

Tender No.: SCCC/PROG/PE21/002



UEN Registration No.: 201309577Z

**INVITATION TO TENDER FOR AN INTEGRATED
PROJECT TO DESIGN AND FABRICATE A
TRAVELLING EXHIBITION INCLUDING
MAINTENANCE, AND TO DEVELOP A MICROSITE
FOR THE SINGAPORE CHINESE CULTURAL
CENTRE**

INVITATION TO TENDER

1. Singapore Chinese Cultural Centre (SCCC) invites tender offers for an integrated project for **(1) a travelling exhibition on food dishes, (2) and a microsite based on SCCC's permanent exhibition SINGAPORE 人: Discovering Chinese Singaporean Culture**, as described in the Tender Specifications and on the terms set out in the Tender Document.
2. The budget for this integrated project shall not exceed **S\$450,000.00**, inclusive of GST.
3. The following documents that form part of this Tender Document have been prepared to enable prospective vendors to tender for the above-mentioned works that would meet the SCCC's requirements and specifications. These forms may be obtained from <http://www.singaporeccc.org.sg/tender>
 - a. Tender Guidelines
 - b. Conditions of Contract
 - c. Requirement Specifications
 - d. Tenderer's Offer (FORM A)
 - e. Tenderer's Profile (FORM B)
 - f. Price Schedule of Tenderer's Offer (FORM C)
 - g. Major Projects completed by Tenderer's Company within the last three (3) years (FORM D)
 - h. Current Projects undertaken by Tenderer's Company (FORM E)
 - i. Profile of Tenderer's Project Team (FORM F)
4. Tender Offers must be submitted in a sealed envelope, together with all required forms, supporting data and relevant information in a ring bound A4 folder, both original and a copy, to SCCC before the closing date of submission.
5. The closing date for submission is **21 July 2021, 10am**.
6. Tender Offers are to be deposited into the Tender Box located at:

Singapore Chinese Cultural Centre
1 Straits Boulevard
Level 1 Lift Lobby
Singapore 018906
7. A mandatory exhibition walkthrough for all interested Tenderers will be held on **Monday, 21 June 2021, 2pm, at the Singapore Chinese Cultural Centre Level 2 gallery**. In addition, a mandatory briefing will be held on **Tuesday, 22 June 2021, 2pm via Zoom**. Please RSVP your attendance to exhibitions@singaporeccc.org.sg by Friday, 18 June 2021, 12pm, for both sessions, and include "SCCC/PROG/PE21/002" in the email subject.
8. SCCC does not bind itself to accept the lowest of any Tender Offers.

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TENDER GUIDELINES

1. DEFINITIONS

1.1 All terms used in the Tender Guidelines, which are defined under clause 1 of the Conditions of Contract, shall have the meanings so described to them.

2. SUBMISSION OF TENDER

2.1 The Tenderer shall complete and sign the Tender's Offer and complete all parts of this Tender Document as required to be completed by the Tenderer.

2.2 The Tenderer shall submit this Tender Document in a sealed envelope deposit by hand into the Tender Box located at SCCC Level 1 lift lobby by the stipulated date and time. The Tenderer shall mark the top left-hand corner of the envelope with:

**SCCC/PROG/PE21/002
XXXDAY, DDMMYYYY, XPM**

2.3 Tenders submitted after the stipulated date and time will not be accepted.

2.4 The Tenderer shall also submit samples of work if SCCC so requests.

- a. Such samples shall be delivered by a time mutually agreed by SCCC and the Tenderer. Failure to provide the required samples at the stipulated time may render the tender liable to be disqualified.
- b. The tenderer shall indicate whether he wishes for the samples to be returned. If no indication is given, SCCC shall not be obliged to return any samples to the tenderer.
- c. All costs, including but not limited to all shipping and transportation duties incurred in providing and delivering such samples to SCCC, shall be borne by the Tenderer.

2.5 Tenderers shall submit the tender and supporting brochures/handbooks in two (2) sets. One set is to be marked "original" and the other set is to be marked "copy".

2.6 All expenses incurred in the preparation of this tender shall be borne by the Tenderer.

3. GOODS AND SERVICES TAX (GST)

3.1 The Tenderer shall not include any Goods and Services Tax (GST) in the Price Schedule of Tender's Offer.

3.2 The Tenderer shall declare his GST status in his tender. He shall clearly indicate whether he is, or whether he will be a taxable person under the GST Act. He shall, if available, furnish the GST registration number to SCCC.

3.3 If the Tenderer is a taxable person under the Singapore GST Act, SCCC will pay the Tenderer, in addition to the rates and prices proposed, the GST chargeable on the Provide of Goods and Services provided pursuant to this tender.

3.4 A Tenderer who declares himself to be a non-taxable person under the GST Act but who becomes a taxable person after the award of the tender shall forthwith inform SCCC of his change in GST status. He shall be entitled to claim from SCCC any GST charged on the Provide of the Goods or Services made by him after his change in GST status.

4. QUERIES

4.1 Any queries in respect of this Tender Document or any matter related thereto may be submitted in writing to Ms Jasmine Choo (Project Manager, Exhibitions) at exhibitions@singaporeccc.org.sg by 14 July 2021, 3pm.

4.2 SCCC reserves the absolute right not to entertain or respond to any query, which, in the SCCC's opinion, is inappropriate or improper.

4.3 On submitting his tender, the Tenderer shall be deemed to have examined this Tender Document and satisfied himself with regard to any query on this Tender Document.

5. PRESENTATION

5.1 The Tenderer shall, on the request of SCCC, make no more than two (2) presentations on such aspects of his tender as may be required by SCCC.

6. VALIDITY PERIOD

6.1 Tenders submitted shall remain valid for acceptance for a period of **sixty (60) days** commencing on the closing date. This validity period may be extended by mutual consent in writing of SCCC and the Tenderer.

7. AWARD

7.1 SCCC shall be under no obligation to accept the lowest or any tender.

7.2 SCCC shall normally not enter into correspondence with any tenderer regarding the reasons for non-acceptance of a tender.

7.3 SCCC reserves the right to accept portion of each tender as SCCC may decide.

7.4 The Letter of Acceptance issued by SCCC shall create a binding contract on the part of the tenderer to Provide to SCCC the goods and/or services offered in the tender.

7.5 The Contract shall be governed by the Conditions of Contract.

7.6 SCCC shall notify a successful Tenderer of its acceptance of his tender, whether in whole or in part, by sending a letter of acceptance by post to that Tenderer and the posting of the letter of acceptance shall be deemed good service of such notice.

7.7 SCCC may at its discretion require the Tenderer to sign a written agreement.

7.8 SCCC may make awards to more than one tenderer.

8. VARIATIONS

8.1 SCCC reserves the right to negotiate with the Tenderer, where exceptional circumstances so necessitate, to vary any provision or part of this Tender Document without reference to any other party. Any such variation shall be subject to the mutual consent in writing of SCCC and the Tenderer.

9. SECURITY DEPOSIT

9.1 Within ten (10) days of the Date of Contract, the tenderer shall deposit with SCCC, if so requested by SCCC, the Security Deposit or the Banker's Guarantee, as the case may be, required under the Conditions of Contract.

10. INSURANCE

10.1 Within ten (10) days of the Date of Contract, the tenderer shall deposit with SCCC copies of the insurance policies and premium receipts if required under the Conditions of Contract.

CONDITIONS OF CONTRACT

1. DEFINITIONS

SCCC:	Singapore Chinese Cultural Centre
Tenderer:	The company that submits this Tender Document in the manner as prescribed herein
Contract:	The agreement entered into by the Contractor and SCCC stating the rights and obligations of the respective parties
Contractor:	The successful Tenderer whose tender has been accepted in whole or in part
Contract Price:	The sum stated in the Form of Tender by the Contractor as the price for carrying out and full and final completion of the works
Works:	The Provide, delivery of goods and /or services in conformance and accordance with the Tender Specifications
Project Completion Date:	The date which all goods and/or services shall be functional/ ready as specified in the Tender Specifications
Security Deposit:	A refundable sum that is placed with SCCC by the Contractor as security for the due performance and observance of the Contractor's obligation to this Contract as per clause 10 of the Condition of Contract

2. INSTRUCTIONS FOR TENDER SUBMISSIONS

2.1 The Tenderer is required to complete and submit the required documents as specified in the Tender Notice in sealed envelope, together with all supporting data or relevant information in a ring bound A4 folder, both original and a copy, to SCCC before the closing date of tender.

2.2 Tenderers are to treat this tender as strictly confidential and not to communicate their prices to a third party nor reveal anything or any matter relating to the Tender.

2.3 Incomplete submissions and/or late submissions shall be invalidated. Any submissions through methods that are not prescribed shall not be entertained. Any failure to comply with the instructions contained herein shall result in the Tenderer's submissions being disqualified from the tender process and/or rejected.

3. SCOPE OF CONTRACT

3.1 The Contractor shall carry out and fully complete the Provide of all items of goods and/or services in accordance with the Contract in every respect and to the directions and satisfaction of SCCC.

4. DOCUMENTATION

4.1 The Contractor shall Provide SCCC with one (1) complete set of comprehensive documentation detailing all aspects of the goods/services to be provided as prescribed in the Tender, including documentation to be used for planning, design, installation, operation, maintenance, administration and training purposes. The Contractor shall ensure that all such documentations submitted shall be of the latest version(s).

4.2 In the event of any conflict between the provisions of any documentation or information or data supplied by the contractor including the supporting data, and the provisions of this tender document exclusive of the supporting data, the provisions of this Tender Document shall prevail unless SCCC agrees otherwise in writing.

5. PROJECT COMPLETION DATE

5.1 The Contractor undertakes that the project shall be delivered within the period specified in the Contract. Subject to the written consent of SCCC, the Contractor may be entitled to a reasonable extension of time for delays caused by the following:

- a. Force majeure; or
- b. Any damage or delay not caused by or not due to the wilful act or default or negligence of the Contractor and/or his employees, agents or any person for whom the Contractor is responsible.

PROVIDED ALWAYS that:

- a. In respect of all the above events, the Contractor has not been negligent and/or failed to take all reasonable steps to prevent and/or minimise such losses, delays and/or damages; and
- b. Any request for such extension of time shall be made in writing to SCCC within seven (7) calendar days of the date of the occurrence of the abovementioned event, failing which the Contractor shall be deemed to have waived any right of extension with regards to the particular event.

5.2 Any failure by the Contractor to deliver the project by the date specified in the Contract and to the full satisfaction of SCCC shall entitle SCCC:

- a. To cancel all or any items of goods and/or services pursuant to and/or arising from the Contract without any compensation regardless of any work already done and obtain the same from any other sources of SCCC's discretion. Any and all costs and/or expenses thereby incurred shall be deducted and/or offset from any money due or becomes due and owing to the Contractor or shall be recoverable as damages; or
- b. To require the Contractor to pay liquidated damages to SCCC or to allow SCCC to deduct the same from any money due or become due and owing to the Contractor as liquidated damages. The amount of such liquidated damages shall be calculated at the rate of 10% of the total Contract price for each week's delay and an equal proportionate part of this amount for any delay of less than a week, and which shall accrue until and unless all the goods are delivered and/or all the services are performed.

5.3 For the avoidance of doubt, nothing in the foregoing shall be taken as an obligation by SCCC to mitigate and/or take any additional measures under this Tender Document and the Contract.

6. PERFORMANCE REQUIREMENTS

6.1 The Contractor shall diligently and fully perform his obligations under the Contract in accordance with the terms and conditions as set out in the Contract. The Contractor shall ensure that all goods and/or services provided are in compliance with all directives, policies and/or applicable guidelines of SCCC.

7. COMPLIANCE WITH LAW

7.1 The Contractor shall comply with and satisfy all requirements under all laws and regulations relevant or applicable to the performance of his obligations under the Contract and shall indemnify SCCC in respect of all costs and expenses and any liabilities whatsoever which may be incurred under or in connection with such laws and regulations.

8. VARIATIONS

8.1 Any variation of the provisions of the Contract shall be subject to the mutual consent in writing by SCCC and the Contractor.

9. ASSIGNMENT

9.1 The Contractor shall not transfer, assign and/or subcontract its rights and/or obligations under the Contract or any part, share or interests therein.

9.2 Without prejudice to the rights of the Contractor, SCCC may assign and/or transfer its rights and/or obligations under the Contract.

10. PAYMENTS

10.1 Payment shall be made by SCCC within **thirty (30) calendar days** upon receipt of the valid invoice from the Contractor, subject to the relevant clauses contained herein.

