

S. Paolović

NACIONALNA TURISTIČKA ORGANIZACIJA CRNE GORE			
Primljeno: 20.05.2026			
Org. jed.	Broj	Prilog	Vrijednost
01/05/6-883			

CONTRACT FOR A SIMPLE PROCUREMENT

This contract is concluded between:

The National Tourism Organization of Montenegro, headquartered in Podgorica, Slobode Street No. 2, VAT ID: 02242508, represented by Dr. Ana Tripković Marković, Director (hereinafter referred to as the "Contracting Authority"),

and

Shanghai Shendong Travel Consulting Co., Ltd. (English translation: **Shanghai Vivid Travel Consulting Co., Ltd.**), with its registered office at No. 8 Xiushan Road, Room 2032, Area L, 3F Block 3, Shanghai, VAT ID: 91310230069381876, represented by Ms. Qing Hua, Executive Director (hereinafter referred to as the "Contractor")

BASIS OF THE CONTRACT:

Request for submission of offers No. 115071 dated May 14, 2026, for the procurement of services related to content management and profile maintenance on Chinese social networks Weibo and WeChat.

Notification of the outcome of the simplified procurement process No. 01/05/5-883 dated [20.05.2026].

Offer submitted by the Contractor, reference number: 162681 dated May 16, 2026.

I SUBJECT OF THE CONTRACT

Article 1

The subject of this contract is the procurement of services for content management and maintenance of profiles on Chinese social networks Weibo and WeChat, as per the Request for Offers No. 115071 dated May 14, 2025, the Contractor's offer reference number 162681 dated May 16, 2026, and the Notification of Outcome of the Simplified Procurement Procedure No. 01/05/5-883 dated [20.05.2026].

Article 2

The Contractor undertakes to perform the services from Article 1 in full compliance with the accepted offer, reference number 162681 dated May 16, 2026, which forms an integral part of this contract.

II PRICE AND PAYMENT TERMS

Article 3

The agreed price for the services referred to in Article 1 is €7,968.00 (excluding VAT), with VAT €0.00, totaling €7,968.00 including VAT.

Payment shall be made by bank transfer no later than 30 days from the date of submission and approval of the report and issuance of the invoice quoting the contract reference number, to the following bank account of the Contractor:

Shanghai Vivid Travel Consulting Co., Ltd Room 2032, Area L, Level 3, Building 3, No.8 Xiushan Road, Shanghai Tax ID:91310230069381876W
Bank Address: Zhejiang Tailong Commercial Bank Co., Ltd. Building 1, Poly, Lane 868, Pu Ming Road, Pudong New Area, Shanghai, P.R.China
Account Name: Shanghai Vivid Travel Consulting Co., Ltd
Account Number: 31010010201000022867
Swift Code: ZJTLCNBH

The payment shall be made via bank transfer.

III DEADLINE

Article 4

This contract is valid until December 15, 2026, from the date of conclusion.

The contract is deemed concluded upon the signature of the last contracting party.

Place of contract execution: China.

IV OBLIGATIONS OF THE CONTRACTING PARTIES

Article 5

The Contractor undertakes to:

- Perform the services outlined in Article 1 of this Contract for the Contracting Authority, in accordance with the Request for Submission of Offers No. 115071 dated May 14, 2026, and the Contractor's offer, reference number 162681 dated May 16, 2026, both of which form an integral part of this Contract.
- Implement the following activities:
 - Content Management and Profile Maintenance on the Weibo Platform:
 1. Maintain and regularly update the official Weibo profile of the National Tourism Organization of Montenegro.
 2. Develop and execute a promotional plan aimed at enhancing the visibility of the destination.
 3. Communicate and engage with followers of the profile.
 4. Submit monthly reports detailing the activities carried out and the results of promotional efforts.
 5. Publish a minimum of twelve (12) posts per month on the Weibo platform. The content must be tailored to specific target audiences with a high affinity for travel, in line with the Contracting Authority's strategic priorities.
 - Content Management and Profile Maintenance on the WeChat Platform:
 1. Maintain the official WeChat profile of the National Tourism Organization of Montenegro.
 2. Publish a minimum of two (2) posts per month, including promotional articles and updated information.
 3. Develop content that aligns with the interests of Chinese travelers and other relevant stakeholders in the tourism sector.
 4. Respond promptly to inquiries received from profile visitors.
 5. Monitor and analyze the performance of published content and deliver monthly performance reports. The Contracting Authority shall provide the Contractor with available materials (video, photo content, and written texts) in English for the purpose of content development. The Contractor shall localize, adapt, and design such materials to suit the Chinese market.

- Ensure the following Key Performance Indicators (KPIs):

Weibo:

Achieve a minimum of 20% annual growth in the number of followers.

Achieve a minimum of 500 interactions per month, including likes, comments, and shares.

WeChat:

Achieve a minimum of 20% annual growth in the number of followers.

Achieve a minimum of 500 readers per post.

- Deliver a detailed analytical report on campaign results no later than five (5) days following the conclusion of each campaign.
- Rectify any deficiencies or shortcomings in the performance of services within three (3) days from the receipt of written notice from the Contracting Authority.
- Implement all corrections of identified errors free of charge, as requested by the Contracting Authority during the term of this Contract.

V TERMINATION OF THE CONTRACT

Article 6

The contracting parties agree that the contract may be terminated:

- Unilaterally, in case of non-performance by either party, with a 8-day notice period.
- Mutually, by agreement.

In case of unilateral termination, the 8-day notice period begins on the date of receipt of the termination notice. Both parties are obligated to perform their contractual duties until the notice period expires. The reason for termination must be stated in the notice.

In the case of mutual termination, the rights and obligations shall be defined in a mutual termination agreement.

VI ANTI-CORRUPTION CLAUSE

Article 7

Any contract concluded in violation of the anti-corruption provisions in Articles 25 and 33 of the Rulebook on the Implementation of Simple Procurements (Official Gazette of Montenegro No. 16/23, 20/23, 36/23, 114/23, 49/24, and 114/24) shall be deemed null and void.

VII OTHER PROVISIONS

Article 8

The Contracting Authority appoints Ms. Ljiljana Maraš as the official responsible for supervising and monitoring contract execution.

Article 9

Any disputes arising during the execution of this contract shall be resolved in good faith through negotiation between the Contracting Authority and the Contractor.

All disputes arising in connection with this contract shall be resolved by the competent court in Podgorica.

Any rights and obligations not covered by this contract shall be governed by the applicable law on obligations.

Article 10

This contract is legally valid upon the signature of the duly authorized legal representatives of both parties.

This contract is made in four (4) identical copies, of which two (2) are for the Contractor and two (2) for the Contracting Authority.

CONTRACTOR

CONTRACTING AUTHORITY

Shanghai Shendong Travel Consulting Co., Ltd.

NATIONAL TOURISM

English translation Shanghai Vivid Travel Consulting Co., Ltd.) ORGANIZATION OF MONTENEGRO

EXECUTIVE DIRECTOR

Qing Hua

花 卿 华

25/05/2026



DIRECTOR

dr Ana Tripković Marković

