

Section I. Invitation to Bid

INVITATION TO BID FOR HIRING OF FOOD PHILIPPINES CONTENT DEVELOPER FOR THE HEALTHY ORGANIC AND NATURAL FOOD SECTOR

1. The **Center for International Trade Expositions and Missions (CITEM)**, through the *IFEX NXTFOOD ASIA 2020 Budget* intends to apply the sum of **Three Million Pesos (Php3,000,000.00)** being the ABC to payments under the contract for **Hiring of Food Philippines Content Developer for the Healthy, Organic and Natural Food Sector**. Bids received in excess of the ABC shall be automatically rejected at bid opening.
2. The **Center for International Trade Expositions and Missions (CITEM)** now invites bids for the above Procurement Project Delivery of the Goods is required **upon receipt of Notice to Proceed to May 2021**. Bidders should have completed, within **five (5) years** from the date of submission and receipt of bids, a contract similar to the Project. The description of an eligible bidder is contained in the Bidding Documents, particularly, in Section II (Instructions to Bidders).
3. Bidding will be conducted through open competitive bidding procedures using a non-discretionary "*pass/fail*" criterion as specified in the 2016 revised Implementing Rules and Regulations (IRR) of Republic Act (RA) No. 9184.

Bidding is restricted to Filipino citizens/sole proprietorships, partnerships, or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country the laws or regulations of which grant similar rights or privileges to Filipino citizens, pursuant to RA No. 5183.

4. Prospective Bidders may obtain further information from **Center for International Trade Expositions and Missions (CITEM)** and inspect the Bidding Documents at the address given below during *Monday to Friday, 8:00am – 5:00pm*.
5. A complete set of Bidding Documents may be acquired by interested Bidders on **14 January 2021** from the given address and website(s) below upon payment of the applicable fee for the Bidding Documents, pursuant to the latest Guidelines issued by the GPPB, in the amount of **Three Thousand Pesos (Php 3,000.00)**. The Procuring Entity shall allow the bidder to present its proof of payment for the fees through electronic means. *Payment shall be made thru CITEM Bank Account below, a copy of bank deposit slip should be emailed to the BAC Secretariat:*

- o Bank : Landbank of the Philippines
- o Account Name : CITEM
- o Account Number : 1772 1038 63
- o Bank Address : LBP Century Park (Harrison Plaza) Branch
- o Swift Code : TLBPPHMM

6. The **Center for International Trade Expositions and Missions (CITEM)** will hold a Pre-Bid Conference on **26 January 2021, 2:00PM via Microsoft Teams or Zoom** which shall be open to prospective bidders. Please contact the CITEM Bids and Awards Committee Secretariat through email at citembac@citem.com.ph for the link of the Video Conference meeting. The link will be released on the actual day of the Pre-Bid Conference.

7. Bids must be duly received by the BAC Secretariat through manual submission at the office address indicated below on or before *11 February 2021, 2:00PM*. **Late bids shall not be accepted.**
8. All Bids must be accompanied by a bid security in any of the acceptable forms and in the amount stated in **ITB** Clause 14.
9. Bid opening shall be on *11 February 2021, 2:00PM via Microsoft Teams or Zoom*. Bids will be opened in the presence of the bidders' representatives who choose to attend the activity. Please contact the CITEM Bids and Awards Committee Secretariat through email citembac@citem.com.ph for the link of the Video Conference meeting. The link will be released on the actual day of the Opening of Bids
10. The **Center for International Trade Expositions and Missions (CITEM)** reserves the right to reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Sections 35.6 and 41 of the 2016 revised IRR of RA No. 9184, without thereby incurring any liability to the affected bidder or bidders.
11. For further information, please refer to:

CITEM-BAC Secretariat

Center for International Trade Expositions and Missions
Golden Shell Pavilion
Roxas Blvd. Cor. Sen. Gil Puyat Ave., Pasay City
Tel no. +63(2) 8-831-2201 loc. 294/309
Email: citembac@citem.com.ph
Website: www.citem.com.ph

12. You may visit the following websites:

For downloading of Bidding Documents: <https://citem.gov.ph/procurement/invitation-to-bid>

14 January 2021



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

Section VI. Schedule of Requirements (REVISED)

The delivery schedule expressed as weeks/months stipulates hereafter a delivery date which is the date of delivery to the project site.

