

## **Section I. Invitation to Bid**

### **INVITATION TO BID FOR HIRING OF CONTENT PRODUCER FOR THE FAME+ DIGITAL CATALOG**

1. The *Center for International Trade Expositions and Missions*, through the *Manila FAME 2021 Content Creation Budget* intends to apply the sum of *Four Million Pesos (Php 4,000,000.00)* being the ABC to payments under the contract for *Hiring of Content Producer for the FAME+ Digital Catalog*. Bids received in excess of the ABC shall be automatically rejected at bid opening.
2. The *Center for International Trade Expositions and Missions* now invites bids for the above Procurement Project. Delivery of the Goods is required by *on or before August 31, 2021*. Bidders should have completed, within *three (3) 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* and inspect the Bidding Documents at the address given below during *Mondays to Fridays, 8:00AM - 5:00PM*.
5. A complete set of Bidding Documents may be acquired by interested Bidders on **29 April 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 **Four Thousand Pesos (Php4,000.00)***. 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* will hold a Pre-Bid Conference on **11 May 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](mailto: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 **25 May 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 **25 May 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 at [citembac@citem.com.ph](mailto: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* 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](mailto:citembac@citem.com.ph)  
Website: [www.citem.com.ph](http://www.citem.com.ph)

12. You may visit the following websites:

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

**29 April 2021**



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

## **Revised Section VI. Schedule of Requirements**

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

<b>Item No.</b>	<b>Item</b>	<b>Specifications</b>	<b>Total</b>	<b>Delivered, Weeks / Months</b>
1	Master Template and Production Calendar	Containing a reference guide, mood board, color palette, and studio lighting specifications	1 File	June 2021
2	Video Editing	<p>Concept and editing of promotional videos with a maximum length of 3 minutes each. This will be a total of 15 exhibitors from the following pre-identified areas:</p> <ul style="list-style-type: none"> <li>- 4 NCR</li> <li>- 2 Pampanga</li> <li>- 1 Cavite</li> <li>- 5 Cebu</li> <li>- 3 Davao</li> </ul> <p><i>*Inclusive of shooting brief / guide (via one [1] Zoom meeting and/or emailed instructions). Shooting brief will be used to guide exhibitors.</i></p>	15 videos	On or Before August 31, 2021
3	Dropout Photography	<p><b>Luzon</b></p> <p>a. 105 exhibitors with 15 photos each</p> <p><b>Visayas</b></p> <p>a. 4 exhibitors with 25 products with 5 angles each product for a total of 125 photos each (pre-identified: 1 from Bohol, 1 from Negros Occidental and 2 from Cebu)</p> <p>b. 40 exhibitors with 15 photos each</p> <p><b>Mindanao</b></p> <p>a. 5 exhibitors with 25 products with 5 angles each product for total of 125 photos each (pre-identified: 5 from Davao)</p> <p>b. 20 exhibitors with 15 photos each</p> <p><i>*Inclusive of Final Artwork of photos (cleaning, color correction, cropping etc.)</i></p>	3,600 photos	
4	Lifestyle Photography	<p><b>Luzon</b></p> <p>a. 8 exhibitors with 3 photo layouts per exhibitor</p> <p><b>Visayas</b></p> <p>a. 7 exhibitors with 3 photo layouts per exhibitor</p> <p><b>Mindanao</b></p>	89 layouts	

		a. 8 exhibitors with 3 photo layouts per exhibitor b. 2 exhibitors with 10 photo layouts per exhibitor <i>*Inclusive of styling and post-production/final artwork</i>		
<b>5</b>	Submission of Report of Completion	Contact and accomplishment report with detailed learning and recommendation for future content development activities.	1 document	On or Before September 2021

I hereby commit to comply and deliver all the above requirement in accordance with the above stated schedule.

