

JOB ORDER

CITEM.STR.FR.006

CITEM 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, 832-3985
 ✉ info@citem.com.ph 🌐 www.citem.com.ph



JO Number:
2021-0027
PR No:
2021-0060

JO Date:
03/26/2021
PR Date:
03/09/2021

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CONTRACTOR/SUPPLIER **BYHAND CONSULTING**

ADDRESS 3211 7th St. Boulder, Colorado
80304, United States of America

MODE OF PROCUREMENT **OVERSEAS 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
ENGAGEMENT OF A MARKET SPECIALIST FOR PHASE 2 OF THE HOME AND LIFESTYLE CAMPAIGN NY NOW DIGITAL MARKET 2021 SCOPE OF WORK I. Business Mentorship 1. US Market Specialist In collaboration with CITEM, the engaged US-based market specialist to provide insights to creative director/product designers for the product development/selection and digital campaign of twenty (20) companies who will be showcased in the NY NOW Digital Market and FAME+ and ensures that it is followed. Product Designer/Specialist The local product designer engaged by CITEM will work with the 20 participating companies in developing new products based on the market insights and directions of the Market Specialist. The product designer/specialist will also monitor the progress of the product development and coordinate with the Market Specialist to ensure that products are suitable for the US Market. 2. One-on-one in depth coaching to participating companies to help them navigate the US market, create a feasible export marketing plan, and prepare for a successful participation in NY NOW Digital Market 2021. There should at least be 2 sessions per company for the one-on-one in depth coaching and mentoring. 3. Conduct at least 4 webinars on topics such as US Market Opportunities, Successful Marketing Strategies, US Buyer Expectations, Product Development, and Merchandising for Export, Export Channels, Pricing, Marketing Materials and Sales and Customer Negotiation. The webinars will be showcased in the identified platform of CITEM. II. Product Selection/Curation 1. Together with CITEM, the US market specialist to work with a local product designer in identifying/selecting at least 20 brands/companies for showcase in NY NOW Digital Market 2021 and FAME+.			USD 50,000.00 OR PHP 2,424,650.00

TOTAL AMOUNT IN WORDS:

Php

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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. **MFO-21040208**

DATE **04/12/2021**

AMOUNT **US\$50,000 or
Php2,424,650.00**

Recommended by

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

CONFORME/

KAREN GIBBS
 Name & Signature of Contractor/Supplier

MALERNA C. BUYAO

Approved by:

PAULINA SUACO-JUAN
 Executive Director

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<p>ENGAGEMENT OF A MARKET SPECIALIST FOR PHASE 2 OF THE HOME AND LIFESTYLE CAMPAIGN NY NOW DIGITAL MARKET 2021</p> <p>2. The US market specialist to provide insights to creative director/product designers for the digital campaign and development of new products (minimum of 6 products per company) which are suitable to the US market to be featured in the NY NOW Digital Market 2021 and FAME+.</p> <p>3. In collaboration with CITEM, conduct final line selection/curation for presentation in the NY NOW Digital Market 2021 together with the engaged local product designer/specialist.</p> <p>III. Digital Output</p> <p>1. Submit a brief and tool kit (digital copy) on how to communicate the products to the American buyers for our print and digital promotions. Briefers/tool kits for social media promotions and content/direction for the digital campaign to be produced by our Digital Content Merchandiser.</p> <p>IV. Business Matching</p> <p>1. Prior to the NY NOW Digital days, the market specialist to conduct US buyer outreach, buyer promotions, buyer introductions, and match companies with distributors, importers, retailers during online business matching sessions with the companies after the actual fair dates.</p> <p>V. Brand Ambassadorship</p> <p>2. Act as NY NOW Digital Market 2021 and Ambassador with the following specific roles:</p> <p>a. Headline the Philippines, CITEM and the NY NOW Digital Market 2021 in local and international marketing and promotion initiatives by CITEM which include features, interviews and portraits across various media platforms; and</p> <p>b. Engage in various activities organized by CITEM intended for the promotion of NY NOW Digital Market 2021 and CITEM, such as but are not limited to online courtesy calls, launches, and press conference</p> <p>VI. Report writing and other requirements</p> <p>1. Submit market insights, mentorship plan (e.g. webinars conducted) and/or any additional documents in support of payments to be made by CITEM.</p> <p>2. Provide assessment and identify next steps by submitting a comprehensive post-event report detailing delivered undertakings, observations, and recommendations for succeeding participation. The terminal report should be submitted no later than one month after the show.</p>			

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Very truly yours,

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

CONFORME

Karen Gibbs
KAREN GIBBS
 Name & Signature of Contractor/Supplier

BUR No. **MFO-21040208**

DATE **04/12/2021**

AMOUNT **US\$50,000 or
Php2,424,650.00**

Funds Available
Paulina Suaco-Juan

Recommended by:

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

Approved by:

PAULINA SUACO-JUAN

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ENGAGEMENT OF A MARKET SPECIALIST FOR PHASE 2 OF THE HOME AND LIFESTYLE CAMPAIGN NY NOW DIGITAL MARKET 2021			
<p>VII. Other Provisions</p> <p>1. Where necessary, enter into a separate agreement with companies regarding intellectual property, ownership, royalties and/or other special agreements on the companies' outputs;</p> <p>Will not hold CITEM responsible for any issue that may arise pertaining to agreements with companies regarding intellectual property, ownership, royalties and/or other special agreements.</p>			
TIMELINE			
		Date of Delivery	
Procurement		March 2021	
Submission of Overall Business Mentorship Plan		March 2021	
In-depth coaching with the companies (briefing/discussion of market insights, creation of a feasible export marketing plan to successfully navigate the US market)		April - August 2021	
Submission of Digital Output		May	
Line inspection / finalization/ curation of products		May - June 2021	
Webinars		May - October 2021	
Fair Proper		5 - 11 August 2021	
Business Matching after the Fair Proper		18 - 20 August 2021	
Evaluation		September - October 2021	

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Very truly yours,

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

CONFORME

Karen Gibbs
KAREN GIBBS
 Name & Signature of Contractor/Supplier

BUR No. **MFO-21040208**

DATE **04/12/2021**

AMOUNT **US\$50,000 or
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Funds Available
Maria Luisa

Recommended by:

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

Approved by:

PAULINA SUACO-JUAN

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TOTAL AMOUNT IN WORDS:	FIFTY THOUSAND US DOLLARS OR A TOTAL OF TWO MILLION FOUR HUNDRED TWENTY-FOUR THOUSAND SIX HUNDRED FIFTY PESOS		USD 50,000.00 OR Php 2,424,650.00

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Recommended by:

ATTY. ANNA GRACE I. MARPURI
 OIC-DM, Operations Group 1

CONFORME

KAREN DIERS
 Name & Signature of Contractor/Supplier

MAI ERNA C. RUYAO

Approved by:
PAULINA SUACO-JUAN
 Executive Director