



**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: 2020-0282	JO Date: 10/22/2020	PAGE 1/4
PR No.: 2020-0279	PR Date: 10/06/2020	

CONTRACTOR/SUPPLIER **KAREN CZARINA MEMPIN**  
 ADDRESS **Unit 10 D Paseo Parkview Tower, 2142**  
**Valeron 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
<b>HIRING OF COPYWRITER FOR THE IFEX PHILIPPINES DIGITAL CATALOGUE</b>  <b>TASK</b> <b>Copy Development of x100 Exhibitor Accounts</b> Deliver the Minimum Requirements for the <b>project</b> Each registered exhibitor is given 20 product entries with: a. 300-400 words Company Profile which includes: • Brand story • Designer Profile • Materials • Production Capacity b. 100-150 words Photo captions and product descriptions c. Coordinate with CITEM Web Marketing and DTCP developer in image labelling and web meta-tagging.  <b>SCOPE OF WORK</b>  <b>A. COMPANY PROFILE AND PRODUCT DESCRIPTION</b>  <b>PHASE 1: COPYWRITING MANAGEMENT</b>  1. Finalize and assess the list of 100 companies submitted by Operations Group 2. 2. Copy Development <b>x 100 exhibitor profile pages.</b> 3. Development of 20 Product Descriptions per exhibitor, for a maximum of <b>2000 Product Descriptions.</b> 4. <b>Labelling and Meta-tagging of 2000 Product Photos.</b> 5. Visual Design Division supervises the photo-selection for copywriting.			<b>Php550,000.00</b>

TOTAL AMOUNT IN WORDS: \_\_\_\_\_ **Php**

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Very truly yours,

JAIME ANTONIO S. SANDOVAL  
 Chief, STREDO & Procurement Division

CONFORME:   
 Karen Czarina Lemco Mempin  
 Name & Signature of Contractor/Supplier  
 November 1, 2020  
 Date

BUR No. CAP-20100691  
 DATE 10/29/2020  
 AMOUNT PHP550,000.00

Funds Available:  
  
 MALERNA C. BUYAO  
 Chief, Controllership Division

Recommended by:  
  
 ROWENA D. MENDOZA  
 OIC-DM, Operations Group 2

Approved by:  
  
 PAULINA SUACO JUAN  
 Executive Director



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CONTRACTOR/SUPPLIER <b>KAREN CZARINA MEMPIN</b> ADDRESS <b>Unit 10 D Paseo Parkview Tower, 2142 Valeron Street, Salcedo Village, Makati City</b> MODE OF PROCUREMENT <b>SCIENTIFIC, SCHOLARLY OR ARTISTIC WORK, EXCLUSIVE TECHNOLOGY AND MEDIA SERVICES</b>	DELIVERY TERM _____ PAYMENT TERM _____ PLACE OF DELIVERY _____ DATE OF DELIVERY _____
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<b>HIRING OF COPYWRITER FOR THE IFEX PHILIPPINES DIGITAL CATALOGUE</b>  <b>B. REVISIONS AND APPROVAL</b>  <b>PHASE 2: QUALITY CONTROL AND SUBMISSION</b>  1. Operations Group 2 to monitor the progress and send out revisions to the supplier. 2. Address all revisions received from Operations Group 2. 3. Submit a written report of contract completion.  <b>PROJECT DURATION</b>  The engagement of the Hired Copywriter starts from the receipt of the Notice to Award until December 2020 or beyond, but not be later than February 2021  <b>OWNERSHIP</b>  ALL written and original materials in conjunction with this project shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use.  <b>SCHEDULE OF PAYMENT</b>  100% of the Total Amount will be given to the supplier once the complete set of requirements is submitted.  <b>BUDGET</b>  The awarded amount for this project is <b>Php550,000.00 inclusive of all taxes.</b>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  <b>JAIME ANTONIO S. SANDOVAL</b> Chief, STREDO & Procurement Division  CONFORME: _____  Name & Signature of Contractor/Supplier  Date	BUR No. <u>CAP-20100691</u> DATE <u>10/29/2020</u> AMOUNT <u>Php550,000.00</u>  Funds Available: <b>MALERNA C. BUYAO</b> Chief, Controllership Division	Recommended by:  <b>ROWENA D. MENDOZA</b> OC-IRM, Operations Group 2  Approved by:  <b>PAULINA SUACO-JUAN</b> Executive Director
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**HIRING OF COPYWRITER FOR THE IFEX PHILIPPINES DIGITAL CATALOGUE**