\_\_\_\_\_  
**Name of Company/Bidder Representative**  
Date

(Signature Over Printed Name)  
**Bidder/Authorized**

## ***Revised Section VII. Technical Specifications***

### **I. 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.

### **II. 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 a **Digital Trade Community Platform (DTCP) for Manila FAME**, one of CITEM's signature events.

The DTCP, launched in October 2020 as **FAME+**, is an online platform with provisions for community engagement, interaction, information exchange, research insights, content production, content curation, social media integration and revenue generation. As an online tool, it is imperative for the platform to be updated with fresh, relevant and relatable content that is supported by rich archive of visual materials.

This initiative was designed to further enhance the digital presence of exhibitors, refining the entire buyer sourcing experience in the Manila FAME website. With its added value services, exhibitors are given a lifetime investment, a living global portfolio with guaranteed viewership through CITEM's extensive audience development with activities such as targeted e-mail marketing and engaging year-round digital activities.

Part of the exhibitor services offered in this new platform is **the FAME+ Digital Exhibitor Storefront**, where companies are given their own exhibitor profile pages to upload multimedia content such as product photos, videos, animation and company profiles. This is where Manila FAME Buyers can review and examine each company's best-selling and newly developed products.

This program also provides opportunities for the creative sector from various regions of the country to recover, regain business exposure, and rebuild financial stability. This osmosis of creative communities working together to build a strong digital presence will also help Manila FAME establish its brand essence in the Home, Fashion, and Lifestyle sectors, a brand with a collaborative nature leaning towards economic growth and MSME empowerment.

### **III. OBJECTIVES**

Help create exhibitor profile pages in FAME+ by providing content such as catalog photos, lifestyle photos, and promotional videos.

Hire a specialized creative Content Producer who will activate local talents and creatives in the Philippines, complete with a support team dedicated to delivering the digital assets required for the FAME+ Digital Storefront.

Set the standards for content generation for the succeeding editions of FAME+.

### **IV. CITEM RESPONSIBILITIES**

CITEM shall adhere to the following responsibilities:

Onboard the Content Producer on the deliverables and timelines  
 Organize, or assist the Content Producer in organizing, coordination meetings with the Exhibitor and respective CITEM members.  
 Review all submitted materials and communicate with the Content Producer all feedback and revisions needed on the submitted output.  
 Penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in the delivery, quality of service, or non-compliance to the project output, among others.

**V. Additional Instruction to Supplier**

Pre-shoot

- 1) Supplier must submit a call sheet/itinerary for the photoshoot based on the companies.
- 2) Supplier is expected to at least identify one studio each island group: Luzon, Visayas and Mindanao.
- 3) Supplier to identify and provide photoshoot schedule for each company at least two weeks prior to shooting date.
- 4) Supplier to set provision for storing products for products to ship out (maximum of 7 days after the photoshoot)

During shoot

- 5) Supplier is expected to provide props needed for shoot and hire talents/models for the lifestyle shoots
- 6) Supplier should provide lockable storage for precious items.
- 7) For lamps and lightings, supplier should be able to make enough provision for electrical requirements.

Post-shoot

- 8) Supplier to turn over final art content through an external HDD with a duplicate cloud storage with proper product and company labelling matching the product names indicated in the product sheet.

*[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
<b>A. Deliverables</b>	1. Photography and Video Editing Services following the requirements stated under Section VI. Schedule of Requirements.	
	2. Master Template containing a reference guide, mood board, color palette, and studio lighting specifications that will be used	

