



**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: <b>2021-0080</b>	JO Date: <b>08/31/2021</b>	PAGE <b>1/6</b>
PR No.: <b>2021-0180</b>	PR Date: <b>07/26/2021</b>	

CONTRACTOR/SUPPLIER <b>Open Studio Design Services</b>	DELIVERY TERM
ADDRESS <b>4F Stanisco Tower, 999 Pedro Gil St., Ermita, Manila</b>	PAYMENT TERM
MODE OF PROCUREMENT <b>Small Value Procurement</b>	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 DESIGN SPECIALIST FOR HOME &amp; LIFESTYLE 2022 PRODUCT DEVELOPMENT CAMPAIGN</b>  Scope of Work and Deliverables  <b>A. Product Development</b>  1. Based on the companies' submission of application, CITEM shall identify and select the companies to be included in the program.  2. Design Specialist shall conduct 2-3 consultation meetings to discuss possible interventions including: new product development or selection and enhancement, with each participating company within the work calendar/engagement period, in coordination with the assigned CITEM sector officers and product development coordinator.  3. Design Specialist shall render a minimum of 4 new products per company, for 32 participating companies.  4. Design Specialist will develop specifically market targeted collections for participating companies. The newly developed products shall be showcased in NY Now Digital 2022, Maison et Objet and More (MOM) 2022, and Manila FAME October 2022.  5. Design Specialist shall cover for the personal travel expenses to areas of assignment including but not limited to NCR (as needed/as health situation and travel protocols permit) or communication expenses for virtual meetings to correspond/conduct 2-3 meetings/factory visits with each company, as follows:  a. Initial consultation meeting to provide product design and development direction. b. Initial prototype-inspection to review and evaluate product samples and prototypes. c. Final prototype-inspection to review developments in product samples and prototypes and to finalize collections for display at the special setting.			<b>Php980,000.00</b>

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,  
 Atty. Anna Grace T. Marpuri  
 OIC-DM, Corporate Services Dept.

CONFORME:  
  
**GABRIEL E. LICHAURO**  
 Name & Signature of Contractor/Supplier  
 SEPT 18, 2021  
 Date

BUR No. **MFO-21090653**  
 DATE **09/07/2021**  
 AMOUNT **Php980,000.00**

Funds Available:  
  
**MALERNA C. BUYAO**  
 Chief, Controllership Division

Recommended by:  
  
**MARJO F. EVIO** Chief TIDS  
**ANNA MARIE D. ALZONA** Chief TIDS, Fashion Lifestyle

Approved by:  
  
**PAULINA SUACO-JUAN**  
 Executive Director



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6. Should the Design Specialist be unable to serve the assigned companies due to unforeseen circumstances or force majeure, and other factors beyond his/her control (e.g. no applicants), he/she shall inform CITEM through its assigned project coordinator, and shall discuss alternate deliverables, if necessary.

Below actions shall be taken by CITEM should there be any unforeseen circumstances that arise that hinder the successful delivery of the project/s:

CONDITIONS	ACTIONS	REMARKS
1. No applicants	Continue aggressive campaign  Cancellation of contract	CITEM will aggressively campaign for participants to join the product development program.  In the most extreme case when there are no interested signups, CITEM shall formally inform the designer/s and release them from the contract
2. Does not meet target no. of companies	Alternative / replacement of companies to complete the target.  Deduction from total payment	CITEM will campaign for alternative participants to complete the target number of companies served.  Total value of deduction shall be determined as follows: Total contract price/number of companies to be deducted if undelivered /unserved

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

ATTY. ANNA GRACE I. MARPURI  
 OIC-DM, Corporate Services Dept.

CONFORME:

GABRIEL E. LICHAUCO

Name & Signature of Contractor/Supplier

SEPT 18, 2021

Date

BUR No. **MFO-21090653**

DATE **09/07/2021**

AMOUNT

Funds Available:

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

Recommended by:

MARJO F. EVIO  
 Chief TIDS

ANNA MARIE D. ALZONA  
 Chief TIDS, Fashion Lifestyle

Approved by:

**PAULINA SUACO-JUAN**  
 Executive Director



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<p>HIRING OF DESIGN SPECIALIST FOR HOME &amp; LIFESTYLE 2022 PRODUCT DEVELOPMENT CAMPAIGN</p> <p><b>B. Brand Ambassadorship</b></p> <p>Act as Manila FAME Ambassador with the following specific roles:</p> <ol style="list-style-type: none"> <li>Uphold the image of Philippine design and craftsmanship among local and international buyers as well as other partners and stakeholders both from the public and private sectors.</li> <li>Support Manila FAME in local and international marketing and promotion initiatives which include features, interviews and portraits for all forms of mass media which include broadcast (television and radio), print (broadsheets, magazines, and other print collateral), outdoor (posters), and digital (emails, websites, blogs, and other internet-based media).</li> </ol> <p><b>C. Report writing and other requirements:</b></p> <ol style="list-style-type: none"> <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-activity terminal report detailing delivered undertakings, observations, and recommendations for succeeding product development cycles. The terminal report should be submitted no later than one month after the Manila FAME October 2022.</li> </ol> <p><b>D. Intellectual Property</b></p> <ol style="list-style-type: none"> <li>Enter into a separate agreement with companies regarding intellectual property, ownership, royalties and/or other special agreements of the products developed.</li> <li>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.</li> </ol>			

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Very truly yours,

ATTY. ANNA GRACE I. MARPURI  
 OIC-DM, Corporate Services Dept.