List of companies (if necessary) shall be provided upon approved Concept plan

Item No.	Description	Quantity	Total	Delivered, Weeks/Months
1	Present Content Plan for all companies that CITEM will feature (List of companies with the approval of CITEM)	1 storyline to be presented by the supplier	1 storyline to be presented by the supplier	February 2021 3 weeks
2	200 Healthy, Organic and Natural Food related-stories multimedia campaign materials in various formats: (a mix of food photography, copywriting video, animation, infographics, illustration and other digital media) and applicable in the following social media platforms (Facebook, Instagram, IGTV and Twitter)	200	200 stories	February to March 2021
3	Healthy, Organic and Natural Food recipe videos and photography	20 videos 20 photography with styling	40 recipe content pieces	February to March 2021
4	Healthy, Organic and Natural Food Products	40 Photography 5 illustration	45 Food products content pieces	February to March 2021
5	Healthy, Organic and Natural Food Trend	10 infographics 10 photography 5 illustration	25 Food trends content pieces	March to April 2021
6	Healthy, Organic and Natural Food Industry photography	10 Food Industry photography	10 industry photography	March to April 2021
7	Healthy, Organic and Natural Food Food Chefs/Personalities	20 illustration 5 videos 20 photography	45 Food Chefs / personalities content pieces	March to April 2021
8	Healthy, Organic and Natural Food	5 videos	25 Food Innovation	March to April 2021

Section VII. Technical Specifications (REVISED)

BACKGROUND

The **Center for International Trade Expositions and Missions (CITEM)** created under EO 989 series of 1984, is the export promotion arm of the Philippine Department of Trade and Industry (DTI).

CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities.

THRUST, DIRECTIONS AND INDUSTRY OVERVIEW

Food Philippines is a branding initiative of the Center for International Trade Expositions & Missions (CITEM) that enforces the image of the Philippines as a source of quality food products derived from fresh, healthy, and natural ingredients. Under this national brand, the Philippines is positioned as Asia's most exciting sourcing destination for food exports, being one of the world's top exporters of fresh fruits and marine products. FoodPHILIPPINES unifies the promotional efforts of the government in overseas trade exhibitions and events to project one brand, one image, one voice.

Through the physical staging of FoodPHILIPPINES in overseas trade fairs, product development sessions, and participation to international food expos and tradeshow, CITEM supports local small and medium-sized enterprises (MSMEs) as they present their products to the global market. Of late, advances in technology disrupted the trade show circuit of the previous decades. With both exporters and buyers realizing the convenience and cost-efficiency of promoting and sourcing online, CITEM has seen a year-on-year decline in international trade buyer attendance in FoodPHILIPPINES shows. Fully aware of changes in market conditions, buying patterns, and consumer preferences in this hyper-connected digital economy, **CITEM moves into a hyperreal trade experience through the new FoodPHILIPPINES website that aims to expand international trade activities over the world wide web.**

The physical component of the show shall continue to serve as a platform to showcase Philippine products to international audiences. But with the success of this enhanced web-based platform initiative, the agency's promotional efforts will be magnified, reaching unexplored geographic markets and prospective audiences. This shall be made possible by providing exhibitors an added mileage through digital media exposure that connects them with global trade buyers in a more convenient and fast-paced manner, thus, forming the concept of a community-based digital marketplace.

The concept of the digital marketplace is to serve as an online dossier of food related multimedia content, where the holistic experience for buyers and visitors of FoodPHILIPPINES emanates. It aims to enhance the effectivity of the website through content generation, turning it into a digital platform where exhibitors, trade buyers, and consumers come together for product reviews, share first-hand insights on the Philippine food industry, and learn about the major market segments it caters to (Halal, Specialty, Healthy and Organic). More importantly, FoodPHILIPPINES is an experience, a digital feast done by putting together a creative mix of captivating and thought-provoking food visuals with bountiful supply of information.

This digital marketplace will be filled with rich multimedia content curated by CITEM, but done in a more collaborative environment, with content support for text, embedded graphics, photos, videos, and other multimedia files. It is more than a website—the new www.foodphilippines.com is a collection of stories on Philippine food products, recipes, personalities, and a platform to boost digital trade. With this direction, it is imperative to treat communications as more than an add-on or auxiliary to what CITEM does. It is no longer just a promotion tool used to build awareness about trade expositions. Communications is what CITEM does.

Background

The advent of digital age calls for novel marketing strategies as technology shapes how trade and investment are done around the world. The decision of global exporters and importers to embrace digital technology in buying and selling goods would give rise to “e-commerce.” However, the adoption of digital technology goes beyond the activities of online buying or selling. Thus, “digital trade” would refer to the application of digital technologies in the conduct of business beyond online sales or purchases.

