



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:
2020-0134

JO Date:
01/20/2021

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PR No.:
2020-0375

PR Date:
11/24/2020

CONTRACTOR/SUPPLIER TULLAO MARKETING CONSULTANCY
 (MARITZI YUVIENCO TULLAO)
 ADDRESS 4508 Unit 602, Casino Suites, Casino St. Brgy. Palanan
Makati City
 MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM _____
 PAYMENT TERM _____
 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
<p>HIRING OF CONTENT PRODUCER FOR FOOD PHILIPPINES 2021 OVERSEAS TRADE FAIRS THEMATIC VISUALS</p> <p>SCOPE OF WORK & OUTPUT</p> <p>1. Conceptualize (4) treatments that appeal to the Halal, Specialty food, and Healthy/Natural and Organic markets, in collaboration with the Visual Design Division.</p> <p>2. Generate (4) four sets of images. Total number of photos: 160 Photos shall consist of the following:</p> <p>HALAL (each sector will feature 10 products, shot list will be provided by CITEM) Each product shall consist of the ff:</p> <ul style="list-style-type: none"> - Action shot/Product with model – at least 2 layouts each - Food stylized photo –at least 2 layouts each - Total: 40 photos <p>Specialty Food (each sector will feature 10 products, shot list will be provided by CITEM) Each product shall consist of the ff:</p> <ul style="list-style-type: none"> - Action shot/Product with model – at least 2 layouts each - Food stylized photo –at least 2 layouts each - Total: 40 photos <p>Healthy/Natural and Organic (each sector will feature 20 products, shot list will be provided by CITEM) Each product shall consist of the ff:</p> <ul style="list-style-type: none"> - Action shot/Product with model – at least 2 layouts each - Food stylized photo –at least 2 layouts each - Total: 80 photos - TOTAL PHOTOS: 160 			Php900,000.00

TOTAL AMOUNT IN WORDS:

Php

This order is placed subject to the following terms and conditions:

The delivery must be made only during office hours to CITEM or as may be specified. Delivery is subject to the acceptance of CITEM's duly authorized representative/official and inspection by CITEM-Management Inspection Team and/or the Commission on Audit. Rejected deliveries are to be withdrawn and/or replaced immediately. Delay in the delivery is subject to the **PENALTY** of 1/10 of 1% of the **TOTAL VALUE** of this ORDER for **EACH DAY OF DELAY**. In case the contractor/supplier does not deliver within the due date, s/he shall be considered in default and will be liable to pay **LIQUIDATED DAMAGES** in the amount of _____ of the **TOTAL AMOUNT** unless the contractor/supplier requested and CITEM granted an extension. The contractor/supplier authorizes CITEM to deduct the amount of undelivered portion and to deduct the penalty and liquidated damages from any of its receivables from CITEM. The contractor/supplier must present a Delivery Receipt and Invoice or Official Receipt with the Job Order upon delivery.

Very truly yours,

BUR No. CAP-20121041

Recommended by:

DATE 02/15/2021

ROWENA D. MENDOZA
 OIC-Operations Group 2

AMOUNT Php900,000.00

CONFORME:

Funds Available:

Approved by:

MALERNA C. BUYAO
 Chief, Controllership Division

PAULINA SUACO-JUAN
 Executive Director

MARITZI TULLAO

Name & Signature of Contractor/Supplier

Date



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HIRING OF CONTENT PRODUCER FOR FOOD PHILIPPINES 2021 OVERSEAS TRADE FAIRS THEMATIC VISUALS

RESPONSIBILITIES OF THE SERVICE PROVIDER/S or SUPPLIER

1. Content Producer shall report directly to the Visual Design Division;
2. Ensure the full satisfactory compliance of the scope of work and the delivery of the outputs stipulated in this project;
3. Must be knowledgeable in Food Photography, Food Styling and action shots (portrait and modeling)
4. Venue or studio with complete lighting equipment should also be provided by the hired Content Producer
5. All props and set design should reflect the approved treatments.
6. Content Producer shall hire models/costume designer for action shots.
7. Content Producer has to submit two (2) post-processed photos of each REQUIRED shots. (To be included in the 1TB portable hard drive).
8. Content Producer shall deliver their edited/post-processed photos and other requirements, 20 working days after the last photo session.

RIGHTS AND RESPONSIBILITIES OF CITEM

1. CITEM shall provide all the ingredients and products to the supplier that are needed in the photography shoot
2. Host a pre-production meeting that will finalize shot list, styling pegs, model options, production design options and other production elements.
3. Have exclusive ownership of all images/concepts created or developed by reason of this engagement/contract; and
4. Right to 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.

TOTAL AMOUNT IN WORDS:

Php

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Very truly yours,

Jaime Antonio S. Sandoval
 JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME:

Maritzi Y. Tullao
 MARITZI Y. TULLAO
 Name & Signature of Contractor/Supplier

Date

BUR No. CAP-20121041

DATE 02/15/2021

AMOUNT Php900,000.00

Funds Available:

Malerna C. Buyao
 MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

Rowena D. Mendoza
 ROWENA D. MENDOZA
 OIC-Operations Group 2

Approved by:

Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director



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**HIRING OF CONTENT PRODUCER FOR FOOD PHILIPPINES 2021
 OVERSEAS TRADE FAIRS THEMATIC VISUALS**

TOTAL ALLOTTED BUDGET:

The awarded amount for this requirement is NINE HUNDRED THOUSAND PESO (**Php 900,000.00**) inclusive of VAT.

PERIOD OF ENGAGEMENT

January 2021

TOTAL AMOUNT IN WORDS: **NINE HUNDRED THOUSAND PESOS** **Php 900,000.00**

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Very truly yours,

BUR No. CO-20121041

Recommended by:

Jaime Sandoval
JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

DATE 02/15/2021

Ra Mendoza
ROWENA D. MENDOZA
 OIC-Operations Group 2

CONFORME: **MARITZI Y. TULLAO**

AMOUNT Php900,000.00

Approved by:

Name & Signature of Contractor/Supplier

Funds Available:
Malerna C. Buyao
MALERNA C. BUYAO
 Chief, Controllership Division

Paulina Suaco-Juan
PAULINA SUACO-JUAN
 Executive Director

Date