	as the main guide by the Content Production Teams in executing the photo shoots.	
	3. Creative and Production Calendar	
	4. Final artworks of photos, including raw files and outtakes	
	5. Edited videos, including raw files and outtakes	
	6. One (1) 1TB external hard drive containing all photo and video assets	
	7. Production and post-event reports	
	8. Short program sharing best practices during the project duration, with a short training on content planning, production, and content creation.	
<b>B. Manpower Requirements</b>	The Content Producer must have a team composed of the following:	
	1. Production / Project Manager: Supervise, schedule, direct, and coordinate with the onsite production crew	
	2. Creative Team: Execute and attend to the creative requirements in coordination with the Manila FAME Creative Director	
	a. Art Director	
	b. Photographer	
	c. Photography Assistants	
	d. Video Editors	
	e. Graphic Artists	
	f. Stylists	
	g. Post-production Team	
	h. Logistics Team	
	3. Accounts Team: Coordinate with CITEM for production updates, creative direction, and organization of the entire operation.	
<b>VI. PROJECT DURATION</b>	The winning bidder must deliver the expected output within <b>four (4) months</b> from receipt and signing of contract and Notice to Proceed (NTP).	
<b>VII. OWNERSHIP</b>	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.	
<b>VIII. PAYMENT TERMS</b>	The proposed payment scheme for the project will be billed progressively upon the completion of the following milestones. To process the payment, the supplier must submit the approved materials in a hard disk drive (HDD) or provide a cloud storage link wherein the digital files are stored.	
	Milestone 1:  Submission and approval of: a. Creative and Production Plan b. Master Template c. List of Organizational Structure d. Methodology and Content Production Calendar  <b>Payment: 30%</b>	
	Milestone 2:  Submission and approval of:	

	<ul style="list-style-type: none"> <li>a. All raw footages and raw videos</li> <li>b. Submission of cloud storage with specified folders for exhibitors</li> </ul> <p><b>Payment: 40%</b></p>	
	<p>Milestone 3:</p> <p>Submission, approval, and turnover of:</p> <ul style="list-style-type: none"> <li>a. All final artworks and edited videos</li> <li>b. All photo and video assets</li> <li>c. All files uploaded via cloud storage address link</li> <li>d. 1TB External Hard Drive containing all output and assets delivered to CITEM</li> <li>e. Post-event Report</li> <li>f. Short program or digital seminar on best practices and notable experiences during the project implementation.</li> </ul> <p><b>Payment: 30%</b></p>	
<b>IX. BUDGET</b>	<b>Four Million Pesos (PHP4,000,000.00)</b> inclusive of all applicable taxes and other fees is allotted to the project under the Content Creation Budget of the Manila FAME 2021 APP.	
<b>X. TERMS AND SPECIAL CONDITIONS</b>	<p>Should the creative team be unable to serve the exhibitors they are assigned to for the specified requirement due to unforeseen circumstances, <i>force majeure</i>, and other factors beyond their control, they shall inform CITEM through its assigned project coordinator and shall discuss alternate deliverables, if necessary.</p> <p>Below are the alternative deliverables that may be suggested or negotiated with the content producers should there be any unforeseen circumstances that may arise and hinder the successful delivery of the project/s:</p>	
	<p>1. Condition: No applicants</p> <p>Action: Cancelled contract</p> <p>Remarks: CITEM will aggressively campaign for participants to join the Content Creation Amelioration Program. However, in the most extreme case where there are no interested applicants, CITEM shall formally inform the Supplier and release them from the contract.</p>	
	<p>2. Condition: Does not meet the target number of companies</p> <p>Action: CITEM may allow the Content Producer to propose additional companies or select from the Manila FAME database of 400+ exhibitors to whom they can offer their design services</p> <p>Remarks: Rates of professional fees shall remain constant and will not increase / decrease whether the new exhibitors were outside the original selection of exhibitors for this project.</p>	
	<p>3. Condition: Does not meet the target number of companies and CITEM was not able to provide an alternative exhibitor</p>	



