



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: 2021-0089	JO Date: 09/16/2021	PAGE 1/7
PR No.: 2021-0197	PR Date: 08/02/2021	

CONTRACTOR/SUPPLIER **ODV CREATIVE MEDIA INC.**
 ADDRESS **1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City**
 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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HIRING OF THE PROGRAM PRODUCER AND COORDINATOR FOR THE IFEX DIGITAL EXPO SPECIAL ACTIVITIES Php905,000.00

Scope of Work and Deliverables

A. Undertake the following (deliverables, duration, and speakers/moderators subject to modifications)

Activity / Segment	Deliverables of the Producer
FOR DAY 1 – IFEX DIGITAL EXPO	
Opening Ceremony: Welcome Remarks	Conduct onsite video with audio recording and edit the video footage according to CITEM Guidelines the 5-min maximum Welcome Remarks of ED Pauline Suaco-Juan
Opening Ceremony: Opening Message	Conduct onsite video with audio recording and edit the video footage according to CITEM Guidelines the 5-min maximum Opening Message of Undersecretary Abdulgani M. Macatoman
Going Global: Food Trends Shaping Consumer Behavior	Produce and edit according to CITEM Guidelines a minimum of 45 and maximum of 80 minute pre-recorded video presentation by Mr. Erik Thoresen (Resource Speaker) on Food Trends Shaping Consumer Behavior with Moderating by Ces Dylon Speaker: Mr. Erik Thoresen, Researcher and Consultant, Food Innovation, Technology, and Trends
Global Food Community	<ul style="list-style-type: none"> Coordinate and confirm, in support to CITEM and as necessary/required, the availability and participation of the moderator and presenters/resource speakers (TBD) for the Discussion on Creating a Global Community of Filipino Foodies

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

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

BUR No. **IFEX-21090686**
 DATE 09/19/2021
 AMOUNT P905,000.00

Recommended by

ROWENA D. MENDOZA
 OIC-Operations Group 2

CONFORME:

Richard J. Alarcon
 Name & Signature of Contractor/Supplier

 Date

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by

PAULINA SUACO-JUAN
 Executive Director



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CONTRACTOR/SUPPLIER ODV CREATIVE MEDIA INC.	DELIVERY TERM
ADDRESS 1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City	PAYMENT TERM
MODE OF PROCUREMENT Small Value Procurement	PLACE OF DELIVERY
	DATE OF DELIVERY

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HIRING OF THE PROGRAM PRODUCER AND COORDINATOR FOR THE IFEX DIGITAL EXPO SPECIAL ACTIVITIES

Undertake the following (deliverables, duration, and speakers/moderators subject to modifications)	<ul style="list-style-type: none"> Produce and edit according to CITEM Guidelines a 45 and maximum of 80- minute pre-recorded video presentation and/or roundtable discussion by the moderator and presenters on the value of unifying the Filipino food communities Moderator and presenters/resource persons TBD in coordination with CITEM, the Chief Storyteller, and the Program Producer
Plant-Based Discussion	Produce and edit according to CITEM Guidelines a minimum of 45 and maximum of 80 minute roundtable discussion among the Resource Persons on the topic Speakers TBD in coordination with CITEM and the Export Marketing Bureau (EMB)
FOR DAY 2 – IFEX DIGITAL EXPO	
FoodPHILIPPINES – Halal	Produce and edit according to CITEM Guidelines a minimum of 45 and maximum of 80 minute pre-recorded video presentation by 2-3 speakers on the promotion of Halal in the Philippines with moderation by the host (Ces Drilon) Speakers TBD in coordination with CITEM and EMB
Mixes and Seasonings from Coconut	Produce and edit according to CITEM Guidelines a minimum of 45 and maximum of 80 minute pre-recorded video presentation, discussion, and or demonstration on the Mixes and Seasonings from Coconut Presenter/s TBD in coordination with CITEM, EMB, and/or its segment partners

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

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

CONFORME:

Richard J. Alarcon
 Name & Signature of Contractor/Supplier

Date

BUR No. **IFEX-21090686**

DATE **09/19/2021**

AMOUNT **Php905,000.00**

Recommended by:

ROWENA D. MENDOZA
 OIC-Operations Group 2

Approved by:

PAULINA SUACO-JUAN
 Executive Director

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division



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HIRING OF THE PROGRAM PRODUCER AND COORDINATOR FOR THE IFEX DIGITAL EXPO SPECIAL ACTIVITIES

