

INVITATION TO TENDER

Promotional Video Production

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| Tender Category | Promotional/informational video |
| Issued by | EU SME Centre |
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| Video Launch Date | By 30 June 2023 |
| Submissions via Email to | nelly.alix@eusmecentre.org.cn and liam.jia@eusmecentre.org.cn |

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Purpose of the contract

The **EU SME Centre** (hereafter **the Centre**) is looking for a **Video Production Contractor** (hereafter **the Contractor**) for a project to be delivered on 30 June 2023: the **creation of two short informational videos to introduce the Centre's activities and services**. The first, **main video will be of a duration of around 2 minutes**. The second video will be a **30 to 40 seconds short-cut version** of the first video.

The promotional videos will need to **inform viewers on the mission of the EU SME Centre, showcasing the Centre's services, activities, and new website**.

1. Background

1.1 About the EU SME Centre

The EU SME Centre is an EU-funded initiative created to assist European small and medium-sized companies, entrepreneurs, and start-ups entering or expanding their activities in China. The Centre's main office is located in Beijing, China. The Centre offers a range of free services to provide EU SMEs with expert advice, training, documentation, and advocacy.

On 1 July 2022, the EU SME Centre entered its Phase IV (2022-2025) and is implementing a new strategy to increase its outreach and visibility.

Our key objectives are:

- To provide a full range of services to European SMEs, including **advice, advocacy, knowledge, training**, and with a **Self-Diagnosis Tool** to identify knowledge gaps.
- To inform and offer business solutions, including information sessions and one-to-one consultations to **European SMEs** looking to **start exporting to China** or **already present** in the market.
- To provide clear and up-to-date documentation with a **library of over 200 publications** on issues relevant to various industries, from market access requirements to standards and conformity and current regulations to do business in/with China.
- To organise online, offline, and hybrid informational and capacity-building **events** aimed at supporting European SMEs, including the annual flagship conference "Understanding China".
- To develop **partnerships** with BSOs and European stakeholders for a greater synergy of actions aimed at helping SMEs to succeed on their internationalisation path.

1.2 Target audience

The targeted publics of the EU SME Centre can be divided into three groups:

- A) *Direct audience*. Small and medium-sized enterprises, entrepreneurs, and start-ups from European Union Member States and countries participating in the Single Market Programme.

- B) *Partners and potential partners*. Business support organisations in Europe and China, as well as EU Member State representations in China.
- C) *Institutional interlocutors and relevant stakeholders in Europe and in China*.

1.3 Current promotional video & reasons for update

The EU SME Centre's current promotional video was created and published in 2022. It exists in two versions:

1. A full-length version of a duration of two minutes and twenty-eight seconds. Click on the following link to watch the full 2:28 video:
<https://www.youtube.com/watch?v=OPhBW7I7Y8A>
2. A short-cut version of thirty-five seconds. Click on the following link to see the 00:35 short cut: <https://www.youtube.com/watch?v=NT4GkDPvGMU>

The main reasons for upgrading the two videos are:

- A) The EU SME Centre launched in December 2022 a fully upgraded website with a different layout and new visual elements. The new videos need to **show the new website and be in line with its style**.
- B) To **inform** viewers of what the Centre is and what it does, in a clear and concise way, with a voiceover and motion graphics.
- C) To **increase outreach** to all potential beneficiaries of the Centre's activities and to encourage engagement with our events, queries to our team, and user registrations on the website.
- D) To emphasise our cooperation with a network of European partners (business support organisations and trade promotion organisations) present across Europe and China and our recent achievements.

The main, full-length video is expected to be of a duration of around two minutes. A short cut version of thirty seconds shall also be produced by the Contractor.

2. Description of objectives and features

The EU SME Centre is implementing in Phase IV (July 2022 – June 2025) a new communications and visibility strategy, which includes the development of new visual material reflecting our full range of activities.

