenses, and related activities in HD format.
5. The Contractor should provide draft scale 2-D layout(s) and relevant 3-D drawings / computer graphics with indication of dimension/materials, game/display programming to be used in his/her proposal.
6. For the acquisitions required above, the Contractor must at least obtain three quotations or such number of quotation or quotation by suppliers as may be required by the Director's Representative for consideration, and be obliged to select service providers of the lowest quotation unless the Contractor can provide justifications to the satisfaction of the Director's Representative or the Organizing Committee for selecting service provider with higher quotation.
7. The Contractor should provide certification on safety, fire proof, structural safety, health, music copyright and other relevant matters concerning all the setup, exhibits, electrical work, as well as workers and personnel employed/hired as required by government departments and / or by the laws of HKSAR at his/her own cost. The Contractor should also provide all related insurance as required by government departments and / or by the laws of HKSAR at his/her own cost. The exhibits, the certification, license and insurance must be ready for inspection one month before the start of and from time to time during FARMFEST 2027.
8. The budgeted expenditures for the promotion including works and services in Clauses 1-2 above shall be around \$1.4 million, whereas the budgeted expenditures for the production

including works and services in Clauses 3(a) to (c) above shall be around \$4.2 million. In case on-site event is cancelled, the budgeted expenditures for the production including works and services in Clauses 3(d) above for the on-line event shall be around \$2 million.

Guidelines on Submission of Proposal for FARMFEST 2027

1. Suppliers should provide the following information:-
 - (a) Number of years of relevant job experience and proof in successfully delivering project(s) of similar nature and scale as the FARMFEST, and in seeking commercial sponsorship for the project(s), if applicable. **The Tender Closing Date will be the cut-off date for calculation of years of experience;**
 - (b) To demonstrate a complete and full understanding of the service requirements, the Supplier shall submit a proposal for the following:
 - (i) The promotion, advertising and publicity programmes and implementation plan as prescribed in the proposal in Schedule 1, services specification in Schedule 2 and as appropriate of the whole event including the complementary promotional activities before and during FARMFEST, the rundown, reception services and press arrangement of the opening ceremony, and stage programmes of FARMFEST;
 - (ii) Complementary promotional activities, publicity and advertising programmes including the TV/radio programmes and social media utilization as prescribed in the services specification in Schedule 2 and an evaluation of the effectiveness of the proposals based on recognized tools and data. The effectiveness of promotion through social media, online media and websites in reaching the older habitual customers and targeted sectors such as young families with kids and in boosting their desire to purchase local agricultural and fisheries products are essential;
 - (iii) Securing a net sponsorship with a lump sum of at least \$2.0 million from potential commercial sponsors for the event and managing compliance of all commercial sponsor booths with the permitted sales activities during the event;
 - (iv) Promotion and production of the decorated and covered exhibition area featuring various agricultural and fisheries technology, displaying live theme crops and fisheries products, and allowing visitors to see the exhibits and take pictures in a comfy and safe environment;
 - (v) Development of the overall theme and special attractions for the whole event with a particular focus on the conceptual design, setup and layout of the FARMFEST venue and its facilities thereon including booths (for local agricultural and fisheries operators, sponsors, cooked-food vendors and exhibitors), venue entrances and exits and the stage;
 - (vi) Provision of facilities including containerized mobile toilets, containerized offices,

