



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:
2020-0155

JO Date:
05/27/2021

PAGE

1/5

PR No.:
2020-0440

PR Date:
12/28/2020

CONTRACTOR/SUPPLIER ODV CREATIVE MEDIA INC.
 ADDRESS 1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City
 MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

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
HIRING OF CHIEF STORYTELLER FOR IFEXPHILIPPINES NXTFOODASIA AND FOODPHILIPPINES ONLINE AND ONSITE PLATFORMS			PHP 1,655,808.00

SCOPE OF WORK and DELIVERABLES

The Chief Storyteller shall develop the Creative Direction and Curation of online and onsite content and experiences, ensuring consistency and cohesiveness of the brand identity. Website design and development is not part of the deliverables of the Chief Storyteller but they shall work closely with CITEM's supplier for website development to ensure that the UI/UX of the websites achieves the targeted experience and is in line with the approved creative direction.

The Chief storyteller shall work with or improve existing CITEM Branding materials and materials from CITEM suppliers working on the project and shall:

1. Produce and present Concept Proposal of ONLINE platforms
 - a. Online platform Creative Brief (CB)
 - b. Sample application in online platforms (e.g. website, social media, digital events, etc.).
2. Produce and present Concept Proposal for ONSITE platform
 - a. Onsite platform Creative Brief (CB) presentation
 - b. Sample onsite applications/ directions (e.g. exhibitions, signages, etc.)
3. Curate the experience of the ONLINE (with CITEM and CITEM's website developer) and ONSITE (with CITEM EDD) platforms/channels/venues consistent with the brand identity.
4. Research and recommend content, programs, and activities in response to CITEM OG2's 2021 work program, to further enhance the promotion of IFEX and FoodPH and its features/ components.
5. Shall be involved in the event management and coordination with suppliers in collaboration with CITEM to ensure a seamless implementation of the approved Concept.

Other Responsibilities of the Chief Storyteller:

1. The proposed concept must at least cover the Thematic Concept, Overall Look and Feel, Messaging and Creative Treatment of IFEX and Food PH materials
2. The program must take into consideration CITEM's brief, the physical/digital/hybrid experiences, and the following:

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,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

CONFORME:

Richard Alarcon
 Name & Signature of Contractor/Supplier
 June 7, 2021
 Date

BUR No. IFEXPreop-20120999

DATE 02/01/2021

AMOUNT Php2,000,000.00

Funds Available

MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by:

ROWENA D. MENDOZA
 OIC-Operations Group 2

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:
2020-0155

JO Date:
05/27/2021

PAGE

2/5

PR No. :
2020-0440

PR Date:
12/28/2020

CONTRACTOR/SUPPLIER ODV CREATIVE MEDIA INC.
 ADDRESS 1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City
 MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

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
-------------	----------	------------	--------

HIRING OF CHIEF STORYTELLER FOR IFEXPHILIPPINES NTFODASIA AND FOODPHILIPPINES ONLINE AND ONSITE PLATFORMS

Other Responsibilities of the Chief Storyteller:

- a. The program may span throughout the year, depending on the agreed concept and existing work programs or load;
- b. Digital components will primarily utilize, but not limited to, CITEM assets — IFEX and FOODPH websites, social media channels, Zoom, Hopin, etc.
3. The concept, experience, and programs to be curated and orchestrated must contribute to the objectives and targets of IFEX and FOODPH.
4. They, together with CITEM, shall ensure quality control of concept treatment and implementation.
5. They shall adhere to agreed timelines of the projects and shall give utmost importance to budget allocation for project components when proposing concepts and activities
6. They shall attend, if not preside, all coordination meetings and presentations with CITEM, DTI Main Office, or partner agencies, and suppliers.
7. Conduct debriefing session/s with the CITEM team and submit final/terminal report after the engagement
8. They shall be responsible in implementing precautionary and safety measures (Complete PPE, swab testing, social distancing) if physical presence or coordination is deemed necessary.

CITEM'S RESPONSIBILITIES

1. CITEM shall conduct a or a series of onboarding sessions/meetings to brief them thoroughly of the brands, its background, objectives, and equip them with the necessary information/materials, etc.
2. CITEM, through designated focal persons, shall ensure regular coordination and monitoring of the Chief Storyteller's requirements in relation to the delivery of expected outputs at every touchpoint;

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,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

BUR No. IFEXPreop-20120999

DATE 02/01/2021

AMOUNT Php2,000,000.00

Recommended by:

ROWENA D. MENDOZA
 OIC-Operations Group 2

CONFORME:

Richard Alarcon

Name & Signature of Contractor/Supplier

June 7, 2021

Date

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership 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:
2020-0155

JO Date:
05/27/2021

PAGE

3/5

PR No.:
2020-0440

PR Date:
12/28/2020

CONTRACTOR/SUPPLIER ODV CREATIVE MEDIA INC.
 ADDRESS 1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City
 MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

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
-------------	----------	------------	--------

HIRING OF CHIEF STORYTELLER FOR IFEXPHILIPPINES NXTFOODASIA AND FOODPHILIPPINES ONLINE AND ONSITE PLATFORMS

CITEM'S RESPONSIBILITIES

3. CITEM shall provide all the necessary inputs and materials to the Chief Storyteller for the proper implementation of the engagement. This includes, but not limited to:
 - a. Branding materials
 - b. Content from CITEM suppliers
 - c. Other materials to be agreed upon
4. CITEM shall properly endorse the Chief Storyteller to CITEM suppliers and in-house teams working on the project.
5. CITEM shall ensure timely delivery of its obligation to the chosen supplier including the supply of existing reference materials and timely processing and release of payment among others.
6. Help strengthen customer journey/experience between IFEX and FOODPH platforms/channels/venues.

