

2022 年日本旅展台灣館展攤設計施工及營運執行招標案

財團法人台灣觀光協會(以下簡稱本會)受交通部觀光局委託，於 2022 年 9 月 22 日至 9 月 25 日在日本東京參加日本旅展(Tourism EXPO Japan)，針對該展台灣館設計施工及該展期間相關活動營運等事宜徵求承辦廠商。茲就本活動招標重點說明如下：

壹、投標方式：

一、本國廠商與外國廠商皆可參加投標，投標廠商均應以中文撰寫企劃書。

投標時請檢附下列文件：

1. 資格證明文件（若為日本廠商，以下證明得以日文提供，其他國外廠商請以中文提供）

(1) 公司簡介

(2) 公司登記或設立證明(影本)。

(3) 最近一期營業稅完稅證明文件(影本)。

2. 企劃書 6 份(繁體中文)，內容應包含：

(1) 日本旅展台灣館設計(至多 2 款)、各區空間配置與設計、設計理念說明(約 100-200 字)及平面、3D 立體配置圖等。

(2) 舞台活動、DIY(講座)活動等提案(各至少 2 款)，並詳述活動內容。

(3) 相關防疫措施規劃。

(4) 人力編組、工作進度管理規劃。

3. 報價單：須含「伍、招標規格」之各項需求及細項，以及台灣館電力費用，並請以新台幣含稅價格報價(單價可以日幣；總價須為新台幣)，並加蓋公司負責人印鑑章。

4. 以往承辦相關工作／施工之實績。

以上文件請於 2022 年 5 月 27 日台灣時間下午 6 時前以掛號寄達或親送至本會。

● 收件人：葉筑鈞資深專員收

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- 電話：+886-2-2752-2898
- E-mail：naomi@tva.org.tw
- 請於信封註記：**投標 2022 年日本旅展台灣館展攤設計施工及營運執行招標案**

二、因受 COVID-19 疫情影響，本會得視狀況通知廠商親至本會或以視訊方式參加評選會議，符合資格之投標廠商均應派員參加，並以中文說明企劃內容，投標廠商不得拒絕（評選日期另訂）。

貳、決標方式：本案為專業性之勞務採購，以展館設計(35%)、活動規劃(20%)、人力及服務品質(15%)及價格(30%)為評選標準。

參、決標日期：另訂(不公告)。

肆、日本旅展台灣館基本資訊：

一、活動名稱：日本旅展 / ツーリズム EXPO ジャパン 2022

二、預算：新台幣 210 萬元(含稅)，廠商報價不可超過預算，最後執行經費須經本會與廠商議價後（幣別：新台幣）訂定。另契約價金支付，廠商如為日本廠商，本會將以日幣支付；如為其他外國廠商，本會將以美金支付（以上外幣匯率將以匯款當日為準）。

三、時間：2022 年 9 月 22 日至 25 日(業者日：9/22-23；大眾日：9/24-25)

四、地點：日本東京 Big Sight

(地址：〒135-0063 東京都江東区有明 3 丁目 11-1)

五、攤位位置：待確認後通知承辦廠商。

六、攤位面積：台灣館預計 10 格，每攤位面積 3*3 公尺，總面積共 90 平方公尺。(另 4 間航空公司預計各 2 格，共計 8 格。台灣館及航空公司共 18 格，請將航空公司列入台灣館平面空間規劃，設計及搭建由航空公司自行負責)

伍、招標規格：

一、台灣展館整體設計及施工需求

1. 台灣館硬體搭建應包含：

- (1) 舞台空間
- (2) 開放式洽談區
- (3) 台灣資訊區
- (4) 互動體驗區
- (5) 業者展區
- (6) 儲物及其他服務空間
- (7) 航空公司展位(設計及搭建將由航空公司自行處理)