11. SECURITY DEPOSIT

11.1 The Contractor shall place with SCCC by way of a cheque or banker's draft a security deposit for a sum equal to 10% of the Contract Price as security for the due performance and observance of the Contractor's obligations pursuant to the Contract, if so requested by SCCC.

11.2 SCCC may accept a banker's guarantee for the purpose stated in Clause 11.1 in lieu of Security Deposit to be furnished. The guarantee may be in the form of the Draft Banker's Guarantee or such other form as may be acceptable to SCCC.

11.3 Subject to the provisions of the Contract, the Security Deposit shall be refundable within thirty (30) calendar days of delivery of the Works to the full satisfaction of SCCC. For

the avoidance of doubt, SCCC may deduct and/or offset any amount it is entitled to under the Contract from the Security Deposit.

12. TERMINATION

12.1 SCCC may terminate the Contract with immediate effect by giving notice in writing to the Contractor on any one of the following grounds:

- a. where the Contractor has wholly suspended work without justification or is failing to proceed with due diligence and due expedition and following expiry of two weeks' written notice from SCCC to that effect, has failed to take effective steps to recommence work or is continuing to proceed without due diligence or expedition, as the case may be;
- b. where the Contractor refuses or persistently fails and/or neglects to comply with the instructions of SCCC issued under the provisions of the Contract and following expiry of two weeks written notice from SCCC to that effect, has failed to take effective steps to comply with the said instructions; and/or
- c. where the Contractor becomes bankrupt or insolvent or makes a composition with creditors or if, being a company, a winding-up order of any kind is made in respect of the Contractor, or if a receiver or manager is appointed over the Contractor's undertaking or assets or possession of or execution on any part of such undertaking or assets is taken or levied by creditors.

12.2 Upon termination under sub-clause 12.1,

- a. SCCC may engage other contractors to complete those parts of the Works uncompleted by the Contractor and the Contractor shall be liable to SCCC for all additional costs incurred thereby. The Contractor shall also pay liquidated damages for delay calculated in accordance with Clause 9 as if he had himself completed the Works;
- b. SCCC may withhold payment of any money payable to the Contractor until the Works are completed and the damages payable to SCCC arising from such termination are quantified and ascertained by SCCC (such quantification and ascertainment to be made within a reasonable time) and if the aggregate amount of such damages and all monies paid to the Contractor under this Contract exceeds the Contract Price, such excess amount shall constitute a debt payable to SCCC by the Contractor.

12.3 The rights of SCCC specified under clause 17 shall be in addition to such other rights and remedies allowed by law and otherwise as SCCC may have or be entitled to against the Contractor for breach of contract or otherwise.

13. NON-DISCLOSURE

13.1 The Tenderer agrees not to disclose, reveal or divulge to any person or entity any information concerning the organisation, business, finances, transactions or other affairs of SCCC which may come to the Tenderer's knowledge at any time during or after the Contract term, unless SCCC grants written consent of such a disclosure. If need to be, all Tenderers shall be required to enter into a non-disclosure agreement with SCCC.

14. INDEMNITIES

14.1 The Contractor shall indemnify and keep SCCC indemnified against all claims, demands, actions, judgements, damages, costs and expenses for personal injury or death arising directly or indirectly from the Works or the performance of this Contract unless the same are due to the act or neglect of SCCC, SCCC's employees or agents.

14.2 The Contractor shall indemnify and keep SCCC indemnified against all claims, demands, actions, judgements, damages, costs and expenses for damage to property which are caused directly or indirectly by any act or omission or negligence of the Contractor, his employees or agents or any person for whom the Contractor is responsible or due to any circumstances within the Contractor's control.

14.3 The Contractor shall indemnify and keep SCCC indemnified against all claims, demands, actions, judgements, damages, costs and expenses in respect of any infringement or alleged infringement of any patent, copyright, trade secret or other property right which infringement or alleged infringement arise directly or indirectly from the performance of this Contract or any matter relating thereto unless such infringement or alleged infringement is due solely to the use of any specifications or drawings provided by SCCC.

14.4 None of the indemnities shall be defeated or reduced by reason of the fact that SCCC may have neglected or omitted to exercise any powers of supervision or control whatsoever that it may have under this contract.

15. THIRD PARTY INSURANCE

15.1 As a condition precedent to the commencement of the Works, the Contractor shall ensure that there is in force throughout the term of the Works adequate policies of insurance:

- a. Against his and SCCC's liabilities and that of SCCC's employees in respect of or in connection with personal injuries or death arising directly or indirectly from the Works or the performance of this Contract.
- b. Against his and SCCC's liabilities and that of SCCC's employees in respect of or in connection with any damage to property (other than the Works) arising directly or indirectly from the Works or the performance of this contract; and
- c. Against his and SCCC's liabilities and that of SCCC's employees in respect of any liability to the Contractor's employees or workmen or such persons engaged for the purposes of the Works under the Workmen's Compensation Act with any amendments, modifications thereto or re-enactment thereof or any law.

15.2 Such insurance shall be taken out with an insurer approved by SCCC for such period(s) and on such terms as SCCC may require and in default of production of a satisfactory relevant policy or premium receipt or current certificate of insurance from such insurer SCCC may itself insure against the risks described in sub-clause 19.1 and recover the costs thereof from the Contractor and/or deduct such cost from any sums due to the contractor. SCCC may, from time to time, require the Contractor to provide copies of the insurance policies for its records.

16. WAIVER

16.1 The failure by SCCC to enforce at any time or any period any one or more of the terms or conditions of this contract shall not be a waiver of them or of the right at any time subsequently to enforce all terms or conditions of this Contract.

17. NOTICE

17.1 Any notice to be served on the Contractor under this contract may be sent by post in an envelope addressed to the Contractor at his place of business or residence last known to SCCC or at the Contractor's registered office, as the case may be, and any notice so posted shall be deemed to have been given at the time when the same would normally be delivered in the ordinary course of post.

18. ARBITRATION

18.1 Any dispute or difference between the parties in connection with this Tender Document or the Contract or any matter related thereto shall be referred to arbitration in Singapore under the Singapore International Arbitration Centre Rules and in accordance with the Arbitration Act with any amendments, modifications thereto or re-enactments thereof.

19. APPLICABLE LAW

19.1 This Tender Document and the Contract shall be construed in accordance with and governed by the Laws of Singapore.

REQUIREMENT SPECIFICATIONS

1. BACKGROUND

1.1 SCCC collaborates with arts and cultural groups, and community partners to promote and develop local Chinese culture. Through engaging and accessible content, we hope to nurture a greater appreciation of our multi-cultural identity and instill a stronger sense of belonging.

1.2 SCCC's permanent exhibition (PE) *SINGAPORE 人: Discovering Chinese Singaporean Culture* opened to the public on 1 March 2020. The exhibition focuses on how Chinese heritage, cultural interactions, and public policies have shaped Chinese culture in Singapore, and led it to evolve in ways which are different from other Chinese communities in the world.

1.3 SCCC aims to promote greater appreciation of Chinese Singaporean identity and culture, from a contemporary perspective, using elements of daily life, for example, language, food and social practices (festivals). The travelling exhibition and online microsite are part of SCCC's programming efforts to further support the permanent exhibition from FY21 onwards.

1.4 Tenderers are required to submit design, build/production, maintenance and logistical support for the following:

- a. A **travelling exhibition of food dishes**, some of which are featured in the PE, targeted at youths and young families, to showcase the distinctiveness of Chinese Singaporean culture, and to attract them to subsequently visit the PE. The exhibition is expected to travel to public libraries, schools, shopping malls and community centres, over a period of 25 months from the exhibition's launch date, with the option of extension. Refer to Annex A, B and C for curatorial narrative and references.
- b. A **microsite based on PE**, which serves to expand on the topics featured in the PE. The microsite, targeted at youths, shall present the content in a refreshing, interactive, and experiential manner, and to attract online viewers to subsequently visit the PE. The microsite shall be linked to SCCC's main website and run on a permanent basis, with maintenance and updates provided under this tender for 25 months from the microsite's launch date, with the option of maintenance and updates extension on an annual basis. Refer to Annex E and F for curatorial narrative and references.

1.5 As part of this Contract, the Tenderer shall work closely with SCCC for the design, and production throughout the contract period. The appointed Tenderer shall take into consideration the design, branding and identity of SCCC and permanent exhibition.

1.6 The design proposal shall also take into consideration suitable safety and security measures to safeguard all works on display. The proposal should also take into consideration safe management measures, such as no touchpoints and safe distancing, to ensure a safe experience for visitors to the travelling exhibition.

2. SCOPE OF WORK: TRAVELLING EXHIBITION ON FOOD DISHES

2.1 Tenderers are invited to provide the following:

S/N	Item Description
1.	EXHIBITION DESIGN DEVELOPMENT
1.1	Discuss and conceptualise with SCCC exhibition team on the content, style and direction.
1.2	Develop preliminary exhibition design. Upon approval, the Tenderer will proceed to develop construction drawings, samples and other technical plans required for fabrication for final approval. Tenderer shall consider mobility, durability and flexibility of exhibition design to multiple spaces—floor area of most exhibition spaces are between 20 and 25 sqm.
1.3	Tenderer shall make provisions for all texts in the exhibition to be bilingual (English and Chinese). The project team shall include a bilingual interpretative writer with experience in writing exhibition text to enrich visitor experience and ensure suitability for target audience. All translations must be done by SCCC's recommended translator and all costs shall be borne by the Tenderer. All translated texts must be vetted by SCCC's recommended vetter and all costs shall be borne by the Tenderer.
1.4	Tenderer is responsible for ensuring that the design plans conform to all building and fire safety regulations. Tenderer shall obtain relevant Authority approvals and/or permits, where necessary.
1.5	Tenderer shall make provisions for lighting and power with necessary cabling, wirings and accessories with approved licences. Electrical requirements shall be kept to the minimum.
1.6	Tenderer shall make provisions to measure the number of visitors to the exhibition.
1.7	Safe management measures such as the following shall be made available: <ul style="list-style-type: none"> • Avoid interactives that require touching by hand in the exhibition. • Design activation points by step or hand gestures instead of touch. • Design activity booklets, if any, for visitors that choose not to interact with exhibition's sensory play installations. Sufficient copies must be produced to last the entire exhibition duration of 25 months. • Exhibition design should ensure visitors keep a safe distance and/or include signages to remind visitors to keep one metre apart.
2.	BUILD AND FABRICATION
2.1	Tenderer shall fabricate and install all elements as per approved construction drawings including exhibition build, graphics and advisory signage during installation and exhibition period; as well as provide ground supervision.
3.	COLLATERAL DESIGN, PRODUCTION AND INSTALLATION
3.1	Tenderer shall provide graphic design and production of collaterals for the exhibition, e.g., brochures and wayfinding. Tenderer shall prepare the design for print including finalising the design files, provision of colour proofs, and execution of printing/production and installation of the collaterals for the exhibition. Approvals must be obtained from SCCC prior to production and installation.
4.	CALL TO ACTION SIGNAGES
4.1	Tenderer shall work with SCCC's representatives for the design and production of the call to action (CTA) signages which will direct visitors to relevant stalls/shops within the venue, i.e. shopping malls. The design should be made flexible as the CTA and messages have to be adapted to different venues.
5.	SET-UP AND TEAR-DOWN
5.1	Tenderer shall provide adequate manpower for the set-up and tear-down of the exhibition at eighteen (18) venues over the course of twenty-five (25) months.

	This may include but not limited to floor manager, coordinator and overnight security.
5.2	Tenderer must strictly adhere to the set-up and tear-down timeline for all event days. All structures, equipment, and debris shall be cleared from site immediately at the end of event day. Inspection will be conducted to check on the condition of the site.
5.3	Tenderer and workers must adhere to the security measures / rules and regulations of the exhibition venue.
5.4	Tenderer is fully responsible for the cleanliness during the set-up and tear-down period.
5.5	Tenderer must put up proper signages to alert the public during the set-up and dismantling period. Proper site management must be strictly adhered for the safety and cleanliness of the site throughout the whole period of set-up till tear-down.
5.6	Tenderer must make good any damage to the property of the exhibition venue at the end of the event, whenever requested by SCCC to do so.
6.	MAINTENANCE
6.1	Tenderer shall undertake to provide maintenance work for the exhibition, including digital elements if any, for the duration of 25 months, with the option to renew the contract annually. Tenderers shall reply to SCCC's request for assistance within two (2) hours.
7.	TENDERER'S SUPPORT
7.1	Act as a single billing party amongst all participating vendors.
7.2	Safety requirements: <ul style="list-style-type: none"> • Observe reasonably practicable measures to ensure the safety and health of workers and other people that are affected by the work being carried out • Provide and supply all the necessary manpower (including safety engineers, qualified technicians and support staff etc.) required for the construction of truss, towers or any structural requirements • All manpower must possess the proper certifications and work permits for the works required according to government guidelines. • Seek and secure all the relevant and necessary licenses and approvals from all the respective public agencies such as Professional Engineer (PE) endorsement, License Electrical Workers (LEW) temporary licensing, Building and Construction Authority (BCA) license and license(s), Single Line Drawing, temporary change of use, NEA licences for food booths, COMPASS licence for entertainment and trade fair licence.
7.3	All necessary risk assessments, insurance and other documentation must be prepared and submitted to SCCC Exhibitions team 21 working days before event date.
8.	OPTIONAL ITEMS
8.1	Tenderers may include optional items in the proposal, but this shall be quoted separately and not to be included in the Tenderer's Offer (FORM A).
8.2	Tenderer shall provide a quote for the services required for one (1) additional set-up and tear-down as per requirements listed in Point 5 "SET-UP AND TEAR-DOWN". This will be the fixed price for every additional venue after the exhibition has travelled to eighteen (18) locations.