According to the 2013 report “Digital Trade in the U.S. and Global Economies, Part 1” conducted by the U.S. International Trade Commission submitted to the U.S. Senate Committee on Finance, the world’s Internet accessibility has grown to around 34.3% by 2012 versus 5.9% in 2000. With the increase in people’s embrace of the Internet comes the shift of trade transactions between sellers and buyers from face-to-face interactions to the online marketplace sans direct contact.

Though it is a challenge to quantify the value of digital trade given the limitation on geographical coverage, the United Nations Conference on Trade and Development (UNCTAD) (2015) divides e-commerce into four types: B2B (business-to-business); B2C (business-to-consumer); B2G (business-to-government); and C2C (consumer-to-consumer). In terms of value (UNCTAD, 2016a), B2B reached \$19.9 trillion in e-commerce global transactions in 2015, while B2C amounted to around \$2.2 trillion. In Asia, B2B accounted for 90% of e-commerce transaction value, said the Asian Development Bank in a 2015 study.

NXTFOOD ASIA VS. FOOD PHILIPPINES

With the rapid change in the landscape on international trade, organizations such as the Center for International Trade and Expositions Mission (CITEM) must recalibrate its strategies to better serve its stakeholders. More importantly, CITEM must be true to its mandate in helping the Department of Trade and Industry to bolster export growth targets through the promotion of the “Philippines as a reliable source of products in the global market.”

In the face of millions and billions of internet users worldwide, CITEM embarks on taking the responsibility of telling the story of Filipino food and its culture through FoodPHILIPPINES. Apart from NXTFOOD ASIA, the signature trade event CITEM is also organizing, FoodPHILIPPINES is designed to creating more opportunities and avenues for discoverability and recognition, tapping onto non-trade related topics such as cuisines, history, culture, new technologies and discoveries, recipes, consumer related information, and other food related stories which will pique the interest of the international audience.

By feeding them with news, visual storytelling, and engaging multimedia content, this enhanced digital space will later on narrow the gap between local exporters and their potential target market, and through data analytics and proper customer relationship, the agency will soon drive these audiences to NXTFOOD ASIA, which is more leaned towards trade and exports. With this new digital initiative, it is the intention of the Creative Communications and Services Department Project Team to secure the services of a competent service provider to ensure the deliverables of the project are achieved according to the timeline.

RATIONALE

As CITEM continues to develop ways to be ahead of the digital sphere and transform its services to keep up with the latest technology and trends, the agency spearheaded the enhancement of the **Food Philippines website**, one of CITEM’s industry brands dedicated for the Food and Beverage sector.

The revamping of the said website will include community engagement, information exchange, research insights, content creation, and social media integration. As an online tool, it is imperative for the platform to be updated with fresh, relevant and relatable content, and this can be executed if supported with a rich archive of visual materials, industry write ups, and editorial copywriting.

From the physical staging of FoodPHILIPPINES to its online version, this initiative was crafted to further enhance the discoverability of exhibitors in the digital stratosphere, refining the entire user’s

journey from the landing page down to its support pages. With its added value services, featured exhibitors are given a lifetime investment, a living global promotional tool with guaranteed viewership powered by CITEM’s extensive audience development from targeted e-mail marketing to its overseas year-round physical activities.

The FoodPHILIPPINES website will be redesigned mainly to focus on Brand Discoverability, Content Marketing and Distribution. Unlike the digital initiative for IFEX Philippines, where subscribers are given their own exhibitor profile pages to upload multimedia content such as product photos, videos, animation and company profiles and engage buyer through a digital trade community platform, the main objective of **www.foodphilippines.com** is to draw in Buyers and help them understand the thrust of FoodPHILIPPINES as a brand.

CONTENT CREATION, PRODUCTION, VS. CITEM WORKFORCE REALITIES

Lacking in manpower complement and given the current workforce set-up of creatives in CITEM, the Communications and Creative Services Department (CCSD) does not have the right personnel capable of executing the content creation requirements simultaneously. It will require a highly technical production workforce and team of experts from various fields of Multimedia Arts and Sciences. Hence, hiring an oversight professional team with wide network of suppliers and creative background will crucial in producing the abovementioned requirements.