展館空間應具彈性並可多功能運用，並以設計主軸貫穿整體。

2. 設計主軸：

- (1) 以英文字「Taiwan」及日文「台湾」，並呈現日本市場「いくたび、ふたたび台湾」的宣傳形象，結合近年台灣旅遊宣傳主題：雙鐵旅遊(鐵道、高鐵和自行車)及觀光圈跨區域旅遊等低碳觀光為主軸(佔設計比例 80%)，且配合其他台灣旅遊元素如：美食、樂活、文化(燈會等大型活動)。並運用大型螢幕、霓虹燈、LED 或電子科技產品等設備規劃設計台灣館，傳達台灣旅遊魅力與具現代科技之形象，以吸引日本民眾，整體設計不宜以 Q 版設計圖案為主體，同時館內動線宜通透、流暢，並得保留符合大會要求之走道空間，且與周遭場館有效區隔。

設計元素可參考下列網址：

<https://www.taiwan.net.tw/m1.aspx?sNo=0042000>

<https://tw-light.tw/taiwan-lantern-festival.html>

<https://jp.taiwan.net.tw>

- (2) 為體現台灣環保永續的觀光印象，展館搭建設計及空間規劃使用之材料，應以可回收再利用的科技環保素材為主，以呼應國際 SDGs 趨勢。
- (3) 為因應疫情，展場內民眾易碰觸之區域(如互動區)應以防菌、抗菌之素材施作(如噴灑光觸媒)及加強旅展期間現場消毒及

清潔作業等，現場應備有所需之消毒材料或設備等。

3. 展館規劃應包含下列各區（可互相搭配與結合）：

- (1) 舞台區：可供約 3-5 人表演團體演出之舞台，並在適當位置規劃大型螢幕或 LED(牆)供影像播放，達到聚眾效果，舞台可規劃為活動式，位置應可配合演出內容，和開放式洽談區空間彈性搭配運用。
- (2) 開放式洽談區：本區為多功能用途，空間須可同時容納 5 組以上之業者洽談，包含桌椅、防疫設備、插頭等，並配合業者日及民眾日等不同時段可做為辦理 DIY 體驗、講座或舞台活動之運用。另請針對舉辦跨國線上商談規劃額外報價(包含網路及軟硬體設備等)。
- (3) 台灣資訊區：本區需以多媒體方式呈現，供民眾查詢相關旅遊資訊，空間設計應與展館之主題相符，另需規劃至少可放置 10 種以上之紙本文宣空間（以 A4 尺寸計），以幫助民眾取得及認識台灣觀光資源。
- (4) 互動體驗區：規劃至少兩款互動機制，或其他合適之互動效果，互動體驗可融入於台灣資訊區設計或整體展館之中。互動內容需結合主題，並善用科技工具如：影視科技、虛實整合(AR/VR)、五感體驗、沉浸式互動等，在符合主辦單位之防疫規範前提下，吸引遊客進入台灣展館，感受台灣觀光的特色與魅力。廠商並應視需求協助後製既有之影片及其他素材。
- (5) 業者展桌：同時段需可容納至少 10 位業者，每單位至少應保留 1 公尺空間(含椅子)，展櫃需有簡單儲物空間(需可上鎖)及 DM 擺放空間。
- (6) 服務台：櫃檯下方需規劃可上鎖之儲物空間。
- (7) 儲藏室：儲藏室門應可上鎖，並可放置工作人員及演出人員物品，內部至少可容納 1 桌 5 椅，及展期間紙本文宣和展場用物

品儲藏之空間。

(8) 音控室：含燈光音控師。

二、台灣館營運執行需求

1. 舞台活動企劃：

(1) 開幕企劃(包含 9/22 台灣館開幕，及 9/24 民眾日之聚眾暖場開幕，兩場開幕活動請分開報價。)

(2) 民眾日時提供至少兩款能吸引民眾並展現台灣特色之舞台活動企劃(如：旅遊講座、名人網紅分享、料理教學、名人現場演出、直播……等，形式不拘，惟須符合大會相關規定。)

(3) 暖場活動提案：於各舞台節目開始前吸引民眾聚集(如：台灣知識問答等)

