



**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:  
2020-0143

JO Date:  
03/01/2021

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PR No.:  
2020P-0445

PR Date:  
11/26/2020

CONTRACTOR/SUPPLIER OPEN STUDIO DESIGN SERVICES

ADDRESS 4F Stanisco Tower, 999 Pedro Gil cor. Agoncillo Street, Ermita, Manila

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
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Engagement of a Market Specialist for the Phase 1 (Fall/Winter)Home and Lifestyle Campaigns 2021			Php980,000.00
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### SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

Scope and Deliverables	%	Value in Php
<b>A. PRODUCT DEVELOPMENT AUDIT, SELECTION, &amp; CURATION</b>  - Conduct review and assessment of existing products and designs developed from CITEM's product development activities for the home and lifestyle sector, as well as the products and designs that will be nominated by the companies, to determine which market and/or campaigns they fit best;  - Provide overall product design directions to the exhibitors (including but not limited to creative brief, product moodboards, collective design theme and colorway, etc.), for the first phase of the 2021 Home and Lifestyle campaigns;  - Provide minimum of six (6) designs and conduct product development and consultations to a total of 25 companies, to be showcased in the Phase 1 (Fall/Winter) Home & Lifestyle campaigns, which will be featured in the following milestone events:  <ul style="list-style-type: none"> <li>• Maison &amp; Objet – Digital Days, March 2021</li> <li>• ASEAN Furniture Expo, March 2021</li> <li>• FAMEPlus – January to June 2021 campaigns</li> </ul> Where necessary, enter into a separate agreement with companies regarding intellectual property, ownership, royalties and/or other special agreements on the companies' outputs; will not hold CITEM responsible for any issue that may	60%	<b>Php588,000.00</b>

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:

*Gabriel E. Lichauco*  
**Gabriel E. Lichauco**  
 Name & Signature of Contractor/Supplier

Date

BUR No. **HLC21-20121010**

DATE **02/01/2021**

AMOUNT **Php980,000.00**

Funds Available:

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

Recommended by:

*Anna Grace I. Marpuri*  
**ATTY. ANNA GRACE I. MARPURI**  
 OIC-DM, Operations Group 1

Approved By:

*Paulina Suaco-Juan*  
**PAULINA SUACO-JUAN**  
 Executive Director



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Scope and Deliverables	%	Value in Php
arise pertaining to agreements with companies regarding intellectual property, ownership, royalties and/or other special agreements.		
<b>B. CREATIVE DIRECTION</b>  - Conduct pre-production creative briefing and planning with CITEM and CITEM-hired creative team including with the digital content merchandiser, production designer, and photographer;  - Review the post-production/editing of the CITEM-hired official photographer, in coordination with CITEM-hired digital content merchandiser  - Conduct final selection of images and all relevant materials and content from CITEM-hired creative team	<b>20%</b>	<b>Php196,000.00</b>

TOTAL AMOUNT IN WORDS:

Php

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**SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION**

Scope and Deliverables	%	Value in Php
<p><b>C. BRAND AMBASSADORSHIP &amp; REPORT WRITING</b></p> <ul style="list-style-type: none"> <li>- Engage in all various activities arranged by CITEM and other public or private media titles, intended for the promotion of the Philippines Maison &amp; Objet, ASEAN Furniture Expo, and FAMEPlus, such as but are not limited to live or pre-recorded interviews, news features, webinars, portraits across various media platforms, etc.</li> <li>- Submit design concepts and/or any additional documents in support of payments made by CITEM;</li> <li>- Provide assessment and identify next steps by submitting a comprehensive post-event terminal report detailing delivered undertakings, observations, and recommendations for succeeding Home and Lifestyle campaigns. The terminal report should be submitted no later than one month after the show.</li> </ul>	20%	Php196,000.00
<b>GRAND TOTAL</b>	<b>100%</b>	<b>Php980,000.00</b>

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**PAYMENT TERMS**

Activities	Requirement for Payment	% of Payment
Submission, approval of product/creative direction Pre-production	Approved Creative Direction	40%
Product Development, Audit and assessment, Consultation, Selection and Curation	Submission of product design progress report and final line selection	30%
Post-production and report writing	Submission of final report for the campaigns with links to media features/exposures	30%
		100%

The engagement is valid from release of Notice of Award to June 2021, or upon satisfactory completion of all deliverables.

**BUDGET**

A total of PhP 980,000 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from Manila FAME budget. (See above budget vis a vis scope of deliverables).

TOTAL AMOUNT IN WORDS: Nine Hundred Eighty Thousand Pesos Php 980,000.00

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