

Invitation for Pre-Qualification
Named Domestic Sub-consultant for Production of a Video for Marketing
of Urban Renewal Authority (“URA”) Project K7 Development Areas 4 & 5

Please complete Part A to Part C of this Pre-Qualification (“PQ”) form and return it to express your interest for acting as a named domestic sub-consultant for the production of a video for marketing for URA Project K7 Development Areas 4 & 5 (“Project”). The shortlisted sub-consultants will be included in a named domestic sub-consultant list (“List”) of the tender document for the marketing consultancy services contract for the Project. The said marketing consultant will select their respective domestic sub-consultant from the List and the successful domestic sub-consultant will enter into a contract with the marketing consultant. The project brief and shortlisting requirements are shown on Part D of this PQ form for your reference. Should you have any queries, please contact our Mr. Pasu Fan at 2588 2275 or Mr. Edward Choi at 2588 2338.

Part A. General Information of the Company

Full Company Name	_____
Year in which the Company was established	_____
Registered Address	_____ _____
Contact	(Tel) _____ (Fax) _____ (Email) _____
Contact Person/ Position	_____

Part B. Supporting Documents

Please provide the following documents for reference and put a tick in the box if the document is enclosed: -

- a) ☐ Proposed project team’s organization chart with CVs

Part C. Job Reference

Please provide project references that fulfil the following requirements:-

1. Have a job reference in the past five years before the closing date of PQ exercise for production of at least one promotional and marketing video for a composite property development with a total maximum gross floor area (GFA) of approximately 250,000 square meters or such other similar scale of property development in Hong Kong.
2. Have a job reference in the past five years before the closing date of PQ exercise for production of at least one promotional and marketing video for a composite property development with a total maximum GFA of approximately 250,000 square meters outside Hong Kong.
3. Have a job reference which the company's promotional and marketing videos have received an award presented by any industry associations in the fields of marketing, video production, advertising, or design in Hong Kong or outside Hong Kong since the company's establishment. You may use separate sheet for more projects or project information.

Note: Item 1 and item 2 must be 2 separate job references. Item 3 can be the same job reference of either item 1 or item 2.

Item	Project Name, Location and Video Link	Client and Year Completed	Award Received (if applicable)
1.			
2.			
3.			

The above information is certified true, correct and complete by:

Authorized Signature: _____

Name and Capacity: _____
(For and on behalf of the above company)

Date: _____

Please make copies of this part of the form if you need more space for entries

Part D. Project Brief and Shortlisting Requirements

1. Project Brief

- 1.1 URA has been commissioned to design and develop the Project with “Vertical City” concept. The development of the Project is scheduled to be tendered out in 2024 subject to the market conditions.
- 1.2 To enhance our marketing efforts of the Project for the development tender, we are seeking a professional video production company (as a domestic sub-consultant to the marketing consultant to be appointed by URA) to collaborate with our marketing consultant and to create compelling visual content that effectively showcases the design and development potential of the district and the Project.
- 1.3 The successful domestic sub-consultant will enter into a contract with the marketing consultant to be appointed by URA.

2. Shortlisting Requirements

The company must fulfill the following four criteria:

1. Have a job reference in the past five years before the closing date of PQ exercise for production of at least one promotional and marketing video for a composite property development with a total maximum gross floor area (GFA) of approximately 250,000 square meters or such other similar scale of property development in Hong Kong.
2. Have a job reference in the past five years before the closing date of PQ exercise for production of at least one promotional and marketing video for a composite property development with a total maximum GFA of approximately 250,000 square meters outside Hong Kong.
3. Have a job reference which the company's promotional and marketing videos have received an award presented by any industry associations in the fields of marketing, video production, advertising, or design in Hong Kong or outside Hong Kong since the company's establishment.
4. The company must have:
 - a. at least 1 key managerial staff (in-house) in the capacity of director level with at least 3 years' experience in design and creation of video production; and
 - b. at least 2 full-time staff (in-house) with at least 2 years' experience in handling pre-production, production, and post-production of videos.

Note: Item 1 and item 2 must be 2 separate job references. Item 3 can be the same job reference of either item 1 or item 2.