TARGET AUDIENCE

1. Both international and domestic trade buyers and influencers from the major markets of the Philippines for export trade and services.
2. Untapped and potential geographic markets.
3. Government agencies, Local Government Units, including CITEM Industry partners and event sponsors.
4. CITEM exporters and aspiring MSMEs.
5. Trade Promotions counterparts across all regions and various relations trade organizations.
6. Designers, Food Editors and Writers, Curators, Students, and Media.
7. Food/ taste researcher and critics

[Bidders must state here either “Comply” or “Not Comply” against each of the individual parameters of each Specification stating the corresponding performance parameter of the equipment offered. Statements of “Comply” or “Not Comply” must be supported by evidence in a Bidders Bid and cross-referenced to that evidence. Evidence shall be in the form of manufacturer’s un-amended sales literature, unconditional statements of specification and compliance issued by the manufacturer, samples, independent test data etc., as appropriate. A statement that is not supported by evidence or is subsequently found to be contradicted by the evidence presented will render the Bid under evaluation liable for rejection. A statement either in the Bidder’s statement of compliance or the supporting evidence that is found to be false either during Bid evaluation, post-qualification or the execution of the Contract may be regarded as fraudulent and render the Bidder or supplier liable for prosecution subject to the applicable laws and issuances.]

Item	Specification	Statement of Compliance
	Present Content Plan for all company that CITEM will feature (List of companies with the approval of CITEM)	
1	Present Content Plan for all companies that CITEM will feature (List of companies with the approval of CITEM)	
2	200 Healthy, Organic and Natural Food related-stories multimedia campaign materials in various formats: (a mix of	

	food photography, copywriting video, animation, infographics, illustration and other digital media) and applicable in the following social media platforms (facebook, Instagram, IGTV and Twitter)	
3.	Healthy, Organic and Natural Food recipe videos 20 videos 20 photography with styling <u>Note: Duration of videos shall be identified by CITEM and the supplier</u>	
4	Healthy, Organic and Natural Food Products 40 Photography 5 illustration	
5	Healthy, Organic and Natural Food Trends 10 infographics 10 photography 5 illustration	
6	10 Healthy, Organic and Natural Food Industry photography	
7	Healthy, Organic and Natural Food - Food Chefs/Personalities 20 illustration 5 videos 20 photography	
8	Healthy, Organic and Natural Food- Food innovation 5 videos 10 photography 10 illustration	
PROJECT DURATION	February 2021 – May 2021	
OWNERSHIP	ALL creative concepts and original materials formulated and designed in conjunction with this project shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use	

<p>QUALITATIVE EVALUATION</p>	<p>CITEM will conduct a procurement process in accordance with RA 9184.</p> <p>To fully satisfy and not compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process. Bidder shall be required to submit the following requirements which will be used to evaluate his/her qualifications.</p>	
<p>MINIMUM QUALIFICATION STANDARDS</p> <p><i>(kindly refer to qualitative Evaluation rating sheet for Technical qualification standards)</i></p>	<ul style="list-style-type: none"> A. Provides a network of seasoned photographers and videographers. B. Has a portfolio and clientele that meet the CITEM technical requirements and international standards. C. Include content creation works produced D. Can comply with the eligibility requirements of CITEM's Bids and Award Committee (BAC), under R.A. 9184. E. Must be in good standing with CITEM and other government agencies. F. Has a list of highly creative, competent and technically equipped team <p>Must have a creative and production team with sufficient copywriters, Project Management and Accounts Team, Creative Director, Managing Director and Digital Team that will work for the project</p>	
<p>RESPONSIBILITIES OF CITEM</p>	<ul style="list-style-type: none"> 1. Facilitate coordination with contractor and concerned parties 2. Exclusively keep the rights/ownership of all images/videos/concepts created or developed by reason of this engagement/contract. 3. To implement precautionary and safety measures before, during and after (Complete PPE, rapid testing, social distancing) the shoot and onsite production of the said project 4. Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others. 	
<p>RESPONSIBILITIES OF THE SUPPLIER</p>	<ul style="list-style-type: none"> 1. Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required. 2. Ensure the capability (in terms of equipment and personnel) to deliver the requirements. 3. Ensure the timely delivery of digital assets as prescribed in the approved content calendar. 4. Attend and organize coordination meetings or assign a contact person to represent in physical, group, or virtual meetings. 5. Ensure with Operations Group 2, that all market segments have exhibitor representations. 	