3. DELIVERABLES: TRAVELLING EXHIBITION ON FOOD DISHES

3.1 The appointed Tenderer has to adhere and meet the following deliverables set by SCCC.

Time	Key Activities
August to October 2021	Development of content and design
August 2021	Focus group for exhibition theme with young families and/or youths
September 2021	Focus group for exhibition theme with young families and/or youths
November 2021	Translation and vetting of text
December 2021	Confirmation of design and text
January and February 2022	Fabrication
February 2022	Exhibition installation
1 March 2022	Exhibition launch

4. OVERVIEW OF TRAVELLING EXHIBITION ON FOOD DISHES

4.1 SCCC will be developing a series of travelling exhibitions over the next few years with the aims of promoting the distinctiveness of Chinese Singaporean culture, and attracting youths and young families to visit SCCC's PE.

4.2 This travelling exhibition will feature eight food dishes. They are char kway teow, hokkien mee, bak kut teh, Hainanese curry rice, Hainanese chicken rice, kaya toast, laksa, and yong tau foo. The presentation of the dishes needs to bring out the exhibition main takeaway message: Chinese Singaporean culture is made up of the three ingredients—Chinese heritage, cultural interactions, and public policies. Refer to Annex A for brief content on two dishes.

4.3 Exhibition structures may be built in modules for easier set-up and tear-down (see Annex B).

4.4 Each structure may focus on two to four dishes and should be presented in attractive ways to draw visitors to the exhibition (see Annex C). There should be provisions for exhibition introduction, conclusion, and stands/totems for CTAs to participate in a survey by scanning a QR code and/or visit food stalls in the shopping malls.

4.5 The exhibition design should preferably take reference from SCCC's PE to present a more consistent experience to visitors when they eventually choose to visit PE.

5. SCOPE OF WORK: PE MICROSITE

5.1 Tenderers are invited to provide the following:

S/N	Item Description
1.	MICROSITE DESIGN DEVELOPMENT
1.1	Discuss and conceptualise with SCCC exhibition team on the content, style and direction.
1.2	Develop preliminary microsite design within stated parameters of SCCC's corporate website vendor—see Annex D. Upon approval, the Tenderer will proceed to develop drawings and other technical plans required for final approval.

1.3	Tenderer shall make provisions for all texts on the microsite to be bilingual (English and Chinese). The project team shall include a bilingual interpretative writer with experience in writing website/exhibition text to enrich the user experience and ensure suitability for target audience. All translations must be done by SCCC's recommended translator and all costs shall be borne by the Tenderer. All translated texts must be vetted by SCCC's recommended vetter and all costs shall be borne by the Tenderer.
1.4	Tenderer is responsible for ensuring that the microsite conforms to all government regulations and SCCC IT department's requirements—see Annex D. Tenderer shall obtain relevant Authority approvals and/or permits, where necessary.
1.5	Tenderer shall provide an easy-to-use analytical dashboard for SCCC to track the following data: number of visitors to site, amount of time the visitors stayed on the site, what the visitors like or dislike about the site, and any other useful data that can be gathered.
1.6	Tenderer shall make provisions to conduct diagnostic test of the microsite as required by SCCC's IT department, and rectify all issues that have surfaced prior to the microsite's migration to SCCC's main website.
1.7	Tenderer shall ensure that website developed is able to support up to 10,000 monthly visitors with relevant concurrency requirements.
2.	UPDATES AND MAINTENANCE
2.1	Tenderer shall undertake to provide maintenance work for the microsite for the duration of twenty-five (25) months from the date of microsite launch, with the option to renew the contract annually. Tenderer shall acknowledge SCCC's request for assistance and update within 24 hours.
2.2	Tenderer shall make provision for the update of website content, at the frequency of at least twice a year.
2.3	Tenderer shall provide a backend system which is easy to include additional content (text, video links, photos etc) whenever SCCC wants to deepen the content in the microsite. Tenderer shall provide a user's manual on how to do such updates.
2.4	Tenderer shall be allowed 100GB of disk space on the production instance to run and store applications and data required for the operation of the microsite. Any storage requirements beyond 100GB will be at the Tenderer's own cost according to the prevailing rate of the main IT vendor.
3.	TENDERER'S SUPPORT
3.1	Act as a single billing party amongst all participating vendors.
3.2	Ensure all manpower possess the proper certifications and work permits for the works required according to government guidelines.
3.3	Seek and secure all the relevant and necessary licenses and approvals from respective public agencies.
4.	OPTIONAL ITEMS
4.1	Tenderers may include optional items in the proposal, but this shall be quoted separately and not to be included in the Tenderer's Offer (FORM A).

6. OVERVIEW OF PE MICROSITE

6.1 The PE microsite is meant to be a permanent site to create greater awareness of the distinctiveness of Chinese Singaporean culture, and to draw youths to visit PE. The microsite should be built according to the five zones within the permanent exhibition, with similar content but in greater depth. The content should be presented in an engaging, contemporary and experiential manner. Refer to Annex E for microsite content. The physical PE should not be recreated in the microsite in any way, for example, 3D mapping and 360-degree view.

6.2 Games, videos and images should be employed by the Tenderer. Storytelling is one of the most powerful tools to teach and inspire, especially youths. Stories convey the culture, history, and values that unite people, and it can be included in the presentation of the exhibition. See Annex F for website references.

6.3 The microsite’s design and tone should take reference from PE (which is contemporary and conversational), so as to provide online visitors with a coherent online and onsite experience.

6.4 Deep-dive content currently housed on SCCC’s corporate website should be incorporated in the microsite. See “Learning Resources” section from this link: <https://singaporeccc.org.sg/learn-with-us/#learning-resources>

7. DELIVERABLES: PE MICROSITE

7.1 The appointed tenderer has to adhere and meet the following deliverables set by SCCC.

Time	Key Activities
August to October 2021	Development of content and design
August 2021	Focus group for exhibition theme with young families and/or youths
September 2021	Focus group for exhibition theme with young families and/or youths
November 2021	Translation and vetting of text
December 2021	Confirmation of design and text
January and February 2022	Development and security scanning of website
1 March 2022	Website launch

8. PAYMENT

8.1 Payment shall be made in accordance with the payment milestone as set out below unless otherwise agreed in writing.

Milestone	% of Contract Price	Cumulative Total (%)
30 days from the confirmation of Contractor and signing of Tender Agreement, and receipt of the invoice for the same.	20	20
30 days from the submission and approval of microsite and travelling exhibition design plan, and receipt of the invoice for the same.	30	50
30 days from the satisfactory completion of microsite, and travelling exhibition installation, handover and receipt of the invoice for the same.	40	90
30 days from the satisfactory completion of six (6) months of maintenance work and receipt of the invoice for the project milestone.	2.5	92.5
30 days from the satisfactory completion of twelve (12) months of maintenance work and receipt of the invoice for the project milestone.	2.5	95

30 days from the satisfactory completion of eighteen (18) months of maintenance work and receipt of the invoice for the project milestone.	2.5	97.5
30 days from the satisfactory completion of twenty-five (25) months of maintenance work and receipt of the invoice for the project milestone.	2.5	100

9. SUBMISSION REQUIREMENTS

9.1 A tender proposal must include the following:

- a. FORM A: Tenderer's Offer
- b. FORM B: Tenderer's Profile
- c. FORM C: Price Schedule of Tenderer's Offer
- d. FORM D: Major Projects completed by Tenderer's Company within the last three (3) years
- e. FORM E: Current Projects undertaken by Tenderer's Company
- f. FORM F: Profile of Tenderer's Project Team

10. TENDER BRIEFING

10.1 A mandatory exhibition walkthrough for all interested Tenderers will be held on **Monday, 21 June 2021, 2pm, at the Singapore Chinese Cultural Centre Level 2 gallery**. In addition, a mandatory briefing will be held on **Tuesday, 22 June 2021, 2pm via Zoom**. Please RSVP your attendance to exhibitions@singaporeccc.org.sg by Friday, 18 June 2021, 12pm, for both sessions, for both sessions, and include "SCCC/PROG/PE21/002" in the email subject.

11. OTHER REQUIREMENTS

- 11.1 An itemised quotation must be provided in the tender submission.
- 11.2 SCCC reserves the right to award the project in parts, if required.
- 11.3 SCCC is the sole copyright owner of any artwork generated as a result of this project.

12. ENQUIRIES

12.1 For enquiries, please contact:
Ms Jasmine Choo
Project Manager, Exhibitions
exhibitions@singaporeccc.org.sg
6812 7214

12.2 The Centre reserves the right not to entertain queries which may be irrelevant, spurious or prejudicial to other tenderers.

Annex A: Travelling Exhibition Content Reference

1. The travelling exhibition shall present the key takeaway message: Chinese Singaporean culture is the result of Chinese heritage, cultural interactions, and public policies.

2. Sample content for two dishes is provided below for reference:

Ingredient	Hainanese Chicken Rice	Kaya Toast
Chinese heritage	Wenchang chicken is a dish from Hainan Island in China and was brought to Singapore by the Hainanese migrants.	A dish created by the Hainanese and Peranakan Chinese in Singapore Use of soy sauce (Chinese ingredient) in the eggs.
Cultural interactions	Hainanese chefs in Singapore picked up the Cantonese cooking technique of placing boiled chicken in ice water, which gives a tender texture to the meat.	Peranakan Chinese adopted Western habits after many years of living in European colonial port cities in Southeast Asia. Many early Hainanese migrants found jobs working in British homes and ships Hainanese and Peranakan Chinese were influenced by the British habit of eating toast with butter and jam, and soft-boiled eggs for breakfast. Kaya was used as a substitute for jam because it was difficult to find the ingredients to make British-style fruit jam in Singapore.
Public policies	British colonial government's migration policy of importing Chinese labour, and having different Chinese dialect groups live close to one another created an environment where the Hainanese and Cantonese could interact. Contemporary Singapore's openness and creative environment gave rise to innovative development of chicken rice-related products such as potato chips.	British's policy of importing labour from around the world brought Hainanese to Singapore. Contemporary Singapore's openness and creative environment gave rise to innovative development of kaya toast-related products such as kaya toast ice cream and cocktails.
Local adaptations/ elements	Use of pandan leaves in the cooking of the rice was a habit probably copied from the local Malays	Use of pandan leaves in the making of kaya. Nanyang coffee used robusta beans from Indonesia.

Annex B: Travelling Exhibition Structure Reference

The travelling exhibition can take the form of mobile structures that are flexible enough to be shown separately, in different layouts and quantity depending on the spaces at different exhibition hosting venues.





Annex C: Travelling Exhibition Design Reference

1. The travelling exhibition's design should be attractive enough to draw visitors from a distance. Display of multiple dishes in an orderly manner can possibly serve this purpose.



2. As each featured dish needs to bring across the same takeaway message, the presentation of each dish should be different, so as to entice the visitor to learn about every dish.