Coconut Forum	Produce and edit according to CITEM Guidelines a minimum of 45 and maximum of 80 minute presentation/s and/or roundtable discussion among the Resource Persons on the topic Moderator and select presenters TBD in <i>coordination with CITEM and EMB</i>
After Hours: Rising Star of Philippine Food: Pairing your Coconut Condiments	Conduct onsite video with audio recording and edit the video footage according to CITEM Guidelines the 45-55-minute presentation and/or product demonstrations on "Pairing your Coconut Condiments" Presenter/s TBD in <i>coordination with CITEM, EMB, and/or its segment partners</i>
FOR DAY 3 – IFEX DIGITAL EXPO	
FoodPHILIPPINES – Kosher (Specialty)	Produce and edit according to CITEM Guidelines a minimum of 45 and maximum of 80 minute pre-recorded video presentation by the Resource Speaker/s on Kosher <i>Moderator and resource persons TBD in coordination with CITEM and the Export Marketing Bureau</i>
Negros as the Organic Farming Capital of the Philippines	Produce and edit according to CITEM Guidelines a 45 and maximum of 80- minute pre-recorded video presentation by the select presenters/resource speaker/s on the said feature or topic <i>Moderator and presenters/resource persons TBD in coordination with CITEM</i>
After Hours: Craft Beer Tasting 101	Conduct onsite video with audio recording and edit the video footage according to CITEM Guidelines the 45-55-minute presentation and/or product demonstrations on "Craft Beer Tasting 101" Moderator/s and Presenter/s TBD in <i>coordination with CITEM and/or its segment partner/s</i>

TOTAL AMOUNT IN WORDS:	Php
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BUR No. **IFEX-21090686**
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Recommended by:

ROWENA D. MENDOZA
 OIC-Operations Group 2

CONFORME:

Richard J. Alarcon
 Name & Signature of Contractor/Supplier
 Date

Funds Available:

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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<p>B. Produce event OBB (opening break bumper), CBB (closing break bumper), and transition videos in coordination with CITEM's Experience and Design Division (EDD)</p> <p>C. Provide updates on the status of engagement with the speakers, moderators, as may be required by the CITEM Project Team</p> <p>D. Edit existing video and/or presentation materials and/or produce requirements from said speakers, panelists and moderators, such as, but not limited to: pre-recorded video presentations, speaker profiles and photos, advanced copy of slides, and other resource materials prior to the IFEX proper dates, in coordination with the Chief Storyteller and subject to the final approval of CITEM;</p> <ol style="list-style-type: none"> 1. Assist in the preparation of the presentation materials of the speakers, as necessary 2. Ensure the appropriateness of content that will be used in presentation materials and videos from resource speakers, panelists, and moderators; 3. Ensure the high quality of videos and presentations that will be used during the event and apply the necessary editing/post-processing; 4. Ensure that the CITEM-approved IFEX and FoodPHILIPPINES branding elements and guidelines and thematic concept are incorporated in the materials to be produced. <p>E. Incorporate background music, as necessary and subject to the approval of CITEM. The Program Producer shall shoulder the necessary fees in the purchase of the background music, as needed;</p> <p>F. Facilitate and/or assist CITEM and the Chief Storyteller, as necessary, in the communication and coordination with the speakers, panelists, and moderators regarding technical rehearsals, and other event-related information;</p>			

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

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

CONFORME:

Richard J. Alarcon
 Name & Signature of Contractor/Supplier

BUR No. IFEX-21090686

DATE 09/19/2021

AMOUNT Php905,000.00

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

Approved by:
PAULINA SUACO-JUAN
 Executive Director

Funds Available:
MALERNA C. BUYAO
 Chief, Controllership Division

Date



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- H. Attend all necessary pre- and post-production meetings to agree on various production elements such as short list, production design, props, logistics, etc.
- I. Ensure the attendance and work with CITEM/Project Team in the management of the speakers, panelists, and moderators during the event proper;
- J. Pay the necessary fees and/or honoraria to the speakers, panelists, and moderators, as applicable

Period of Engagement and Timeline

The Program Producer and Coordinator shall be officially engaged upon receipt of the Notice of Award until 22 October 2021 with the following timeline:

SPECIFIC ACTIVITIES / DELIVERABLES	TARGET DATE OR WEEK	EST. BUDGET COST
Onboarding and coordination meeting with the IFEX Philippines Project Team and the Chief Storyteller	Upon Notice of Award – Sept 7	20%
Pre-Recording of the Speakers / Presenters	8-10 September 2021	30%
Submission of the initially edited and pre-recorded presentations	15 September 2021	
Submission of the second edited version of the prerecorded presentations* (as necessary)	17-20 September 2021	40%
Technical Rehearsal	21-22 September 2021	
IFEX Digital Expo Proper	23-25 September 2021	
Submission of Terminal Report	5-8 October 2021	10%

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours,

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

BUR No. **IFEX-21090686**
 DATE **09/19/2021**
 AMOUNT **PHP905,000.00**

Recommended by:

ROWENA D. MENDOZA
 OIC-Operations Group 2

CONFORME:

Richard J. Alarcon
 Name & Signature of Contractor/Supplier

 Date

Funds Available to:

MALERNA C. BUYAO
 Chief, Controllership Division

Approved by:

PAULINA SUACO-JUAN
 Executive Director



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HIRING OF THE PROGRAM PRODUCER AND COORDINATOR FOR THE IFEX DIGITAL EXPO SPECIAL ACTIVITIES

Budget and Schedule of Payment

The Contracted Price for this requirement is **NINE HUNDRED FIVE THOUSAND PESOS (Php905,000.00)** inclusive of all applicable taxes with the schedule of payment as follows:

Milestone	Percentage
Upon submission of the complete and approved line-up of pre-recorded and onsite Videos	50%
After submission of the post-event report	50%

Other Terms and Conditions

- All content and original materials (raw and edited) produced in conjunction with this engagement shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally.
- The produced videos must be submitted in .mp4 file and through an online file or folder. A portable hard drive/s, together with the Post-Event Report shall also be provided by the winning bidder at the end of the engagement.
- All materials produced by the winning bidder should be original and aligned with CITEM's mandate.
- The winning bidder shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the project. CITEM reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.

