



SUPPLEMENTAL / BID BULLETIN No. 2020-0162-01

1st Supplemental / Bid Bulletin on the

**HIRING OF A MULTIMEDIA CONTENT PROVIDER FOR THE DIGITAL TRADE
COMMUNITY PLATFORMS OF IFEX PHILIPPINES NXTFOOD ASIA AND FOOD
PHILIPPINES**

To all Prospective Bidders:

This Supplemental / Bid Bulletin is issued to clarify, modify or amend items in the Bid Documents of the above requirements.

This shall form an integral part of the Bid documents.

Amendment:

The following sections of the Philippine Bidding Document of all four requirements mentioned above has been revised:

- **Section VI – Schedule of Requirements**
- **Section VII – Technical Specifications**

Please see attached Revised Philippine Bidding Document.

Clarifications:

Please see attached queries/clarifications received by the BAC and the BAC Secretariat during the pre-bid conference and through email with its corresponding reference in the Philippine Bidding Document for answers.

This Supplemental/Bid Bulletin is being issued to clarify/modify/amend the specifications of the requirement needed, and not for purposes of delaying the proceedings of RA 9184.

Issued this **15th day of December 2020.**

ATTY. ANNA GRACE I. MARPURI
Chairman, Bids and Awards Committee

ANNEX A: BIDDER QUERIES AND CLARIFICATIONS/ANSWERS

<u>QUERIES:</u>	<u>ANSWERS:</u>
<p>Question:</p> <p>How do we get PhilGEPS Platinum?</p>	<p>Answer:</p> <p>The PhilGEPS Platinum Certificate of Membership can be secured through PhilGEPS Website. Please note that CITEM and PhilGEPS are two different entities.</p>
<p>Question:</p> <p>Regarding the sample pitch deck about the Philippine food industry, should this be an original pitch deck for the CITEM bid, or a previous pitch deck for a previous similar project/bid?</p>	<p>Answer:</p> <p>This should be a separate pitch deck from the other CITEM bid. If the ideas/content used in the other CITEM project/bid are relevant to this requirement, then those ideas may also be used for this requirement.</p> <p><i>Please refer to Qualitative Evaluation under Section VII - Technical Specifications, page 27:</i></p> <p><i>“Submit a sample pitch deck about the Philippine food industry.”</i></p>
<p>Question:</p> <p>Is the ABC VAT exclusive?</p>	<p>The ABC must inclusive of all applicable taxes.</p>
<p>Question:</p> <p>Will you provide the power point presented too?</p>	<p>Answer:</p> <p>Yes.</p>
<p>Question:</p> <p>On the annex of the scope of work - it did not indicate the development of the creative idea, rather it went straight to content plan development. Does that mean the:</p> <p>(a) communication strategy (b) creative big idea (c) Social strategy</p> <p>will be provided already and the scope is executing the strategy & crafting it accordingly per the scope mentioned in the document?</p>	<p>Answer:</p> <p>CITEM will provide a communication brief for the project and based on that communication brief, the service provider is expected to provide a editorial/content strategy and plan for the first churn of content output. Succeeding editorial/content output will depend on the feedback, direction or recommendation of CITEM on what type or angle of content works best.</p> <p><i>Please refer to the Responsibilities of CITEM under Section VII - Technical Specifications, page 24:</i></p> <p><i>“Provide Communication Brief needed to ensure that the content developers will be aligned to CITEM mandate and directions.”</i></p>
<p>Question:</p> <p>On the annex of the scope of work - specific to</p>	<p>Answer:</p> <p>Media buying, ad-publishing and community</p>

<p>content development on Social - it did not indicate the publishing, the community engagement, and the ad-publishing of the content. Can we confirm that it is not included in the scope of work?</p>	<p>engagement are not part of the scope of work.</p> <p><i>Please refer to Section VI. Schedule of Requirements page 20-21 for the full scope of work.</i></p>
<p>Question: On the annex of the scope of work - it indicated the development of the materials for the platform - the design, composition, layout, videos, articles, among others. Do we assume the scope excludes the needed shoot to acquire videos, or images/ pictures, assets and the corresponding shoot expenses that may entail?</p>	<p>Answer:</p> <p>The scope of work includes the need to shoot to acquire videos, images/picture and other visual assets needed to create the video. The service provider is also expected to shoulder the logistical cost of doing the shoots, i.e. provision of ingredients, kitchen utensils, etc.</p> <p><i>Please refer to the Responsibilities of Content Provider under Section VII. Technical Specifications page 23-24:</i></p> <p><i>“Shoulder all necessary logistics and administrative expenses needed to accomplish the multimedia content deliverables at no additional cost to CITEM.” and “Assign reputable food stylists, writers, photographers, video producers and/or content creators to contribute to the content production.” under Responsibilities of the Content Provider</i></p>
<p>Question:</p> <p>Will you provide key food-pillars and platform site map for us to understand how it impacts content creation?</p>	<p>Answer:</p> <p>Yes. Content pillars and platform site map will be included in the communication brief.</p> <p><i>Please refer to the Responsibilities of CITEM under Section VII. Technical Specifications page 24:</i></p> <p><i>“Provide Communication Brief needed to ensure that the content developers will be aligned to CITEM mandate and directions.”</i></p>
<p>Questions:</p> <ol style="list-style-type: none"> 1. Can we submit bidding documents online? Or it has to be sent to your office? 2. On the submission of bids, can we do manual submission only? 	<p>Answer:</p> <p>All Bidding Documents shall be submitted manually/physically at CITEM Office in the below address:</p> <p><i>Golden Shell Pavilion, Roxas Blvd., Cor. Sen. Gil Puyat, Pasay City</i></p> <p><i>Please refer to Section I. invitation to Bid, No. 7</i></p>
<p>Question:</p>	<p>Answer:</p>

