

# **Request for Proposal**

## **Production of APO Corporate Film**

Offers are invited from reputed and experienced Agency/Company/Firm for working as a Service Provider with the Asian Productivity Organization (APO) for Production of APO Corporate Film.

**Issued on: 27 June 2019**

**Last Date for Submission: 12 July 2019**

SCHEDULE OF EVENTS		
S. No	Particulars	Details
2	Date of issue of RFP	27 June 2019
3	Last Date & Time for submission of proposal	12 July 2019, 5:00 PM JST
4	Email address for submission of proposal	To: <a href="mailto:yfujimoto@apo-tokyo.org">yfujimoto@apo-tokyo.org</a> CC: <a href="mailto:eokabe@apo-tokyo.org">eokabe@apo-tokyo.org</a>
5	Subject Line for submission of proposal	Proposal for Production of APO Corporate Film / <b>company name</b>
6	APO Website	<a href="https://www.apo-tokyo.org/">https://www.apo-tokyo.org/</a>

## A. Project Information

### 1. Objective

Strengthen the APO brand by showcasing APO activities, changes, new initiatives and transformative journey of the modern APO Secretariat.

### 2. Scope of Work

This Request for Proposal seeks submission of proposals from Agency/Company/Firm to provide the following services:

1. Develop overall concept of the APO Corporate Film.
2. Develop script and screenplay of the APO Corporate Film.
3. Package production of film complete with required graphics, special effects, video editing, voice-over, sound recording and editing, stills and video shooting, and any other activity required to develop the film.
4. The service provider will also be responsible for editing to add the APO header montage and signature tune.
5. The production also includes provision of English language voice-over artist and background music.
6. The overall duration of the film should be between 2-3 minutes.

### 3. Theme

With technology driving unprecedented change in business models across economies and industry, agriculture, public sector and services, the APO member countries need to prepare themselves to meet productivity challenges of the future. The APO during 2017 worked towards better aligning itself to future trends and needs of member economies so that it can develop programs to help its members future-ready, in terms of people, processes and technology interventions.

More details shall be shared with the service provider through a planned discovery process, including interviews with the Secretary-General and other key officials at the APO Secretariat.

#### **4. Available Material & Information**

1. Photos of APO projects from different countries.
2. Some APO project videos
3. Details of new initiatives taken up in 2017/2018 and related materials like product logo, etc.

#### **5. Project Completion Date**

The service provider shall complete the project and handover the final film latest by 20 December 2019 in MP4 Format; Bit rate: 25 Mbps; and full HD 1920-1080 resolution.

### **B. Instructions for Preparation of Proposal**

It is important for the participating Agency/Company/Firm to comply with the following instructions during preparation of their proposals:

1. The proposal and all associated correspondence shall be written in English.
2. The proposal shall include the following information, and strictly follow the sequence as listed below:
  - Basic organization details
  - Profile of the Agency/Company/Firm
  - Relevant experience of executing similar projects
  - Samples of work.
  - Name designation, email id and mobile phone number of the SPOC (single point of contact) who will be responsible for coordination and delivery of the project
3. Proposed execution timeline for Scope of Work as in Section A-2, and according to the Theme as explained in Section A-3. The proposed timeline shall also include the iteration phase, where APO input is required.
4. Commercial Proposal in USD (or JPY). The Service Provider shall quote tax inclusive price and the APO will consider the total cost of all fixed items and manhour-based cost for variable components, if any (like video shooting) for evaluation purpose of this RFP.

## **C. Terms & Conditions**

1. The concept and film shall be original creations to highlight the journey of change of the APO since 2017 and the Service Provider will transfer all rights of the film to the APO.
2. The final product will become the sole property of the APO and the Service Provider will not use it for any other purpose or transfer in full or partially any part or source of the work to any other person, organization or institution or country, or any other body that can use it.
3. The Service Provider will transfer all rights of the final product, video and still material shot for the film, the use of background music and any other related component developed for the film to the APO.
4. The Service Provider shall not misuse the APO and related logos in any way which may deceive the public to believe unsolicited, unauthorized or unverified content.
5. The Service Provider will be bound by the Non-Disclosure Clause and will not disclose or communicate, in any manner, either during or after the contract period, information about the APO, its operations, or any other information, that relate to the operations of the APO which would be deemed confidential or other forms of proprietary information of the APO.
6. The APO reserves the right to change the Schedule of Events or revise any part of the RFP by issuing an addendum to the RFP at any time.
7. All materials submitted in response to this RFP will become the property of the APO. Selection or rejection of a proposal does not affect this right.
8. Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any proposal marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.
9. The APO will not be liable for any errors in proposals and reserves the right to make corrections or amendments due to minor errors identified in proposals. The APO, at its option, will have the right to request clarification or additional information from the proposers.
10. The selected Service Provider will be expected to enter into a contract prepared by the legal team of the APO. The Service Provider shall not submit its own standard contract terms and conditions as part of the response to this RFP.
11. The RFP is intended to seek proposals from Design Agency/Company/Firm and submission of proposal by Design Agency/Company/Firm shall not be considered as grant of project to the Agency/Company/Firm by the APO.
12. The RFP process is meant to help the APO identify most suited Agency/Company/Firm for the project, based on their experience of executing similar projects and the proposed cost.
13. The Agency/Company/Firm will be invited to present their proposal before the evaluation team and the one offering best quality, cost and value proposition will be awarded the project.

14. The Service Provider may be requested for update or changes in the final product at any point of time later after the closure of the project and the cost for the same will be negotiated and finalized on a need basis and the willingness of the Service Provider to execute it.
15. The APO will not bear any cost related to research, planning, designing or any other such activity related to preparation of the proposal in response to the RFP by the Agency/Company/Firm or that of sending it to the APO.

#### **D. Conflict of Interest**

1. The Service Provider shall provide professional, objective and impartial service and hold the APO's interest paramount.
2. The Service Provider shall not deploy former employees who have served APO in last one year.
3. Non-disclosure of such an association by the Agencies/Companies/Firms will lead to termination of the contract and Blacklisting from participating in any future APO projects for a period of 3 years.

#### **E. Right to Accept or Reject any Proposal**

1. Issuance of this RFP in no way constitutes a commitment by the APO to award a contract.
2. The APO reserves the right to annul the RFP or the vendor selection process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Agencies/Companies/Firms or any obligation to inform the affected Agencies/Companies/Firms of the grounds for such decision.
3. The APO reserves the right to change the scope of work, in case there is a need or depending upon the change in requirement before or during the implementation phase. However, in case the changes are made during the implementation phase, the APO will negotiate cost for the additional work separately with the Design Agencies/Companies/Firms.
4. The APO reserves the right to enter into a Contract without further discussion of the proposal submitted based on the initial offer received. The APO reserves the right to contract for all or a partial list of services offered in the proposal. The RFP and proposal of the selected proposer will become part of any contract initiated by the APO.

#### **F. Termination of Contract**

The project work order shall be terminated at any time by the APO Secretary-General, if the services are not up to the satisfaction level and after giving an opportunity to the Service Provider of being heard and recording of the reasons for termination.