



Shanghai Ctrip Commerce Co., Ltd.

HQ Add: Sky SOHO, No. 968 Jinzhong Rd, Shanghai, China

Register No.: 310104000175149

VAT No.: 9131010563178864XX

Tel: +86 (21) 34064880 Website: www.ctrip.com

Contact Person: Zoey Zhang zhang_yuan@ctrip.com

**To State Department of Tourism
under the Ministry of Economy**

TENDER

FOR SERVICES OF IMPLEMENTATION OF COMPLEX MARKETING ACTIVITIES IN CHINA

PART A. TECHNICAL INFORMATION AND SUPPLIER'S DATA

27/08/2018 No. _____

(Date)

Shanghai

(Place)

Name of the Supplier / if a group of legal entities is taking part, names of all participants are to be entered/	Shanghai Ctrip Commerce Co., Ltd.
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1. We hereby certify that we agree with any and all procurement terms, established in:

- 1) procurement notice, published in CPPIS;
- 2) open tender procedure conditions;
- 3) other procurement documents (clarifications and supplements).

2. We hereby offer the following Services:

No.	Services name
1	Services of implementation of complex marketing activities in China
2	39 days of online advertising on Ctrip website which covers multiple channels
3	30,000 seals of EDM to selected customers
4	Customized landing page for Lithuania on PC and mobile end
5	9 Wechat posts on Ctrip's Tourism related accounts
6	15 Weibo posts on Ctrip Tourism account

7	One interactive activity through social media
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Services offered fully comply with the requirements of the contract documents.

3. Documents submitted together with the Tender:

No.	Title of the provided document	Comments
1.	Ctrip European Single Procurement Document	
2.	Ctrip Power of Attorney	
3	Lithuania Landing Page Example	

4. The following sub-suppliers will be hired for contract fulfillment*:

No.	Sub-supplier's name	Part of the services to be assumed by sub-supplier (contractual obligations shall be specified)
-	-	-

**To be completed if sub-suppliers will be hired for contract fulfillment.*

6. The following specialists will be hired for contract fulfillment*:

No.	Specialist name, surname	Part of the services to be assumed by specialist (contractual obligations shall be specified)

**To be completed if supplier intends to hire specialists for contract fulfillment but at the time of proposal submission these specialists are not the supplier's or his sub-supplier's staff, but in case of winning they will be employed.*

6. The Tender also contains confidential information*:

No.	Title of the provided document
1.	Ctrip European Single Procurement Document

**To be completed in case of provision of confidential information. The Supplier cannot indicate that confidential information is the total price of Tender or that the entire Tender is confidential.*

7. By submitting the Tender the Supplier agrees to the Conditions of Open Procurement Procedure and confirms that the information provided in his Tender is correct and covers everything that is needed for a proper performance of the contract.

8. The Tender is valid until the date specified in contract documents.

Project Manager
(Title of the position of the
supplier or authorized person)



Zoey Zhang
(Name and surname)



Power of Attorney

Date: 28/08/2018

We, Shanghai Ctrip Commerce Co., Ltd hereby authorize Ms. Zoey Zhang 张愿 to execute, sign, seal, deliver and present all documents and other pertinent papers of the partnership with State Department of Tourism under the Ministry of Economy on behalf of Ctrip.

The power of attorney shall come into effect from the date of execution and remain effective until the termination of partnership in writing.

Principal: Shanghai Ctrip Commerce Co., Ltd.

Add: Building 18, Sky SOHO, No.968, Jin Zhong Road, 200335, Shanghai, China

Tel: +86 (21) 34064880

Website: www.ctrip.com



Authorized Person: Zoey Zhang 张愿

Signature:

Tel: +86 (21) 34064880 ext. 196444

Email: zhang_yuan@ctrip.com



真实而美丽—纯净 立陶宛 Lithuania

1918年，立陶宛从沙皇俄国统治下获得独立，成为波罗的海三国中唯一的共和国。立陶宛拥有悠久的历史和丰富的文化遗产，是探索波罗的海地区历史和文化的绝佳目的地。



Link

<http://pages.ctrip.com/commerce/promote/201701/destination/lw/index.html>

Landing Page --PC End



真实而美丽—纯净 立陶宛 Lithuania

1918年，立陶宛从沙皇俄国统治下获得独立，成为波罗的海三国中唯一的共和国。立陶宛拥有悠久的历史和丰富的文化遗产，是探索波罗的海地区历史和文化的绝佳目的地。



The First Part

Slogan: Pure and elegant Lithuania!

Real is beautiful, the Baltic States country!