CONFORME:

GABRIEL E. LICHAUCO  
 Name & Signature of Contractor/Supplier

SEPT 18, 2021

Date

BUR No. **MFO-21090653**

DATE **09/07/2021**

AMOUNT **Php980,000.00**

Funds Available:  
  
 MALERNA C. BUYAO  
 Chief, Controllership Division

Recommended by:

MARJO F. EVIO  
 Chief TIDS

ANNA MARIE D. ALZONA  
 Chief TIDS, Fashion Lifestyle

Approved by:

PAULINA SUACO-JUAN  
 Executive Director



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<b>HIRING OF DESIGN SPECIALIST FOR HOME &amp; LIFESTYLE 2022 PRODUCT DEVELOPMENT CAMPAIGN</b>  <b>E. Creative Direction</b>  1. Provide overall product design directions to the exhibitors (including but not limited to creative brief, product moodboards, collective design theme and color way, etc.)  2. Conduct pre-production creative briefing and planning with CITEM and CITEM-hired creative team;  3. Ensure that the visual and narrative translation of the creative campaigns ultimately align with the brand message;  4. Direct, supervise and review the post-production/editing of the CITEM- hired official photographer, in coordination with CITEM- hired digital content merchandiser  5. Conduct final selection of images and all relevant materials and content from CITEM-hired creative team			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

ATTY. ANNA GRACE I. MARPURI  
 OIC-DM, Corporate Services Dept.

CONFORME:

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

SEPT 18, 2021  
 Date

BUR No. **MFO-21090653**

DATE **09/07/2021**

AMOUNT **Php980,000.00**

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

Recommended by:

*Marjo F. Evio* *Anna Marie D. Alzona*  
 MARJO F. EVIO ANNA MARIE D. ALZONA  
 Chief TIDS Chief TIDS, Fashion Lifestyle

Approved by:

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



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**HIRING OF DESIGN SPECIALIST FOR HOME & LIFESTYLE 2022 PRODUCT DEVELOPMENT CAMPAIGN**

**TIMELINE**

ACTIVITIES	TIMELINE
Initial Round of Consultations - One-on-one virtual meetings with participating companies	September to December 2021
Sending of rendered/additional designs to the companies	Jan - April 2022
2nd Round of Visits/Consultations Inspection of prototypes	
Product Pictorial	May 2022
NY Now Digital	July 2022
Maison et Objet and More	September 2022
Manila FAME	October 2022
Evaluation	November 2022
Assessment and Next steps Report-writing November 2022 and submission	

**PERIOD OF ENGAGEMENT**

Engagement with the supplier will start upon the issuance of the Job Order / Contract of Service until such time that the program activities indicated in the timeline have been completed.

**BUDGET**



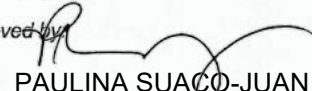
Total Contracted Price for the Hiring of Design Specialists for Product Development is PHP 980,000.00 inclusive of all taxes, to be charged to CITEM budget for Manila FAME 2021. Budget to include all incidental costs related to the implementation of the project (meeting expenses, comms, etc.).

TOTAL AMOUNT IN WORDS:	Php
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 Chief, Controllership Division

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HIRING OF DESIGN SPECIALIST FOR HOME & LIFESTYLE  
 2022 PRODUCT DEVELOPMENT CAMPAIGN

**PAYMENT SCHEDULE**

Payment shall be made in the following schedule:

PAYMENT TRANCHE	TARGET DEIVERY	PERCENTAGE	DELIVERABLE
FIRST		50%	Submission of the designs / sketches / mood boards / list of products selected, for all of the target number of assigned Manila FAME / FAME+ companies.
SECOND		50%	Submission of the product development final/post event report and assessment

**CORRESPONDING DEDUCTIONS AND PENALTIES**

The Product Designer/s to be engaged shall be given corresponding deductions from the total amount of payment should the designer/s be unable to deliver their undertakings:

Particulars	Deductions
Inability of Design Specialist to provide assistance to the approved number of companies.	Total value of deduction shall be computed based on the disparity between actual number of companies assisted and approved number of companies, multiplied by the per company rate (contract price) of the Design Specialist.  Total contract price / 32 = per company rate  Per company rate x no of deficit/unserved = total deductions A per product design pro-rated deduction shall be implemented for below minimum of six designs delivered

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

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 AMOUNT Php980,000.00

Recommended by:  
  
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 Chief TIDS  
  
**ANNA MARIE D. ALZONA**  
 Chief TIDS, Fashion Lifestyle

Funds Available:  
  
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