2. DIY 體驗或講座活動：規劃至少兩款民眾日展場活動，兩日共計至少 4 場次，DIY 或講座內容需可體現台灣特色，並於提案中提出講師人選及活動企劃。

3. 防疫措施規劃：

應配合主辦單位防疫規範，針對展場規劃相關防疫措施，例如：準備酒精、定期消毒、設置防飛沫隔板……等。

4. 人力規劃：

台灣館應至少配置下列人員，其餘人力由廠商依需求自行增加。

(1) 舞台活動主持人：每日至少 1 名，諳中、日文

(2) 工作人員：至少 6 位（含整體運營總監），其中 3 位需為諳中日文，且對台灣有基礎認識，能夠簡單回應現場民眾問題者。工作內容包含：

- a. 於展前將資料置妥於各展位
- b. 服務及協助回答現場觀眾提出之諮詢
- c. 展館營運
- d. 舞台節目之進行及維持秩序協助

- e. 互動體驗區教學
- f. 清潔及防疫措施之實施
- g. 穿戴觀光局「喔熊」人偶演出規定舞蹈，與觀眾互動

※如實際展出時各國邊境受 COVID-19 疫情影響尚未能正常開放國際觀光，則「喔熊」人偶演出將可能取消或調整工作人員數量，本會將另通知。

(3) 燈光音控師：每日至少 1 名，操作館內專業音響燈光器材。

(4) 攝影師：現場安排 1 位專業攝影師拍攝展館空景、台灣館各區、人潮造訪狀況、民眾體驗狀況及舞台表演等照片，每日 100 張(共 400 張)，展期間需精選 10 張以上，於每日下午 14 點前提供，其餘照片檔案應於活動結束後一週內繳交電子檔。

陸、**表演團體提案**：請提供至少兩款 3-5 人表演企劃及報價單，演出內容應以可展現台灣文化特色，或可吸引日本民眾之台灣元素等內容為主，演出團體費用不與本案併計，若最終有委託需求將另外計算。

柒、其他：

- 一、得標廠商應遵守大會規定，負責於大會指定期限內完成所需之電力及用水申請。
- 二、得標廠商應於展覽期間於日本旅展台灣館配置至少 1 名現場人員，即時配合處理台灣館展覽期間軟、硬體及器械操作等問題之排除。
- 三、得標設計圖需配合本會進行修改至定稿，廠商需具備活動現場調整輸出之能力。
- 四、廠商應充分了解並遵守日本旅展(Tourism Expo Japan)主辦單位之相關規定，如因廠商疏忽造成本會之權益損失，廠商應負賠償之責。
- 五、廠商資格證明文件，企劃書逾期送達者，取消參選資格，不符本須知所訂參選資格或所得不合須知規定者，取消參選資格。
- 六、參選廠商所寄(送)達之投標文件，除另有規定外，不得要求更換或補充任何資料，本會審查廠商投標文件時，發現其內容不明確、不一致或

明顯打字或書寫錯誤情形者，得通知廠商提出說明，以確認其正確之內容。如係明顯打字或書寫錯誤且與標價無關者，得允許廠商更正。入選與不入選之企劃書等，本會均得就已開標部分，保留一份或僅保留影本，並不予退還。

七、本會不負擔企劃書撰寫及提送等一切費用。

捌、特殊情況：

一、廠商執行本活動相關經費，應於事前告知本會，取得本會同意後，始得進行後續作業；反之，未經本會同意之相關作業支出，本會得拒絕支付，衍生之損失概由廠商自行負責。

二、如因天災、事變(如 COVID-19 疫情)等不可抗力或不可歸責於本會與廠商等事由，致活動無法如期舉辦時，本會得依舉辦單位之通知展延履約期程，廠商應予配合，如無法配合，本會得逕行解除契約，不負任何賠償責任。活動如取消舉辦，廠商於接獲本會通知後，應儘速提供各項支出之明細(含截點、比例)並檢據送本會，經本會認可後支付相關費用。

三、本會如因故未能取得本案之委託時，本會應立即通知廠商，並保有解除契約之權利，不負任何賠償責任。

玖、廠商得標後，應於議價後起 15 日內與本會簽訂契約，逾期未簽訂者，視同放棄資格，1 年內不得參與本會委託業務之甄選。但因其它非可歸責於該廠商之事由，經本會另訂適當期限，而於期限內完成簽約者，不在此限。

