

# **MEDIA Production Ltd.**

MEDIA Production Ltd (“MPL”) is supplying the production of advertising materials to JCDecaux Transport in Hong Kong, who is operating the advertising sales concessions for the MTR Corporation\*, Hong Kong International Airport, Macau International Airport and Pacific Place Passages.

\*MTR System currently includes Kwun Tong Line, Tsuen Wan Line, Island Line, South Island Line, Tung Chung Line, Tseung Kwan O Line, Disneyland Resort Line and Airport Express Line.

## **INVITATION TO SUBMIT APPLICATIONS FOR PRE-QUALIFICATION**

This notice invites printing and production houses to submit applications to MEDIA Production Ltd for being pre-qualified to handle JCDecaux Transport’s advertising projects.

### **Types of Advertising Project:**

1. Production of Feature Ads
  - a. Feature Ads includes wrapping pillar / wall / floor / train body with removable sticker, temporary fixtures, hanging banner and/or production of 3D display and standee, etc.
  - b. Design, supply, delivery, install and dismantle feature ads at designated locations based on the design intent provided by MPL;
  - c. Prepare all technical drawings and documents in order to obtain approval, permit or consent from related authorities and government departments prior to commencement of work;
  - d. Follow through the liaison with related authorities and government departments, including supervision of site works.
2. Production of Poster Ads
  - a. Print poster ads on approved materials such as YUPO paper, Backlit Film, Vinyl and removable sticker, according to the poster specifications provided by MPL.
3. Digital Panel
  - a. Supply and install Plasma or LCD display panels which shall be industrial and professional grade;
  - b. Design, supply and install hardware and software for digital signage system.

### **Pre-qualification:**

All printing and production houses interested in handling the projects are invited to submit formal pre-qualification application with the following items:

1. Company profile

2. Type of advertising project for pre-qualification application
3. Track record on similar projects
4. Resources available for the projects
5. Proposed management structure and staff responsible for the projects

**Application:**

Interested parties must submit application to MPL by noon, 22 October 2021 (Friday) for inclusion in the eligibility list for being invited to quote for the projects. Late application will not be considered.

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**Notes**

1. MEDIA Production Ltd is wholly owned subsidiary of JCDecaux SA
2. This notice is also available at <http://www.jcdecaux-transport.com.hk>
3. Inclusion in the eligibility list does not give the right to quote for any project.
4. The number of parties invited to quote for each project is the sole discretion of MPL.
5. MPL reserves the right to reject any application without explanation.