The Second Part

Headline: Real is beautiful—Pure Lithuania

Content: Brief Introduction of Lithuania + Video
(Gastronomy_traditions)

The Third Part

Headline: Pure Lithuania for you to explore

Content: Lithuania's main attractions' picture and text,
including Vilnius, Trakai, Kaunas, Rumsiskes, Klaipeda,
The Hill of Crosses.



The Forth Part

Headline: Travel to real and beautiful Baltic States country!

Content: Lithuania related vacation products recommendation.

The Fifth Part

Headline: Lithuania Hotel recommendation.

Content: Lithuania Hotel recommendation.

The Sixth Part

Headline: Healthy SPA and resorts to revive.

Content: Healthy SPA and resorts introduction.

Landing Page --PC End



The Seventh Part

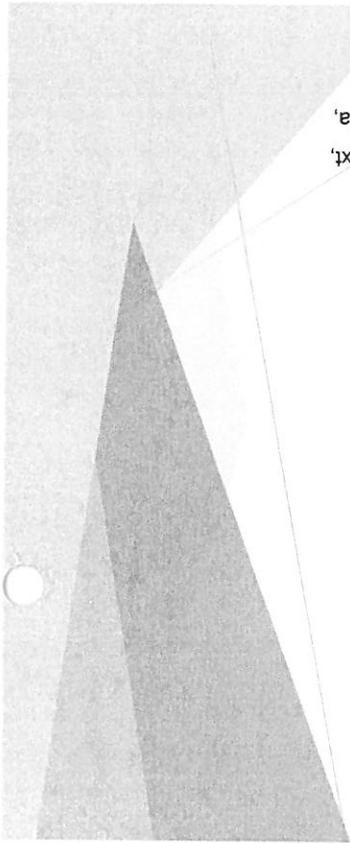
Headline: The pure eco-travel you cannot miss!

Content: Lithuania eco-travel attractions introduction.

The Eighth Part

Headline: Enjoy the Lithuania festivals and food together.

Content: Enjoy the Lithuania festivals and food introduction and pictures presentation.



The Hill of Crosses,
including Vilnius, Trakai, Kaunas, Rumsiskes, Klaipeda,
Content: Lithuania's main attractions' picture and text,

Headline: Pure Lithuania for you to explore

The Third Part

(Gastronomy_traditions)

Content: Brief Introduction of Lithuania + Video

Headline: Real is beautiful—Pure Lithuania

The Second Part

Real is beautiful, the Baltic States country!