壹拾、本案招標業務內容之查詢，請洽鄧婷方小姐，電話 +886-2752-2898 分機 34。

The Tender Project of Taiwan Exhibition Booth Design at 2022 Tourism Expo Japan

The tender project revealed by Taiwan Visitors Association (hereinafter referred to as TVA), entrusted by the Tourism Bureau of the Ministry of Transport and Communications (MOTC), which is related to the design of Taiwan exhibition booth at 2022 Tourism Expo Japan in Osaka, Japan at SEP. 22 to 25, 2022. Please check the following detail of this project:

I. Bidding method:

- (I) Both Taiwan and foreign companies can participate. Foreign companies can bid directly or authorize domestic agents to bid on their behalf.—Both domestic and foreign companies must submit the written tender documents in Chinese, participate in the selection meeting and conduct a presentation in Chinese (separate date).

Please attach the following documents for bidding.

1. Qualification documents (Japan companies can provide Japanese version, other companies can provide in Chinese):
 - (1) Company profile
 - (2) Company registration or establishment certificate. (photocopy)
 - (3) Certificate of completion of the latest business tax. (photocopy)
2. Planning documents: 6 copies including the following items. The rest is provided by the company according to the planning content:
 - (1) The design drawing of Taiwan booth of Tourism Expo Japan (up to 2 versions), design concept description (about 100-200 words), plane and 3D layout drawings.
 - (2) Stage event and DIY(or workshop) proposals (each for at least 2 different plans), the detail of event should be provided.

- (3) Epidemic prevention measures (such as prepare enough alcohol for hand clean; staff will wear mask and so on).
 - (4) Staff assignment, manpower planning and work progress management for the execution of this tender, as well as relevant past experiences undertaken by the company.
3. The Quotation should include the needs of V “Specification”, and electricity power and water supply fees. Please quote in **NTD** tax-included prices (unit price can be show as JPY, but total budget should quote in NTD) and affix the seal of the company representative.
 4. The document of construction projects experiences.
- (II) The documents mentioned above should be sent by paper before 6 pm on MAY. 27(Fri), 2022, Taiwan time (time of parcel arrival at destination) or personally sent to Ms. Yeh for collection: 8F-1, No.285, Sec. 4, Zhongxiao E. Rd., Taipei City, Taiwan, Tel: + 886-2-2752-2898. (Please note on the envelope: The Tender Project of Taiwan Exhibition Booth Design at 2022 Tourism Expo Japan).
 - (III) According to the influences of COVID-19, both foreign and Taiwan bidder must attend the evaluation via (internet) online and presents the content of the project in Chinese.
- II.** Method to determine the winning bid: This case is classified as professional labor procurement, with booth design(35%), Campaign planning(20%) ,service quality(15%) and price(30%) as the selection criteria.
 - III.** Tender Awarding date: TVA will contact the winning bidder, the result will not be announced.
 - IV.** Information:

- (I) Event Name : 2022 Tourism Expo Japan
- (II) Budget: Up to NTD 2.1 million. Final amount (NTD) needed to be negotiated. The payment can be exchanged against foreign money.(The exchange rate is based on the date of remittance.)
- (III) Dates: September. 22 to 25, 2022
- (IV) Location: 3 Chome-11-1 Ariake, Koto City, Tokyo 135-0063
- (V) Booth location: The exact location will be notified by organizer.
- (VI) Size of booth: 90 square meters,10 booths. Each booth 3 * 3 meters.
(Airlines 8 booths, layout should include in Taiwan booth, design and constructed will be handle by airlines.)

V. Specifications:

(I) Design of Taiwan booth

1. Taiwan booth should be Included:
 - (1) Stage area
 - (2) Open business meeting spaces.
 - (3) Taiwan tourism information area.
 - (4) Interactive experience area.
 - (5) Information counter for industries.
 - (6) Space for store and other services.
 - (7) Booth of airlines (Design and constructed will be handle by airlines)

Both areas should be related with theme of design and the space should be flexible and multi-functional.
2. Theme of design:
 - (1) Emphasize the charm and quality of Taiwan's cultural characteristics (e.g. Railway tour, Cycling tour or Taiwan DMO(Destination Management/ Marketing organization) and big event such as Taiwan Lantern festival. etc.). Using appropriate design on a display wall, combined with HD large screen or LED/ Neon Light/ electronic technological products. The design should consist of appropriate

software and hardware, and showcase the English word “Taiwan” and Japanese characters “台湾” in conjunction with the Japanese market theme “いくたび、ふたたび台湾”. The overall design should not be based on the Q version of the design diagram.

