



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 ☎ (632) 831-2201 to 09 ext. 218 📠 (632) 831-1368, 832-3965
 ✉ info@citem.com.ph 🌐 www.citem.com.ph



JO Number: 2022-0031	JO Date: 06/03/2022	PAGE 1/13
PR No.: 2022-0077	PR Date: 03/14/2022	

CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILS INC.	DELIVERY TERM
ADDRESS Unit 2901 The TRA 7th Avenue cor 32nd Street, Bonifacio Global City, Fort Bonifacio, Taguig City	PAYMENT TERM
MODE OF PROCUREMENT Scientific, Scholarly or Artistic Works, Exclusive Technology and Media Services	PLACE OF DELIVERY
	DATE OF DELIVERY

Please provide/furnish this office the requirements listed below subject to the terms and conditions contained herein. Address all correspondence to the Center for International Trade Expositions and Missions (CITEM).

DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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HIRING OF COMMUNICATION MEDIA SERVICES PROVIDER TO IMPLEMENT AND DELIVER THE OBJECTIVES OF THE CONTINUED DEVELOPMENT OF THE DTCP FAME+ FOR 2022			Php2,732,800.00
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SCOPE OF WORK AND DELIVERABLES

A. SCOPE OF WORK

User Interface (UI) / User Experience (UX) SCOPE OF WORK

- Execute the list of requirements detailed based on the contract deliverables.
- Provide inputs to the current project site map to improve usability and navigational mobility.
- Understand business metrics and be able to translate project goals and objectives into digital experiences.
- Be adaptable to changes in the project requirements as agreed upon with the CITEM Team.
- Enhance multiple user-browsing experiences with a content management system and maintenance in mind.
- Enhance browsing experience through an intuitive and user-friendly website design; taking into consideration the diverse age range of users (20-35 yrs. old, 36-49 yrs. old, and 50-65 yrs. old).
- Build an enhanced mobile-first, responsive website.
- Provide an enhanced graphic user interface (GUI) elements, like navigation, tabs, forms, widgets, search fields, forms, page buttons, and other necessary components.
- Develop an enhanced age-by-page graphic designs, prototypes, and wireframes.
- Conduct usability testing and submit an analytical assessment report to the CITEM Team.
- Conduct Quality Assurance and submit a report and assessment of this activity to the CITEM Project Team.

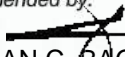
TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

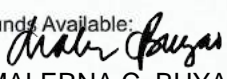
ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department

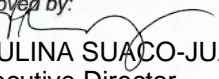
BUR No. DTCP-OP-22060401
 DATE 06/06/2022
 AMOUNT Php2,732,800.00

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD

CONFORME:

Ma. Regina R. Francisco
 Name & Signature of Contractor/Supplier
 June 14, 2022
 Date

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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 ADDRESS **Unit 2901 The TRA 7th Avenue cor 32nd Street,
 Bonifacio Global City, Fort Bonifacio, Taguig City**

DELIVERY TERM

PAYMENT TERM

PLACE OF DELIVERY

DATE OF DELIVERY

MODE OF PROCUREMENT **Scholarly, Scientific or Artistic Work,
 Exclusive Technology and Media Services**

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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HIRING OF COMMUNICATION MEDIA SERVICES PROVIDER TO IMPLEMENT AND DELIVER THE OBJECTIVES OF THE CONTINUED DEVELOPMENT OF THE DIGITAL TRADE COMMUNITY PLATFORM OF FAME+ FOR 2022

I.T. SOLUTIONS SCOPE OF WORK

1. Improve CITEM's existing Manila FAME platform based on the contract deliverables.
2. Gather and evaluate CITEM stakeholders' requirements concerning the project, in collaboration with the CITEM team.
3. Continue development of a mobile responsive and search-engine-optimized platform.
4. Strictly follow the graphic user interface wireframes and design direction by the UI/UX team.
5. Employ and agile workflow and be adaptable to changes in the project requirements as agreed upon with the DTCP Project Team.
6. Create a secure relational database management system structure with proper documentation for the project. This shall be in collaboration with the CITEM Systems Management and Development Team and other CITEM representatives.
7. Include proper inline comments in identifying and describing the functions of the codes or lines of code used in the platform.
8. Strictly avoid the following: a) Destructive, crude, insulting, harassing, violent, sexual, or any other inappropriate language and visuals in the back and front-end; b) Invisible texts, fields or pages; c) Code injections; d) Backlinks unknown to CITEM; and, e) Any non-standard, harmful, insecure, or destructive lines of code or scripts.
9. Do the maintenance in coordination with the DTCP Project Team within the first 365 calendar days after the successful launch of the website. A dedicated technical support team must be able to handle concerns of the DTCP Project Team during this period.
10. Documentation shall be turned over in both printed and electronic formats. For scripts and lines of code delivered electronically, all files shall be compatible formats agreed upon by both parties. Documentation shall include program flowcharts.