<p>What kind of stills and video assets are presently available in CITEM's library?</p>	<p>For the photos, it's stylized photoshoots of key Philippine export products or ingredients with and without the export brands. For the videos, it's motion graphics of these stylized food photos.</p>
<p>Question:</p> <p>Will you help facilitate the merchants and coordinate if we need to shoot them or do we include those man-hours from our end - alongside project management for each IFEX and FOODPH?</p>	<p>Answer:</p> <p>CITEM will help in facilitate and coordinating with the merchants/exhibitors/companies.</p> <p><i>Please refer to the Responsibilities of CITEM under Section VII. Technical Specifications page 24:</i></p> <p>“Assist the content provider in coordinating with exhibitors, companies and other key stakeholders which can be subject of content creation.”</p>
<p>Question:</p> <p>Are we required to submit curriculum vitae for each personnel under the Project management Organization Structure under the qualitative documents? If yes, is there a specific CV Format or template to use? Will CITEM allow use of electronic signature of personnel on their CV's? Or CVs submission are optional only?</p>	<p>Answer:</p> <p>Yes, CV is required. There is no specific CV format. The CV should just reflect the following: (1) past work experience; and (2) sample works.</p> <p><i>Please refer to Section VII. Technical Specifications page 27.</i></p>
<p>Question:</p> <p>Is there a required submission of creative deck specific to this bid requirement? If yes how many hard copies? How many USB if also required?</p>	<p>Answer:</p> <p>Only one hard copy and one USB. For the purpose of evaluation, the portfolio, pitch deck and organizational structure should also be uploaded in a cloud storage and that the cloud storage link be provided to CITEM.</p> <p><i>Please refer to the following details under Section VII. Technical Specifications page 27:</i></p> <p>“For evaluation purposes, the bidders must submit a cloud storage link to BAC with the portfolio, demo reel, sample pitch and organizational structure for evaluation.”</p>
<p>Question:</p> <p>For the statement of ongoing projects - what are the required attachments for the statement?</p>	<p>Answer:</p> <p>Bidders may attach supporting documents such as Notice of Awards, Contracts, Memorandum of Agreement, etc.</p>
<p>Question:</p> <p>For the SLCC - what are the required attachment / support documents?</p>	<p>Bidders shall attach the end user's acceptance or official receipt(s) or sales invoice issued for the contract.</p>

<p>Question: On the NFCC sample template discussed, to what particular item does it refer that we need to input on the topmost portion (Date, Project, Company and Year?)</p>	<p>Answer: Date refers to the preparation date of the NFCC. Project refers to the requirement name. Company refers to the bidder's company name. Year refers to the current year.</p>
<p>Question: Are we free to use other format of NFCC computation?</p>	<p>Answer: Bidders are not allowed to deviate from the given formula, as it is in accordance to the Updated 2016 IRR of RA9184.</p>
<p>Question: If we happen to overpay the cost of bid documents via bank deposit to CITEM's bank account, can we still request copy of the bid documents and how do we proceed with the refund of the overpayment?</p>	<p>Answer: The bid documents will still be provided including all templates and forms needed for the bidding. The overpayment shall be refunded.</p>
<p>Question: There is no digital media requirement, right? We are only being asked to create the content.</p>	<p>Answer: Technically, all requirement under this deliverable is digital content since will be used as content for CITEM's upcoming Digital Trade Community Platform.</p> <p><i>Please refer to Section VII. Technical Specifications page 22.</i></p>
<p>Question: For the presentation, should we submit USBs as well? How many mins. for the presentation?</p>	<p>Answer: No pitch session will be held for this bid. Bidders are only required to submit a presentation deck with their content plan with all the necessary information to support the pitch, i.e. pegs. This will be included in the qualitative documents that will be sent to CITEM's Bids and Awards Committee (BAC).</p> <p><i>Please refer to the Rationale under Section VII. Technical Specifications page 27.</i></p>

<p>Question: What should be included in the deck? Just the 1 mo. content plan & pegs?</p>	<p>Answer:</p> <p>Content plan, pegs and story/content approach.</p> <p><i>Please refer to Section VII. Technical Specifications page 27:</i></p> <p>“Submit a sample pitch deck about the Philippine food industry*. Pitch deck should contain a one-month story plan with pegs and story approach.”</p>
<p>Question: Does each merchant need to approve their article or only CITEM's approval is needed?</p>	<p>Answer:</p> <p>Only CITEM approval is needed since it will CITEM who will route it for approval to concerned merchants.</p> <p><i>Please refer to the Section VII. Technical Specifications page 24:</i></p> <p>“Route for review and approval of all content by CMD to the operations and management team before releasing/publishing in the DTCP.”</p>
<p>Question: How many copies should be submitted for technical, financial and deck?</p>	<p>Answer:</p> <p>Each Bidder shall submit one copy of the first and second components of its Bid.</p> <p>Bidder must also submit one deck and a cloud storage link containing all the necessary documents for qualitative evaluation.</p> <p>Please refer to the following details under Section VII. Technical Specifications page 27: <i>“For evaluation purposes, the bidders must submit a cloud storage link to BAC with the portfolio, demo reel, sample pitch and organizational structure for evaluation.”</i></p>

~End ~