- (2) The design should highlight themes such as “railway tour”, “cycling tour” and “Taiwan DMO”. The main themes should account for 80%, and other element **Taiwanese cuisine** and **Taiwan cultural activities** (such as Lantern festival. etc.), “LOHAS tourism” etc. should be the proportion of 20%. Regarding the design elements of this tender, please refer to the Tourism Bureau’s tourism websites for railway tour, cycling tour, and other themes as website below: (<https://jp.taiwan.net.tw>), and use technical tools/social media to express the image of “ Low-carbon tourism concept with modern technic and colorful Taiwan”. The design should be innovative and stylish, able to ensure an easy pedestrian flow, preserve the aisle space as required by the exhibition organizer, provide good visual clarity, and be effectively separated from surrounding booths.
 - (3) To reflect the tourism impression of Taiwan's environmental protection and sustainability, the materials of the booth must be mainly recyclable and eco-friendly materials to respond to the international SDGs trend.
 - (4) According to the influences of COVID-19, the area (such as interactive area) will easily be touched by the public should be constructed with antimicrobial materials (e.g., photocatalyst spray). The contractor should regularly clean and disinfect surfaces and objects. The cleaning tools should be available on site.
3. The booth planning should include the following areas:
- (1) Stage area:
A stage for a performance group (at least 5 people) to perform,

and a large screen is planned in an appropriate location for video playback to achieve the effect of gathering the crowd. The stage can be planned as a flexible space for activities or combined with open business meeting area.

- (2) Open business meeting area: The space should be designed to accommodate at least 5 groups of industries for meeting at the same time, including desks, chairs, epidemic prevention supplies, plugs, and the space should be flexible and multi-functional using on 9/24-9/25(e.g., DIY, workshop etc.)

Please quote for hosting an online business meeting, including net and computers etc. The quotation **will not be included** in this bid.

- (3) Taiwan tourism information area:

The information area should be integrated with the overall style to highlight the characteristics of Taiwan and the area should be contact with the visitor route. The information area should be accommodated on least 10 kinds of paper publicity. (DM, brochure, leaflet or others) and combined in electronic equipment for multimedia display.

- (4) Interactive experience area :

At least 2 sets of experiences, use physical or virtual props (such as Taiwan culture experience, VR cycling etc.) in conjunction with electronic technology products such as AR / VR or electronic simulation of dynamic scenery for the public to understand the tourism characteristics of Taiwan's various regions. Contractor has to edit the video that is provided by TVA or other materials if needed.

- (5) Information counter for industries: At least 10 operators must be accommodated at the same time. Counter should be apart 1 meter,

and included chairs, storage space (can locked) and information space.

(6) Information counter: Lockers should be planned under the counter.

(7) Storage space: The door of the storage room should be lockable, and the space needs to be enough to store the brochure and tools for the exhibition, staff's personal belongs and at least 1 table & 5 chairs.

(8) Sound Control Room: Set up according to planning requirements.

(II) Operation demand of Taiwan booth

1. Stage event plan

(1) Opening event planning proposals: Includes two separate proposals quotation, one for 9/22 opening and another for 9/24 warm-up opening for exhibitors.

(2) Stage event planning proposals includes at least 2 event proposal (e.g. such as travel lecture, live stream, celebrity's experience sharing, cooking show and so on, any form are welcomed, but the event must obey related regulations of exhibition organizer.)

(3) Warm-up activities: To gather the attendee for the official performances. (Such as Taiwan quiz game)

2. DIY or workshop: Please provide at least 2 kinds of events, 4 sessions on 9/24-9/25, DIY and workshop should be combined with Taiwan features.

3. The epidemic-prevention plan:

The epidemic prevention plan (such as preparing alcohol to clean hands) should be provided. Sanitize and so on to comply with domestic epidemic-prevention policies.

