

Republic of the Philippines  
Department of Trade and Industry  
**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
Golden Shell Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2019-0293

**NOTICE TO CONDUCT PROCUREMENT OF GOODS  
AND SERVICES, INFRASTRUCTURE PROJECTS, AND CONSULTING  
SERVICES TO BE PROCURED AND PERFORMED OVERSEAS**

Pursuant to GPPB-Resolution No. 28-2017 dated 31 July 2017, the Center for International Trade Expositions and Missions (CITEM), through its Bids and Awards Committee (BAC), hereby issues this Notice for the requirement:

**HIRING OF F&B EVENT ORGANIZER FOR FOOD  
PHILIPPINES EVENTS IN CONNECTION WITH THE  
LAUNCH OF PH PARTICIPATION IN EXPO DUBAI 2020**

*Please see attached Terms of Reference for more details.*

**Qualifications:**

The F&B Event Organizer must have the following qualifications:

1. Must be legally registered as Food Events/Project Management Company in the UAE.
2. Must have a track record of providing event organization services for the past 5 years to various food events in the UAE.
3. Team members must have minimum of three (3) years' experience in organizing food events in the UAE.
4. Must have a wide network of contacts in the food, culinary and logistics industries and should be able to negotiate preferential rates and terms.

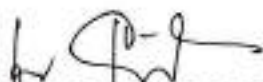
**Requirements:**

The F&B Event Organizer must submit the following documents:

1. Company Profile reflecting length of relevant experience.
2. List of Media and Food Industry Contacts in the Middle-East
3. List of the Food Demo/Sampling Equipment, Set-up and Materials
4. List of Prospective Culinary Personalities / Chefs for the Event

***Approved Budget: PHP 1,000,000.00***

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309/218 or fax no. 834-0177/8331284 or e-mail at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).



**ATTY. ANNA GRACE I. MARPURI**  
Chairman, CITEM-BAC



## REQUEST FOR QUOTATION (OVERSEAS PROCUREMENT)

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact No.: \_\_\_\_\_

Date: 7-Nov-19  
 RFQ No: 2019-0283

Gentlemen:  
 Please quote hereunder your lowest possible price(s) for the following article(s)/work(s) which are urgently needed by this office. It is requested that the quotation be sealed, signed and stamped in an envelope and submitted to CITEM BAC.


Schedule of Opening of Bids: 14 November 2019 Venue: Meeting Room 1 Time: 2:00 PM

| QUANTITY | UNIT | ARTICLE / WORK / DESCRIPTION / SPECIFICATION   | UNIT PRICE | AMOUNT |
|----------|------|--|------------|--------|
|          |      | HIRING OF F&B EVENT ORGANIZER FOR FOOD PHILIPPINES IN STORE PROMOTION & SIAL PARTICIPATION |            |        |
|          |      | Project: Launch of PH Participation in Expo Dubai 2020                                     |            |        |
|          |      | Inclusive of Dates: 05-31 December 2019  |            |        |
|          |      | Venue: Dubai & Abu Dhabi, UAE  |            |        |
|          |      | Please see attached Terms of Reference for more details.                                   |            |        |
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|          |      | Approved Budget : PHP 1,000,000.00   |            |        |
|          |      | Note: Deadline of Submission of Quotation is on 12 November 2019, 05:00PM                  |            |        |
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**Terms and Conditions:**

- 1.) The above-quoted prices must be inclusive of all costs and applicable taxes. Prices shall be quoted in Philippine Peso or US Dollar.
- 2.) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 3.) Any alterations, erasures or overwritings shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.

The CITEM-BAC reserves the right to reject any or all bids offer and waive any defects therein and accept bid/s it may consider advantageous to the government.

  
 ATTY. ANNA GRACE L. MARPURI  
 BAC Chairman

TO: CITEM Bids and Awards Committee.

Per your request, I/We have indicated the prices of the above mentioned article(s)/work(s) on the unit price/amount column above. I/We also certify that we have read, understood and shall conform with the terms and conditions of this requirement.

Date Submitted: \_\_\_\_\_

Signature over printed name of the Authorized Company Representative \_\_\_\_\_

Designation: \_\_\_\_\_

Telephone no.(s): \_\_\_\_\_



## TERMS OF REFERENCE

### HIRING OF F&B EVENT ORGANIZER For FoodPhilippines: In-Store Promotion and SIAL Participation

#### I. PROJECT INFORMATION

**Project Title:** Launch of the Philippine Participation in the EXPO DUBAI 2020

**Location:** Dubai & Abu Dhabi, United Arab Emirates (UAE)

**Dates:** 05-31 December 2019

**Proponent:** Center for International Trade Expositions and Missions (CITEM)  
Export Marketing Bureau (EMB)

#### II. BACKGROUND

The Philippines will participate in the EXPO 2020 DUBAI, the first World Expo edition to be held in the Middle East, North Africa, and South Asia (MENASA) region, to promote trade, tourism, and investment opportunities in the country.