TOTAL AMOUNT IN WORDS:

Php

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I.T. SOLUTIONS SCOPE OF WORK

- Maintain website backups and one set of the final materials provided for a term of 365 days upon completion, approval, and turnover.
- Conduct Beta Testing to a group of users specified by CITEM Team. The Beta Test checklist shall include, but not be limited to, the following areas: a) Content (copies, typographical errors, popups, broken links, images, and others); b) Search engine optimization and analytics; c) User experience and acceptance; d) Compatibility (web browsers, mobile devices, orientation, and others).
- Provide a detailed assessment and report of the Beta Testing.
- Conduct quality assurance of the output and submit the report to the CITEM team.
- Conduct training for CITEM web administrators. Training shall equip the administrators the knowledge to maintain, troubleshoot, and update the platform going forward.

B. DELIVERABLES AND TIMELINE

FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS	
MONTHS 1-3			
BUYER FEATURES			
SITE NAVIGATION	HOMEPAGE	LANDING PAGE (ALL USERS)	
			Make Catalogue (product/brand view) primary, Touchpoint secondary by:
			1. re-arranging elements / components
		2. making the CTAs more prominent (placement, design, font, etc.) and make it fixed/floating	

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FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS	
MONTHS 1-3			
BUYER FEATURES			
SITE NAVIGATION	HOMEPAGE	LANDING PAGE (ALL USERS)	
		LANDING PAGE (REGISTERED BUYERS)	
		CUSTOMIZATION (REGISTERED BUYERS)	
	CATALOGUE	SEARCH BAR	Improve menu navigation by: 1. clustering related pages 2. including dropdown (e.g. product categories will appear as dropdown menu in the Catalogue tab) 3. making it fixed or floating.
			Make Catalogue (product/brand view) primary, Touchpoint secondary
			Make the My Dashboard access more visible (design, placement)
			Homepage view of the buyers will vary depending on their product/s of interest and website activity that will be tracked overtime. This includes: 1. Featured Products 2. Touchpoint Stories
			Enable predictive search
			Add related products in the suggestions
			Include potential results for misspelled search terms

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FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS	
MONTHS 1-3			
BUYER FEATURES			
SITE NAVIGATION	Catalogue	User journey for product navigation	Enable filtering of subcategories of a specific product category while they are browsing products from a different Subcategory
			Remove brands in the list if they do not have any item in the product category/subcategories chosen
			Add materials as filters. Will require utilization of "Materials" field in product upload. Dropdown format to ensure consistency. CITEM to provide list of materials to include, plus Others
			Improve the design
BUYER DASHBOARD	Instant Messaging	Design / Interface	Add a notification bell both on the Homepage (My Dashboard) and on the Dashboard page (My Inbox)
		Notifications for unread messages	Add option to attach several images or files with the message
		File attachment	Change "like" to "save"
BUYER INTERACTION	Exhibitor Storefront	Favorite icon (heart)	

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 OIC-DM, CS DEPARTMENT

CONFORME:

Ma. Regina R. Francisco

Name & Signature of Contractor/Supplier

June 14, 2022

Date

BUR No. DTCP-OP-22060401

DATE 06/06/2022

AMOUNT **Php2,732,800.00**

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD

Approved by:

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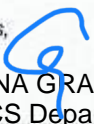
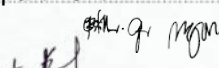
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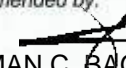
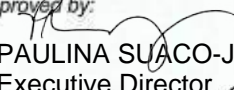
FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS
MONTHS 1-3		
BUYER FEATURES		
BUYER INTERACTION	Digital Storefront CTAs	Make the two CTAs visible side by side: 1. Send a message 2. Arrange a meeting
		For arrange a meeting, embed Zoom / Google Meet so buyers can directly request to schedule a meeting w/ a preferred exhibitor, if not possible, stick to the current form and add preferred platform e.g. Zoom, Google Meet, Teams, Whatsapp
EXHIBITORS FEATURES		
EXHIBITOR DISCOVERABILITY	Home	Product tags Products tagged for a sub category that are newly uploaded should be the first to be seen
EXHIBITOR DASHBOARD	Product Uploads	Rearranging product uploads in storefront product page
		Changing order of uploaded products in main product page in digital storefront (based on feedback and request from exhibitors)
	Quick Links	Easy viewing & access for notifications
		Notifications in quick links tile in exhibitor dashboard for new uploads from FAME+ team and inquiries received

