

Our Ref: WKCDA19/0018/MCE

WEST KOWLOON CULTURAL DISTRICT AUTHORITY

Invitation to Tender for the Provision of District-wide Mobile App Design and Development Services

Tender Notice

Objective:

West Kowloon Cultural District Authority (the "Authority") invites qualified Tenderers to submit tenders for the provision of District-wide Mobile App Design and Development Services ("Services") to the Authority for an interactive and user-friendly district-wide mobile app with proximity detection and behavior analysis technology to enhance the digital experience of its audience before, during and after the visit to West Kowloon.

Descriptions of the requirement:

The Services required in this Tender shall include design and development of the mobile app with functions such as AR wayfinding, ticketing purchase, event listing, personalization, dynamic district information, subscription, content management, etc. As well as the integration with other district-wide systems such as wayfinding platform, Customer Relationship Management System, Ticketing System etc.

The project shall include 12-month maintenance and support services after the launch of the mobile app with optional extension of up to 24-month maintenance and support period and other add-on services on needs basis.

Collection of Tender Documents:

Interested parties are required to express their interest by email to bess.leung@wkcd.hk with their company name, address, telephone number, name and position of their contact person and the contact email address.

Tender Briefing:

A tender briefing is scheduled on **15 February 2019**. Interested Tenderers are required to register on or before 12:00 noon 14 February 2019. Registration details will be provided upon collection of the Tender Documents.

Submission of Tenders:

Tender Submission must be deposited in the Tender Box at Units 608-613, Level 6, Core C, Cyberport 3, 100 Cyberport Road, Hong Kong at or before 12:00 noon on **11 March 2019** (Hong Kong time).

ELECTRONIC SUBMISSION AND LATE SUBMISSION WILL NOT BE ACCEPTED.

Enquiries must be emailed to winifred.tse@wkcd.hk at or before 12:00 noon on **28 February 2019**. Enquires submitted after this time will not be answered.

Remark:

All costs and expenses incurred for or in connection with any response to this Invitation to Tender,

including the preparation and/or submission of the Tenders, shall be entirely the responsibility of the interested Tenderers.

The acceptance of any Tender will be at the sole discretion of the Authority and the Authority reserves the right to accept or reject any Tender and/or any part thereof and/or award or not to award the Tender either wholly or partly and/or to postpone or cancel this Invitation to Tender at any time.