The presentation of the country in EXPO 2020 DUBAI will culminate in the Philippine National Pavilion, under the theme of "Bangkota" – the ancient Tagalog word for "coral reef". To maximize the mileage, promotion and opportunities for the Philippine Participation in EXPO 2020 DUBAI, a series of business and media events will be organized in December 2019 to launch the country participation.

The Trade & Tourism Activation Events are intended to supplement the Launch and initiate the series of trade events culminating to the Philippines' participation in EXPO DUBAI in 2020. To drum-up the launch and to engage locals, buyers, international visitors and the Filipino community in the Gulf nations, a grand festival in celebration of the rich flavors of Filipino food is planned to be executed through different culinary events and activities in December 2019 - with the ultimate goal of promoting the said sector in the international market under the FoodPhilippines brand.

Below are the events/ activities under the FoodPhilippines brand:

| <i>Brand</i>     | <b>FoodPhilippines</b>  |   |
|------------------|---|---|
| <i>Project</i>   | <b>In-Store Promotion</b>   | <b>PH Participation in SIAL Middle East</b> |
| <i>Rationale</i> | In connection with the Launch of the Philippines' participation in EXPO DUBAI 2020 in December 2019, a series of events will be organized in various places in the UAE to celebrate and promote the diverse flavors of <b>Filipino food and cuisine</b> to the international market - under the country brand of <b>FoodPhilippines</b> . |   |

|                                     |   |   |
|-------------------------------------|---|---|
| <i>About</i>                        | The FoodPhilippines In-Store Promotion will provide a platform to highlight <b>Philippine food products</b> in top Carrefour branches in the UAE, one of the leading hypermarket operators in the Gulf region.          | The <b>Philippines' Participation in SIAL Middle-East</b> will position Filipino halal food products in the foremost food event in the Gulf region. |
| <i>Venues</i>                       | Carrefour branches in:<br>Burjuman<br>Ibn Battuta<br>Mall of Emirates   | ADNEC, Abu Dhabi  |
| <i>Dates</i>                        | 05-31 December 2019   | 9-11 December 2019  |
| <i>Highlight Product</i>            | Philippine Halal food products  | Philippine Halal food products  |
| <i>Event Components/ Activities</i> | Block/ shelf to feature PH products per branch (3)<br>PH collaterals in the stores<br>One-page feature in Carrefour brochure on 05-14 Dec<br>On-site food sampling<br>Opening activity<br>Raffle draw (c/o Secretariat) | Exhibition in the Philippine Pavilion<br>On-site Cooking Demo<br>Business-Matching<br>Marketing & Promotion   |
| <i>Target Consumers</i>             | Carrefour customers   | International buyers in the event   |
| <i>Lead Agency</i>                  | EMB   | CITEM   |

### III. RATIONALE

Due to the nature and scale of Trade & Tourism Activation Events for the In-Store Promotion and SIAL Participation projects in the UAE, there is a need for a seasoned F&B Event Organizer with expertise and experience in organizing various food events in the Middle-East in the scale, quality and creativity required by the project.

The services of an experienced international F&B Event Organizer is deemed necessary to ensure that quality of the content and creative requirements for identified culinary events are managed and executed in time for the activities in December 2020.

### IV. OBJECTIVES

To hire the services of a F&B Event Organizer that will:

1. Handle and execute the on-site food demo/ sampling for the In-Store Promotion and SIAL participation projects under the FoodPhilippines brand;



2. Act as the "Food Industry Collaborator" in the Middle East, with the end goal of driving a wider acceptance of Filipino food, products and ingredients by consumers in the UAE; and
3. Ensure that the needed creative outputs and event components are executed in line with the theme, plan and purpose of the identified Food events/ activities.

#### V. TECHNICAL ELIGIBILITY

- Must be a legally registered Food Events/Project Management Company in the UAE
- Must have a track record of providing event organization services for the past 5 years to various food events held in the UAE
- Team members must have a minimum of three (3) years' experience in organizing food events in the UAE
- Must have a wide network of contacts in the food, culinary and logistics industries and should be able to negotiate preferential rates and terms

#### VI. SCOPE OF WORK

1. Undertake the In-Store Food Sampling and Cooking Demo of the Philippines' SIAL participation under the FoodPhilippines brand and its creative direction;
2. Coordinate with CITEM, PTIC-Dubai, the EXPO Secretariat and other relevant agencies, and the private sector in preparation for activities connected with the FoodPhilippines Festival and In-Store Promotion;
3. Draft and finalize the program and plan of identified activities in coordination with partner agencies;
4. Handle the procurement of suppliers, manpower and other service providers necessary in the implementation of the sampling activities of the FoodPhilippines events in the UAE;
  - i. Ensure delivery of requirements such as program, administrative requirements, and other relevant materials or documents, as may be required by CITEM and the Philippine Expo 2020 Secretariat with regards to the deliverables expected, for the implementation and management of the FoodPhilippines event activities;
  - ii. Prepare delivery of documents for compliance of the government procurement, budget, and accounting and auditing rules and regulations; and
  - iii. Submit necessary documents, progress reports, and other documents, as required by CITEM and the Philippine Expo Secretariat.
5. Promote the FoodPhilippines events to its networks and provide needed content and information to CITEM and the EXPO Secretariat;

6. Invite network of Filipinos and culinary personalities in the middle-east to attend the FoodPhilippines events in the UAE; and
7. Invite media contacts in the UAE to cover the FoodPhilippines events.

