

**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-2020-0174

**REQUEST FOR QUOTATION**  
**(NEGOTIATED PROCUREMENT – SMALL VALUE PROCUREMENT)**

The Center for International Trade Expositions and Missions (CITEM) invites all interested parties to submit quotation for:

**HIRING OF CONTENT PRODUCER FOR FOOD PHILIPPINES 2021  
OVERSEAS TRADE FAIRS THEMATIC VISUALS**

*(Please see attached Request for Quotation Form for more details.)*

Approved Budget	: <b>PHP 900,000.00</b>
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: <b>07 December 2020, 05:00PM</b>
Opening of Bids	: <b>10 December 2020, 02:00PM</b>

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. The BAC Secretariat may be reached through email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph) for request of these links.

The *Notice of Award* shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, submitted in an enclosed, sealed and properly labeled envelope or compressed folder:

*Eligibility Documents (1st Envelope / Compressed Folder)*

**1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration**

*Expired Mayor's permit with Official Receipt of renewal application shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.*

**2. Valid PhilGEPS Registration Number (evidenced by a certificate or screen shot)**

*PhilGEPS Certificate of Platinum Membership may be submitted in lieu of Mayor's Permit and PhilGEPS Registration Number.*

**3. Latest Income/Business Tax Return**

**4. Notarized Omnibus Sworn Statement**

*Unnotarized Omnibus Sworn Statement subject to compliance therewith after award of contract before payment shall be accepted as alternate documentary requirement during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.*

**5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable**

*Unnotarized Special Power of Attorney or Unnotarized Secretary's Certificate or Board/Partnership Resolution are likewise accepted in accordance with ARTA Advisory No. 01 series of 2020 on the Advisory for the Adoption of Fast-Track Measures during the COVID-19 State of Calamity.*

*Financial Bid (2nd Envelope / Compressed Folder)*

- **Quotation using the attached Request for Quotation (RFQ) Form duly signed by the authorized representative.**

*Qualitative Evaluation Documents (3<sup>rd</sup> Envelope / Compressed Folder)*

- **High quality portfolio with a minimum of (20) sample photos for product photography and stylized and action shot photography in the field of food photography and others through online submission.**
- **List of equipment with specifications that the photographer/s or company possess and intend to use in executing CITEM photography requirements.**
- **Photographers/company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended (e.g. photos used in publications, print material and digital platform).**

Bidders shall submit these documents, on the above stated date and time, either on the following:

- a. Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- b. As highly encouraged, submission to the BAC Secretariat through online at [citembac@citem.com.ph](mailto:citembac@citem.com.ph). A password protection may be inflicted in the compressed folders to ensure security of the documents. The password must be disclosed an hour before the date and time of the Opening of Bids indicated above.

CITEM-BAC reserves the right to reject any or all bids disadvantageous to, waive any formality or accept such bids as may be considered advantageous to the government. Further, CITEM-BAC assumes no obligation whatsoever to compensate or indemnify the bidders for expenses or losses that may be incurred in participating in this bidding.

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. (02) 8-831-2201 local 309/294 or email at [citembac@citem.com.ph](mailto:citembac@citem.com.ph).

  
**ATTY. ANNA GRACE I. MARPURI**  
Chairman, Bids and Awards Committee



**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
 Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City  
 Tel.: (632) 8-831-2201 local 309/294 E-mail: [citembac@citem.com.ph](mailto:citembac@citem.com.ph)

CITEM.BAC.FR.009  
 REV 1



## REQUEST FOR QUOTATION

- Shopping with ABC of Php 50,001 and above       Small Value Procurement with ABC of Php 50,001 and above  
 Lease of Real Property and Venue       Others: \_\_\_\_\_

Date: 02 December 2020

Company Name: \_\_\_\_\_

RFQ No.: 2020-0174

Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

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.

Pre-bid Conference: _____ n/a _____	Time: _____ n/a _____	Venue: _____ n/a _____
Schedule of Opening of Bids: <u>10 December 2020, Thursday</u>	Time: <u>2:00PM</u>	Venue: <u>ZOOM</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<b>HIRING OF CONTENT PRODUCER FOR FOOD PHILIPPINES 2021            OVERSEAS TRADE FAIRS THEMATIC VISUALS</b> <i>Please see attached Terms of Reference for more details.</i>		
.....				
<b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 900,000.00</u></b>				
<b>DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL            BID AND QUALITATIVE EVALUATION DOCUMENTS:</b> <u>07 December 2020, Monday, 05:00PM</u>				

**Terms and Conditions:**

- 1) Delivery period: \_\_\_\_\_ working days upon acceptance of Purchase/Job Order.
- 2) Bid price must be **Inclusive of Value Added Tax**.
- 3) Payment will be processed after receipt of invoice. Other terms of payment will be based on the Contract agreed by the Purchaser and Supplier.
- 4) Any alterations, erasures or overwriting shall be valid only if they are signed or initialed by the bidder or his/her authorized representative.
- 5) Required documents, if any, must be submitted within 3 Days after receipt of notice.

