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| Project Title: | **Request for Proposal (RFP) to appoint a cinema operator to screen nursing TV commercial for the Care To Go Beyond campaign FY2019 and FY2020** |
| RFP Reference No: | **MHHCCDRFP19321** |
| RFP Roll-Out Date: | **31 January 2019** |
| RFP Closing Date: | **8 March 2019, 17:00 hrs (SG Time)** |

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| **Background of Project** |
| The Care To Go Beyond (CTGB) campaign promoting nursing and allied health as careers of choice to young Singaporeans was launched on 23 February 2013 to enhance the image of nursing and increase the public’s respect for nurses, and to raise awareness and understanding of what Allied Health Professionals (AHPs) do. |
| **Objective of Project** |
| MOHH seeks to appoint a cinema operator to screen the nursing TV Commercial for the CTGB campaign in FY2019 and FY2020. The consultant is expected to deliver the scope of work and deliverables detailed in the RFP document. |
| **Participating Procedures** |
| The Request for Proposal (RFP) process shall be as follows:   1. Interested Vendor shall first read the Confidentiality Undertakings Letter (“Letter”) and Appendix 1 attached in Annex A to this Notice. If the vendor is agreeable to be bound by the terms of this Letter and Appendix 1, interested vendor may proceed to request for the RFP documents by sending an email to   [procurement@mohh.com.sg](mailto:procurement@mohh.com.sg) to request for the electronic RFP documents. In the email, please state the following:   * company name; * company registration number; * business address and * the name, designation, contact number and email address of your company representative who will be the primary contact for all communications with MOHH pertaining to the RFP (“Representative”), with the Subject line as “Response to MHHCCDRFP19321 - RFP to appoint a cinema operator to screen nursing TV commercial for the Care To Go Beyond campaign FY2019 and FY2020”  1. Instructions relating to your submission of Proposal will be stipulated in the RFP documentation. Only Proposals submitted in compliance with such instructions will be considered. Please take note to sign and deliver one (1) original copy of the Letter and Appendix 1 together with your RFP proposals. 2. The RFP closing date is on **8 March 2019, 17:00 hrs (SG Time)**. |

**Annex A**

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