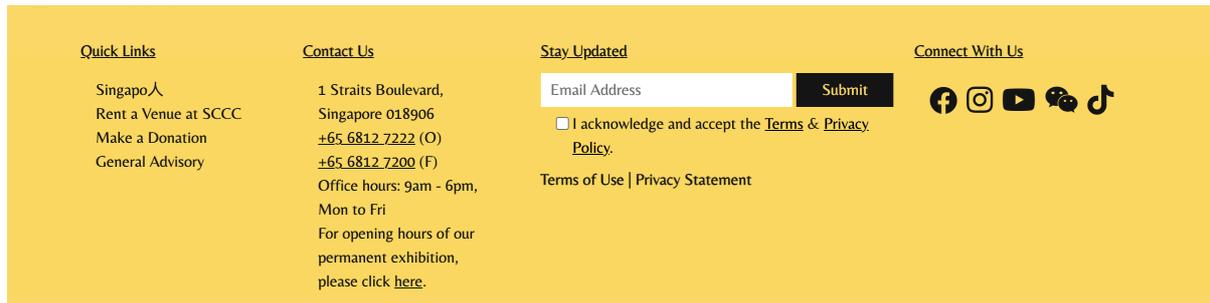
Annex D: Microsites Guidelines for Third Party Vendors

1. Follow SCCC brand guideline for the design. Application/Site should be housed within the header and footer as prescribed by SCCC. HTML file and/or assets will be provided to vendors for implementation/reference.

1.1 Header



1.2 Footer



2. Images must be compressed to a maximum size of 2MB per image.

3. Videos must be hosted externally via video platforms such as YouTube or Vimeo. Usage of any other platforms are allowed, subject to security checks by SCCC's IT vendor.

4. The application/site should be served securely over HTTPS.

5. Vendor will need to inform SCCC's IT vendor on the technical stack on which the application/site is built on, i.e., Frontend, Backend, Database languages. Should the server environment require specific resources or applications, vendor will need to inform SCCC's IT vendor and supply the installation files required.

6. Vendor is required to implement Google Analytic Tracking Code provided by SCCC's IT vendor and to ensure workability based on SCCC's IT vendor's verification.

7. Vendor shall achieve consistent responsiveness by implementing a mobile-first approach and to adopt modern best practices and simple, maintainable markup and CSS. Where possible, vendor is required to refer and follow the [Government's Digital Service Standards](#). Microsite should be device-independence, and assured of reusability (i.e., Semantically rich and machine-readable, future proof).

8. The application/site should be checked and tested for vulnerabilities (Owasp will be recommended, and more if the application is complicated) and the report must be submitted during pre-deployment. Should there be a need for SCCC's IT vendor to perform additional tests or perform a full security scan, an ad-hoc charge for the security audit (based on prevailing rates) shall be billed to the vendor.

9. If the website performs the collection of user information (i.e., name, email, phone number, NRIC etc), vendor must furnish a privacy policy to be linked to the application/site for public reference. Should user permission be required for the utilisation of their data, vendor

should include a checkbox acknowledgement within their application/website sign-up page, information collection form or service confirmation page for users to authorise.

10. SCCC would require the vendor to deploy the application/site on a staging server for testing before uploading it to singaporeccc.org.sg server. Vendor may use their own staging environment for development and testing. If the vendor requires SCCC's IT vendor to setup and provide the staging environment, a staging request can be made via email and a man-day rate will be charged based on services required. Ftp details to the main server will be provided after the testing on the vendor's staging is done.

11. Vendor is required to provide SCCC's IT vendor all assets for any deployment, including new pages and additional update to the system, two (2) weeks in advance, in case changes need to be made or issues are found on the security front.

12. Vendor to abide by the list of regulations for website maintenance:

- a. Conduct application security testing before production launch, annually and after any changes;
- b. Establish and implement application security standards and policies;
- c. Conduct comprehensive application security testing frequently (recommended at least twice a year) and after any significant changes;
- d. Provide web-application security awareness and technical training for user and staff that have access to the system;
- e. Implement Patch Management solution to improve patch management and simplify process of patch maintenance across SCCC's information system, ensure availability of test-bed environment for critical systems and ensure use of up to date software libraries and packages;
- f. Conduct monthly HTTPS scan and also to attain minimum overall rating of A grade for the SSL scan and provide reports to SCCC staff;
- g. Work with current Main IT Vendor to Establish the Return Time Objective (RTO) and Return Point Objective (RPO) for the website, its Data and information back up and Data Recovery (DR) procedures;
- h. Periodic vulnerability assessment (VA) scanning of website security (at least once a year);
- i. Website security loopholes detected during VA scanning are shared with SCCC based on the Escalation Procedures, addressed immediately and SCCC updated on the status;
- j. Establish and align to the SCCC's Cyber Security Incident Reporting Structure;
- k. Criticality of SCCC's websites (if more than 1 web site is required/ developed) should also be identified and declared; and
- l. Critical website should comply with additional security measures as specified but not limited to the above clause;

- m. Application and Vulnerability Security Testing including but not limited to OWASP Top 10 Security Scan, Penetration Testing, Open-Source Intelligence (OSINT) Testing and Consolidated Report and Recommendations to fix for all new content to be deployed onto the microsite.

Annex E: PE Microsite Content Reference

1. Curatorial Framework

1.1 This microsite (online exhibition) adopts a loose chronological-thematic approach. The narrative examines how the Chinese community in Singapore developed its own distinctive culture, in response to Singapore's historical journey and wider geo-political developments.

1.2 The target audience is youths.

1.3 The microsite presents the distinctiveness of Chinese Singaporean culture as reflected in everyday life and aspects such as festivals, language, food and creative outputs. At the same time, viewers should understand that Chinese Singaporean culture is made up of three ingredients: Chinese heritage, cultural interactions, and public policies.

1.4 The content is presented over five zones with the following titles:

Zone 1: What Makes Us, "Us"?

Zone 2: Beyond Generations

Zone 3: When Cultures Meet?

Zone 4: Made in Singapore

Zone 5: Making Our Mark

2. Approach

2.1 Whilst the physical exhibition is designed to be broadly appealing with a special focus to engage secondary school students, the microsite should focus on youths as they are the group that are most IT-savvy and unlikely to visit physical exhibitions unless compelled to do so.

2.2 The microsite will examine Chinese Singaporean culture from a contemporary perspective, by focusing on current developments in society today. Such an approach would reflect the dynamism and hybridity of Chinese Singaporean culture.

2.3 The online content should be conveyed in a manner which can:

- a. Provoke curiosity, through highlighting little-known or surprising examples.
- b. Encourage reflection, through asking thoughtful questions rather than providing answers.
- c. Strengthen messaging through interactivity.

3. Zone 1: What Makes Us, "Us"?

3.1 This zone serves to provide an introduction to the microsite, its rationale, themes, key ideas such as what is culture, how do cultures evolve, and the five aspects that led to the development of distinctive Chinese Singaporean culture.

3.2 The five aspects are:

- a. British colonial-era legacies
- b. Singapore's geographical location in Southeast Asia as part of the Malay Archipelago
- c. Early influx of Chinese immigrants primarily from southern China
- d. Ethnic and cultural diversity
- e. Singapore's openness as a cosmopolitan port city

3.3 The microsite should integrate animation videos of the five aspects that SCCC are currently developing.

3.4 The presentation should establish a strong basis of how the five aspects are summarised as the three ingredients.

3.5 Content for the five aspects are summarised in the following table.

Aspect	Content
British colonial-era legacies	<p>“Singapore’s cultural genome is the result of its history, not just of the last two hundred years since Raffles, but also of the cultural genes which those who arrived on our shores brought with them from their ancestral homelands. We may be a small city-state but our genome is huge because of this infusion from all over the world.” – George Yeo, 2019</p> <p>Singapore’s rich cultural genome can be traced back to when Singapore was a British colony. Due to economic interests, the British established Singapore as a free port for entrepot trade. This created a demand for labour that drew migrants of diverse backgrounds across the region. In order to escape economic and political turmoil in China caused by civil wars and overpopulation, many migrants left China for Singapore, forming a large part of the cheap labour that powered the colony.</p> <p>Under the hands-off approach of governance by the British, many Chinese migrants were free to continue their way of life and they gathered to form their own clan associations and schools to assist people within their own communities.</p> <p>Despite their hands-off approach, many legacies of the British government continue to have an impact on Singapore today. The British government emphasised the use of English language, now the working language of Singapore. They also introduced governing ideals such as the rule of law and the parliamentary democracy, all of which heavily influenced Singapore’s legal system.</p> <p>Even Sir Stamford Raffles, the British founder of modern Singapore, left his personal mark on the colony. He saw Singapore’s potential as an intellectual hub and conceptualised a centre for “for the cultivation of Chinese and Malayan literature and for the moral and intellectual improvement of the Archipelago and the surrounding countries”. Eventually the foundation stone was laid on 5th June 1823 and this centre came to be known as Raffles Institution.</p>
Singapore’s geographical location in Southeast Asia as part of the Malay Archipelago	<p>Where we are shapes much of how we live. The climate, natural resources and the indigenous cultures affect our architecture as well as how we have come to dress, eat and speak.</p> <p>Located near the equator, Singapore has the climate and environment of a tropical rainforest. This means year-round high temperature and humidity, leading people to build houses with attap roofs to insulate themselves from the heat and shelter from rain. More permeable and thinner clothing is also favoured as they do not trap heat.</p> <p>Within Singapore’s forested regions, one would have access to natural resources like tropical plants, spices, wood, minerals and animals. The plants and spices available in Singapore and the region like durian,</p>

	<p>coconut, pandan, torch ginger and nipa palm, have become staple ingredients in our cuisine.</p> <p>Being in Southeast Asia, Singapore is also part of the Malay Archipelago and its indigenous people, the Malays, spoke various dialects of Malay, an Austronesian language. Malay was the lingua franca across the archipelago and became the basis for the national language of Singapore as well as countries in the region like Malaysia (Bahasa Malaysia), Brunei (Bahasa Kebangsaan 'national language'), and Indonesia (Bahasa Indonesia).</p>
<p>Early influx of Chinese immigrants primarily from southern China</p>	<p>After Singapore was established as a British settlement in 1819, it attracted Chinese migrants who arrived in large numbers across subsequent decades. A census taken in 1824 by the British government showed that the Chinese made up 31% of a population of 10,683. This was also the year the British-Dutch skirmishes ended with the Treaty of London. The treaty encouraged the British to invest in Malaya's labour-intensive tin and rubber industries which attracted labourers from China and India.</p> <p>By the 1860s, Chinese migrants made up 65% of the population in Singapore, becoming the majority race. But where did Singapore's early Chinese migrants come from? There were two main types of migrants, one that came from southern China (Fujian and Guangdong) and another from Southeast Asia.</p> <p>The migrants from southern China made up the bulk of the influx of migrants. From coastal cities along southern China, these migrants were considered more adaptable and outward facing than the land-bound northern Chinese. Faced with the turmoils of the Taiping Rebellion (against the Manchu emperors) and natural disasters, many Chinese migrants left for Singapore in search of a better life. These migrants were mostly single males who were not well-educated, so they mostly worked as manual labourers.</p> <p>Largely from the Hokkien, Teochew, Cantonese, Hakka and Hainanese dialect groups, these migrants spoke their own dialects and often relied on related clan associations for social support. Through these associations and communities, they were able to continue to uphold the values and practices from China.</p> <p>Compared to migrants who came directly from southern China, the Chinese migrants who came from Southeast Asia (SEA) had already been in the region many generations earlier. Their ancestors, also originally from southern China, had settled in regional port cities like Malacca, Penanga, Semarang, Yangon and Manila from as early as the 14th century.</p> <p>These migrants were mainly male traders who were part of a well-established trading network between China and SEA. They had long acclimatised to local customs and habits by marrying local women. For example, the Peranakan Chinese spoke Baba Malay, a hybrid of Malay and Hokkien, and were also often fluent in European languages. This multi-lingual edge allowed them to act as middlemen between Europeans and locals.</p>

