



EUROPEAN UNION
DELEGATION TO THAILAND

TENDER SPECIFICATIONS & CRITERIA

Outdoor movie screening equipment and sound system for the European Union Film Festival 2018

1. Background

The Delegation of the European Union to Thailand organizes the European Union Film Festival (EUFF) on an annual basis in Bangkok and Chiang Mai. The selection of films participating in the festival is a contribution from EU Member States which depicts various aspects of the European Union, including cultural diversity and heritage, as well as history. Many of the films are critically acclaimed or award-winning films offering the audience an alternative to the mainstream cinema experience, which is a rare opportunity in Thailand. At each film screening, Thai subtitles are provided in order to reach out better to the the key target group of the event: the Thai audience.

In order to further distinguish the festival from similar events, increase its attractiveness and thus boost attendance of the EUFF in Bangkok, the Delegation is launching a pilot project in organising the festival as an open air event in 2018. In addition to origin of the films shown, organising the festival as an open air event thus adds a "European" dimension as outdoor movie screenings are a part of European summer culture.

As 2018 marks the European Year of Cultural Heritage, organising the EUFF as an outdoor event also provides a welcome opportunity to celebrate this occasion by screening the films at EU Ambassadorial Residences, many of which are cultural heritage sites, and cultural institutes in Bangkok.

In total, there will be 19 films screened at 10 different locations in Bangkok (29 November – 17 December). Following the festival in Bangkok, 13 out of the 19 films will be screened at an indoor commercial cinema in Chiang Mai (21 – 26 December).

2. Objective

The key objective of the event is to raise awareness about the culture, values, diversity and unique history of the European Union and its member states through screening of contemporary films produced in the European Union.

Importantly, as the EUFF is linked to the celebration of the European Year of Cultural Heritage, it must be ensured that this link is well integrated and promoted in all communication on the festival.

3. Target audience

The festival essentially targets Thai audience in the following categories:

- General youth, i.e. high school and university students
- Young professionals
- Family

Apart from the mentioned core categories, our target audience also includes European and international community in Thailand.

4. Service specifications

To accomplish the above-mentioned objective, the Delegation of the European Union to Thailand is seeking a highly qualified supplier to provide a movie screening service for the festival in Bangkok during 29 November – 17 December 2018. There will be a screening of one movie per day for a duration of 19 days at 10 different venues as follow;

1. Residence of the Austrian Ambassador
2. Residence of the Belgium Ambassador
3. Residence of the British Ambassador
4. Residence of the Danish Ambassador
5. Residence of the Dutch Ambassador
6. Residence of the Italian Ambassador
7. Residence of the Portuguese Ambassador
8. Alliance Française Bangkok
9. Goethe Institut Bangkok
10. House number One (Grand Opening)

In this regard, the required service would entail:

- Provision of high quality digital projector and sound system for outdoor movie screenings.
- Coordination with the EUFF's event organiser regarding the installation of the screening equipment and sound system to ensure a harmonised event set-up.
- Coordination with the EUFF's film festival consultant regarding transmission of film materials, screening test and other technical aspects of the film screening.
- Technicians to ensure a smooth operation of each movie screening.

3. Award criteria

The contract will be awarded based on an evaluation assessing the compliance of the tender with the tender specification (40 points max), the service fee offered (20 points max), understanding in and experience in providing a similar service to a similar entity (40 points max), with a total maximum evaluation score of 100 points.