**For the In-Store Promotion:**

1. Organize and implement the FoodPhilippines In-Store promotion food-sampling in the partner food retail establishments during the agreed/ operating hours;
2. Engage Filipino chefs (at least one Head Chef assigned for the In-Store food sampling) to prepare menu using Filipino food products available in the food retail establishments;
3. Source/purchase the ingredients, materials and food sampling paraphernalia to be used for the food sampling;
4. Handle the food sampling and all involved preparations, set-ups, supply, replenishment, disposal and logistics;
5. Provide food sampling physical set-up, maintenance and dismantling as per the provided/ agreed schedule; and
6. Work and coordinate with the partner food retail establishment for the in-store promotion activities; and
7. Handle the Ceremonial Opening activities of the Philippine In-Store Promotion, including provisions of paraphernalia, set-up and manpower needed for it, such as: props for ribbon-cutting/ opening activity, opening scenario management, and other requirements as necessary.

**For the Philippines' Participation in SIAL Middle-East 2019:**

1. Undertake cooking demonstration and food sampling activities for guests and visitors at the Philippine Pavilion in SIAL Middle-East 2019 during the agreed/ operating hours of the event;
2. Engage Filipino chefs (at least one Head Chef assigned for the SIAL cooking demo) to prepare menu using Filipino food products from the exhibitors;
3. Source/purchase the ingredients, materials and cooking demonstration paraphernalia to be used for the cooking demonstration;
4. Handle all involved components for the cooking demonstration: preparations, set-ups, replenishment, logistics, disposal, etc.; and
5. Handle the preparation and presentation of the culinary demo samples.

**VII. QUALIFICATION REQUIREMENTS**

The F&B Event Organizer will be assessed based on the following criteria:

| CRITERIA  | VALUE POINT |
|---|-------------|
| <b>1. Company Profile</b><br>The company should be at least 3 years in the F&B event industry in the Middle East.<br>Submit Company Profile reflecting length of relevant experience: <ul style="list-style-type: none"> <li>• 6 years or more (20 points)</li> <li>• 3 – 5 years (15 points)</li> <li>• Below 3 years (10 points)</li> </ul> | 20          |
| <b>2. Network in the Middle-East</b><br>The company must be able to submit a list of media and food industry contacts in the Middle-East <ul style="list-style-type: none"> <li>• Send photos and profiles (20 points)</li> <li>• Absence of profiles (0 point)</li> </ul>  | 40          |
| <b>3. Availability of Food Demo/ Sampling Equipment and Set-Up</b><br>The company should be able to provide a list of the food demo/ sampling equipment, set-up and materials. <ul style="list-style-type: none"> <li>• Send list of equipment with photos. (20 points)</li> <li>• Send list of equipment only. (10 points)</li> </ul>        | 20          |
| <b>4. Roster of Culinary Contacts</b><br>The company must be able to submit a list of prospective culinary personalities/ chefs for the event. <ul style="list-style-type: none"> <li>• Send photos and profiles (20 points)</li> <li>• Absence of profiles (0 point)</li> </ul>  | 20          |
| <b>TOTAL</b>  | <b>100</b>  |

The passing score is 85 points.

## 5. EVALUATION

The bidding for the Hiring of F&B Event Organizer shall be carried out through **Negotiated Procurement**.

## 6. PERIOD OF ENGAGEMENT

The engagement of the F&B Event Organizer will be for the period of November to December 2019.

## 7. BUDGET

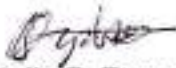
Hiring of F&B Event Organizer for the FoodPhilippines events in connection with the 2019 launch of Philippines' Participation in EXPO 2020 DUBAI has a total budget of **PHP 1,000,000.00** (inclusive of taxes).

### 8. PAYMENT TERMS

The indicative payment scheme is as follows:

| Deliverables  | % of Payment |
|---|--------------|
| Upon submission of concept and menu for the FoodPhilippines food sampling and cooking demo activities | 15%          |
| Upon submission of proof of booking of required manpower, materials/ equipment, supply, etc.          | 35%          |
| Upon accomplishment and completion of all the required Scope of Services as indicated herein          | 50%          |
| <b>Total</b>  | <b>100%</b>  |

Prepared by:



**Q. Cristalle P. Bernardo**  
STIDS

Noted by:



**Eva Marie C. Mariquina**  
OIC- OG2 - OTF

Recommending Approval:



**Ma. Lourdes D. Mediran**  
Supervising DED, OG 2

Approved by:



**Paulina Suaco-Juan**  
Executive Director