	<p>Out of reach of the Chinese government and under the hands-off approach of British governance, both types of southern Chinese migrants continued their own way of life in Singapore. The southern Chinese have continued to form the largest portion of Chinese who have migrated overseas, becoming the majority of Chinese in America and SEA by the 1950s.</p> <p>However, the greater ease of travel has affected migration trends today. Singapore is now seeing a greater diversity of migrants who are just as likely to come from major cities such as Beijing and Shanghai, and rural regions like Shandong, Sichuan and Zhejiang.</p>
Ethnic and cultural diversity	<p>In 1819, it was estimated that there were 120 Malays and 30 Chinese on the island. However, by 1871, the explosive growth of the colonial economy, led the local population to increase to just under 100,000 people made up of Chinese, Malays, Indians, Europeans, Arabs, Jews, Siamese and other minorities.</p> <p>Despite having a Chinese-majority, Singapore has a relatively large proportion of non-Chinese (about 25%) compared to other Chinese-majority communities around the world (usually less than 10% non-Chinese). These non-Chinese came from diverse backgrounds and even the Malay communities were not homogenous. The community consisted of indigenous Malays as well as Malay migrants who came from the region including the Indonesian islands of Java and Bawean, as well as the Malayan peninsula.</p> <p>Today, Singapore remains an immigrant society with a population that is more diverse than ever before. With the liberalisation of migration policies in the early 1990s till 2010, many new migrants are coming from Western countries and northern China.</p> <p>Understanding the need to integrate and unify a diverse population, the Singapore government embraced multi-racialism as part of its official policy. And with that, Singapore has also embraced the multi-religious profile of its society. In fact, in 2014, Pew Research Survey found Singapore to be the country with highest religious diversity amongst the 232* surveyed countries.</p> <p>*This number includes both countries and territories.</p>
Singapore's openness as a cosmopolitan port city	<p>"In Singapore, you buy cheapest and sell dearest. We do not grow coffee in Singapore, yet we are a major supplier of coffee beans in the world. We produce no spices, but we are the centre of the Southeast Asian spice trade. We are also the biggest exporter of Swiss watches in the region. We have no oil, but we refine a lot of it and we are the trading centre for oil and other related products. Singapore's trade is 2.5 times its GNP." – George Yeo, 1998</p> <p>As a small island, Singapore has always had few natural resources. Yet, it was the centre of trade in Southeast Asia since its early days as Temasek, and was well-known then for three local exports – hornbill casques, lakawood (incense wood) and cotton.</p> <p>This is due to its deep harbour and convenient location on maritime trade routes between China and India. According to the Selden Map of China, an early 17th century map, Singapore was on the main southern sailing</p>

	<p>route, exposing it to many influences both from southern China and around the region.</p> <p>Singapore's government continues to build on its strategic location and history as a trade hub, welcoming a constant flow of ideas, peoples, goods and services.</p> <p>How does Singapore maintain a unified identity (in a nation) across such a diverse population (in a global city)? Through various national policies that create common ground between people, while allowing them to maintain their own cultural roots.</p> <p>Transcending ethnicities, all citizens enjoy the same rights and responsibilities, regardless of race, language or religion, and are all unified under the same national symbols and pledge. At the same time, people are free to practise their own religious and cultural beliefs.</p> <p>English is chosen as Singapore's working language, bridging the communication gaps between ethnic groups. With the Bilingual Policy, English is learnt alongside a respective mother tongue (Malay, Mandarin and Tamil for the Malay, Chinese and Indian communities respectively). Learning the mother tongue strengthens a sense of cultural belonging and imparts cultural values.</p> <p>Finally, common spaces and experiences such as national schools, national service, public housing and hawker centres create even more opportunities for people of different ethnicities to interact and bond. Meanwhile, cultural spaces like Malay Heritage Centre, Indian Heritage Centre and Eurasian Heritage Centre promote mutual understanding amongst ethnic and cultural groups.</p> <p>Through a careful balance of policies that encourage openness, and those that promote a unified identity, Singapore continues to stay competitive on the world stage.</p>
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4. Zone 2: Beyond Generations

4.1 This zone serves to provide an introduction to the values passed down by forefathers and cherished by Chinese Singaporeans. This passing on of values are seen every day, in families and through festival customs.

4.2 Due to space constraint, the physical exhibition was unable to present the different meanings of each value. The microsite shall present the different interpretations of these values preferably through stories or everyday life scenarios.

4.3 Six festivals shall be featured in this section, and images and videos should be the primary medium to bring across the characteristics of these festivals, especially distinctive customs of Singapore, for instance *getai*. The microsite should avoid reusing the footages currently on loop in PE.

- 4.4 The six festivals are:
- a. Chinese New Year
 - b. Qingming Festival
 - c. Mid-Autumn Festival

- d. Zhongyuan Festival
- e. Nine Emperors God Festival
- f. Tua Pek Kong Festival

4.5 Values treasured by the Chinese are explained in greater depth, along with examples that embody their meaning in the following table.

<p>Values Treasured by the Chinese</p> <p>This section explains each value in greater depth, along with examples that embody their meaning.</p>	<p>华人秉持的价值观</p> <p>欢迎到此，让我们深入探讨华人共有的价值观，及其含义与示例。</p>
<p>忠 <i>zhong</i> Loyalty</p> <p><i>Follow the way and not the ruler, follow righteousness and not the father. – Xunzi 荀子</i></p> <p>What can we pledge loyalty to? It starts with the self – being true to the principles that you choose to live by. Looking beyond, loyalty can be pledged to social circles like family and friends, as well as larger entities like organisations and state.</p> <p>When we think of loyalty, we often picture an unyielding allegiance. However, Confucianism suggests that loyalty can be flexible – reacting to circumstances but staying true to its intentions. Guan Yu 关羽, a general during the Three Kingdoms era, surrendered his services to his enemy, Cao Cao 曹操, to protect the wives of Liu Bei 刘备, his sworn brother and leader.</p> <p>Closer to home, Lieutenant Adnan Saidi displayed fierce loyalty during the Japanese invasion of Singapore. Fighting the Japanese forces at the Battle for Pasir Panjang, Adnan was eventually captured and suffered a painful death through bayonetting and burning. Adnan’s loyalty to his country stemmed from his strong belief in the Malay motto: <i>piar putih tulang, jangan putih mata</i> – death before dishonour.</p>	<p>忠</p> <p>从道不从君，从义不从父，人之大行也。 ——荀子</p> <p>何为忠，忠于谁？忠，必须以自己为起点，既忠于自己的原则与道德标准。先做到这一点，才可以忠于亲友、忠于社区、忠于机构、忠于国家。</p> <p>说到“忠”，许多人往往联想到“君要臣死，臣不得不死”的盲目追随。然而儒家的“忠”却是灵活而变通的。只要忠于初心，灵活应对未尝不可。例如三国时期，蜀国大将关羽向敌人曹操投降，以保全刘备的妻子。</p> <p>来个更贴切的例子，二战时期，阿南赛迪中尉在日本入侵新加坡之时英勇奋战。他在西班牙让战役中与日军作战，最终被俘，并在刺刀和焚烧的酷刑下痛苦地死去。阿南赛迪中尉对国家的忠诚源于这句马来座右铭：<i>piar putih tulang, jangan putih mata</i>（宁死不屈）。</p>
<p>孝 <i>xiao</i> Filial piety</p>	<p>孝</p>

“Of all virtues, filial piety is most important.” - Wang Yongbin

Filial piety is a child's expression of gratitude towards his parents. A deeply embedded norm in Chinese culture, countless classics expound the concept of filial piety with the most famous being *The Twenty-four Paragons of Filial Piety* 二十四孝. Compiled in the Yuan Dynasty, the book derived most of its stories from the Western Han copy of *Biographies of Filial Persons* 孝子传. These stories have also been immortalised in a gallery at Haw Par Villa.

During the Han Dynasty, a boy named Cai Shun 蔡顺 lived with his mother. One day, Cai entered the woods to collect mulberries for food. Finally, with two baskets full of mulberries, he decided to head home. However, on the way home, he was ambushed by three robbers. Frustrated that Cai had nothing valuable to offer, the robbers beat him up. Before leaving, the robbers got curious and asked Cai why he had to separate the red mulberries from the dark blue ones. Cai explained that the sour red mulberries were for himself, while the sweet dark blue ones were for his mother. Touched by his filial piety, the robbers gave Cai three bags of rice and some meat instead.

In another story, Mu Lian 目莲, saw his deceased mother suffering in hell as a hungry ghost while meditating. As Shakyamuni Buddha's 释迦牟尼佛 disciple, Mu Lian asked him for advice and learnt that his mother was suffering due to an accumulation of bad karma from greed and indulgence. To save his mother, he asked many monks for help to chant mantras on the 15th day of the 7th lunar month. Through Mu Lian's perseverance, his mum was eventually reborn in the heavenly realm. The 7th month in the lunar calendar is now synonymous with the celebration of the Hungry Ghost Festival.

仁 ren
Others before self

百善孝为先。
——王永彬

孝，是孩子对父母感恩的体现。孝道是华族文化根深蒂固的传统价值观，也是古代社会所推行的纲常伦理，因此，许多著作都以孝道为主题，其中以《二十四孝》最为著名。该书于元朝编纂，大部分故事都来自西汉的《孝子传》。虎豹别墅的雕像展区里，就有不少二十四孝故事的场景，供人观赏。

汉朝时期，有一个名叫蔡顺的男童，自小与母亲相依为命。有一天，蔡顺在林中拾一些桑果去奉养母亲。蔡顺把两个篮子装满后，便踏上归途，却在途中遭三名强盗伏击。强盗见蔡顺身无分文，便把他揍了一顿，但在离开之前，强盗们看见他把桑果按照颜色分开装在两个不同的篮子里，便好奇地问他原因。蔡顺回答说，红色桑果还没熟，味道酸，留给自己；深色的桑果是成熟的，味道甜，回去给母亲吃。强盗们受蔡顺的孝心打动，就拿出了三斗米和一点肉给他回家孝顺母亲。

在另一则故事里，目莲因修行得了神通，到了地狱见到了受饿鬼之苦的母亲。目莲作为释迦牟尼佛的弟子，祈求于佛陀。佛陀告知目莲，他的母亲因生前的罪孽，受困于饿鬼道，此劫难皆是因果。目莲为了救母，于七月十五日建盂兰盆会，借十方僧众之力助母亲脱离饿鬼之苦。最后，目莲的母亲成功脱离苦境，投生天界。如今，农历七月有了“鬼月”之称，也是人们庆中元的月份。

仁

What you do not want done to yourself, do not do to others. – Confucius 孔子

The left stroke of *ren* symbolises people and the right stroke symbolises two. Combined, the word represents the interaction between two people. Also known as “humanness”, *ren* refers to the ideal of being human and how one should relate to others. The concept of *ren* is strongly related to empathy and is a key mantra of Confucianism. Confucius also believed that *ren* is an innate trait and is not something that can be learnt.

Ren guided much of Tang Emperor Li Shimin’s 李世民 policies. During his reign, he reduced the quota for palace maids, and allowed them to return and seek marriage. In his second year of reign, Li opened the imperial treasury to redeem the lives of children who sold themselves to pay for their parents’ burial during a drought. And in the 19th year of his reign, after witnessing the death of his soldiers during the conquest of Goryeo (a Korean Kingdom), he wept and personally performed the funeral rite for the deceased.

己所不欲，勿施于人。
——孔子

“仁”字以单人旁为部首，右边为“二”，意指两个人之间的交流。“仁者，人也。”所以仁也是人的道德标准，更是人与人之间的相互关爱。仁，就是推己及人，也是儒家思想的核心。在儒家系统中，仁是与生俱来的内在特质，而不是能外在加于人的观念。

唐太宗李世民以仁治天下，开创了贞观之治。李世民在位期间，曾遣散多名宫女，特允她们还乡成亲。贞观二年，李世民开仓赈济灾民，还拿出御府金帛，为灾民赎回卖出子女。贞观十九年，大唐讨伐高句丽之战，在目睹了士兵阵亡后，李世民不仅为他们痛苦，还亲自安葬他们。

爱 ai
Love

Love in Chinese culture puts an emphasis on compassion, love between relationships as well as self-love. These perceptions are influenced by Buddhism, Confucianism and Taoism. Buddhism focuses on universal love and Confucianism prioritises on love through the five cardinal relationships, while Taoism believes that one has to first master self-love before extending love to others.