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 I. 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): \_\_\_\_\_

Email: \_\_\_\_\_

## Omnibus Sworn Statement (Revised)

*[shall be submitted with the Bid]*

REPUBLIC OF THE PHILIPPINES )  
CITY/MUNICIPALITY OF \_\_\_\_\_ ) S.S.

### AFFIDAVIT

I, [Name of Affiant], of legal age, [Civil Status], [Nationality], and residing at [Address of Affiant], after having been duly sworn in accordance with law, do hereby depose and state that:

1. *[Select one, delete the other:]*

*[If a sole proprietorship:]* I am the sole proprietor or authorized representative of [Name of Bidder] with office address at [address of Bidder];

*[If a partnership, corporation, cooperative, or joint venture:]* I am the duly authorized and designated representative of [Name of Bidder] with office address at [address of Bidder];

2. *[Select one, delete the other:]*

*[If a sole proprietorship:]* As the owner and sole proprietor, or authorized representative of [Name of Bidder], I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached duly notarized Special Power of Attorney;

*[If a partnership, corporation, cooperative, or joint venture:]* I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached [state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)];

3. [Name of Bidder] is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. [Name of Bidder] is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;

6. *[Select one, delete the rest:]*

*[If a sole proprietorship:]* The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical

Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a partnership or cooperative:]* None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a corporation or joint venture:]* None of the officers, directors, and controlling stockholders of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. *[Name of Bidder]* complies with existing labor laws and standards; and
8. *[Name of Bidder]* is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
  - a. Carefully examining all of the Bidding Documents;
  - b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
  - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
  - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.
9. *[Name of Bidder]* did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.
10. **In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.**

IN WITNESS WHEREOF, I have hereunto set my hand this \_\_ day of \_\_, 20\_\_ at \_\_\_\_\_, Philippines.

*[Insert NAME OF BIDDER OR ITS AUTHORIZED REPRESENTATIVE]*

*[Insert signatory's legal capacity]*

Affiant

**[Jurat]**

*[Format shall be based on the latest Rules on Notarial Practice]*

**TERMS OF REFERENCE**  
**HIRING OF CONTENT PRODUCER FOR FOOD PHILIPPINES 2021 OVERSEAS**  
**TRADE FAIRS THEMATIC VISUALS**  
**January 2021**

**I. RATIONALE:**

The Center for International Trade Expositions and Missions (CITEM) is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions, and other export promotional programs. For this purpose, the Agency organizes professionally-managed signature events held locally, as well as participation in international trade fairs.

For over 35 years, CITEM has established the country's image as a premier destination for quality export products and services and continues to set the highest standards of creativity, excellence and innovation to achieve export competitiveness in the international market.

With digital marketing as part of CITEM's thrust for 2021, content marketing is a vital aspect in executing the agency's project. This new perspective in export promotion starts via well-packaged and professionally produced and designed promotional collaterals, and ends in a 24/7 digital platform. With this new shift in promoting the Philippines as a brand, it is vital to invest in visual materials that will captivate multiple markets with various mindsets and interests, and capture their limited attention through effective advertising.

Aiming to enhance the Food Philippines as a brand, the Visual Design Division is developing a set of thematic photographs with a market-centric approach. Catering to five specific audiences targeted by Food Philippines (Halal, Specialty Food, Healthy/Natural and Organic), specific branding strategies are developed to carefully and effectively promote the selling proposition of the Food Philippines brand. This requires five distinct visual approaches across all Food Philippines branding materials for graphic design and application, exhibitions, including website graphics and social media campaigns. The goal is to pique the interest and buying impulse of various audiences. These branding images shall also set the parameters in conducting photography requirements for Food Philippines 2021.

In 2021, Food Philippines is also target to become a multi-sector promotional platform that will soon promote the creative Industry, a growing sector that works closely with the food sector in promoting food products and items in the global scene through packaging and graphic design.

In the spirit of consistency and urgency, and, likewise, addressing the timetable of overseas trade fairs under the CITEM Work program, the Visual Design Division aims to collaborate with a Content Producer who has an encompassing expertise in the field of concept implementation, branding, graphic and print design, and image treatment and generation, with concentration in creative branding, image branding, and photography.

**II. OBJECTIVE:**

To hire a content producer who has the capacity to curate, style and capture images/photographs that will communicate Food Philippines 2021 thematic messages.

(Thematic message: promote specific Premium 7 and Rising Stars products to strategic markets. Strategic markets include Halal, Specialty Food, Healthy/Natural and Organic)

**III. METHODOLOGY**

The following steps shall be adopted by Visual Design Division for the procurement of the service provider for Content Producer for the 2021 international participation in food related events.