4. On-site manpower:

The following personnel must be readily available, while additional manpower will be increased by respective companies according to demand.

- (1) Stage event host: at least one person per day, fluent in Chinese and Japanese.
- (2) Staff: At least 6 staffs (including the overall operation director). 3 of staffs should be fluent Chinese and Japanese speakers. Place the necessary information in each booth before the exhibition, provide service and help to answer the questions raised by the audience. Responsible for the exhibition hall operation and stage area, in charge of the program and maintenance of order, daily cleaning, operation of hardware/software and equipment troubleshooting. Required to be dressed in the "Oh Bear" mascot of the Tourism Bureau to perform dances and interact with the audience as required.

※ If the COVID-19 border control continues, dressed in "Oh Bear" event will be cancelled.

- (3) Lighting and sound controller: at least 1 person per day.
- (4) Photographer: A professional photographer should be assigned to take 100 photos per day (total of 400) of the pavilion from a bird eye's view, design and planning, public experiences, and stage performances. The photo files should be submitted before 10/2. And each day should pick up at least 10 photos for daily news.

5. The bid document should include design of Taiwan booth, stage, interactive are. The detail description and expectation effect of event content are also needed.

6. The bid document should include detail quotations such as event content, soft/hardware and rent expense etc.

VI. Performance plan: Please provide at least 2 sets of performance plan (each with 3-5 people) with quotation. The performance plan should be able to express the characteristics of Taiwan which could attract Japanese. The quotation and fee of performance group **will not be included** in this bid, we will contact the contractor if needed.

VII. Others:

- (I) The contractor (winning bidder) shall abide by the rules and regulations of the exhibition and be responsible for completing the required electricity power and water supply applications within the time limit specified by the exhibition organizer. The relevant fees shall be included in the total quotation of the tender documents.
- (II) At least 1 contractors shall always assist with the troubleshooting of software and hardware equipment operation issues during the exhibition in the Taiwan booth as per required throughout the exhibition.
- (III) Contractor (the winning design drawing) needs to be revised and finalized in collaboration with TVA. Contractor must have the capability to make output adjustments on the spot during the event.
- (IV) The bidder should follow the related regulation of exhibition organizer. Bidder should take the responsibility for the loss which caused by neglect the regulation.
- (V) The bidder will be disqualified, if the tender documents of the manufacturer are sent beyond the deadline, or if the submitted documents do not conform to the selection qualifications or tender regulations.
- (VI) Unless otherwise specified, the tender documents sent (delivered) by the

selected company cannot be changed or supplemented with other materials. The company may be notified to provide confirmation for any inaccurate, non-uniform or ambiguous content. The company is allowed to rectify any obvious typing or writing error that is unrelated to the price. TVA reserves the right to keep a copy for the tender documents, regardless of whether the bid is successful or not.

(VII) TVA will not bear the cost of writing and submitting the plan.

VIII. Special case:

(I) The contractor should inform TVA and to get the permission before the charging start. If the event may be canceled due to pandemic or other circumstances, contractor should provide the proportion, timetable and needed information of charging, the work will continue with TVA's confirmation and permission.

(II) Parties who fail to perform the contract on time due to force majeure reasons or incidents such as natural disasters (such as the COVID 19 epidemic) may seek to extend the performance period; parties who fail to perform the contract due to the above are exempted from contractual obligations. The company will not be entitled to additional compensation.

(III) If TVA fails to obtain this case for some reason, TVA will notify the contractor² immediately and retain the right to rescind the contract without any liability for compensation.

IX. The winning bidder shall sign contract with TVA within 15 days after negotiation. In the event that the company does not sign the contract within the time limit, it shall be deemed to have waived its qualification and shall not participate in the selection of any authorized businesses by TVA within a 1-year period. However, a company who has completed the contract signing within the stipulated period will not be bound by this clause if, due

to other reasons not attributable to the company, TVA decides to change to a more appropriate duration.

- V.** For inquiries about the business content of this tender, please contact Ms. Teng at (+886) 2-2752-2898 (ext. 34) or Ms. Tsai (ext. 39).