In the mid-19th century, tiger attacks were rampant and more than 350 lives were lost in the 1860s. Legend has it that a man named Hong 洪 encountered a hungry tiger in Tampines. Hong begged the tiger to spare him and promised to offer meat in return. The tiger agreed and waited for him near the village entrance as Hong went to the market to purchase meat. However, upon sighting the tiger, the villagers attacked it and chased it back into the woods. Hong returned with

爱

在华族文化中，爱既慈爱。爱，除了是人与人之间的情感，也代表了自我的关爱。这些观念受到儒释道的影响。佛教以大爱为主，儒家的五伦也以爱为关系的基础，而道家则认为，爱己方能爱人。

19 世纪中叶，老虎猖獗，1860 年代就有 350 多人丧生。传说，一个名叫洪的男子在淡滨尼遇到了一只饥饿的老虎。洪乞求老虎饶恕他，并答应为老虎献上肉以作为回报，老虎同意了。洪去集市买肉的时候，老虎在村子入口处等他。但是，在看到老虎后，村民发起了攻击，将其追赶回树林。洪带着肉回到了入口处，却找不到老虎，于是他走到森林里去了。最后，他找到了老虎，却发现老虎的一只腿瘸了。洪决定照顾老虎，替他养

<p>the meat but could not find the tiger, so he went into the woods after it. Finally, he found the tiger injured and limping with only three legs. Hong decided to care for it and his actions touched the tiger. It was said that he could even be seen riding the tiger and his love for the tiger significantly reduced tiger attacks in the area. After his death, he was deified under Daoist tradition as Hong Xian Da Di 洪仙大帝 .</p>	<p>伤，这个举动让老虎深受感动。从此，老虎成了洪的坐骑，而村民们很少再受到老虎攻击。洪死后，入了道教的仙籍，被奉为洪仙大帝。</p>
<p>礼 <i>li</i> Considerate behaviour</p> <p><i>Li</i>, can be translated as rites, and in this context is not limited to religious rituals. Confucian rites refer to etiquette observed during different occasions and vary from tea rites to ancestral worship. These rites were created to remind us of the symbolic virtues and values they embody.</p> <p>For example, while the act of burning incense papers and placing food offerings along the streets in Singapore during the Hungry Ghost Festival may be seen as superstitious, it is a rite that contains values of filial piety, humanness, and love. It is how the living share material comfort with the deceased.</p>	<p>礼</p> <p>礼，指的是礼仪，但是又超乎了宗教礼仪的范围。儒家的礼，指的是不同场合应有的礼节，包括茶道的礼仪与祭拜祖先的礼仪。这些仪式所带来的仪式感，时刻提醒着我们应有的美德与价值观。</p> <p>中元节期间，人们烧香冥纸和祭品就是一个例子。尽管对某些人来说，这样的行为纯属迷信，但这仍是一种体现了孝道的礼仪。生者为逝者焚烧祭品，不仅表达了对逝者的怀念，也象征着人与人之间的关爱。</p>
<p>义 <i>yi</i> Righteousness</p> <p><i>Yi</i>, can be understood as righteousness, where actions are guided by justice and morality. <i>Yi</i> implies the ability to differentiate right from wrong and to follow through with necessary actions. Therefore, <i>Yi</i> is closely linked to many values relating to moral goodness like humanness, loyalty, filial piety, integrity and love.</p> <p>Guan Yu 关羽, a general during the three kingdoms era, now deified as the Deity of War, truly embodied righteousness. During the War at Red Cliff, Guan's enemy Cao Cao 曹操 suffered heavy losses and retreated hastily. Although Guan obstructed Cao and had the chance to kill him, he chose not to. His decision not to kill Cao was punishable by death as it was against his military obligations. However, he stuck by his</p>	<p>义</p> <p>义，可以理解为正义，而正义与道德主导着我们的言行举止。义也包括了明辨是非、见义勇为。因此，义与忠孝仁爱等价值观是密不可分。</p> <p>关羽是三国时期的大将，形象忠义勇武，因此死后被尊奉为战神。赤壁一战，关羽的敌人曹操兵败如山倒，仓促逃离。不料，关羽已在路上埋伏。虽然关羽有机会杀了曹操，但是他念在过去曹操厚待自己的情份上，不顾军令放了他。虽然罔顾军令是死罪，但是关羽义重如山，最后还是把曹操给放了。</p>

<p>decision as he was once indebted to Cao and wanted to repay the debt.</p>	
<p>廉 <i>lian</i> Integrity</p> <p><i>When a ruler's personal conduct is correct, his government is effective without giving orders. If his personal conduct is not correct, even he may give orders, but they will not be followed. – Confucius 孔子</i></p> <p><i>Lian</i> refers to the upright personal conduct of leaders and civil servants. It is important for people in leadership positions to be role models. It is believed that when one leads by example, the rest will follow.</p> <p>Zhuge Liang 诸葛亮, the famous advisor of the Kingdom Shu, during the Three Kingdoms era, exemplified integrity amongst other values like loyalty, righteousness and humanness. He was loyal to the Kingdom Shu till his very last breath, and was an upright official who led by example. Zhuge refused any forms of bribery and turned down Cao Cao's (the enemy leader) offer of a life of luxury. Accumulating great wealth through a lifetime of merits, Zhuge even shared it with his surviving comrades.</p> <p><i>You do not buy or sell the government. – Lee Kuan Yew 李光耀</i></p> <p>In 1960, agents from the Central Intelligence Agency (CIA) in the United States (US) tried to buy classified information from a Singaporean intelligence officer. The officer refused and reported the incident to his superior, leading to the arrest of the CIA agents. In 1965, then Prime Minister of Singapore, Lee Kuan Yew, declared he would release the captured agents only under the condition of an apology letter from the US government, along with SGD 33 million for Singapore's industrial development. However, Washington rejected claims of espionage, leading Lee to open classified files in a drastic move to protect Singapore's reputation. Eventually, the CIA openly apologised for their actions.</p>	<p>廉</p> <p>其身正，不令而行；其身不正，虽令不从。 —— 孔子</p> <p>廉，指的是领导者、执政者与公务员的清廉与正直。担任领导职务的人要树立榜样，这一点很重要。当一个人以身作则时，其余的人就会效法。</p> <p>诸葛亮是三国时期蜀汉的丞相，他一生鞠躬尽瘁、死而后已，是忠义仁爱的代表。由始至终，诸葛亮都忠于蜀国，是一位以身作则的正直官员。诸葛亮从不被人收买，就连曹操答应给他荣华富贵，他也没有投奔曹操。诸葛亮虽总揽朝政却不敛财，甚至与同僚共享富贵。</p> <p>“新加坡政府不是你们可以随便买卖的。”——李光耀</p> <p>1960年，美国中央情报局（CIA）的特工试图收买新加坡的情报人员，以获取机密信息。新加坡的官员拒绝了，并向上级报告了这一事件，导致中央情报局的特工被捕。1965年，当时的新加坡总理李光耀宣布，只有美国政府致函道歉，并为新加坡的工业发展提供 3,300 万新元的资金，他才会释放被俘的特工。消息传到华盛顿，美国国务院否认李光耀的指控，于是李光耀马上公开机密文件，以保护新加坡的声誉。最终，美国的中央情报局为他们的行为公开道歉。</p>
<p>耻 <i>chi</i></p>	<p>耻</p>

<p>Sense of shame</p> <p>Li, yi, lian, chi, <i>form the four pillars of a nation.</i> – Guanzi 管子</p> <p>A sense of shame forms the foundation of all moral values. In order to avoid shame, one looks to righteousness and integrity, leading to morality. Through a strong moral conviction, one can then perform <i>li</i> well. Understanding shame also encourages one to muster the courage needed to rectify their one's wrongdoings. Shame in this context becomes a moral compass that prevents people from doing the wrong thing.</p> <p>The King Goujian 勾践 of Yue was captured by the King Fuchai 夫差 of Wu, after Yue's defeat. Goujian was demoted to a labourer for Wu, and the shame of defeat followed him. Goujian understood that he had let down his fellow Yue people and was determined to revive his Kingdom's glory. For 10 years, he tasted the bitterness of the gut every day to remind himself of his shame. Through perseverance and discipline, Goujian successfully restored Yue and defeated Wu, with Fuchai ending his own life.</p> <p>Benny Se Teo, founder of Eighteen Chefs Restaurant, was once a drug abuser. His frequent visits in and out of prisons and rehabilitation centres made him see how society condemned ex-convicts. Understanding the shame an ex-convict experienced, he pledged to “stand up and hold another ex-offender's hand and help them walk to the next level.” Currently, nearly half of his employees have a convicted past.</p>	<p>“廉耻，国之四维。 ——管仲</p> <p>知耻，是所有道德价值观的基础。“人之有所不为，皆赖有耻心”，知耻，才会远离不正当的行为，追求正义与正直，从而树立正确的道德观。所谓“知耻近乎勇”，知耻让人们鼓起勇气纠正自己的不当行为。因此，知耻是我们的道德准则，让我们明辨是非，才会有所为，有所不为。</p> <p>越王勾践被吴军打败后，成了吴王夫差的俘虏。勾践自知愧对越国的百姓，所以在吴国的这段期间，勾践忍辱负重，任劳任怨地做着奴仆的工作，有望日后能卷土重来，一雪前耻。后来，夫差认为勾践真心归顺了他，就放勾践回国。勾践回国后，在自己的屋里挂了一只苦胆，每顿饭都要尝尝苦味，以提醒自己在吴国所受的苦难和耻辱。十年后，勾践再次伐吴，最后成功灭掉吴国，而夫差也自刎而死。</p> <p>餐馆18厨师 (Eighteen Chefs) 的创办人司徒保华，曾因染毒而进出监狱，但这样的人生经历却让他体会到了前囚犯所面对的歧视与困难。于是，他立志要帮助前囚犯“重新站起来，携手与他们同行，把他们带入另一个人生阶段。”目前，司徒保华所聘请的员工里，超过一半都是前囚犯。</p>
<p>俭 <i>jian</i> Thriftiness</p> <p><i>He who will not economise will have to agonise.</i> – Confucius 孔子</p> <p>Thrift is a value advocated by Confucianism, Taoism and Buddhism. The intent behind thrift is to live a content and simple life, and avoid the ills of materialism. Confucianism and Taoism support governmental thrift, since over-spending relates to exploitation of the people in taxes and labour. Buddhism</p>	<p>俭</p> <p>“奢则不孙，俭则固。与其不孙也，宁固。” ——孔子</p> <p>俭，是儒释道所倡导的美德。崇尚节俭，是为了能满足于充实而简单的生活，才不会沉溺于物质上的享受。儒家和道家都提倡以俭治国，以免国家超支而殃及老百姓，使他们受到经济与劳力上的剥削。佛教则认为，物</p>

views material desires as the root of human suffering. Thrift continues to be cherished by most Chinese-majority societies and in 2017, Singapore and China were ranked second and third for the world's highest savings rates.

Once, a servant asked the founding Emperor of Song Dynasty if he wanted to decorate his sedan with gold. Song Taizu 宋太祖 replied that it would be easy for him to do so but he had to remind himself that the country's wealth comes from the hard work of the citizens, and preferred to be thrifty instead. On another occasion, the princess wore an elegant dress designed with lots of feathers. Instead of complimenting her fashion, Taizu advised her to dress simply. He explained that they should set an example as royalty and live a life of thrift. Wearing expensive clothing would only encourage the masses to do the same, leading to unnecessary spending on luxurious goods.

The fundamental tenets of thrift and hard work, free enterprise and prudent finance... form the bedrock of Singapore's competitive strengths and success. – Lee Hsien Loong

Prime Minister Lee Hsien Loong's condolence letter to Mrs Goh Keng Swee, commended Dr Goh, the architect of Singapore's economy, on his thriftiness. Dr Goh's thrift enabled Singapore's treasury to grow and form a stable support for economic development. In 2003, when touring through Singapore's modern cityscape, Toh Chin Chye commented, "For what you have now, you've got to thank Dr Goh."

质欲望是一切苦的根源。如今，节俭仍然受到华人社会的推崇，在 2017 年，新加坡和中国分别是全球储蓄率的第二和第三高的国家。

有一次，一个仆人问开国皇帝宋太祖，是否要用黄金装饰轿子。宋太祖回答说，这样做很容易，但他必须谨记，国家的财富皆来自老百姓的辛勤劳动，怎能乱花？所以，他情愿过得节俭一点。还有一次，公主衣贴翠羽入宫，宋太祖见了，劝她应该穿得简朴一点，并解释道，皇家的人更应该以身作则，生活节俭。身穿昂贵的衣服只会鼓励其他人争相仿效，如此一来，就会助长奢侈的歪风。

“节俭、勤奋、自由的企业和审慎的经营……这些基本原则构成了新加坡竞争的优势和成功的基石。” ——李显龙

给吴庆瑞夫人的慰问信里，李显龙总理赞扬“新加坡经济发展总建筑师”吴庆瑞博士的节俭。吴庆瑞博士勤俭有道，使新加坡的国库得以持续增长，国家的经济才能稳健发展。2003 年，在游览新加坡城市景观时，杜进才评论道：“你现在拥有的一切，全有赖于吴庆瑞博士。”

毅 yi
Perseverance

It does not matter how slowly you go, as long as you do not stop. – Confucius 孔子

Perseverance is a common value advocated by Taoism and Confucianism. It discourages one from giving up halfway. To persevere means to have the resolution to overcome difficulties and distractions in order to achieve one's goals.

