

都江堰世界旅游目的地重点片区概念策划方案全球征集 资格预审公告

INTERNATIONAL SOLICITATION OF PLANNING PROPOSAL FOR KEY AREA OF DUJIANGYAN WORLD TOURISM DESTINATION PREQUALIFICATION ANNOUNCEMENT

成都高都建设开发有限责任公司（下称“主办单位”）和成都高投产城建设集团有限公司（下称“承办单位”）与上海国际招标有限公司（下称“征集代理”），就都江堰世界旅游目的地重点片区概念策划方案组织全球征集活动，拟面向全球公开邀请具有相关策划经验的申请人前来应征。本次征集将通过公开资格预审的方式择优选择三（3）位应征人参加征集。欢迎符合资格条件的申请人提交资格预审《申请文件》。

CHENGDU GAODU CONSTRUCTION AND DEVELOPMENT CO., LTD (Host), CDHTI INDUSTRIAL AND URBAN CONSTRUCTION GROUP CO., LTD (Organizer) and SHANGHAI INTERNATIONAL TENDERING CO. LTD. (Solicitation Agent) are now internationally soliciting Planning PROPOSAL for Key Area of Dujiangyan World Tourism Destination. In this solicitation, three (3) participants will be selected through public prequalification process. We publicly invite applicants worldwide with relevant planning experience to participate and submit the APPLICATION DOCUMENTS for Prequalification.

一、征集背景/The Background of Solicitation

落实四川省委、省政府提出“加快建设世界重要旅游目的地，让四川文旅名扬天下、享誉全球”战略部署，将成都打造为“对标国际一流，引领全省世界重要旅游目的地建设的世界旅游名城”。按照成都市推动“三个做优做强”提升城市整体功能以及成都公园城市示范区建设要求，以文旅发展支撑建设世界文化名城。支持都江堰市构建“五大新城”，精准推进科学复兴，将都江堰—青城山世界遗产文旅主轴范围约 70 平方公里列入国际精品旅游线路培育工程。划定都江堰片区、玉堂片区、青城山片区三个子片区为都江堰世界旅游目的地重点片区范围，范围涵盖区域核心生态文旅资源、文旅项目和空间资源，规划面积约 20.8 平方公里。围绕建设世界旅游目的地的目标，采用国际评价标准，找准重点片区优势及不足，推动塑造世界级旅游城市形象。

To implement the strategic deployment proposed by the Sichuan Provincial Party Committee and Government to "accelerate the construction of world important tourist destinations, make Sichuan's cultural and tourism famous worldwide, and enjoy a global reputation", and build Chengdu as a "benchmark international first-class, world-famous tourist city, which leads the construction of world important tourist destinations in the province", in accordance with the requirements of Chengdu's promotion of the "Three Excellence and Strengthening" to enhance the overall functions of the city and the construction of Chengdu Park City Demonstration Zone, building a world-renowned cultural city with the support of cultural and tourism development. To support Dujiangyan City to build "five new cities", precisely promote scientific rejuvenation, and include about 70 square kilometers of Dujiangyan Qingcheng Mountain World Heritage cultural tourism axis into the cultivation project of international boutique tourism routes. Dujiangyan area,

Yutang area and Qingcheng Mountain area are designated as key areas of Dujiangyan World Tourism Destination, covering core ecological cultural tourism resources, cultural tourism projects and spatial resources, with a planned area of about 20.8 square kilometers. Focusing on the goal of building a world tourism destination, adopting international evaluation standards, identifying the advantages and disadvantages of key areas, and promoting the shaping of a world-class tourism city image.

二、征集程序/The Procedures of Solicitation

1. 资格预审/Prequalification

主办单位、承办单位和征集代理将组建资格预审评审委员会，对按时提交了资格预审《申请文件》的应征申请人进行审查和评审，择优选取三（3）位应征人参加征集活动。

The Host, the Organizer and the Solicitation Agent will set up a prequalification evaluation committee to examine and evaluate the APPLICATION DOCUMENTS for Prequalification. Three (3) participants will be selected through prequalification to participate in the solicitation activities.