	<p>Action: CITEM Management will compensate the Content Producer based on the number of companies they served.</p> <p>Remarks: Example A: 10 (out of 15) companies successfully assisted x cost of 1 exhibitor factory coverage = Payment the Supplier shall receive + other expenses</p> <p>Example B: 10 (out of 14) companies successfully assisted x cost of the entire package = Payment the Supplier shall receive</p>	
	<p>4. Condition: Does not meet target number of companies despite the alternative list of companies provided by CITEM</p> <p>Action: CITEM Management to decide on the legalities and other negotiable conditions stated in the contract.</p> <p>Remarks: The payment deducted will be equivalent to the items they failed to deliver as indicated under Section IV: Scope of Work and Deliverables of this Terms of Reference.</p>	
	<p>5. Condition: Exhibitor submits less than the maximum number of products allotted for photography services</p> <p>Action: CITEM will compensate the Content Producer based on the actual of number of photographs of products multiplied by the unit cost indicated in the bidding document.</p> <p>Remarks: Example: a. Company A: Submitted 4 products only out of 25: 4 x 5 angles x unit cost = Payment Supplier shall receive</p>	
	<p>6. Condition: CITEM rejects output due to standard and quality issues</p> <p>Action: CITEM reserves the right to reject output that does not meet standards set by the Manila FAME team and as agreed upon with the Supplier.</p> <p>Supplier will be given the chance to edit or revise their output before a decision will be made.</p> <p>a. Video and sound: Before the final editing, Supplier must present three options for video and scoring for selection and approval.</p> <p>b. Catalog and Lifestyle photography: Supplier must present photos that are already processed and follows the required styles and angles.</p> <p>Deductions will be based on the number of outputs rejected times the unit cost.</p> <p>Remarks:</p>	

	<p>Should the revised output be rejected with finality, deductions will be made following these examples:</p> <p>a. Videos: 3 out of 14 videos rejected x unit cost per video = Amount to be deducted to Supplier.</p> <p>b. Dropout photos: 3 photos out of 125 total dropout photos per exhibitor rejected x unit cost per photo = Amount to be deducted from Supplier</p> <p>c. Lifestyle photos: 2 layouts out of 10 layouts per exhibitor x unit cost per photo = Amount to be deducted from Supplier</p>	
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### Qualitative Evaluation Documents

Document	Statement of Compliance
<p><b>Profile and Portfolio</b></p> <p>Bidder must submit a company profile and sample portfolio.</p>	
<p><b>Creative Deck and Organizational Structure</b></p> <p>Submit a deck containing the creative concept and action plan for executing the deliverables. The deck must include the organizational structure and creative service suppliers who will be tapped for the shoot. The creative concept should also have a sample mood board for the dropout photography.</p>	
<p><b>Proof of Engagement with Agencies and Companies</b></p> <p>Bidder presents proof of engagement with government agencies and private companies in photography and videography for an international audience or for local and international publication purposes.</p>	
<p><b>Proof of Engagement in Services</b></p> <p>Proof of engagement in photography or videography with clients from the home, fashion, and lifestyle industry.</p>	

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 and Technical Bid

Passing Score: 90 points

<b>Qualitative Bid</b>	<b>Points (highest)</b>
Submit Company Profile and Sample Portfolio: <ul style="list-style-type: none"> <li>• Company Profile - +10 points</li> <li>• Sample Portfolio – +10 points</li> </ul>	20
Submit a deck containing the creative concept and action plan for executing the deliverables.  The deck must include the organizational structure and creative service suppliers who will be tapped for the shoot. The creative concept should also have a sample mood board for the dropout photography. The content plan will be qualitatively evaluated using the following criteria: <ul style="list-style-type: none"> <li>• Organizational Structure and Network of Suppliers - +15 points</li> <li>• Mood Board - +20 points</li> <li>• Thematic set designs – +15 points</li> </ul>	50
Proof of engagement with government agencies and private companies in photography and videography for an international audience or for local and international publication purposes: <ul style="list-style-type: none"> <li>• 3-5 companies/agencies/institutions – +15 points</li> <li>• 1-2 companies/agencies/institutions - +10 points</li> </ul>	15
Proof of engagement in photography or videography with clients from the home, fashion, and lifestyle industry: <ul style="list-style-type: none"> <li>• 3-5 clients – +15 points</li> <li>• 1-2 clients - +10 points</li> </ul>	15
<b>TOTAL</b>	<b>100</b>