	<p>6. Ensure that simultaneous processes and project timelines are properly handled.</p> <p>7. To implement precautionary and safety measures before, during and after (Complete PPE, rapid testing, social distancing) the shoot and onsite production of the said project</p>	
SCOPE OF WORK AND PAYMENT TERMS	<p>DIGITAL CONTENT PRODUCTION</p> <p>1.Coordinate with CITEM Visual Design Division for content production and calendar.</p> <p>2.Develop the following digital content materials:</p> <p>February to May 2021</p> <p>HEALTHY ORGANIC AND NATURAL FOOD CONTENT*</p> <p>A. Present a content plan for all the companies that CITEM will feature (List of companies with the approval CITEM)</p> <p>b. Develop at least 10 story lines which may include but is not limited to the following and apply to various content formats</p> <p>a. Healthy Organic and Natural Food Recipe Videos*</p> <p>b. Healthy Organic and Natural Food Products*</p> <p>c. Healthy Organic and Natural Food Trends*</p> <p>d. Healthy Organic and Natural Food Industry*</p> <p>e. Healthy Organic and Natural Food Chefs/Personalities*</p> <p>f. Healthy Organic and Natural Food Innovation*</p> <p>CITEM recognizes the need to collaborate with Industry practitioners and acknowledging the Creative Agencies' experience on standard industry practices and industry lead times, the Production Timetable presented shall be discussed, revised and finalized upon approval of the Head of the Agency. The Project Timeline shall be produced based on the agreed final Production Timetable and shall be approved by CITEM Management which shall form part of this engagement.</p> <p>*Inclusive of Production Cost and Incidentals, including Food Photographer, Food Stylist, Field Visits, Studio Rental, Copywriting services, and other content production requirements.</p>	
OWNERSHIP	<p>ALL creative concepts and original materials formulated and designed in conjunction with this project shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use</p>	
OBJECTIVES	<p>For its pilot edition scheduled to be launched by the end of 2020, CITEM's Content Creation Program for Food Philippines is expected to produce various content based</p>	

	<p>on the brand's key market segments: (1) Halal, (2) Healthy and Organic, and (3) Specialty Food. This project aims to feature various Food Philippines companies under the three mentioned categories and create stories and touchpoints through multimedia production ranging from illustration, copywriting, food styling, food photography, static and animated social cards and/or graphic design, etc.</p> <p>With the objective of collaborating with a Content Producer/Agency who has the right knowledge and caliber in the food sector, equipped to produce various multimedia artists and with international PR connections, Food PHILIPPINES is envisioned to be a global platform filled with engaging features and shareable content. It will be able to serve its essence, a brand filled with unforgettable flavors served on the world's table, from physical to digital.</p>	
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QUALITATIVE DOCUMENTS FOR EVALUATION

Document Required	Statement of Compliance
Submit samples of digitally published works, such as websites, online platforms, books, multimedia content, Submit Clients and Portfolio	
Editorial Staff List complete with staff qualifications in the form of CVs and/or Profiles	
Submit storyline based on the requirements of the project <i><u>Bidders shall be given maximum of 20 minutes presentation time</u></i>	
With sample reach and analytics for 3 or more websites/platforms handled	

I hereby certify that the statement of compliance to the foregoing Technical Specifications are true and correct, otherwise, if found to be false either during bid evaluation or post-qualification, the same shall result to automatic disqualification of our bid.

CERTIFIED CORRECT:

Name & Signature of Authorized Representative

Position

Qualitative Evaluation

Bidders' shall submit his/her complete portfolio will be evaluated using the following rating:

Qualitative Bid	Points (highest)
<p>Proof of expertise in the respective fields of photography, animation, video, content writing, infographics, website and food styling and with an eye for capturing photos with high-visual impact.</p> <p>A. Sample of digitally published works, such as websites, online platforms, books, multimedia content.</p> <ul style="list-style-type: none"> - With 5 or more samples of digitally published works relevant to the food industry+ 15 points - With 2-3 samples of digitally published works relevant to the food industry +10 points <p>B. Clients and Portfolio</p> <ul style="list-style-type: none"> - List of clients and portfolio with a minimum of 3 major clients +15 points - List of clients and portfolio with a minimum of 1-2 major clients +10 point 	30
<p>Propose a Project Management Organizational Structure that outlines the roles and assigned staff that will handle CITEM's requirement. This can be proven through a complete and concise presentation of the content production/ editorial team organizational structure:</p> <ul style="list-style-type: none"> - Editorial Staff List with 5 or more members complete with staff qualifications in the form of CVs and/or Profiles. + 20 Points - Editorial Staff List with 2-4 members complete with staff qualifications in the form of CVs and/or Profiles. + 10 Points 	20
<p>Propose/Pitch one (1) storyline based on the requirements of the project – 30pts * <u>Bidders shall be given maximum of 20 minutes presentation time</u></p> <p><i>Presentation schedule will be on 15 February 2021.</i></p>	30
<p>Proof of good track record with clientele based on the effectivity and reach of the program launched. These are samples of analytics and maximum reach achieved of a platform/websites launched and handled:</p> <ul style="list-style-type: none"> - With sample reach and analytics for 3 or more websites/platforms handled + 20 Points - With sample reach and analytics for 1-2 clients + 10 Points 	20
TOTAL	100

Passing Score 80 points.