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FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS
MONTHS 1-3		
BUYER FEATURES		
EXHIBITOR DASHBOARD	Login	Exhibitor's password recovery Add new Password Reset Action Button in Exhibitor Module. When clicked by CITEM Admin, password will be reset to default value (to be confirmed) and will overwrite password nominated by Exhibitor
EXPORT ENABLERS		
	Exhibitor Dashboard / Enabler page	Bookmark function Include bookmark function in the Exhibitor dashboard and while on the Export Enabler page
	Enabler profiles	Downloadables Provide a feature where an Enabler profile can have a downloadables functionality for brochures, photos
MONTHS 4-6		
BUYER FEATURES		
SITE NAVIGATION	Homepage	Website Translation Translates to priority markets: Spanish, Portugese, French, Japanese Option 1: Manual translation of Website Elements. Other content (articles, product description, etc) will remain in English.

TOTAL AMOUNT IN WORDS: Php

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS Department

BUR No. DTCP-OP-22060401
 DATE 06/06/2022
 AMOUNT Php2,732,800.00

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD

CONFORME:

Ma. Regina R. Francisco
 Name & Signature of Contractor/Supplier
 June 14, 2022
 Date

Funds Available:

MALERNA C. BUYAO
 Chief, Controllorship Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
 Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue
 1300 Pasay City, Metro Manila, Philippines
 (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965
 info@citem.com.ph www.citem.com.ph



JO Number: 2022-0031	JO Date: 06/03/2022	PAGE 8/13
PR No.: 2022-0077	PR Date: 03/14/2022	

CONTRACTOR/SUPPLIER **IPG MEDIABRANDS PHILS INC.**
ADDRESS Unit 2901 The TRA 7th Avenue cor 32nd Street,
 Bonifacio Global City, Fort Bonifacio, Taguig City
MODE OF PROCUREMENT Scholarly, Scientific or Artistic Work,
 Exclusive Technology and Media Services

DELIVERY TERM
PAYMENT TERM
PLACE OF DELIVERY
DATE OF DELIVERY

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DESCRIPTION	QTY/UNIT	UNIT PRICE	AMOUNT
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HIRING OF COMMUNICATION MEDIA SERVICES PROVIDER TO IMPLEMENT AND DELIVER THE OBJECTIVES OF THE CONTINUED DEVELOPMENT OF THE DIGITAL TRADE COMMUNITY PLATFORM OF FAME+ FOR 2022

FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS
SITE NAVIGATION	Homepage	Website translation
	My Favorites	Organization and customization
		Loobook Download
		Buyer Profile
BUYER ADMIN AND ANALYTICS	Buyer Analytics	Improve tracking of buyer activity
		Option 2. Manual translation of website elements, Google-translation for other content (combo)
		Enable buyers to add/remove folders, rename them, move products:
		- Add "Labels" feature for Liked products in My Favorites in Buyer Dashboard
		- Add section to allow filtering by label
- Add list of labels below each product		
		Enable buyers to download the list of selected products with images and descriptions as a document (PDF)
		Make the buyer profile visible (only to exhibitors contacted); require them to include buyer name and company
		Website is optional
		Count of total logins within specific dates
		Active vs inactive
		Show last login detail (date) of every registered buyers in the buyer list
		Add list of products that were marked as favorite/bookmarked ranked by count
		List of most Inquired Products (including under what category and subcategory)

TOTAL AMOUNT IN WORDS: **Php**

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 OIC-DM, CS DEPARTMENT
 CONFORME:

Ma. Regina R. Francisco
 Name & Signature of Contractor/Supplier
 June 14, 2022
 Date

BUR No. DTCP-OP-22060401
DATE 06/06/2022
AMOUNT Php2,732,800.00
Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD
Approved by:

PAULINA SUACO-JUAN
 Executive Director



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HIRING OF COMMUNICATION MEDIA SERVICES PROVIDER TO IMPLEMENT AND DELIVER THE OBJECTIVES OF THE CONTINUED DEVELOPMENT OF THE DIGITAL TRADE COMMUNITY PLATFORM OF FAME+ FOR 2022

FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS
BUYER ADMIN AND ANALYTICS	Site Analytics	Tracking of most search items Include in the analytics data on terms being search by users in the search bar
		Conversion tracking Include conversion in site analytics Define website Events in GA (not as conversion to avoid limit) Est. 40 website events, parameters to come from CITEM
	(Touchpoint) Content Analytics	Improve tracking and visuals: Update details of Articles to allow GA to pull and present data better
		- Update Title Page to include Product Category (eg Home Décor)
		- Update URL to include Website Classification (eg Design Focus) Est for up to 500 article pages (including current 350 article pages)
EXHIBITOR FEATURES		
FAME+ EXHIBITOR DASHBOARD	Analytics	Tracking of exhibitor activity Activity tracker per company: product uploads, log in attempts and log-in frequency in digital storefront
		FAME+ Membership of each company/brand – indicator of the date approved, alert if one year member already
EXPORT ENABLERS		
	CMS	BDU Dashboard Functionality that will allow BDU to upload the information and documents of onboarded enbalers. Include a feature where DBU can categorize if Enabler has basic or premium account
TOTAL AMOUNT IN WORDS:		Php

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Ma. Regina R. Francisco

Name & Signature of Contractor/Supplier

June 14, 2022

Date

BUR No. DTCP-OP-22060401

DATE 06/06/2022

AMOUNT Php2,732,800.00

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MALERNA C. BUYAO

Chief, Controllership Division

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILS INC.
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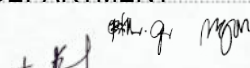
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HIRING OF COMMUNICATION MEDIA SERVICES PROVIDER TO IMPLEMENT AND DELIVER THE OBJECTIVES OF THE CONTINUED DEVELOPMENT OF THE DIGITAL TRADE COMMUNITY PLATFORM OF FAME+ FOR 2022			
FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS	
MONTHS 7-9			
BUYER FEATURES			
BUYER INTERACTION	Exhibitor Storefront	Add Rating	Buyer to add a rating and/or review for admin approval
BUYER ADMIN & ANALYTICS	Buyer List	Improve filter and search function	Enable filtering and searching based on country and based on product interest
		Option to view more	Enable option to view 25 to 50 buyers on a single page
EXHIBITOR FEATURES			
EXHIBITOR DASHBOARD	Analytics	Tracking Views	How many (storefront, product) views does a company get in a month
			To be shown as additional table in Content Analytics module, not as separate/individual analytics suite per exhibitor
EXPORT ENABLERS			
	Analytics	Tracking of clicks on the Enablers page	Up to 10 Total Events to be created/defined, including
			- Number of clicks on each Enabler profile
			- Featured brands click
			- MSME programs and offers click
			- Featured MSME programs and offers click
			- Enabler categories click (the 9 tiles under ABOUT tab)

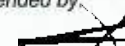
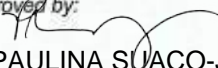
TOTAL AMOUNT IN WORDS: **Php**

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, CS DEPARTMENT
 CONFORME:

Ma. Regina R. Francisco
 Name & Signature of Contractor/Supplier
 June 14, 2022
 Date

BUR No. DTCP-OP-22060401
DATE 06/06/2022
AMOUNT Php2,732,800.00
Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD
Approved by:

PAULINA SUACO-JUAN
 Executive Director



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JO Number:	JO Date:	PAGE
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CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILS INC.
ADDRESS Unit 2901 The TRA 7th Avenue cor 32nd Street,
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HIRING OF COMMUNICATION MEDIA SERVICES PROVIDER TO IMPLEMENT AND DELIVER THE OBJECTIVES OF THE CONTINUED DEVELOPMENT OF THE DIGITAL TRADE COMMUNITY PLATFORM OF FAME+ FOR 2022

FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS
EXPORT ENABLERS		
		Aggregated numbers for multiple buttons for the same event/action
		GA Events to be created individually per partner. Assuming 5 events PER partner:
		- Clicks on Touchpoint Article Features
		- Clicks on link to company website
		- Clicks on Content Description (video)
		- Clicks on Offers/Promos
		- Inquiry Submission
		Up to 60 partners only (currently 37 partners already onboard)
MONTHS 10 – 12		
BUYER FEATURES		
BUYER DASHBOARD	EXHIBITOR LIST	Add a send message icon
		Link to digital storefront
		Referral Button
		Add a function to send a direct message beside the contact details link
		Company name must be clickable and links to the digital storefront
		Add Referral module in Trade Buyer Dashboard where users can enter the name and/or email address of the person
		They want to send referral to