OTHER CONDITIONS

1. ALL creative concepts and original materials formulated and designed in relation with this engagement shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use.
2. Should the Chief Storyteller be unable to serve a total of 100% of the desired deliverables due to unforeseen circumstances or *force majeure*, and other factors beyond their control, CITEM shall pay an amount based on the total service rendered.

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. IFEXPreop-20120999

Recommended by:

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

DATE 02/01/2021

ROWENA D. MENDOZA
 OIC-Operations Group 2

CONFORME:

AMOUNT Php2,000,000.00

Approved by:

Richard Alarcon
 Name & Signature of Contractor/Supplier

Funds Available:

 MALERNA C. BUYAO
 Chief, Controllership Division

PAULINA SUACO-JUAN
 Executive Director

June 7, 2021
 Date



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:
2020-0155
PR No.:
2020-0440

JO Date:
05/27/2021
PR Date:
12/28/2020

PAGE
4/5

CONTRACTOR/SUPPLIER **ODV CREATIVE MEDIA INC.**
 ADDRESS **1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City**
 MODE OF PROCUREMENT **SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES**

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
-------------	----------	------------	--------

HIRING OF CHIEF STORYTELLER FOR IFEXPHILIPPINES NXTFODASIA AND FOODPHILIPPINES ONLINE AND ONSITE PLATFORMS

ENGAGEMENT PERIOD and PROJECT TIMELINE

The engagement with the Chief Storyteller shall be 12 months or 1 year to cover pre and post-event activities and requirements. The engagement shall commence upon the receipt of the Notice to Proceed by the bidder to be issued by CITEM.

MILESTONE /ACTIVITY	EST. PROD. TIME / TURNAROUND
Onboarding and Brainstorming of Concept, Content, and Experiences and its Sample Applications for Onsite and Online Platforms/Channels/Venues	2-3 weeks; upon Notice of Award
Presentation of at least three (3) concept studies with corresponding rationale and activity line-up	2 weeks; after conclusion of brainstorming/pitching
Submission of Production Cost Estimate, Production Timetable, and Execution Plan (with respect to CITEM's budget and workplan)	2 weeks; upon approval of concept
Submission of final report with assessment and recommendations, including a debriefing with CITEM	1-2 weeks after the closing of the hybrid event*

* whatever event format may be decided

CITEM recognizes the need to collaborate with Industry practitioners and acknowledges the Creative Agencies' experience on standard industry practices and industry lead times. The Production Timetable to be developed based on the approved concept will be subject to review and approval by the Project Team and Management and will form part of this Contract. The above milestones and production time and the timetable to be submitted will serve as guide and will be subject to constant review with the in the monitoring of the delivery of the service and, if necessary, revisions. All revisions on the timetable will be considered final upon approval of the Head of the Agency.

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,

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division
 CONFORME:

Richard Alarcon
 Name & Signature of Contractor/Supplier
 June 7, 2021
 Date

BUR No. IFEXPreop-20120999
 DATE 02/01/2021
 AMOUNT Php2,000,000.00

Recommended by:

ROWENA D. MENDOZA
 OIC-Operations Group 2

Funds Available

MALERNA C. BUYAO
 Chief, Controllership 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:
2020-0155

JO Date:
05/27/2021

PAGE

5/5

PR No.:
2020-0440

PR Date:
12/28/2020

CONTRACTOR/SUPPLIER ODV CREATIVE MEDIA INC.
 ADDRESS 1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City
 MODE OF PROCUREMENT SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES

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
-------------	----------	------------	--------

HIRING OF CHIEF STORYTELLER FOR IFEXPHILIPPINES NXTFOODASIA AND FOODPHILIPPINES ONLINE AND ONSITE PLATFORMS

MODE OF PROCUREMENT

To ensure consistency of the branding from concept to execution across its online and offline platforms, CITEM shall undertake an alternative mode of procurement - Negotiated Procurement under R.A. 9184 Section 53.6 - Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services modality.

BUDGET

The awarded amount for this contract is **One Million Six Hundred Fifty Five Thousand Eight Hundred Eight Pesos (PHP 1,655,808.00)**, inclusive of taxes and other applicable charges (e.g. bank charges, etc.). It shall also cover all other incidental costs to be incurred in the implementation of its services (e.g. meeting expenses, communication expenses, health safety protocols expense, etc.)

Terms of Payment

Activity	TOTAL AMOUNT
Approved concept proposal and application guide for IFEX NXTFOOD and Food Philippines online and onsite platforms (CB and sample applications)	30%
Official Launching of the IFEX NXTFOOD and Food Philippines websites	30%
Implementation and conclusion of the IFEX NXTFOOD Hybrid event or whatever event format may be decided	30%
Submission of the final report with assessment and recommendations, including a debriefing with CITEM Team	10%

The terms of payment shall follow the **approved Production Timetable and Execution Plan** which will also form part of the contract.

TOTAL AMOUNT IN WORDS: **ONE MILLION SIX HUNDRED FIFTY-FIVE THOUSAND EIGHT HUNDRED EIGHT PESOS** Php 1,655,808.00

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. IFEXPreop-20120999

Recommended by:

JAIME ANTONIO S. SANDOVAL
 Chief, STREDO & Procurement Division

DATE 02/01/2021

ROWENA D. MENDOZA
 OIC-Operations Group 2

CONFORME:

AMOUNT Php2,000,000.00

Approved by:

Richard Alarcon
 Name & Signature of Contractor/Supplier

Funds Available:

 MALERNA C. BUYAO
 Chief, Controllership Division

PAULINA SUACO-JUAN
 Executive Director

June 7, 2021

Date