**RESPONSIBILITIES OF THE SUPPLIER**

1. Reports directly to the IFEX Philippines Creative Director, Operations Group 2 and CCSD.
2. Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required.
3. Attend and organize coordination meetings or assign a contact person to represent in physical, group, or virtual meetings.
4. Ensure that all revisions coordinated by the Visual Design Division, Operation Group, and the Office of the Executive Director are addressed.
5. Ensure the availability of an Online Cloud Storage.

**TERMS AND CONDITIONS**

Should the copywriters unable to deliver in full the assigned work specifications, due to unforeseen circumstances or *force majeure*, and other factors beyond their control (e.g. no applicants), they shall inform CITEM through its assigned project coordinator, and shall discuss alternate deliverables, if necessary.

Below are the alternative deliverables that may be suggested or negotiated with the content writers should there be any unforeseen circumstances that arise that hinder the successful delivery of the project/s:

Conditions	Actions	Remarks
1. No applicants	Cancelled contract	CITEM will aggressively campaign for participants to join the content development program. However, in the most extreme case when there are no interested sign-ups, CITEM shall formally inform the creatives and release them from the contract

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

JAIME ANTONIO S. SANDOVAL  
 Chief, STREDO & Procurement Division

CONFORME:

Name & Signature of Contractor/Supplier

Date

BUR No. CAP-20100691

DATE 10/29/2020

AMOUNT Php 550,000.00

Funds Available  
  
 MALERNA C. BUYAO  
 Chief, Controllership Division

Recommended by:

ROWENA D. MENDOZA  
 OIC-DM, Operations Group 2

Approved by:

PAULINA SUACO-JUAN  
 Executive Director

# JOB ORDER

CITEM.STR.FR.006



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## HIRING OF COPYWRITER FOR THE IFEX PHILIPPINES DIGITAL CATALOGUE

Conditions	Actions	Remarks
2. Does not meet target no. of companies	CITEM may allow the copywriter to propose additional companies or select from the IFEX Philippines Database of 800+ exhibitors.	Rates of professional fees shall remain constant and will not increase/decrease whether they new exhibitors outside the original first selection of 100 exhibitors.
3. Does not meet target no. of companies and CITEM was not able to provide an alternative exhibitor	CITEM Management will compensate the copywriter based on the number of companies they served.	Example A: 10 (out of 15) companies successfully assisted x Cost of 1 Exhibitor Factory Coverage = Payment the Content Producers shall receive + other expenses Example B: 90 (out of 100) companies successfully assisted x cost of the entire package = Payment the Content Producer shall receive
4. Does not meet target no. of companies despite the list of alternative selection of companies provided by CITEM	CITEM Management to decide on the legalities and other negotiable conditions stated in the contract.	Points of Negotiation: a. RA9184 Rules on b. Service Extension c. Payment compensation equivalent to the number of companies they served.

TOTAL AMOUNT IN WORDS: **FIVE HUNDRED FIFTY THOUSAND PESOS** Php **550,000.00**

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Very truly yours,

**JAIME ANTONIO S. SANDOVAL**  
 Chief, STREDO & Procurement Division

CONFORME:

BUR No. CAP-20100691

DATE 10/29/2020

AMOUNT Php550,000.00

Recommended by:

*R. Mendoza*  
**ROWENA D. MENDOZA**  
 OIC-Div, Operations Group 2

Approved by:

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

Name & Signature of Contractor/Supplier

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

Date