2.1. General requirements for the promotional video

The purpose is to create a video that:

- A) Informs viewers of what the EU SME Centre is, what it does and who can benefit from its activities.
- B) Reflects the EU SME Centre's identity with a *contemporary and professional layout*.
- C) Includes relevant stock video content to illustrate the Centre's mission and activities.
- D) Presents a collection of recent Centre publications, events, and key achievements.

The production of the new videos will place an emphasis on clarity of information, with an engaging voiceover accompanied by informative motion graphics, footage from the Centre's website, as well as stock video footage where necessary.

The videos should be designed with social media dissemination in mind and should be delivered in digital formats suitable for publication on the Centre's website and sharing on social media platforms (LinkedIn, Twitter, Facebook, and WeChat).

All material shall be designed respecting the [visibility guidelines for projects funded by the European Union](#) and GDPR rules.

2.2 Language

The video shall be entirely in English, including voiceover and text. All written content shall use British English spelling.

2.3 Colour

The video will include motion graphics (lines, text, scroll motions) where the use of colour must correspond to the main visual style of the Centre's website.

The official colours of the EU SME Centre are the colours of its logo:

- Blue RGB 42, 49, 135, HEX #2A3187.
- Yellow RGB 255, 204, 4, HEX #FFCC04.

Black and white can also be used, as well as variations on a complementary palette to the official logo colours.

3. Application process

3.1 Application requirements

Interested applicants should write an email to the EU SME Centre's Communications and Visibility Manager Nelly Alix at nelly.alix@eusmecentre.org.cn, keeping Team Lead Liam Jia at liam.jia@eusmecentre.org.cn in copy, with a *proposal in English including*:

- A) A description of how the Contractor intends to produce the videos, with examples and design suggestions.
- B) A portfolio of previously completed informational/promotional video projects.
- C) A detailed timeline, from design and feedback from our team to launch. The new video must be ready for launch on 30 June 2023.
- D) A brief background of the Contractor. The bid should include the name, contact person, and contact details of the Contractor, as well as company registration details and tax number.
- E) A quote including an itemised budget in Euro. The quote must include any third-party costs, if applicable. Prices must be in fixed amounts and must be quoted inclusive of all duties, taxes and other charges.

3.2. Selection criteria

The assessment will be based on each tenderer's bid. All the information submitted will be evaluated according to the following criteria:

- Level of conformity with the requirements listed in the present document.
- Quality of the proposal and accuracy of the proposed services.
- Value for money of the detailed quote presented by the Service provider.
- Proof of sufficient technical and professional capacity to perform the contract.
- Quality control methodology.

Offers not covering all requirements will not be evaluated. Only shortlisted candidates will be contacted. No direct enquiry via email or telephone on the status of an application will receive an answer.

4. Application deadline

Launch of tender: Friday 19 May 2023.

Deadline for reception of tenders by email: Friday 2 June 2023 at 6 PM Brussels Time.

5. Budget and quote

The budget for this project is EUR 10,000.00, for the complete delivery of two videos in conformity with the present requirements. This budget includes all the stock video content that will need to be licensed for use and dissemination by the EU SME Centre and European Commission, all taxes incl. VAT, and all third-party costs incurred in the production and licensing of the videos.

Prices submitted in response to this tender must be inclusive of all costs involved in the performance of the contract, no expenses incurred in the performance of the services will be reimbursed separately.

6. Contractual Details

A Service Contract will be proposed to the successful tenderer.

The selected Service provider must maintain quoted prices for 90 days from the notification of the tender award.

All results or rights attached to the produced videos, including copyright and other intellectual or industrial property rights, trademarks and design rights, shall be transferred by the Contractor to the EU SME Centre and European Commission with no limitation.

The Contractor shall grant the EU SME Centre all exclusive rights such as reproduction, communication to the public, distribution, adaptation, right to register as trademark, etc. If any third-party intellectual property rights are used for the implementation of this contract, the Contractor shall ensure that it has secured all necessary consents and approvals to use or transfer such rights and shall provide a list of such third parties before the completion of the contract.