2. 最终方案评审/Final Proposal Evaluation

最终方案评审委员会由主办单位或承办单位代表和相关专业的专家组成。最终方案评审委员会将对应征的策划方案进行综合评比，并对三（3）位应征人提交的策划方案进行排序。

The Final Proposal Evaluation Committee is composed of representatives of the Host or Organizer and experts from relevant professional background. The final proposal evaluation committee will comprehensively evaluate the Planning Proposals to rank the proposals of the three (3) participants.

3. 中选方案的确定/Final Winner

主办单位和承办单位将方案评审结果报行政主管部门，在三（3）位应征人提交的策划方案中确定中选方案。

After reporting the proposal evaluation result to the governmental authorities, the Host and Organizer will determine one of the three (3) Planning Proposal as the final winning proposal.

4. 后续深化咨询服务/Further Deepening Consultation Service

方案中选的应征人将根据主办单位和承办单位的委托，完成后续深化咨询服务工作。具体工作内容包括：对策划方案进行系统性梳理及整合，包括但不限于策划逻辑和思路、设计意向、设计方案、规划落位等内容；根据行政主管部门、主办单位和承办单位意见进行针对性调整；最终形成完整的策划汇报文件。

The final winner will complete the further deepening consultation according to the entrustment of the Host and Organizer. The further deepening consultation service shall include: Systematically organize and integrate the planning proposals, including but not limited to planning logic and ideas, design intentions, design plans, planning positioning, and other contents; make targeted adjustments based on the opinions of the governmental authorities, Host and Organizer; finalize the completed planning report document.

三、征集内容/Scope of Solicitation

1. 项目名称/Project Name

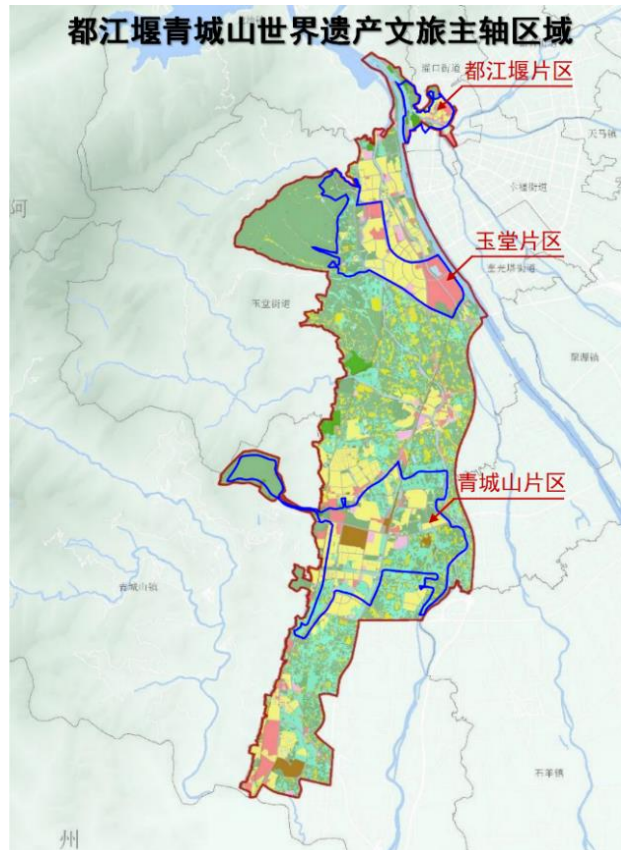
都江堰世界旅游目的地重点片区概念策划方案全球征集。

International Solicitation of Planning PROPOSAL for Key Area of Dujiangyan World Tourism Destination.