- shading facilities for the booth areas, the stage and the exhibition area; use of electronic and physical indicators for the direction of crowd flow from venue entrance to the exits; conspicuous indicators for locations of various areas within the venue; use of generators and associated wiring and equipment for the provision of electricity to entrances/exits, the stage, booths, the exhibition area; potable water supply and cleansing area for booth users; first aid services; facilities and services related to venue cleaning, as well as the recycling, collection, recording, and disposal of garbage and waste; tracking the whereabouts of all recycled materials;
- (vii) Measures and a contingency plan for on-site management/problems/emergencies/pandemic in regard of venue security, crowd and vehicular control, first aid services, venue cleansing and disinfection; the collection, recycling and removal of garbage/wastes and overall venue cleansing after the event; latrine facility and power and water supply;
 - (viii) Provision of well-maintained shuttle bus service;
 - (ix) Implementing measures on catering vendors to prohibit the use of disposable plastic and expanded polystyrene tableware in accordance with the Product Eco-responsibility Ordinance (Cap.603), and implementation of green measures following “A Waste Reduction Guidebook for Large Scale Event Organisers” published by EPD; collection and disposal of all solid wastes in accordance with the regulations and ordinances of the Government that are in effect during FARMFEST; provision of reusable tableware rental services, other green and energy saving measures, etc. to be implemented at the FARMFEST venue;
 - (x) Development of on-line event and full on-line solutions for on-line promotion, an online opening ceremony, online stage performances, and online sales, logistics and delivery of local agricultural and fisheries products from participants of the agriculture and fisheries industries in case the on-site event is cancelled.
- (c) An account of budgeted income and expenditures for the proposal with breakdown for the tasks in Schedule 2. A supervisory plan to monitor the conduct of his employees before and during FARMFEST including the expertise of the supervisory staff and mechanism for monitoring and supervising employees.
2. Information provided in the proposal will form part of the tender to be evaluated by the Organizing Committee. Tenders failing to submit any proposal will not be considered further in the tender assessment. Suppliers may also include other materials / innovative proposals as appropriate to facilitate consideration of its offer by the Organizing Committee. If the proposal is accepted by the Organizing Committee, it will be legally binding on the successful Supplier and form part of the Contract.

3. Short-listed Suppliers are required to present their **complete information** in the proposals to the Organizing Committee at the date, time and place as specified by the Director's Representative.

Schedule of Rates

**Project Fee for
Provision of the Services for the Promotion and Production of FARMFEST
2027**

To: Director of Marketing

I/We,

having read the terms stated in the Tender Document, hereby offer to provide services for the Promotion and Production of FARMFEST 2027 at the following fees:

The Project Fee (excluding budgeted expenditures for production and promotion as stated at Clause 8 of Schedule 2)

At a total amount of HKD _____
(HK\$ _____)

Authorised Signature : _____

Name of Person Authorised to Sign : _____
(in Block Letters)

Name of Supplier in English : _____
(in Block Letters)

Address : _____

Tel. No. / Fax No. : _____ / _____

Date : _____

Marking Scheme for Assessment of Tender

A weighting of 70% for the Technical Proposal and 30% for the Price Proposal will be adopted for the purpose of assessing the conforming tenders received.

Stage 1: Technical Assessment (weighting 70%)

	Assessment criteria	Marks for individual criteria (*marks for innovation)	Total marks for Section A
A	<u>Execution plan</u>		
1	<u>Event management and operation plan</u> Setting and layout of the FARMFEST venue and its facilities thereon including booths, the venue main entrance, containerized mobile toilets, the stage and exhibition area, etc. to meet the objectives of FARMFEST 2027 and the requirements of the Organizing Committee; Implementation plan and venue management including cleansing and disinfection, security, visitor flow and crowd control, utilities, waste collection, etc.; Implementation of environmentally friendly facilities and measures including proper and clean recycling of wastes, the promotion and implementation of green measures, etc.	24 + 6*	85
2	<u>Social media strategy, advertisement and implementation plan</u> Proposed plan for reaching out to service targets for optimizing participation and encouraging the purchase of local products and attracting new clientele; Sufficiency of content and exposure, creativity in promotion, effectiveness in converting exposure to sales.	10 + 3*	
3	<u>Other publicity work and implementation plan</u> Proposed plan for organizing and coordinating various event campaigns / activities, publicity	10 + 2*	

	Assessment criteria	Marks for individual criteria (*marks for innovation)	Total marks for Section A
	programme in electronic media aside from advertisements; Recruitment of sponsors and booth operators for the on-site event as appropriate; Production of publicity materials.		
4	<u>Resources plan</u> Staffing, materials, equipment, tools, vehicles, techniques and budget, etc. for the implementation of the submitted work programme/work plan design.	14 + 3*	
5	<u>Risk Management and/or contingency plan</u> Handling emergency situations such as sudden outbreak of incidents related to pandemic, accidents, complaints, or the cancellation of the on-site event, etc.	10 + 3*	
	Total <i>(Passing Mark-Excluding the marks for innovative suggestions and elements)</i>	68 + 17* (17)	

Notes

Marks for each component of the Execution plan is given in accordance with the following 5-grade marking scale.