毅

“譬如为山，未成一篑，止，吾止也；譬如平地，虽覆一篑，进，吾往也。” ——孔子

毅，是道家和儒家所倡导的美德。毅，除了不半途而废，还要抱着破釜沉舟的决心，以实现自己的目标。

According to Taoist text *Liezi* 列子, there was once an old man named Yu Gong 愚公 who lived in the countryside with his family. Their journey to town was a long one because two mountains obstructed their path. One day, Yu Gong and his family decided to remove the two mountains, so they dug and moved the soil. This happened every day without fail. Yu Gong's actions drew laughter from a wise man Zhi Sou 智叟, who commented that his attempt was like an ant trying to overthrow a tree. However, Yu Gong remained unfazed, rebutting that even if he passed on, future generations would continue to dig until the mountains were cleared. His perseverance touched the heavens, and the mountains were then removed by two heavenly giants.

If I don't give up, I will fulfil anything that I want. – Jason Chee

In an accident on board a ship in 2012, naval soldier Jason lost both his legs and left arm. Despite the severity of his injuries, Jason was able to recover emotionally fairly quickly. Even Defence Minister Ng Eng Hen was impressed, commenting that his speedy recovery was due to “something special within him”. His perseverance led him to represent Singapore in table tennis at the ASEAN Para Games. Eventually, he also returned to serve the Navy.

道家典籍《列子》里，有一则《愚公移山》故事。从前，有个名叫愚公的老人，与家人住在山的正对面。他们要进城，就必须攀越两座山才能到达，十分费劲。有一天，愚公决定和家人把这两座山挖平，于是他们上山、凿石、挖土，日复一日地辛勤劳作。智叟讥笑愚公，说他不自量力。但是愚公不仅没有动摇，还反驳道自己就算百年归寿，还有他子孙在，一代接着一代，山总有挖平的一天。愚公的坚持，感动了天帝，天帝于是派了两个神将那两座山移走。

只要我不放弃，什么都能做得到。
——朱永辉

2012年，一艘船上发生事故，海军人员朱永辉失去了双腿和左臂。尽管伤势严重，朱永辉还是很快恢复了平静。就连国防部长黄永宏医生，也对他留下深刻的印象，他认为朱永辉能迅速康复，须归功于“他内心的特殊力量”。朱永辉的毅力，让他代表新加坡参加了东盟残疾人运动会的乒乓球比赛。后来，他还回到海军部队工作。

5. Zone 3: When Cultures Meet?

5.1 This zone serves to explain how traits from China have developed differently due to the cultural interactions, amongst dialect groups and/or ethnic groups, to form cultural products that are distinctive to Singapore. Examples used in this zone are primarily language, drinks and food dishes.

5.2 For the Singaporean Mandarin lexicon section, examples beyond PE will be included and will take reference from the Singaporean Mandarin database provided by the Promote Mandarin Council.¹ More focus should be placed on the etymology of the words and the background for the development of the distinctive Singaporean Mandarin lexicon.

5.3 An example of the evolution of Singapore's Chinese name can be seen below.

Names of Singapore in Early Chinese Records
(From Jao Tsung-l's *The Chinese Sources for the History of Singapore Before 1912*)

¹ <https://www.languagecouncils.sg/mandarin/en/learning-resources/singaporean-mandarin-database>

The name “Singapore” comes from the Sanskrit term “Singapura”, which means Lion City. The names Xinpu 新埔 and Xinzhoufu 新州府 appeared during the reign of the Qing dynasty emperors Jiaqing 嘉庆 and Daoguang 道光. Bao Shichen 包世臣 wrote in Four Ways to Govern the People, Letter to Guangdong Official Yao 齐民四术, 致广东姚中丞书: “Beyond the waters east of Guangdong province, lies the forbidden land called Xinpu. It is many thousand miles away and had just been opened up, thus the name Xinpu.” Wang Zhi annotated in The Voyages of a Traveller 海客日谭: “Xingjiapo 星加坡 is also known as Xingjiapo 星架坡, Xinjiapo 新嘉坡, Xingepoer 新格坡耳, Xingeboer 新格伯儿, Xinjipo 新寄坡, Xili 息力, Roufo 柔佛 or Xinzhoufu 新州府.” As you can see in the books, there are many different translations.

In 1842, the 22nd year of the Daoguang’s reign, it is recorded in volume 371 of the Veritable Records of the Xuanzong Emperor 宣宗成皇帝实录: “According to the report from Military Commander Yijing and co., all of the white people claim that it only takes three months to reach Guangdong if the journey is smooth sailing. The longest it took was six months. Along the way there are places such as... Singapore and other places, (these places) all belong to them.”

In 1842, Wei Yuan 魏源 recorded in The Illustrated Treatise on the Maritime Kingdoms 海国图志 that: “On the southwest ocean, India and the maritime ports along the southern sea, and the islands in the South China Sea, they all belong to countries of the West, the Western barbarians fight for them to gain profits. At the end of Emperor Qianlong’s reign, [we already] hold power overseas, [this power] became stronger during the reign of Emperor Jiaqing, of all the lands we conquered... namely Old Johor, Old Malacca, these two places are known as Xinjiapo 新嘉坡 today, these are all maritime ports along the southern sea. Countries on the southeast of Siam, are extensions of Xinjiapo which have been colonised by the West. Xinjiapo 新嘉坡, Xinzhoufu 新州府 or Xingjilibo 星忌利波, all sound similar.

In 1847, British Morrison wrote in A Concise History of Foreign Countries 外国史略: “Xinjiapo 新嘉坡 is also known as Xinshilipo 新实力坡 or Xinbutou 新埠头.”

In 1847, Portuguese Jose Martins-Morquez wrote in Geography of Foreign Nations 外国地理备考 that: “Xiladao 息辣岛 also named Xinjiapo 新嘉坡, is positioned at the mouth of the Strait of Malacca. Its land is rich, its fruits are plentiful, it has a vibrant trading scene.”

In 1883, Yuan Zuzhi 袁祖志 wrote in Overseas Talk 海外吟注: “Singapore was originally known as Shile 石叻, and was inhabited by people of Johor. The British saw the potential of the place and took it for themselves. Of the Chinese people who have migrated there, Hokkien make up 70%, Cantonese make up 30%, all of them could make a decent living, and they were happy living there.”

5.4 The drinks and food dishes section should preferably be gamified so that a QR code can be included in the travelling exhibition on food. This will serve to enhance the experience for visitors of the physical travelling exhibition, and to draw visitors to the microsite.

5.5 An expanded list of food references should be included as a deep-dive component to PE, and shortened list is included below.

Title: Nini Eat First, Talk Later (Chinese)
Author: Lai Minwei
Publisher: Rojak City Pte Ltd (Singapore)
Year: 2015

Title: Food Hometown (Chinese/English)
Author: Wawa Studios
Publisher: Popular Book Co. (Singapore)
Year: 2010

Title: Xunwei “Nan” Banqiu: Shisi Wujiang (寻味”南”半球：食肆无疆)
Author: Cai Lan
Publisher: Qingdao chubanshe (Qingdao)
Year: 2018

Title: CHOPE! The Eccentric Lingoies of Singapore’s Kopitiam Culture
Publisher: The little drom store (Singapore)
Year: 2013

Title: Nonya Heritage Kitchen; Origins, Utensils and Recipes
Author: Ong Jin Teong
Publisher: Landmark Books Pte Ltd (Singapore)
Year: 2016

Title: Singapore Chronicles: Food
Author: Sylvia Tan
Publisher: Straits Times Press & Institute of Policy Studies (Singapore)
Year: 2016

Title: Singapore Food: A Treasury of More than 200 Time-Tested Recipes
Author: Wendy Hutton
Publisher: Marshall Cavendish Cuisine (Singapore)
Year: 1989

Title: Singapore Hawker Classic Unveiled: Decoding 25 Favourite Dishes
Author: Temasek Polytechnic
Publisher: Marshall Cavendish Cuisine (Singapore)
Year: 2015

6. Zone 4: Made in Singapore

6.1 This zone serves to introduce 13 Chinese Singaporeans and their creative outputs that were made possible due to Singapore’s distinctive environment that is open to global influences and different cultures. A list of policies and its impact should be included in this zone to serve as a deep-dive component for the physical PE. Refer to table below for content.

6.2 The microsite should use videos, images and text to reconstruct the background of each of the featured Chinese Singaporean to bring out the factors—multi-cultural environment, overseas education, dialect group influence and others—that led to their creative outputs (as featured in PE). Content references in the table below.

6.3 The featured personalities are: Goh Lai Chan, Scene Shang, Khoo Seok Wan, Liang Wern Fook, Willin Low, Hans Tan, Kuo Pao Kun, Eric Khoo, The Teng Ensemble, Chan Kim Boon, Cheong Soo Pieng and Jahan Loh.

6.4 Videos featured in the deep-dive section of SCCC’s website on Khoo Seok Wan and Liang Wern Fook should be included in the microsite.

- a. Khoo: <https://singaporeccc.org.sg/khoo-seok-wans-poems/>
 b. Liang: <https://singaporeccc.org.sg/liang-wern-fooks-songs/>

Policy	Elaboration
<p>Bilingual Education (1960, 1966)</p>	<p>The breaking down of the language barrier, inimical to racial unity, must be further intensified to strengthen the foundations of a multi-racial nation... It is in the schools that we must intensify our efforts. – Ong Pang Boon (Education Minister, 1965)</p> <p>When Singapore achieved independence in 1965, the government understood the need to unite communities through common languages. The Bilingual Policy was initiated to bridge the communication gap across communities while allowing ethnic groups to retain their cultural roots.</p> <p>Since almost all ethnic Chinese households in Singapore spoke in dialects, Mandarin was chosen as the mother tongue to unite Chinese communities across various dialect groups. Across ethnic groups, English became the lingua franca to unite races, while ensuring Singaporeans' ability to connect with the world.</p> <p>The Bilingual Policy gave rise to increased usage of Mandarin at home, leading to a loss of dialect fluency. English-medium schools also quickly became more popular, and within a decade and a half, Chinese Singaporeans' enrolment into Chinese schools dropped to 10%.</p> <p>In 1965, when Singapore achieved independence, almost all ethnic Chinese in Singapore spoke dialect in their homes. Dialect remained the most common communication language for Chinese families. As a result, the government decided that there was a need for a mother tongue language, Mandarin, to unite the Chinese community beyond their exclusive dialectal lines of communication. Uniting the Chinese is one of the crucial steps, and the other being integrating them into the Singaporean cosmopolitan society. English thus became the lingua franca that could potentially unite all the races while ensuring Singaporeans' ability to connect with the world.</p> <p>The birth of the Bilingual Policy affected not only the Chinese, but also all the other ethnic groups. This policy ensured Singapore's competitiveness with its people's ability to connect to the world in English, while retaining their cultural roots. The impact of this policy on the Chinese community was an increase usage of Mandarin within their homes and the preference of Chinese families to send their children to English-medium schools. Within a decade and a half, Chinese Singaporean families' enrolment in Chinese schools dropped to 10%. The result was also an increasing lack of fluency in dialects amongst young Chinese Singaporeans, which helped to remove the gaps between the dialect groups.</p>
<p>Speak Mandarin Campaign (1979, 1990)</p>	<p>Chinese Singaporeans face a dilemma. The Chinese we speak is divided up among more than twelve dialects. Children at home speak dialect; in school they learn English and Mandarin. After 20 years of bilingual schooling, we know that very few children can cope with two languages plus one dialect... The majority have ended up speaking English and dialect. – Lee Kuan Yew (Prime Minister, 1979)</p> <p>The Speak Mandarin Campaign was implemented twice in Singapore's history. Its first run in 1979 was a follow-up to the 1966 Bilingual Education</p>

