



Destination Marketing Services in Taiwan  
GVB RFP 2025-005

**GVB RESPONSE TO QUESTIONS  
and  
AMENDMENT NO. 1**

**February 19, 2025**

GVB'S OFFICIAL RESPONSE TO QUESTIONS RECEIVED FOR THIS SOLICITATION

1. Section II. 2.2. Clarification on A.1.1 Company Profile – Recognition of Project Experience Across Multiple Registered Entities. JCIM Taipei is a wholly owned subsidiary of JCIM Hong Kong. As a legal entity registered in Taipei, it operates under the strategic and financial control of the parent company, JCIM Hong Kong. In past projects, some were contracted under our Hong Kong Entity, while others were handled by our Taipei subsidiary. However, the executing team and Managing Director remain the same across both entities. Given this structure, would GVB recognize these projects as part of a single company's experience for the purposes of this RFP evaluation?

**GVB RESPONSE:** Yes. Please also refer to Section 1.3 RFP Submission Criteria (page 15 of 62).

2. Clarification on Appendix B. Is there a designated notarization agency in Taiwan that is recognized by GVB for the required affidavits and legal documents? If not, what are the specific notarization requirements to ensure compliance with the RFP submission guidelines?

**GVB RESPONSE:** In past submissions, offerors would have their affidavits notarized by a notary in a legal firm.

3. Clarification on A.1.2 Creative Department. Clarification on the definition of "Creative Department." Would this primarily refer to the team responsible for creative ideation and conceptual development, such as campaign strategy, branding, and content creation?

**GVB RESPONSE:** Yes.

4. P.11, Section I 1.1. Scope of Work. JCIM Limited is a destination Marketing Agent, a joint venture between C. Melchers GMBH & Co. KG and Jessica Chang (a Taiwanese entrepreneur) was established in Hong Kong and has since expanded operations to Shanghai, Taipei, and Melbourne. In 2022, JCIM further strengthened its presence by registering a subsidiary in Taiwan under the name JCIM Taiwan Ltd. While the Melchers Group operates 50 companies worldwide, including Melchers Travel, there is no affiliation or hierarchical relationship between Melchers Travel and JCIM Limited. What kind of documents we have to provide to prove for the above?

**GVB RESPONSE:** Please provide an organizational chart that shows no affiliation or connection with JCIM Limited and Melchers Travel.

5. Regarding Company Qualifications (please refer to Page 22 of 62 in RFP). Our company CPA provided a table to us. We noted there are four types of company to run business in Taiwan, namely: a) Company Limited by shares, b) Company Limited, c) Branch Company, d) Representative Office. Could you advise if the Branch Company and/or Representative office are qualified to participate in the bid?

**GVB RESPONSE:** GVB has no limitations on the type of company, as long as they are able to provide what is required in the Scope of Work.



6. Re Guam Information. We would like to inquire whether Guam's positioning as the closest premier U.S. travel destination to Taiwan can be adjusted. Given that Taiwan is part of the Austronesian language family and shares cultural similarities with the Chamorro culture, we would appreciate confirmation on whether Guam's connection with the United States is intended to be prominently recognized by Taiwanese consumers.

GVB RESPONSE: GVB remains open to suggestions.

7. Re Proposal Structure. Does the "Introductory Letter" section refer to the bidding company's corporate profile, or does it require letters of recommendation from external entities?

GVB RESPONSE: Refer to Appendix A for guidance.

8. Re Proposal Structure. If not all execution details are confirmed, is it necessary to include all third-party vendor information at this stage?

GVB RESPONSE: You may include the intended 3<sup>rd</sup> party vendor. We understand that the list may be incomplete.

9. Re Evaluation Criteria. Does the section "B.2 Test Scenario: New Route Air Service Campaign" involve developing a completely new air route between Taiwan and Guam, or is it focused on marketing planning for the United Airlines route scheduled to commence in April 2025?

GVB RESPONSE: As specified in Section B.2, a new route air service is to be developed.

10. Is bidding limited to mail and in-person submissions, with no provision for online submissions? For mail submissions, is the postmark date or the delivery date considered the deadline?

GVB RESPONSE: Please see Amendment #1 attached. Online submissions were permitted only during the pandemic. Please be guided by the instruction submission in Section 1.7 as amended. To be considered, a proposal must be received and accepted by GVB before the RFP closing date and time.

11. Is the monthly report service required to be provided every month, or only when there is an advertising campaign?

GVB RESPONSE: Yes, a report will be required to be submitted every month.

12. May I kindly ask if there is an estimated timeline for your response? In particular, we are seeking clarification on the proposal submission deadline: Does the submission deadline mean the proposal must be postmarked by March 14, or must GVB physically receive the hard copy by March 14?

GVB RESPONSE: Please see Amendment #1 attached. Online submissions were permitted only during the pandemic. Please be guided by the instruction submission in Section 1.7 as amended. To be considered, a proposal must be received and accepted by GVB before the RFP closing date and time.



**AMENDMENT NO. 1**

**February 19, 2025**

**GVB RFP 2025-004 Destination Marketing Services in Taiwan  
To correct Section 1.7 of the Request for Proposal**

Section 1.7 in this RFP is amended to read:

**1.7 DELIVERY OF PROPOSALS**

Original submission may be delivered to GVB as described in Section 1.3. All proposals shall be sealed and delivered or mailed to:

**ATTN: GERALD S.A. PEREZ**  
GVB Acting President and CEO  
401 Pale San Vitores Road  
Tumon, Guam 96913

**Mark package(s): YOUR COMPANY NAME**  
SUBMISSION IN RESPONSE TO  
GVB RFP NO. 2025-005  
DESTINATION MARKETING SERVICES IN TAIWAN  
CONFIDENTIAL DOCUMENT ENCLOSED

**Note:** Please ensure that if a third-party carrier (Federal Express, Airborne, UPS, USPS, etc.) is used, it is properly instructed to deliver your proposal only to GVB at the address noted above and that the COVER of the package clearly identifies your company name and solicitation number and title. To be considered, a proposal must be received and accepted by GVB before the RFP closing date and time.

GERALD S.A. PEREZ  
Acting President and CEO

\*\*\* NOTHING FOLLOWS \*\*\*