TOTAL AMOUNT IN WORDS: **Php**

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CONFORME:

Ma. Regina R. Francisco

Name & Signature of Contractor/Supplier

June 14, 2022

Date

BUR No. DTCP-OP-22060401

DATE 06/06/2022

AMOUNT Php2,732,800.00

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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JO Number: 2022-0031	JO Date: 06/03/2022	PAGE 12/13
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CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILS INC.	DELIVERY TERM
ADDRESS Unit 2901 The TRA 7th Avenue cor 32nd Street, Bonifacio Global City, Fort Bonifacio, Taguig City	PAYMENT TERM
MODE OF PROCUREMENT Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services	PLACE OF DELIVERY
	DATE OF DELIVERY

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FUNCTION	CATEGORY/FUNCTION	TASK DESCRIPTION/DETAILS	
SITE NAVIGATION	Homepage	On-page user survey/feedback	Embed quick user feedback on website; Quarterly per user
			Could be a pop-up that the user can opt to remove (exit) but will appear again when they go to the site using a different tab/log in again until they answer
			For Logged in Users (Buyers and Exhibitors) only
EXPORT ENABLERS			
	Enabler page	Touchpoint Menu	Add a dedicated touchpoint menu in the Enablers navigation

PERIOD OF ENGAGEMENT

The Communication Media Services Provider shall be contracted for a period of 12 months upon signing of contract/Job Order.

AGREEMENT AND PAYMENT TERMS

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 both in the Philippines and overseas.

The contracted amount for this project is Php2,732,800.00 inclusive of professional fee, applicable taxes and other incidental expenses to be incurred to complete the delivery of the service, which includes but not limited to the travel expenses. The payment to the supplier will be paid in tranches based on the following milestones under their deliverables:

TOTAL AMOUNT IN WORDS:	Php
------------------------	-----

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Chief, Controllership Division

Recommended by:

NORMAN C. BAGULBAGUL
 OIC-DM, CCSD

Approved by:

PAULINA SUACO-JUAN
 Executive Director

JOB ORDER

CITEM.STR.FR.006

 CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS Golden Shell Pavilion, Roxas Boulevard corner Sen. Gil J. Puyat Avenue 1300 Pasay City, Metro Manila, Philippines (632) 831-2201 to 09 ext. 218 (632) 831-1368, 832-3965 info@citem.com.ph www.citem.com.ph		JO Number: 2022-0031	JO Date: 06/03/2022	PAGE 13/13
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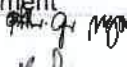
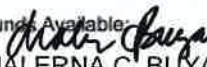
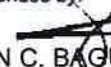

CONTRACTOR/SUPPLIER IPG MEDIABRANDS PHILS INC. ADDRESS Unit 2901 The TRA 7th Avenue cor 32nd Street, Bonifacio Global City, Fort Bonifacio, Taguig City MODE OF PROCUREMENT Scientific, Scholarly or Artistic Work Exclusive Technology and Media Services	DELIVERY TERM _____ PAYMENT TERM _____ PLACE OF DELIVERY _____ DATE OF DELIVERY _____
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<table border="1"> <thead> <tr> <th>Milestones</th> <th>Payment %</th> </tr> </thead> <tbody> <tr> <td>Months 1 – 3</td> <td>40%</td> </tr> <tr> <td>Months 4 – 6</td> <td>40%</td> </tr> <tr> <td>Months 7 – 9</td> <td>10%</td> </tr> <tr> <td>Months 10 – 12</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </tbody> </table>		Milestones	Payment %	Months 1 – 3	40%	Months 4 – 6	40%	Months 7 – 9	10%	Months 10 – 12	10%	Total	100%		
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TOTAL AMOUNT IN WORDS: Two Million Seven Hundred Thirty Two Thousand Eight Hundred Pesos **Php2,732,800.00**

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Very truly yours,  ATTY. ANNA GRACE I. MARPURI OIC-DM, CS Department CONFORME:  Ma. Regina R. Francisco Name & Signature of Contractor/Supplier 06-14-2022 Date	BUR No. <u>DTCP-OP-22060401</u> DATE <u>06/06/2022</u> AMOUNT Php2,732,800.00 Funds Available:  MALERNA C. BUYAO Chief, Controllership Division	Recommended by:  NORMAN C. BAGULBAGUL OIC-DM, CCSD Approved by:  PAULINA SUACO-JUAN Executive Director
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