TOTAL AMOUNT IN WORDS:	Php
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Very truly yours, ATTY. ANNA GRACE I. MARPURI OIC-DM, Corporate Services Dept.	BUR No. IFEX-21090686	Recommended by: ROWENA D. MENDOZA OIC-Operations Group 2
CONFORME: Richard J. Alarcon Name & Signature of Contractor/Supplier	DATE 09/19/2021	Approved by: PAULINA SUACO-JUAN Executive Director
Date	Funds Available: MALERNA C. BUYAO Chief, Controllership Division	



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09/16/2021

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CONTRACTOR/SUPPLIER ODV CREATIVE MEDIA INC.

ADDRESS 1006, 88 Corporate Center, Sedeno Street, Salcedo Village, Makati City

MODE OF PROCUREMENT Small Value Procurement

DELIVERY TERM

PAYMENT TERM

PLACE OF DELIVERY

DATE OF DELIVERY

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HIRING OF THE PROGRAM PRODUCER AND COORDINATOR FOR THE IFEX DIGITAL EXPO SPECIAL ACTIVITIES

5. CITEM reserves the right to make the necessary deductions and/or penalties from the total payment in the event of:

- a. Inability of the Program Producer and Coordinator to meet the required number of speakers, moderators and panelists as prescribed by CITEM/Project Team;
- b. Non-appearance of any of the speakers, moderators or panelists during the event;
 - i. In case of emergencies, a suitable replacement/proxy speaker may be recommended, subject to the approval of CITEM;
 - ii. Should the replacement/proxy speaker be approved by CITEM, no deductions/penalties shall be incurred.
- c. Deductions/penalties shall be made according to the breakdown of the contract price provided by the Program Producer and Coordinator.

TOTAL AMOUNT IN WORDS: **NINE HUNDRED FIVE THOUSAND PESOS** Php 905,000.00

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CONFORME:

Richard J. Alarcon
 Name & Signature of Contractor/Supplier

Date

BUR No. IFEX-21090686

DATE 09/19/2021

AMOUNT Php905,000.00

Funds Available

Malya Buyao
 MALERNA C. BUYAO
 Chief, Controllership Division

Recommended by

Rowena D. Mendoza
 ROWENA D. MENDOZA
 OIC-Operations Group 2

Approved by:

Paulina Suaco-Juan
 PAULINA SUACO-JUAN
 Executive Director



LC210266



17 September 2021

MR. RICHARD ALARCON

Managing Director
 ODV Creative Media, Inc.
 1006, 88 Corporate Center, Sedeno Street
 Salcedo Village, Makati City

Dear Mr. Alarcon:

This refers to the period of engagement and timeline indicated on the attached Job Order 2021-0089 for the Program Producer and Coordinator for IFEX Philippines (IFEX) Digital Expo Special Activities 2021.

In view of the adjustments in the preparation timeline due to the changes in the program details and other pending speaker/partner confirmations, we shall be adjusting the said provisions as follows:

SPECIFIC ACTIVITIES / DELIVERABLES	TARGET DATE OR WEEK	SPECIFIC ACTIVITIES / DELIVERABLES	TARGET DATE OR WEEK
FROM		TO	
Onboarding and coordination meeting with the IFEX Philippines Project Team and the Chief Storyteller	Upon Notice of Award – Sept 7	Onboarding and coordination meeting with the IFEX Project Team and the Chief Storyteller	Upon Notice of Award – Sept 17
Pre-Recording of the Speakers / Presenters	8-10 September 2021	Pre-Recording of the Speakers / Presenters	Sept 18-20
Submission of the initially edited and pre-recorded presentations	15 September 2021	Run-Through of the Pre-Recorded Video Materials	
Submission of the second edited version of the pre-recorded presentations* (as necessary)	17-20 September 2021	Submission of the Edited/Post-Processed Video and other Materials, as necessary or applicable	Sept 20/Sept 21
Technical Rehearsal	21-22 September 2021	Technical Rehearsal	Sept 21/Sept 22
IFEX Digital Expo Proper	23-25 September 2021	IFEX Digital Expo Proper	23-25 September 2021
Submission of Terminal Report	5-8 October 2021	Submission of Terminal Report	5-8 October 2021

Kindly note that while an extension in the period of engagement and timeline is requested, the awarded amount of PHP 905,000 for the said engagement will remain.

Should you be amenable with the above terms, please affix your signature on the space provided below. Ms. Rianna Custodio, Project Officer, with email recustodio@citem.com.ph will communicate with your Office for your feedback or confirmation.

Thank you!

Sincerely,

PAULINA SUACO-JUAN
 Executive Director
 Att.: a/s

Conforme:

RICHARD ALARCON
 Managing Director, ODV Creative Media, Inc.