2. 项目区位/Project Location

片区位于都江堰市南侧，距离成都市区约 40 公里，距离成都双流机场、天府国际机场分别为 70 公里、120 公里。片区西接阿坝、南联崇州，还可通过高快速路、317 国道连接四姑娘山等多处知名旅游景点景区，是川西重要的旅游枢纽。研究范围为都江堰青城山世界遗产文旅主轴范围，面积约 70 平方公里。

The area is located in the south of Dujiangyan City, about 40km away from Chengdu, 70km away from Chengdu Shuangliu Airport and 120km away from Tianfu International Airport. The area is connected to Aba to the west and Chongzhou to the south, and can also connect to several well-known tourist attractions such as Siguniang Mountain through high-speed highways and National Highway 317. It is an important tourism hub in western Sichuan. The research scope covers the main axis of Dujiangyan-Qingcheng Mountain World Heritage Cultural Tourism, covering an area of about 70 square kilometers.



项目区位图 Map of Project Location

3. 策划范围

(1) 都江堰青城山世界遗产文旅主轴区域总面积约 70 平方公里，在该范围内进行功能及内容意向策划，以达成“世界级旅游目的地”的目标；

The total area of the Dujiangyan Qingcheng Mountain World Heritage Cultural and Tourism Main Axis is about 70 square kilometers, function and content planning within this area shall achieve the goal of "world-class tourism destination";

(2) 划定都江堰片区、玉堂片区、青城山片区三个子片区为都江堰世界旅游目的地重点片区范围，范围涵盖区域核心生态文旅资源、文旅项目和空间资源，三个子片区规划面积约 20.8 平方公里。在该范围内进行重点策划，包括但不限于文旅商业、产业、基础配套策划。鉴于青城山子片区（11.3 平方公里）具备相对成熟的快速开发条件，建议对该片区进行详细的业态策划；

The planning area of the three sub-area, Dujiangyan sub-area, Yutang sub-area and Qingcheng Mountain sub-area, are about 20.8 square kilometers, which are the key areas in the Dujiangyan World Tourism Destination including core natural, cultural, tourism and spatial resources. Detailed planning within this area shall include but not limited to cultural-tourism commercial, industrial, basic supporting facility planning. It is suggested to give priority to the content of detailed function planning within the scope of Qingcheng Mountain area (area of 11.3 square kilometers), which has relatively mature conditions for rapid development;

(3) 策划内容中可以包含并不适合布局在青城山子片区的内容，可以给出放置在核心区其他区域的建议及理由。

Planning content can include content that is not suitable for layout in Qingcheng Mountain area, and suggestions and reasons for placement in other areas of the core area can be given.



青城山片区范围示意图 Scope Diagram of Qingcheng Mountain Sub-area

4. 策划内容和要求/The Design Requirements of the PROPOSAL

策划内容 Contents	要求 Requirements
宏观环境及目标分析 Macro environment	成都市对于都江堰-青城山世界级旅游目的地核心区的政策规划解读， 目标理解

and target analysis	Chengdu's interpretation of the policy planning and target understanding of the core area of Dujiangyan - Qingcheng Mountain world-class tourism destination
本体分析 Basic analysis	区域基本概况、现有及未来交通条件、覆盖范围、现有资源、潜在资源、现有内容及产品分析、现状客流及经济效益指标分析 Basic overview of the ontology analysis area, existing and future transportation conditions, coverage, existing resources, potential resources, existing content and product analysis, current passenger flow and economic benefit indicator analysis
市场分析 Market analysis	国内旅游市场分析、国内外旅游市场发展状况及趋势，国内及国际旅游客群容量变化趋势、消费支出指标分析及消费结构分析 Analysis of the domestic tourism market, development status and trends of domestic and international tourism markets, changes in the capacity of domestic and international tourism customer groups, analysis of consumption expenditure indicators, and analysis of consumption structure
机会与挑战 Strengths and weaknesses	基于前述分析，进一步分析项目面临的优劣势，以及机会与挑战，为后续策略及策划提供逻辑基础 Based on the aforementioned analysis, further analyze the strengths and weaknesses faced by the project, as well as the opportunities and challenges, to provide a logical basis for subsequent strategies and planning
案例对标 Case benchmarking	结合项目实际情况，筛选全球范围内对项目有启发和借鉴意义的项目，并梳理总结对标项目的结构、特点及可借鉴的方法论 Based on the actual situation of the project, case benchmarking is conducted to screen projects that have inspiration and reference significance worldwide, and to summarize the structure, characteristics, and methodology of benchmarking projects that can be used for reference
项目定位及核心策略 Project positioning and core strategy	项目总体定位、客群定位、核心策略及发展思路 Overall project positioning, customer group positioning, core strategy and development ideas
功能及内容 Function and content	具体阐述项目的功能结构，以及各功能下的内容策略和内容建议，说明功能和内容结构并展示内容呈现的意向方向 Specifically explain the functional structure of the project, as well as the content strategies and suggestions for each function, explain the functional and content structure, and display the intended direction of content presentation
空间布局建议 Layout suggestion	功能及内容在项目区域内的具体布局建议，及其整体的逻辑关系 Specific layout suggestions for the functions and contents of spatial layout within the project area, as well as their overall logical relationship
实施策略建议 Implementation strategy suggestion	整体开发策略、先后顺序建议、开发资源对象建议、运营策略建议、运营资源建议、片区开发总投资建议 Overall development strategy, sequence suggestions, development resource object suggestions, operation strategy suggestions, operation resource suggestions and gross investment suggestion in area development
成果深度 Proposal Depth	中期汇报阶段，主要从空间和视觉角度，以及过往策划和设计经验，为策划报告提供策划意见和创意，并针对各项具体策划的功能和内容提供意向图，以初步展现内容的方向。 During the interim presentation stage, mainly provide planning opinions and creativity for the planning report from a spatial and visual perspective, as well as past planning and design experiences, and provide intention maps for specific planning functions and contents to preliminarily demonstrate the direction of the content. 最终汇报阶段，针对具体策划的功能和内容进行专项的意向设计，并以效果图方式呈现，以进一步展示内容的逻辑和视觉形象。此设计不涉及系统的城市规划设计及正式的项目方案设计、建筑设计和景观设计。

	In the final presentation stage, a special intention design is carried out for the specific planned functions and content, and presented in the form of renderings to further demonstrate the logic and visual image of the content, which does not involve systematic urban planning and design, as well as formal project scheme design, architectural design, and landscape design.
成果内容 Content	<p>1. 策划成果纸质文本 8 套，规格为 A3 铜版纸装订。 Eight sets of texts for the planning proposal, bound with A3 coated paper.</p> <p>2. 策划成果电子文件 2 份，包括多媒体汇报文件 PPT 及其他 Windows 系统常用视频格式（U 盘）。 Two electronic documents of the planning proposal, including PPT multimedia report files and other Windows commonly used video format (USB).</p> <p>3. 项目三维动画展示视频（1-3 分钟）。 Three-Dimensional animation display video (1-3 minutes).</p> <p>4. A0 图幅展板 6 张（总图及指标 1 张，效果表现图 5 张），装裱于 KT 板上。 Six display boards in A0 size mounted on KT board (one for general layout and indicators, five for renderings).</p>

四、征集计划/Schedule of Solicitation

日期和时间（北京时间） TIME AND DATE (BEIJING TIME)	事项 AGENDAS
2023 年 11 月 1 日 NOVEMBER 1 ST , 2023	发布资格预审公告 RELEASING THE PREQUALIFICATION ANNOUNCEMENT
2023 年 11 月 1 日 16 时起 FROM 16:00, NOVEMBER 1 ST , 2023	下载《资格预审文件》 OPENING TO DOWNLOAD THE PREQUALIFICATION DOCUMENTS
2023 年 11 月 9 日 16 时 16:00, NOVEMBER 9 TH , 2023	《资格预审文件》下载截止 DEADLINE FOR DOWNLOADING THE PREQUALIFICATION DOCUMENTS
2023 年 11 月 10 日 12 时 12:00, NOVEMBER 10 TH , 2023	资格预审《申请文件》提交截止 DEADLINE FOR SUBMISSION APPLICATION DOCUMENTS FOR PREQUALIFICATION
2023 年 11 月 13 日（暂定） NOVEMBER 13 TH , 2023 (TENTATIVE)	资格预审评审会 PREQUALIFICATION EVALUATION MEETING
2023 年 11 月 14 日（暂定） NOVEMBER 14 TH , 2023 (TENTATIVE)	发布资格预审评审结果公告和入围邀请函 RELEASING THE EVALUATION RESULT OF THE PREQUALIFICATION AND SOLICITATION INVITATION
2023 年 11 月 15 日（暂定） NOVEMBER 15 TH , 2023 (TENTATIVE)	启动会及现场答疑会、发放《征集文件》 KICKOFF MEETING, Q&A MEETING AND RELEASING THE SOLICITATION DOCUMENTS
2023 年 11 月 24 日（暂定） NOVEMBER 24 TH , 2023 (TENTATIVE)	中期方案汇报和交流会 INTERIM PROPOSAL PRESENTATION MEETING
2023 年 12 月 22 日（暂定）	递交《应征文件》

DECEMBER 22 ND , 2023 (TENTATIVE)	SUBMISSION OF PROPOSAL
2023 年 12 月 25 日 (暂定)	最终方案汇报和评审会
DECEMBER 25 TH , 2023 (TENTATIVE)	FINAL PROPOSAL PRESENTATION AND EVALUATION MEETING

五、征集联系/Contact

征集代理：上海国际招标有限公司

Solicitation Agent: Shanghai International Tendering Co., Ltd.

地址：中国上海市静安区延安西路 358 号 14 楼

Address: 14/F, 358 Yan An Road (west), Jinan District, Shanghai, China

邮政编码：200040

Postcode: 200040

联系人：张逸舟、毛焯琪

Contactors: Zhang Yizhou, Mao Yeqi

联系电话 Telephone: 86-21-32173631/32173711

邮箱 Email: zhangyizhou@shabidding.com

网址 Website: www.shabidding.com

六、申请人的资格要求/ Eligibility and Qualifications Requirements

1. 申请人须具有独立承担民事责任的能力，不接受自然人参与应征。

An Applicant must have the ability to bear civil liability independently and the participation of natural person is not accepted.

2. 申请人须具有文旅策划类项目的经验和能力。

An Applicant must have cultural and tourism planning experiences.

3. 本项目接受联合体。

The Consortium is accepted in this Project.

3.1 本次征集以文旅策划为主，意向设计为辅。申请人可以选择单独或以联合体的形式参加资格预审。如以联合体形式参加，联合体的牵头人承担主要策划工作。

This solicitation is mainly focused on cultural and tourism planning, supplemented by intention design. The applicant may choose to participate in the prequalification alone or in a consortium. In case of participating in the prequalification in the form of consortium, the leader of consortium shall be responsible for the main planning work.

3.2 如果以联合体形式参加资格预审，联合体的成员数量不得超过三（3）家，其中牵头人必须满足上述第 2 条的资格要求。

In case of participating in the prequalification in the form of consortium, the number of members of the consortium shall not exceed three (3), and the leader of consortium must meet the qualification requirement of Article 2 above.

3.3 联合体的组成以提交的资格预审《申请文件》为准。联合体各方不得再以自己名义单独参与本次征集活动，也不得同时加入参与本次征集活动的其他联合体，否则，相关《申请文件》均被否决。

Each member constituting the Consortium must no longer apply for prequalification separately in its own name again, nor join other consortiums at the same time, otherwise the relevant Application Documents will be rejected.

3.4 联合体的各成员应共同签署一份联合体协议，协议需明确各成员单位分工。

A consortium agreement shall be signed by all partners of the Consortium, the division of labor of each member shall be clarified in the agreement.

七、《资格预审文件》的获取/Obtaining of PREQUALIFICATION DOCUMENTS

1. 凡有意参加本次方案征集活动的潜在申请人，请于 2023 年 11 月 1 日 16:00 时至 2023 年 11 月 9 日 16:00 时（北京时间，下同），在上海国际招标有限公司网站（www.shabidding.com，下同）在线领取《资格预审文件》。

All potential Applicants who are interested in participating in this Project can download the PREQUALIFICATION DOCUMENT through SITC Website (www.shabidding.com) from 16:00 1st November, 2023 to 16:00 9th November, 2023 (Beijing Time, same hereinafter).

2. 申请人首次使用上海国际招标有限公司网站需完成注册程序。已注册的申请人可使用已获取的供应商登录名和密码登录并从网站采购公告栏的相应公告中进入，点击右上角“领购”按钮下载《资格预审文件》。征集代理不接受没有在上海国际招标有限公司网站上注册和没有《资格预审文件》下载记录的申请人提交的《申请文件》。

Applicants who have never used SITC Website before shall finish the registration process first. Registered Applicants can download the PREQUALIFICATION DOCUMENT by clicking the “purchase” button in the corresponding announcement webpage on the purchase bulletin board of SITC Website after logging in. SITC will not accept the Application Documents submitted by the Applicants who have not registered on SITC Website or who have no download records of the PREQUALIFICATION DOCUMENT on SITC Website.

3. 如申请人为联合体，则联合体中任一成员进行注册并有《资格预审文件》下载记录即可。《资格预审文件》的获取阶段，无需明确联合体组成。联合体组成以提交的资格预审《申请文件》为准。

The Consortium’s Application Document shall be accepted when any member of the Consortium has registered and has the download record of the Prequalification Document. There is no need to clarify the composition of the Consortium at the stage of Prequalification Document Acquisition. The composition of the Consortium shall be specified in its submitted Application Document.

4. 申请人成功领取《资格预审文件》并不意味着其资格条件符合要求。申请人是否符合本公告第六条“申请人的资格要求”由资格预审评审委员会判定。

An Applicant's successful acquisition of the Prequalification Document does not mean that it is eligible for this Project. Whether an Applicant meets the requirements of Article 6 in this Announcement is determined by the Prequalification Jury.

八、资格预审《申请文件》的提交/Submission of APPLICATION DOCUMENTS for Prequalification

资格预审《申请文件》应以电子文件和纸质文件的形式提交。提交截止时间为 2023 年 11 月 10 日 12 时，提交的时间以电子文件上传成功的时间为准。除了在截止时间前成功上传的《申请文件》外，未在截止时间前上传或以其他形式提交的《申请文件》一律不被受理。

The Application Document shall be submitted in Electronic Documents as well as Paper Documents. The submission deadline of Application Document is 12:00 on 10TH Nov, 2023. The submission time of every Applicant is subject to the time when its Electronic Documents are successfully submitted. Any late submission or submission in any other form will not be accepted.

电子文件包括全套正本《申请文件》的 PDF 扫描件和 PPT 文件。申请人应在上海国际招标有限公司网站本项目的领购页面下，点击“投标文件”按钮后上传资格预审《申请文件》的电子文件（以 rar. 或 zip. 形式压缩后上传，请注意无需加密）。

The electronic documents shall include the scanned copy in PDF of the full set of the original Application Document and the required PPT file. Applicants shall submit Electronic Documents by clicking the “tender document” button on this Project’s webpage and uploading via on SITC website. (Please do not encrypt the uploaded compressed file in rar. or zip. form.).

申请人还应将纸质《申请文件》3 套（正本 1 套、副本 2 套），以专人送达或邮寄形式提交至四川省成都市高新区石羊街道盛兴街 55 号，收件人：刘先生，电话：17702858679。申请人应当确保其提交的资格预审《申请文件》的电子文件和纸质文件内容一致。当资格预审《申请文件》的电子文件与纸质文件内容不一致时，以电子文件为准。

Applicant shall also submit two sets of paper Application Documents (clearly mark one as “ORIGINAL”, and the another as “COPY”) in person or by delivery to the address: 55 Shengxing Street, Chengdu High-Tech Zone, Sichuan Province, Recipient information: Mr. Liu 17702858679. Applicants shall ensure that the contents of their Electronic and Paper Application Document submitted are consistent. In case of any discrepancy between the Electronic document and the Paper Document, the Electronic Document shall prevail.

九、公告发布的媒体/Media Releasing Announcement on Solicitation

资格预审公告和《资格预审文件》、对资格预审公告和《资格预审文件》的修改和补充（如有）以及资格预审结果公告在以下网站上发布：

The Prequalification Announcement, Prequalification Document, any amendment or supplement of them (if any), and the Announcement of Prequalification Results are published on the following websites:

中国招标投标公共服务平台（www.cebpubservice.com）

China Tendering and Bidding Public Service Platform (www.cebpubservice.com)

上海国际招标有限公司网站 (www.shabidding.com)

The website of Shanghai International Tendering Co., Ltd. (www.shabidding.com)

成都高新区·国家自主创新示范区官网 (www.cdht.gov.cn)

Official website of Chengdu Hi-tech Zone · National Independent Innovation Demonstration Zone (www.cdht.gov.cn)

十、征集补偿费和深化咨询费/Compensation Fee and Further Consultation Fee

1. 征集补偿费/Compensation Fee

主办单位和承办单位将向递交了完整和有效的《应征文件》的应征人各支付征集补偿费人民币 200 万元（含税）。

The Host and Organizer will pay a compensation fee of RMB 2 Million (taxes included) to each Participant who submitted complete and valid PROPOSAL.

2. 当应征人出现下列情况时，主办单位和承办单位不予支付征集补偿费：

Under the following circumstances the Host and Organizer are entitled to refuse to pay the compensation fee:

2.1 应征人未按规定时间递交完整的《应征文件》的；

PROPOSAL is not submitted on time and completely;

2.2 应征人递交的《应征文件》被专家评审委员会认定为未对《征集文件》的要求作出实质性的响应；

PROPOSAL is judged by the scheme evaluation committee not substantially responding to the requirements of the SOLICITATION DOCUMENTS;

2.3 方案征集期间，应征人的资格条件发生变化，不能达到上述第六条规定的资格要求，被取消应征人资格。

The Participant has been disqualified during the scheme solicitation period, if the qualification conditions of the Participant change and fail to meet the requirements of the above Article 6 Eligibility and Qualifications Requirements.

3. 深化咨询费/Further Consultation Fee

方案中选的应征人将根据主办单位和承办单位的委托，完成后续深化咨询服务工作。为此，主办单位和承办单位将向中选的应征人支付深化咨询费人民币 70 万元（含税）。

The final winner will complete the further deepening consultation according to the entrustment of the Host and Organizer. The total amount of further consultation fee is RMB 0.7 Million (taxes included).

4. 以上征集补偿费和深化咨询费均已含中国境内、外应缴纳的各项税费。

The above compensation fee and further consultation fee has included all taxes and fees that should be paid inside and outside the People's Republic of China.

十一、其它条款/Other Terms

1. 知识产权/Intellectual Property Rights

- 1.1 应征人承诺其拥有其提供服务时编制的所有图纸、说明、电子文档和其它相关文件的合法权利和知识产权。主办单位和承办单位在支付了征集补偿费和深化咨询费（如有）后，应征人递交的策划成果除署名权等人身权利以外的所有权和著作权归主办单位和承办单位所有。经主办单位和承办单位书面同意后，应征人可通过传播媒介、专业杂志、书刊或其他形式评价、展示其策划成果的相关内容。主办单位、承办单位和应征人均不能将策划成果部分或全部地用于本项目之外的其他项目。

All Participant promises that it has the legal rights and intellectual property rights of all drawings, descriptions, electronic documents and other relevant documents prepared when it provides services. After the compensation fee and further consultation fee (if any) has been paid, the ownership and copyright other than the right of authorship belong to the Host and Organizer. With the written consent of the Host and Organizer, the Participants can evaluate and display the relevant contents of the planning proposal through the media, professional magazines, books or other forms. None of the parties can use the planning proposal in part or in whole for projects other than this Project.

- 1.2 应征人应保证递交的策划成果在中国境内或境外没有且不会侵犯任何其他人的知识产权（包括但不限于著作权、专利权）或专有技术或商业秘密。应征人应保证，如果其策划成果使用或包含任何其他人的知识产权或专有技术或商业秘密，应征人已经获得权利人的合法、有效、充分的授权。应征人因侵犯他人知识产权或专有技术或商业秘密所引起的全部赔偿责任应由应征人承担。

Participant shall ensure that the submitted planning proposal has not infringed upon and will not infringe upon IPR (including but not limited to copyright and patents) or proprietary technologies or trade secrets of others within or outside the People's Republic of China. Participant shall guarantee that if his planning proposal uses or includes IPR or proprietary technologies or trade secrets of others, Participant shall have already obtained legitimate, valid and sufficient authorization from the right holders. Participant shall take all liabilities arising from infringement by the Participant upon IPR or proprietary technologies or trade secrets of others.

- 1.3 在征集过程中主办单位和承办单位提供的基础资料的知识产权属主办单位和承办单位所有。应征人仅可以将上述文件用于编制《应征文件》之目的。未经主办单位和承办单位书面许可，应征人不得将上述文件用于其他咨询设计或其他目的，也不得将上述文件泄露给任何第三方。The IPRs of the basic information provided by the Host and Organizer during the solicitation process belong to the Host and Organizer. Participants can only use the documents aforementioned for the purpose of designing and compiling the PROPOSAL. Without written consent from the Host and Organizer, Participants shall not use the documents aforementioned for other consulting design or

other purposes, and shall not disclose the documents aforementioned to any third Party.

1.4 本次方案征集中接收的所有有效的应征成果均不退回。

All valid consulting result received in this solicitation will not be returned.

2. 适用法律/Governing Laws

本次征集活动本身及与本次活动相关的文件所适用的法律和法规仅为中华人民共和国的法律和法规。

The solicitation per se and any documents relating thereto shall be governed only by the laws and regulations of the People's Republic of China.

3. 语言/Languages

《资格预审文件》使用中文和英文书写。在中、英文两种语言的意思表达不一致时，以中文为准。资格预审《申请文件》、与主办单位、承办单位和征集代理之间的往来函电和文件均应使用中文书写。申请人随《申请文件》提供的证明文件和印刷品可以使用另一种语言，但必须附以中文译本。

The language used in the PREQUALIFICATION DOCUMENTS shall be Chinese and English. In the event of any discrepancy between Chinese and English, Chinese shall prevail. APPLICATION DOCUMENTS for Prequalification and the correspondence and documents related to this solicitation between Participants and the Host and Organizer shall all be drafted in Chinese. Another language can be used for the proof documents and printed materials that Participants provide along with the APPLICATION DOCUMENTS, but the version with Chinese translation shall be attached thereto.

4. 解释权/Right of Interpretation

本次征集活动及相关文件的最终解释权归主办单位和承办单位。

The final right of interpretation of the solicitation and related documents is held by the Host and Organizer.