	<p>Policy. It was initiated based on insights from the Goh Report, an assessment of Singapore’s education system, by Goh Keng Swee. The report showed that Chinese students still spoke dialects instead of Mandarin within homes. The 1979 Speak Mandarin Campaign was announced by then Prime Minister Lee Kuan Yew in hopes of making Mandarin the lingua franca among Chinese Singaporeans. The campaign was a major success. As a result, younger generations of Chinese Singaporeans have lost much fluency in their dialects. A 1990 census showed a 28% decrease in Chinese households speaking dialects.</p> <p>Chinese Singaporeans are very practical. The Chinese Language Review Committee, in a survey carried out among secondary students in Singapore, found that those from English-speaking families considered passing examination as their main purpose of learning Mandarin... As far as learning English is concerned, all of them, whether from English-speaking or Mandarin-speaking families, said they did so for better employment prospects. – Ong Teng Cheong (Deputy Prime Minister of Singapore, 1992)</p> <p>The Speak Mandarin Campaign was revived in 1990. This time, it was no longer to discourage the use of dialects, but had the goal of improving students’ attitude towards learning Chinese. English, rather than Chinese, was favoured by parents and children as it was seen as a fashionable language. People believed that mastering English would guarantee success in life. Afraid that the Bilingual Policy was losing its effectiveness, the government brought back the Speak Mandarin Campaign with a focus on the importance of learning Mandarin. In the same year, the Ong Teng Cheong Committee was also set up to improve the teaching of Chinese in schools</p>
<p>Introduction of Extra-curricular Activity (1966)</p>	<p>The aim of encouraging sporting and other youth activities is not only to foster development of the physical well-being and the personality of each individual, but also to provide opportunities for pupils of different language and cultural backgrounds to come together, and thereby help to promote mutual understanding, and, ultimately, the creation of a united multi-racial society. – Ong Pang Boon (Education Minister, 1965)</p> <p>In 1966, following the implementation of the Bilingual Policy, the government saw a need for students of different ethnicities to interact. Extra-curriculum activity was introduced to create opportunities for integration. Students would bond across ethnic lines based on their shared passions beyond the classroom. These common interest groups have become the foundation for forging a common national identity in Singapore.</p> <p>In 1999, extra-curriculum activity was renamed “co-curriculum activity” to drive a stronger message that these activities were a concurrent part of Singapore’s education system. It continues to be an effective tool for fostering racial harmony today.</p>
<p>Public Holiday Allocation (1966)</p>	<p>Public holidays in Singapore are mostly related to the festive celebrations of the major ethnic groups and religions. To ensure fairness, the number of holidays are allocated equitably across each major ethnic group and religion. For example, the Chinese enjoy two days of Chinese New Year, while the Malays also have two days for Hari Raya Puasa and Haji. Christians celebrate two days of holidays on Good Friday and Christmas</p>

	<p>while Indians will have two days for Deepavali and Vesak. Most Chinese Buddhists will also share the day of Vesak celebrations.</p>
National Service (1967)	<p>The National Service (Amendment) Bill was passed in Parliament on 14 March 1967, making National Service (NS) compulsory for all 18-year-old male Singaporean citizens and permanent residents. NS was not a new concept and was previously introduced by the British colonial government in 1954 at the height of the Communist Emergency in Malaya. At the time, many Chinese middle school students strongly opposed NS, resulting in deadly riots in 1954 and 1955.</p> <p>The first batch of Singaporean men were called up in 1967 to undergo medical examinations. They were then selected to serve in one of the four branches of NS. About 10% of them were shortlisted to serve two years of full-time NS in the army while the others were deployed for part-time service either in the People's Defence Force, Vigilante Corps or the Special Constabulary.</p> <p>Since then, servicemen's roles have expanded. Beyond protecting Singapore from armed conflicts, servicemen are now involved in countering terrorism, dealing with the aftermath of natural disasters and tackling health epidemics. In 1975, NS was extended to the police force and the first intake of full-time National Servicemen (NSF) was enlisted and deployed for peacetime and emergency functions. The Singapore Civil Defence Force then enlisted its first intake of NSFs in 1981 to provide emergency services to the nation during peacetime and crises. Today, the changing roles of servicemen reflect the need for NS to continually evolve and adapt to the changes in our society as well as potential threats.</p> <p>These NS institutions also offer a shared experience where every male, regardless of ethnicity or religion, plays a part in the nation's defence and security. NS facilitates inter-ethnic interaction between soldiers, pooling Singaporeans of different backgrounds together to maintain national security. Through this process, NSFs are exposed to society's rich diversity as they learn to understand and respect one another.</p>
Markets and Hawker Centres (1971)	<p>Hawker culture is quintessentially Singaporean. It connects us to our families and our home, and is often the first go-to place after a long trip away. It is enjoyed by people of all races, faiths, family backgrounds and walks of life. – Grace Fu (Minister for Culture, Community and Youth, 2018)</p> <p>Hawker culture is not new in Singapore's history. Street hawkers had flourished since British colonial days, and continued to thrive even under Japanese Occupation, all the way till early post-independence.</p> <p>Although street hawkers have been licensed since 1932, the government realised in the 1970s that it was important to regulate hawkers based on their location to prevent overcrowding. Following the formation of public housing estates, hawker centres were created within these neighbourhoods to provide an affordable variety of food for the masses.</p> <p>Hawker centres soon became the backdrop of a multi-ethnic landscape. They were communal spaces where people of all ethnicities gathered to try foods from diverse cultures. In 2020, hawker culture in Singapore was inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.</p>

<p>Ethnic Integration Policy (1988)</p>	<p>If the movement towards separate community enclaves continues for another ten or twenty years, we would be back to where we started before independence. Communal enclaves would be re-created. Living in separate enclaves, the different races would find fewer opportunities to inter-mingle and understand each other. – S. Dhanabalan (Minister for National Development, 1989)</p> <p>To avoid overcrowding and improve living conditions, the government created public housing. These high-rise apartments also known as Housing Development Board flats, house more than 80% of Singaporeans today. HDB neighbourhoods created communal microcosms and the ethnic integration policy ensured that each neighbourhood would have a mix of ethnic groups. This policy promoted social cohesion and racial harmony across every district.</p>
<p>Group Representation Constituency Scheme (1988)</p>	<p>The requirement for certain constituencies to be contested by multi-racial teams of candidates will require political parties and their candidates to take a moderate, multi-racial approach when campaigning instead of a communal or racially extreme approach – Goh Chok Tong (Minister for Health / Minister for Defence, 1982)</p> <p>How can the government maintain a multi-racial Parliament despite a Chinese-majority population? A non-Chinese candidate would be at a disadvantage as he might not be able to connect with the majority in terms of race, language and even religion. However, the implementation of the Group Representation Constituency (GRC) scheme ensures that a minimum of one non-Chinese will be involved in the governance of a GRC, giving a voice to other ethnic groups.</p>
<p>Civics and Moral Education (1991)</p>	<p>The primary and secondary school curricula in Singapore includes civics and moral education. The syllabus helps students to better understand different religions and cultures. There is also an experiential aspect where students engage in activities, heritage trails and visit heritage centres to appreciate the various cultures and religions that make up Singapore's uniqueness.</p> <p>Racial Harmony Day is another occasion that promotes mutual understanding between cultures and ethnicities. It is celebrated in schools as part of National Education and in neighbourhoods by the Community Development Councils through week-long multi-ethnic events.</p>
<p>Inter-Racial and Religious Confidence Circle (2002)</p>	<p>The threat of terrorism is real. We cannot take the trust and harmony among the different races and religions for granted. Our religious leaders show the way in building trusting relations between them. Our IRCCs play an important role in rallying our communities to stand together particularly in time of crisis. However, to stay strong as a nation, each and every one of us has a part to play in staying vigilant and maintaining racial harmony – Grace Fu (Minister for Culture, Community and Youth)</p> <p>The Inter-Racial and Religious Confidence Circle (IRCC) was set up in view of the September 11 attacks in America. 89 IRCCs were set up, one in each constituency. Given the multi-racial nature of each constituency, the IRCC was established to prevent any misunderstandings or misconceptions between races and religion. This is meant to quell any attempts at sabotage by extremists, and also serves to educate various faiths, beliefs and practices within the neighbourhood.</p>

7. Zone 5: Making Our Mark

7.1 This zone features different brands, products and individuals who have made their mark on the global scene.

7.2 The microsite should present the reasons why these products were chosen and the stories behind them. Some of the products and individuals include You Jin, JJ Lin, SK Poon, Breadtalk pork floss bun, Bee Cheng Hiang, Three Leg cooling water and *Little Nyonya* the drama.

7.3 New brands such as TWG Tea and Tiger Balm will be added to expand on the current list within PE.

Annex F: PE Microsite Design Reference

Link	Remarks
https://brianmcdairmant.exposure.co/the-jade-emperor-cometh?fbclid=IwAR0Ygo7ZGj9qOAbI9Nc-	Interesting way to produce online content related to festivals. Sleek, classy, and less intrusive on the families being filmed.
https://www.vogue.com/article/the-oaxacan-candle-maker-breaking-tradition?fbclid=IwAR1SUCFn7scbb3bvs_j-S7U3WNGOuaTKHLRQ2PeyQIPJf0p1hUr9OBhZpLg	Interesting way to document intangible heritage, including a series of very short video clips embedded within an essay.
https://theartshouse.sg/textures-2021	Well-designed site with more images than words. Has a nice range of content from podcasts and games to interviews and virtual tours.
https://drearyweary.itch.io/redsky	Interactive murder mystery game is engaging and easy to navigate.
https://www.letgirlsdream.org/dreams	Interactive way to present the website but the loading time can put off users.
https://bartlettarchucl.com/ss20/room/pg22	Attractive and fancy presentation of information, but the lack of navigation links and requirement to finishing scrolling all the way down to get information at the bottom is not user friendly.
https://shutdown.gallery/	Fancy way to present information and physical space of the exhibition, but it's difficult to navigate and use. Would suggest to avoid such presentations.

TENDERER'S OFFER		FORM A
To: Singapore Chinese Cultural Centre 1, Straits Boulevard, Singapore 018906		Tender No: SCCC/PROG/ PE21/002
Name of Tenderer:		
Tenderer Address & Telephone No:		
<p>We, _____ (name in block letters) hereby offer and undertake on the acceptance of this tender to provide all the works/services as mentioned in the Tender Specifications and subject to the Conditions of Contract.</p> <p>Our tender is made subject to the Conditions of Tender and we agree that our tender remains open for consideration for a period of 60 days commencing on the closing date for the submission of tenders i.e., on 21 July 2021.</p> <p>We understand that you are not bound to accept the lowest or any tender you may receive and that you reserve the right to, and we agree that you may, accept our tender in whole or in part in accordance with Tender Guidelines.</p> <p>Unless and until a formal agreement is executed, as may be required by you in the Tender Guidelines, our offer with any authorised variations and your written acceptance thereof shall constitute a binding agreement between us.</p> <p>We agree that as and when requested by SCCC, we shall extend the validity of this offer for one or more periods not exceeding in total _____ calendar months.</p> <p>Our price (herein referred to as the "Contract Price") for works/services to be provided by us is: S\$_____, excluding GST.</p> <p>A breakdown of the Contract Price for the works/services is given in the Priced Schedule attached hereto.</p> <p>We further undertake to give you any further information, which you may require.</p> <p>Dated this _____ day of _____, 2021.</p>		
Tenderer's Company or Business Registration No:		Tenderer's official Stamp:
Authorised Signature:		
Name:		Telephone/Handphone No: Fax:
Designation:		Email:
<p><i>NOTICE: This Form must be duly completed and signed. Any change to its wordings may render the Tender liable to DISQUALIFICATION.</i></p>		

TENDERER'S PROFILE		FORM B
Company's Name:		
Address:		
Country of Incorporation:		
Year of Establishment:		
Ownership:		
Registration Number with ACRA <i>(State Financial Category)</i>		
GST Registration No.		
Total Paid-up Capital:		
<p><i>Please attach copy of the following:</i></p> <ul style="list-style-type: none"> • <i>Organisation Chart</i> • <i>Latest Audited Balance Sheet and P&L Statement</i> • <i>List of Reference Customers</i> 		

PRICE SCHEDULE OF TENDERER'S OFFER							FORM C
<i>Item No.</i>	<i>Name/Model of item</i>	<i>Quantity (No. of units) (a)</i>	<i>Tender Quotation Per Unit (Including Freight, Delivery and Installation) (b)</i>	<i>Tender Quotation Per Item (a) x (b) = (c)</i>	<i>Discount (d)</i>	<i>Net Tender Quotation (c) - (d) = (e)</i>	<i>Any other Relevant Remarks</i>
Total Value							

MAJOR PROJECTS COMPLETED BY TENDERER'S COMPANY WITHIN THE LAST 3 YEARS					FORM D
<i>Govt Bodies/Stat Boards/Other Clients</i>	<i>Title</i>	<i>Description of Project</i>	<i>Contract Value</i>	<i>Start Date</i>	<i>End Date</i>

CURRENT PROJECTS UNDERTAKEN BY TENDERER'S COMPANY						FORM E
<i>Govt Bodies/Stat Boards/Other Clients</i>	<i>Title</i>	<i>Description of Project</i>	<i>Contract Value</i>	<i>Start Date</i>	<i>End Date</i>	<i>Percentage now completed</i>

PROFILE OF TENDERER'S PROJECT TEAM**FORM F**

(Please complete below and state clearly the qualifications and experience of the staff in your team who would be assigned to this project, if awarded. Please attached their CVs)

<i>Name and Contact</i>	<i>Designation</i>	<i>Years of experience</i>	<i>Qualification</i>	<i>Experience (Past & current projects)</i>	<i>Awards</i>