Slogan: Pure and elegant Lithuanial

The First Part

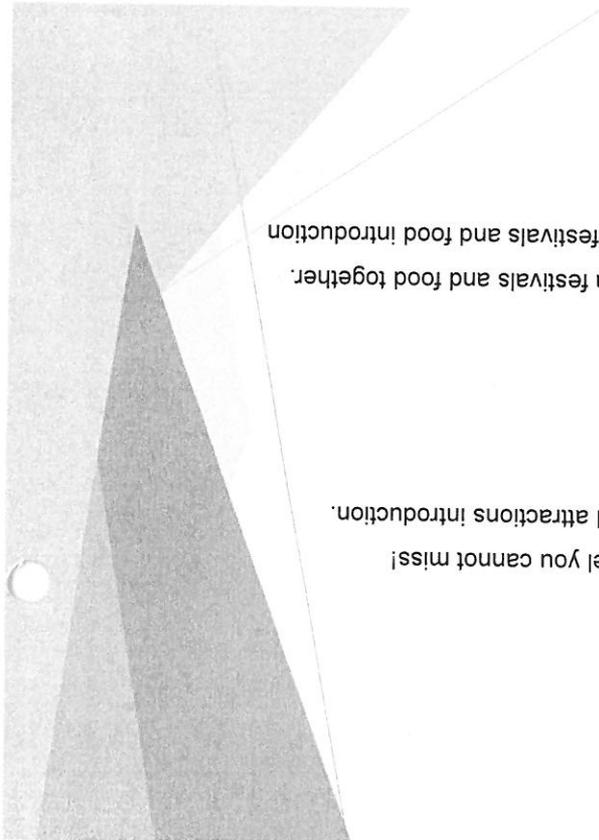


Landing Page --PC End

<http://pages.ctrip.com/commerce/promote/201701/destination/lw/index.html>

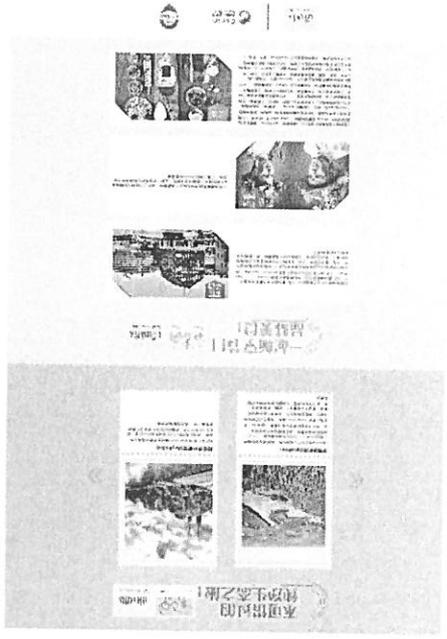
Link



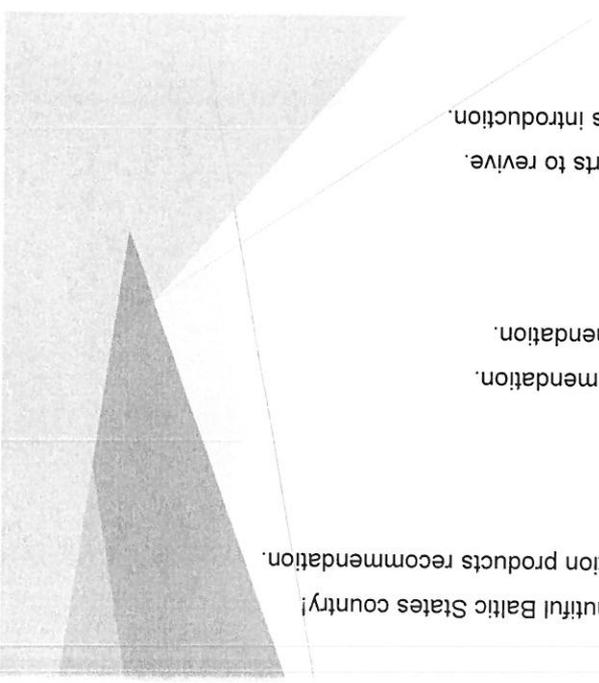


The Eighth Part
Headline: Enjoy the Lithuania festivals and food together.
Content: Enjoy the Lithuania festivals and food introduction and pictures presentation.

The Seventh Part
Headline: The pure eco-travel you cannot miss!
Content: Lithuania eco-travel attractions introduction.



Landing Page --PC End



The Fourth Part
Headline: Travel to real and beautiful Baltic States country!
Content: Lithuania related vacation products recommendation.

The Fifth Part
Headline: Lithuania Hotel recommendation.
Content: Lithuania Hotel recommendation.

The Sixth Part
Headline: Healthy SPA and resorts to revive.
Content: Healthy SPA and resorts introduction.





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To State Department of Tourism
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TENDER
FOR SERVICES OF IMPLEMENTATION OF COMPLEX MARKETING ACTIVITIES IN CHINA

PART B. PRICE

27/08/2018 No. _____
(Date)

Name of the Supplier / <i>If a group of legal entities is taking part, names of all participants are to be entered</i>	Shanghai Ctrip Commerce Co., Ltd.
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Part B "Price" of our tender lists the prices of the provision of the Services indicated in part A. The prices are set below:

Item No	Name of services	Price, EUR, including VATT
1.	Online advertising package that consists of advertising exposure on one of the biggest e-channels in China (for example Ctrip webpage). This package includes creating, designing and uploading of the banner and email direct marketing.	22,000.00
2.	Content marketing package: creating information about Lithuania, its tourism products in Chinese language and uploading on the biggest travel e-platform in China (creating at least not less than 1 page of Lithuanian	22,000.00

	landing page with information about Lithuania and its tourism products in Chinese language, that will be used for advertising adopted for PC and Mobile phones); Social media content marketing (at least not less than 20 posts on the most popular Chinese social networks, for example Wechat and Weibo); at least one online interaction activity with award to interact with social nertwoks users.	
	Total price, EUR, including VAT:	44,000.00

*Notes:

- the tender price shall be indicated leaving two digits after the decimal point;
- where the supplier does not have to pay VAT according to valid legislation, he shall complete respective fields exclusive of VAT indicating reasons for non-payment of VAT: _____.

Total tender price, in EUR including VAT forty-four thousand.

(in words)

Where the price quoted in figures differs from the price quoted in words, the price quoted in words shall be deemed correct.

The Service price shall include all possible expenses of the Service provider and all taxes related to the provision of the Services indicated in the Technical specification. No other additional expenses shall be compensated to the Service provider.

Project Manager

(Job position of the supplier or his authorized person)



(Signature)

Zoey Zhang

(Name and surname)

Note. This form is not the subject of changes.