- 100% - The proposed plan is practical with detailed information for all of the required items.
- 75% - The proposed plan is practical with detailed information for more than three fourth of the required items and brief information for the remaining required items.
- 50% - The proposed plan is practical with detailed information for more than half of the required items and brief information for the remaining required items.
- 25% - The proposed plan is practical with brief information covering all of the required items.
- 0% - The proposed plan is impractical or fails to provide information on any of the required items.

Tenderers are reminded to highlight their innovative suggestions in their submission. Examples

may include suggestions on innovative application of technology, streamlining of operational plans, better management of resources, minimizing costs, etc.

	Assessment criteria	Marks for individual criteria	Total marks for Section B
B	<u>Experience</u>		
1	Relevant experience of the Tenderer within 5 years immediately preceding the original Tender Closing Date in successfully delivering project of similar nature and scale as the FARMFEST event, in dealing with on-site problems, contingency /emergencies, and in seeking commercial sponsorship for the project.	15 [15: ≥ 5 years 12: ≥ 4 – <5 years 9: ≥ 3 – <4 years 6: ≥ 2 – <3 years 3 : ≥ 1 – <2 years 0 : < 1 year]	15
	Total	15	15

Total for Section A and Section B	85 + 15	100
-----------------------------------	---------	-----

Total marks for Stage 1 - Technical Assessment

Total marks for Stage 1 = Marks in Section A + Marks in Section B

Technical score (weighting 70%)

Technical score = 70% × Total marks for Stage 1

Stage 2: Price Assessment (weighting 30%)

Upon completion of the technical assessment, the fee information of **tenders that have passed Stage 1 assessment** will be assessed according to the formulae stated below-

Project Fee Score (weighting 30%)

$$\text{Project Fee Score} = 30 \times \frac{\text{Lowest fee among all tender offers which have passed the technical assessment}}{\text{fee of the tender offer being considered}}$$

Stage 3: Calculation of Total Score

Total Score = Technical Score + Project Fee Score

Normally, tender with the highest Total Score will be recommended for the award of the contract.

Schedule of Compliance

Suppliers shall complete the ‘Schedule of Compliance’ provided in respect of the offer. Should alternative offer(s) be included, separate ‘Schedule of Compliance’ should be completed accordingly. Failure to complete the ‘Schedule of Compliance’ will invalidate the tender. Suppliers are requested to confirm in the ‘Schedule of Compliance’ that offers submitted comply with the required specification in every respect. If an offer does not conform to the tender specification, Suppliers should provide full details of their alternative offer, but the Director reserves the right to accept or reject any such offer.

*** Delete as appropriate**

I / We* confirm that the services offered *** is / is not** totally in compliance with the required specifications.

N.B.: Should the services offered is not totally in compliance with the required specifications, Suppliers should provide details below.

<u>Clause</u>	<u>Deviation</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Note: Details must be given should the offered services differ from the required Specification.

Authorized Signature : _____

Name of Person Authorised to Sign : _____
(in Block Letters)

Name of Supplier in English : _____
(in Block Letters)

Tel. No. / Fax No. : _____ / _____

Date : _____

Farm Development Division
Agriculture, Fisheries and Conservation Department
(Attn: Ms. Carol CHAN)
Fax: 2679 5443
E-mail: carol_ty_chan@afcd.gov.hk

Reply Slip for the Briefing Session

(Please return the Reply Slip on or before 5:00 pm on 10 July 2026, Friday)

for

Provision of Services for the Promotion and Production of FARMFEST 2027

/

Representative of _____(Name of Company)
will attend the briefing section to be held at Conference Room, 2/F, Cheung Sha Wan Wholesale
Vegetable Market, 757 Lai Chi Kok Road, Cheung Sha Wan, Kowloon at 2:00 pm on 13 July
2026 (Monday).

The representative(s) is/are:

Name	Contact Phone No.

Name of Company:

Company Chop:
