

投標規範

一、本採購適用政府採購法（以下簡稱本法）及其主管機關所訂定之規定。
The “Government Procurement Act” (hereafter referred to as the “Act”) and its related regulations promulgated by the responsible entity of the Act apply to this procurement.

二、機關：交通部觀光局（以下簡稱機關）

Entity: Tourism Bureau, Ministry of Transportation and Communications (hereafter referred to as “The Entity”)

三、計畫名稱：交通部觀光局委託辦理 2017-2020 年英國地區臺灣觀光宣傳推廣計畫，本案含 2018-2019 與 2019-2020 年後續擴充採購。

Project name: 2017~2020 Taiwan Tourism Marketing and Promotional Plan for the United Kingdom Market. This project includes expanded procurement for 2018~2019 and 2019~2020.

四、計畫源起：爰於英國位居世界的前端領導位置，英國也是全球英語世界及全球政治、經濟、時尚、美食、旅遊等話題的目標焦點，經營英國地區臺灣觀光行銷宣傳，是臺灣觀光海外宣傳的重要據點，應朝向全面化、主題化、精緻化方向，邀請英國主流媒體及業者參訪臺灣觀光旅遊產業資源，促成英國地區、英語世界媒體正面報導質量，強化與英國地區旅遊產業持續促進長期對話機制，塑造臺灣為英國地區亞洲重要必選的旅遊目的地，達成英國旅客來台人數成長目標。

Project background: The UK is a major world power and a focal point for topics such as politics, economics, fashion, food, and travel for the English-speaking world as well as the rest of the world. The cultivation of Taiwan tourism marketing and promotion in the United Kingdom (UK) region is an important component in the overseas promotion of Taiwan tourism. A more comprehensive, topical and boutique approach should therefore be adopted in inviting mainstream UK media and industry operators to visit the tourism and travel resources of Taiwan. By increasing the quantity and quality of positive reporting in the media within the UK and the English-speaking world, we can strengthen the mechanism for sustained dialog with the UK travel industry, promote Taiwan as an essential Asian destination for UK travelers, and achieve the goal of boosting the number of UK travelers to Taiwan.

五、計畫目標：

Project goal:

- (一)、交通部觀光局自 2015 年起開始推動「觀光大國行動方案」，以深化「Time for Taiwan 旅行臺灣 就是現在」的行銷主軸概念為前導，以「優質、特色、智慧、永續」為行銷宣傳的執行策略，全方位提升臺灣觀光知名度及臺灣觀光旅遊價值，提振臺灣觀光國際競爭力。

The Taiwan Tourism Bureau began promoting the “Taiwan Tourism Action Plan” in 2015. “Time for Taiwan” was made the guiding theme in marketing while “quality, specialty, intelligence, sustainability” were defined as the execution strategy for marketing and promotion. A push was made to raise the profile and value of Taiwan tourism on all fronts and to boost the international competitiveness of Taiwan tourism.

- (二)、2017 年起交通部觀光局研訂「Tourism 2020-臺灣永續觀光發展策略」，以「創新永續 打造在地幸福產業」、「多元開拓 創造觀光附加價值」等為目標，在國際臺灣觀光形象的提升上，以多元行銷做法，帶動「臺灣觀光品牌」知名度建立為宣傳策略，針對英國市場進行國際媒體廣告行銷及活動推廣行銷，請投標單位遵照本招標規劃書所列之工作項目及內容規定，於計畫建議書中逐項條列各細部執行計畫，並可另提出符合本計畫範疇之加強作法及所對應之工作項目，以期達到提升台灣觀光旅遊形象知名度之目標。

In 2017, the Tourism Bureau formulated the “Tourism 2020 - Sustainable Development Strategy for Taiwan Tourism” which set “Building local happiness industries through innovation and sustainability” and “Creating added tourism value through diversified expansion” as its goals. To raise the international profile of Taiwan tourism, diversified marketing was used to develop a promotion strategy focused on building awareness of the “Taiwan tourism brand” through international advertising and promotional events in the UK market. Bidders are asked to follow the tasks and content regulations set out in this request for proposals and provide a detailed execution plan in their proposal. More effective techniques that fall within the scope of this project and their corresponding tasks can also be proposed in order to realize the goal of boosting the profile of Taiwan tourism.

- (三)、為有效提升臺灣觀光旅遊之國際形象，交通部觀光局行銷作法著重在深耕在地旅遊業者交流，如參加旅展、向國際媒體發佈觀光資訊新聞，或邀請國際重要專業媒體來訪等方式、利用網路社群及主流觀光旅遊趨勢網站進行行銷活

動、購買平面或電子媒體廣告，發揮臺灣獨有的觀光魅力優勢，帶動臺灣觀光國際競爭力。並積極促成英國地區媒體正面報導質量，塑造臺灣為英國地區民眾選擇亞洲旅遊重要的旅遊目的地，達成旅客成長目標。

To effectively raise the international profile of Taiwan tourism, the Tourism Bureau concentrates its marketing efforts on building links with local travel operators through participation in travel fairs, issuing of tourism information and press releases to the international media, travel invitations to important international professional media, conducting marketing activities through social networks and mainstream tourism trend websites, and purchase of print or electronic media advertising. The unique charms and attractions of Taiwan are leveraged to boost the international competitiveness of Taiwan tourism. The Tourism Bureau also works actively to increase the quantity and quality of positive reporting in UK media to promote Taiwan as an important Asian travel destination for people in the UK and realize the goal of visitor growth.

六、委辦事項：依機關工作重點及目標客群，「2017-2020 年英國地區觀光宣傳推廣計畫」（本案含 2018-2019 與 2019-2020 年後續擴充採購），達成「Tourism 2020-臺灣永續觀光發展策略」計劃目標。

Project tasks: Carry out the “2017~2020 United Kingdom Tourism Marketing and Promotion Project” (this project includes follow-up procurement for 2018~2019 and 2019~2020) for the key tasks and target audience set by the Entity and meet the planned goals of the “Tourism 2020 - Sustainable Development Strategy for Taiwan Tourism.”

七、工作期間：

Period of work:

(一)、自契約決標日起 1 年止。

One year starting from the contract award date.

(二)、得標廠商執行 2017 年-2018 年計畫，經機關召開正式審查會議，評定廠商執行成效符合機關要求標準者（依機關評選標準，平均得分超過 75 分），得依採購法第 22 條第 1 項第 7 款規定，經機關召開 2017 年-2018 年宣傳計劃審查會議通過後（依機關評選標準，平均得分超過 75 分），取得 2018 年-2019 年之優先議價權；次年度亦同。

If the execution of the 2017~2018 project by the successful bidder is judged to be satisfactory (average score of over 75 based on the evaluation standard of the Entity) by a formal evaluation meeting

convened by the Entity, then under Article 22, Paragraph 1, Sub-paragraph 7 of the Procurement Act, if the 2017~2018 promotion plan is formally approved by the Entity (average score of over 75 based on the evaluation standard of the Entity), the successful bidder will receive right of first price negotiation for 2018~2019; the same also applies for the subsequent year.

八、預估金額：2017-2020 年度共約**歐元伍拾捌萬貳仟元整**（約合新臺幣壹仟玖佰柒拾捌萬捌仟元，含稅，含年度公關工作及推廣活動費用）。但實際預算以當年度立法院核定預算數為準。

Price estimate:

Total amount for 2017~2020 is approximately **five-hundred and eighty-two thousand Euro** (equivalent to nineteen million, seven hundred and eighty-eight thousand TWD. Includes all taxes as well as annual public relations and promotional activity expenses). Actual budget will be as approved by the Legislative Yuan for the year.

2017-2018 年度共約**歐元壹拾玖萬肆仟元整**（約合新臺幣陸佰伍拾玖萬陸仟元，含稅，含年度公關工作及推廣活動費用）。但實際預算以當年度立法院核定預算數為準。

For 2017~2018 the total amount is approximately **one hundred and ninety-four thousand Euro** (equivalent to six million, five hundred and ninety-six thousand TWD. Includes all taxes as well as annual public relations and promotional activity expenses). Actual budget will be as approved by the Legislative Yuan for the year.

九、專業服務建議書格式及內容：

Proposal format and content:

(一)、建議採英文橫式書寫，以 A4 格式印製，裝訂線在左側並加編頁碼裝訂成冊。

English written horizontally is preferred. Proposal should be printed on A4 paper, and bound into book form with the binding on the left side and paginated.

(二)、本局觀光宣傳 CI（如圖一）須應用於計畫內。

The tourism promotion CI (as shown in Fig. 1) of the Entity should be used within the proposal.

THE HEART OF ASIA

圖一
Figure 1



圖二
Figure 2

- (三)、本局觀光宣傳 CI 可搭配行動標語及心型視覺圖形 (如圖二) 共同搭配運用。

The tourism promotion CI of the Entity can be used in conjunction with the action slogan and heart-shape visual graphic (see Fig. 2).

- (四)、行動標語「Time for Taiwan」係用以鼓動消費者採取行動來台旅遊之用語。

The action slogan “Time for Taiwan” is intended to encourage consumers to take action and travel to Taiwan.

Time for Taiwan

- (五)、核心概念：以「Taiwan, The Heart of Asia」之精神做延伸，搭配「Time for Taiwan」行動標語，建立臺灣觀光國際品牌知名度，執行各項宣傳活動。

Core concept: The spirit of “Taiwan, The Heart of Asia” is extended and combined with the “Time for Taiwan” action slogan to develop international recognition of the Taiwan tourism brand and carry promotional activities.

- (六)、工作目標：

Work goals:

- 1、提高臺灣觀光旅遊報導媒體曝光度。

Increase the media exposure of Taiwan tourism reporting.

- 2、運用媒體公關工作協助機關英國地區宣傳推廣行銷計畫執行。

Use media relations activities to assist the Entity with the execution of its marketing and promotion plan for the UK.

- 3、協助機關辦理英國地區宣傳推廣活動。

Assist the Entity with organizing marketing and promotion activities

in the UK.

- 4、爭取英國地區具正面媒體影響力旅遊達人來臺熟悉旅遊。
Persuade travel celebrities with a positive influence in the media from the UK to visit Taiwan and learn about local travel.
- 5、拓展臺灣旅遊產品門市及線上販售通路。
Expand physical and online channels for the sale of Taiwan travel products.
- 6、運用社群網站多元行銷臺灣旅遊。
Use social networking websites to conduct diversified marketing of Taiwan travel.
- 7、擴大辦理運用網路行銷集客。
Expand the use of online inbound marketing.

- (七)、執行原則：多層面多元化的方式，促成英國地區旅遊媒體臺灣觀光正面報導，建構臺灣成為一般民眾選擇亞洲旅遊目的地的首選之一，開發增加販售臺灣旅遊產品之旅行社通路，爭取名人讚譽推薦臺灣旅遊。

Execution principle: Use diversified methods on multiple levels to facilitate the positive reporting of Taiwan tourism in UK media, promote Taiwan as one of the leading Asian travel destinations for the general population, increase the number of travel agencies that offer Taiwan travel products, and secure celebrity endorsement of travel to Taiwan.

- (八)、宣傳區域：主要區域為英國，次要區域為愛爾蘭。

Marketing region: Primary region is the UK. Secondary region is Ireland.

- (九)、訴求客群、行銷重點及宣傳目標：

Target audience, marketing focus and marketing target:

- 1、高收入客群及銀髮族：一程多站→精緻多元亞洲文化盡在臺灣。
High-income earners and senior citizens: Single itinerary with multiple stops → Discover the beauty and diversity of Asian cultures in Taiwan.
- 2、背包客及漢學系學生：中文學習及文化體驗→亞洲之心在臺灣。
Backpackers and students of Chinese studies: Learn Chinese and cultural experience → Taiwan as the heart of Asia.
- 3、過境旅客：24h 友善旅遊環境→大三角起點。
Transit travelers: 24-hour friendly travel environment → Starting point to the grand triangle.
- 4、小眾旅遊市場：單車/賞鳥旅遊/登山健行→型塑臺灣樂活旅遊魅力。
Niche travel market: Cycling/Bird-watching/Mountain climbing and

hiking → Promote the charm of LOHAS travel in Taiwan

- 5、商務客：自然景色及海灘假期→延長在臺停留時間、成為未來臺灣觀光客群。

Business traveler: Natural beauty and seaside holiday → Extend stay in Taiwan and become a future customer of Taiwan tourism.

- 6、喜愛亞洲文化客群：精緻文化、24h 友善旅遊環境→「友善、智慧、體驗」的亞洲重要觀光旅遊聖地。

Asian culture enthusiasts: Boutique culture, 24-hour friendly travel environment → An important Asian travel destination based around “Hospitality, Intelligence, Experience.”

- (十)、經費分配比例（各比例為單項服務工作預算上限，詳參附件經費分析表）

Budget allocation (each ratio is the budget cap for each service item. Please refer to the funding analysis table in the attachment for more details)

- 1、公關服務費：33%
- 2、網路行銷費：13%
- 3、活動推廣費：31%
- 4、廣告採購費：13%
- 5、電視宣傳費：10%

1. Public relations service fee: 33%
2. Online marketing fee: 13%
3. Event promotion fee: 31%
4. Advertising purchasing fee: 13%
5. TV marketing fee: 10%

- (十一)、專業服務建議書至少應包含以下內容：

委辦事項部分應提出 2017-2018 年之英國地區觀光宣傳推廣整合行銷計畫；宣傳區域為：英國地區；重點在於「提高臺灣觀光在英旅遊市場知名度及提高臺灣觀光媒體曝光度搭配業者銷售通路促成臺灣遊程販售；目標為「建立臺灣成為英國地區新興旅遊目的地，有效執行各項履約工作，以達成英國地區來臺旅客成長目標，為服務建議書規劃目標」；

執行工作內容須包含：

The **Proposal** should include at a minimum the following content:
Project tasks should include a proposed integrated marketing plan for tourism promotion and marketing in the UK for 2017~2018; the marketing region is the UK; emphasis should be on “raising

recognition of Taiwan tourism in the UK travel market, increasing the media exposure of Taiwan tourism, and working with the industry to facilitate the sale of Taiwan travel packages”; Goal is as follows: “the planning goal of the proposal shall be the promotion of Taiwan as an emerging travel destination in the UK and the effective execution of all contract performance tasks to realize the growth target for UK visitors to Taiwan.”

The tasks to be undertaken must include:

- 1、市場調查：英國近 2 年出國旅遊屬性、媒體閱聽趨勢及亞洲其他競爭國在該國之觀光宣傳策略分析。
Market survey: the characteristics of overseas travel in the UK in the last two years, media user trends, and analysis of the tourism promotion strategies by other competing Asian nations in the target country.
- 2、建議行銷策略：臺灣觀光產品在英國之行銷定位及相關策略及具體做法。
Recommendations on marketing strategy: The marketing positioning of Taiwan tourism products in the UK along with related strategy and specific actions.
- 3、產品包裝：以「臺灣觀光年曆」及 10 大主題產品內容為主軸，搭配「Time For Taiwan」slogan，配合媒體性質提供所需完稿服務。
Product packaging: Use the “Taiwan Tourism Events” and the top 10 themed product content as the basis along with the “Time for Taiwan” slogan to provide advertorial and graphic service according to the media type.
- 4、公關工作計畫（含臺灣觀光形象行銷定位、訴求客群消費動向分析、對應策略、具體工作內容及預算細目）：工作計畫如附件價格分析表表列。
Public relations plan (includes marketing positioning for Taiwan tourism image, analysis of consumption trends in the target market, corresponding strategy, specific working content, and budget details): The work plan shall be as the Price Analysis List in the attachment.
- 5、透過網路平臺宣傳促銷送客行銷宣傳規劃與運用。
Planning and use of marketing and promotional offers over online platforms.
- 6、在英國市場之熱門網路社群網站（例如：臉書【Facebook】），運用臺灣觀光旅遊資訊進行行銷。
Use Taiwan tourism and travel information for marketing on popular social networking sites in the UK (e.g. Facebook).
- 7、在目標市場之熱門搜尋引擎（例如：Google），就臺灣觀光旅遊進

行關鍵字廣告行銷。

Engage in advertising keyword marketing of Taiwan tourism and travel on popular search engines (e.g. Google) in the target market.

8、其他足以達成「計畫目標」之行銷規劃提案。

Other marketing proposals capable of accomplishing the “project goals.”

9、投標廠商於研提服務計畫書時，須就宣傳臺灣觀光形象提出具體可行之集客作法、提出具體工作項目之規劃及相關配套促銷活動行銷，以增加本計畫之效益。

The bidder's proposal must offer concrete and feasible methods of attracting customers through the promotion of the Taiwan tourism image, as well as propose planning on actual tasks and marketing of associated sales promotions in order to enhance the cost-effectiveness of this project.

10、執行本案人員編組及人力計畫（應明確區分工作責任及作業方式）。

The organization and human resources planning of personnel responsible for project execution (divisions of responsibilities and method of operation should be clearly stated).

11、經費運用計畫明細表。

Detailed project budget.

12、工作進度表。

Work schedule.

13、投標廠商資料摘要表（詳附件）。

Bidder profile (see attachment for details).

14、其他（自行視需要提供）。

Other (provide as necessary).

十、評選標準與評選方式

Evaluation standard and format

(一)、評選標準：

(1) Evaluation standard:

評選項目 Evaluation items		配分 Weighting
一	專業服務書建議內容 Content of proposal	85
	(一) 策略擬定、企劃內容及創意表現	25

(1)	Content of proposal	
(二) (2)	廣告及媒體資源運作與規劃 Planning and use of advertising and media resources	20
(三) (3)	公關活動計劃 Public relations plan	20
(四) (4)	經費合理性 Reasonableness of budget	20
二 2	本案工作團隊與宣傳區域當地合作公司之執行能力 Capabilities of the project team and local partner in the target region	15
合計 Total		100

(二) 、評選方式：

Evaluation format:

- 1、由機關依有關規定組成「採購評選委員會」，並根據政府採購法第 22 條第 1 項第 9 款規定「委託專業服務、技術服務或資訊服務，經公開客觀評選為優勝者」為優勝廠商。

A "Procurement Evaluation Committee" shall be formed by the Entity in accordance with the regulations. Under Article 22, Paragraph 1, Sub-paragraph 9 of the Government Procurement Act, "in the case of contracts for professional services, technical services or information services.... the winner shall be selected through open and objective evaluation."

- 2、評選程序：

Evaluation process:

- (1) 由各評選委員填寫評分表乙份，依投標廠商所提送之服務建議書、簡報與答詢說明，按評選項目逐項分別評分後加總，並依總分由高至低分別給予 1、2、3...「序位」，交由本機關作業人員加總各廠商之序位和。序位和最低者為第 1 名，次低者為第 2 名，餘依此類推。序位第 1 之廠商，須經出席評選委員過半數以上之同意，方得列為優勝廠商。

A score card is to be filled out by each member of the evaluation committee. Each evaluation item is scored on the basis of the bidder's submitted proposal, presentation and questions & answers performance, then a "rank" such as 1, 2, 3... etc. is assigned from the

highest to the lowest total score. Each bidder's total rank is then passed to the responsible personnel at the Entity. The bidder with the lowest total rank is given 1st place, the next lowest is given 2nd place, and so on. Approval from the majority of evaluation committee members present is required for the bidder in 1st place to be declared the successful bidder.

- (2) 投標廠商受評分數，經出席委員半數以上評分未達 70 分者，不得列為決標對象。

A bidder that did not receive a score of over 70 from the majority of committee members present may not be declared the winning bidder.

- (3) 若廠商序位相同時，以標價最低者優先議價，如標價又相同者，則以評選項目「策略擬定、企劃內容及創意表現」得分總和最高者優先議價，如該項目分仍相同者，再以評選項目「本案工作團隊與宣傳區域當地合作公司之執行能力」得分總和最高者優先議價，如該項目分仍相同者，抽籤決定之。

If two or more bidders have the same rank, the bidder with the lowest price receive preference on price negotiations. If the bid prices are identical, then the bidder with the higher total score for “strategy design, proposal content and creativity” receive preference on price negotiations. If the scores for that item are also the same, then the bidder with the highest total score for “capabilities of the project team and local partner in the target region” receive preference on price negotiations. If this item is also identical then a decision will be made by lot.

(三) 簡報：

Presentation:

- 1、參加評選廠商以抽籤方式決定簡報次序（於資格審查結束時一併進行抽籤程序，未到場之廠商由機關代抽，不得異議），簡報必須由本案之執行團隊為之。

The order of presentation for suppliers taking part in the evaluation shall be decided by lot (lots shall be drawn at the end of the eligibility review. If a supplier is not present, then the Entity will draw the lot on their behalf. No disputes allowed). The presentation must be delivered by the team that will carry out the project.

- 2、簡報時間以不超過 20 分鐘為限，並於接受詢答（10 分鐘內為原則）後退場。簡報形式由廠商自行決定。

The presentation must not exceed 20 minutes in duration and should be followed by a Q&A session (no more than 10 minutes in duration). The presenters exit after the presentation. The format of the presentation is

left up to the supplier.

- (四) 評選結果當日不宣佈，俟核定後另行通知。

The result of the evaluation will not be announced on the day. A separate notification will be issued once the result has been approved.

- (五) 本採購無法評選出優勝者或無法決標時，不採行協商措施。

If the evaluation fails to pick a winner or when the tender can't be awarded, no consultations will be conducted.

十一、議價：

Price negotiation:

- (一)、經評選委員會評選為優勝者為得標廠商，取得優先議價權，若議價不成或棄權，則依序由次優廠商經核定取得議價權。

The successful bidder selected by the evaluation committee receives first right of price negotiation. If the price negotiation fails down or the bidder forfeits, the next supplier in line receives right of price negotiation.

- (二)、獲議價權之廠商，應於機關正式通知之日起 10 個工作日內議價。機關核定後之專業服務建議書作為合約之一部分，若無故未依時限簽約者，視為棄權，並由次一名廠商取得議價權。

The supplier that receives right of price negotiation should engage in price negotiations within 10 working days starting from the day of being officially notified by the Entity. The proposal approved by the Entity forms a part of the contract. Failure to sign the contract by the given deadline without due reason will be considered to have forfeited the bid and right of price negotiation will be given to the next supplier in line.

- (三)、本採購準用最有利標決標。

This procurement will be decided on the basis of best value tender.

十二、著作財產權規範：

Copyright guidelines:

- (一)、本契約標的所需製作材料，概由得標廠商負責。所引用之資料、道具及音樂，如涉及他人權利時，得標廠商應事先取得權利人書面同意其著作於本採購標的中永久在國內外公開使用，含著作權之各種使用方式。如有涉及著作權或其他權利爭議糾紛，應由得標廠商完全負責，概與機關無涉。

The winning bidder is responsible for the production of materials required by the subject of the contract. If the rights of another party are involved in the information, props and music used, the winning bidder should secure advance written consent from the right owner on the

permanent domestic and overseas use of their work in this project. This includes all uses of the copyright. Any disputes over copyright or other rights shall be the sole responsibility of the winning bidder.

- (二)、得標廠商同意本採購標的之著作財產權及依本採購標的計畫完成之一切著作財產權，於著作完成時，讓與機關。

The successful bidder agrees to transfer all copyrights to the procurement subject, and all copyrights produced as part of this project, to the Entity at the conclusion of the work.

- (三)、本採購標的之執行內容項目、製作品質、進度等，均須在機關審核同意下進行，若有違反情形，機關得終止契約關係，得標廠商應賠償機關得標價款總額 20%。

All content, quality and progress of the project require the review and consent of the Entity before execution. Violations may result in the termination of the contract by the Entity. The winning bidder will also be required to pay compensation to the Entity equivalent to 20% of the total contract price.

- (四)、本採購標的之新聞發布權歸屬機關，非經機關同意，得標廠商不得對外發布採購標的進行情形，否則機關得終止契約關係，得標廠商應賠償機關得標價款總額 20%。

The right of publication for press releases from this procurement lies with the Entity. The winning bidder may not publish information on the progress of the procurement without the consent of the Entity. The Entity may otherwise terminate the contract and require the winning bidder to pay compensation to the Entity equivalent to 20% of the total contract price.

- 十三、依採購法第 101 條，發現廠商有下列情形之一，應將其事實及理由通知廠商，並附記如未提出異議者，將刊登政府採購公報：

Under Article 101 of the Procurement Act, the supplier shall be notified in the event of any of the following being discovered, along with a note that they will be reported in the government procurement gazette unless a protest is filed.

- (一)、容許他人借用本人名義或證件參加投標者。

Where the Contractor allowed another party to use their name or documentation to submit a bid.

- (二)、借用或冒用他人名義或證件，或以偽造、變造之文件參加投標者、訂約或履約者。

Where the Contractor borrowed or used without permission another party's name or documentation, or the use of forged or tampered with documentation

to submit a bid, sign the contract, or carry out the contract.

(三)、擅自減省工料情節重大者。

Those who substantially reduced the work or materials without authorization.

(四)、偽造、變造投標、契約或履約相關文件。

Those who forged or tampered with documentation related to the bid, contract or contract performance.

(五)、受停業處分期間仍參加投標者。

Those who submitted a bid while under a suspension of business order.

(六)、犯第 87 條至第 92 條之罪，經第一審有罪判決者。

Those issued with a guilty verdict by the court of first instance for any offenses prescribed from Article 87 to Article 92.

(七)、得標後無正當理由而不訂約者。

Those who win the tender and fail to sign the contract without due reason.

(八)、查驗或驗收不合格，情節重大者。

Those who fail inspection or acceptance in a substantial manner.

(九)、驗收後不履行保固責任者。

Those who fail to fulfill their warranty obligations after acceptance.

(十)、因可歸責於廠商之事由，致延誤履約期限，情節重大者。

Where there was a serious delay in performance of the contract for reasons attributable to the supplier.

(十一)、違反第 65 條之規定轉包者。

Those who violate the rules on sub-contracting in Article 65.

(十二)、因可歸責於廠商之事由，至解除或終止契約者。

Where the contract was rescinded or terminated for reasons attributable to the supplier.

(十三)、破產程序中之廠商。

Where the supplier is in the midst of bankruptcy proceedings.

(十四)、歧視婦女、原住民或弱勢團體人士，情節重大者。

Those who engaged in substantial discrimination of women, indigenous people, or disadvantaged groups.

十四、經依採購法第 102 條第 3 項規定刊登於政府採購公報之廠商，於下列期間內，不得參加投標或作為決標對象或分包廠商：

Suppliers named in the government procurement gazette under Article 102, Paragraph 3, of the Procurement Act, may not participate in the bidding process, become the successful bidder, or become a sub-contractor within the following periods:

(一)、有第 101 條第 1 款至第 5 款情形或第 6 款判處有期徒刑者，自刊登之次日起 3 年。但經判決撤銷原處分或無罪確定者，應註銷之。

For 3 years from the date of being gazetted for situations described in Article 101 Paragraphs 1 to 5, or where a fixed sentence was imposed under Paragraph 6. If the original verdict was revoked or acquittal is confirmed then this should be canceled.

- (二)、有第 101 條第 7 款至第 14 款情形或第 6 款判處拘役、罰金或緩刑者，自刊登之次日起 1 年。但經判決撤銷原處分或無罪確定者，應註銷之。

For 1 year from the date of being gazetted for situations described in Article 101 Paragraphs 7 to 14, or where a fixed sentence, fine or suspended sentence under Paragraph 6. If the original verdict was revoked or acquittal is confirmed then this should be canceled.

- 十五、廠商有下列情形之一者，不得參加投標、作為決標對象或分包廠商或協助投標廠商。

Suppliers may not participate in the tender, become the successful bidder or sub-contractor, or provide assistance to the bidder if any of the following circumstances apply.

- (一)、提供規劃、設計服務之廠商，於依該規劃、設計結果辦理之採購。
Where planning or design services was provided by the supplier, and the procurement resulted from such planning or design;

- (二)、代擬招標文件之廠商，於依該招標文件辦理之採購。

Where the tender documentation was prepared by the supplier.

- (三)、提供審標服務之廠商，於該服務有關之採購。

Where the supplier provides tender evaluation service for the procurement.

- (四)、因履行機關契約而知悉其他廠商無法知悉或應秘密之資訊之廠商，於使用該等資訊有利於該廠商得標之採購。

Where the supplier gains knowledge of information that is confidential or not available to other suppliers through the fulfillment of any contract with the Entity, and the use of such information confers an advantage to the supplier in winning the tender.

- (五)、提供專案管理服務之廠商，於該服務有關之採購。

Where the supplier provides project management service related the procurement.

- 十六、本採購如有不法，檢舉電話與信箱地址如下：

Any illegalities in this procurement should be reported to the following whistle-blower telephone and mailbox:

- (一)、法務部調查局，電話：02-29188888，新店郵政六 0000 號信箱。
Criminal Investigation Bureau of the Ministry of Justice - Telephone>:
02-29188888; Xindian P.O. Box 60000
- (二)、交通部觀光局政風室，電話：02-23491740，臺北市忠孝東路 4 段
290 號 9 樓。
Civil Service Ethics Office of TAIWAN Tourism Bureau -
Telephone: 02-23491740; 9F No. 290 Sec. 4 Zhongxiao E. Rd. Taipei
City.
- (三)、交通部採購稽核小組：電話：049-2370030，傳真：049-2391508，
南投市中興新村省府路 6 號。
Procurement Audit Section, Ministry of Transportation and
Communications - Telephone: 049-2370030, Fax: 049-2391508; No. 6
Shenfu Rd. Zhongxing new Village, Nantou City