1. The procurement for the service provider shall be bid out using the quality method of procurement;
2. Bidders, who passed the pre-bidding requirements, shall be elevated to the qualitative mode of procurement;

3. Only the bidders who passed the qualitative assessment with a score of 85% shall be allowed to submit their financial bid;
4. A deduction shall be imposed on below par performance which will constitute delay in delivery, poor execution of work, substandard quality of services or non-compliance delay in delivery, substandard quality of services or non-compliance with the project outputs as indicated in these terms of reference resulting in a fair to poor performance rating.
5. Winning bidder shall coordinate closely with Visual Design Division and Operations Group 2 for the onsite photography requirements.

**III. PERIOD OF ENGAGEMENT**  
January 2021

**IV. SCOPE OF WORK & OUTPUT**

1. Conceptualize (4) treatments that appeal to the Halal, Specialty food, and Healthy/Natural and Organic markets, in collaboration with the Visual Design Division.
2. Generate (4) four sets of images. Total number of photos: 160  
Photos shall consist of the following:

**HALAL** (each sector will feature 10 products, shot list will be provided by CITEM) Each product shall consist of the ff:

- Action shot/Product with model – at least 2 layouts each
  - Food stylized photo –at least 2 layouts each
- Total: 40 photos

**Specialty Food** (each sector will feature 10 products, shot list will be provided by CITEM) Each product shall consist of the ff:

- Action shot/Product with model – at least 2 layouts each
  - Food stylized photo –at least 2 layouts each
- Total: 40 photos

**Healthy/Natural and Organic** (each sector will feature 20 products, shot list will be provided by CITEM) Each product shall consist of the ff:

- Action shot/Product with model – at least 2 layouts each
  - Food stylized photo –at least 2 layouts each
- Total: 80 photos

**TOTAL PHOTOS: 160**

**V. RESPONSIBILITIES OF THE SERVICE PROVIDER/S or SUPPLIER**

1. Content Producer shall report directly to the Visual Design Division;
2. Ensure the full satisfactory compliance of the scope of work and the delivery of the outputs stipulated in this project;
3. Must be knowledgeable in Food Photography, Food Styling and action shots (portrait and modeling)
4. Venue or studio with complete lighting equipment should also be provided by the hired Content Producer
5. All props and set design should reflect the approved treatments.

6. Content Producer shall hire models/costume designer for action shots.
7. Content Producer has to submit two (2) post-processed photos of each REQUIRED shots. (To be included in the 1TB portable hard drive).
8. Content Producer shall deliver their edited/post-processed photos and other requirements, 20 working days after the the last photo session.

#### **VI. RIGHTS AND RESPONSIBILITIES OF CITEM**

1. CITEM shall provide all the ingredients and products to the supplier that are needed in the photography shoot
2. Host a pre-production meeting that will finalize shot list, styling pegs, model options, production design options and other production elements.
3. Have exclusive ownership of all images/concepts created or developed by reason of this engagement/contract; and
4. Right to penalize, if deemed necessary, or deduct the contract price if violations are incurred, such as delay in delivery, quality of service, or non-compliance to the project outputs, among others.

#### **VII. MINIMUM QUALIFICATIONS STANDARD**

1. Compliant with the requirements of CITEM's Bids and Award Committee (BAC), in reference to government procurement or Republic Act 9184.
2. Has been in the line of business of photography for more than (5) years and with a good track record with clientele in photography.
3. Has the expertise in the respective field of product photography, food styling and with an eye for capturing photos with high visual impact at minimal given direction.
4. Possession/Usage of the following equipment:
  - i. Professional Digital SLR Camera, with at least 24 megapixel CMOS Sensor Digital SLR;
  - ii. Wide, Normal and Zoom lens;
  - iii. Tripod and a set of studio lights and modifiers (softboxes, scrims, grids etc.) white and various colored backgrounds seamless paper background at least 6 ft. wide on stands for shooting big products like furniture, sculptures, etc.
  - iv. Light meter & wireless transmitter.
5. Has competent and technically-equipped assistant/s in photography.
6. Has a good standing in CITEM from previous projects.

#### **VIII. EVALUATION SYSTEM**

1. Interested bidders shall undergo a qualitative mode of procurement. The Qualitative Evaluation (QE) shall be up made by an in-house panel composed of the CITEM division/department representatives.
2. For evaluation, the bidder shall provide the following:
  - i. High quality portfolio with a minimum of **(20) sample photos for Product Photography and Stylized and action shot photography** in the field of food photography and others through online submission.

- ii. List of equipment with specifications that the photographer/s or company possess, and intend to use in executing CITEM photography requirements.
  - iii. Photographers/Company background with a profile of its clients (with contact person) within the last five (5) years. Samples of client usage is highly recommended. Eg. Photos used in publications, print material and digital platform.  
**(Bidders who failed to submit portfolio and other requirements, shall not be included in the qualitative evaluation)**
3. Only bidders who passed the qualitative mode of procurement with the score of 85% shall submit the bid documents

**IX. SELECTION CRITERIA**

<b>Document Required</b>	<b>Statement of Compliance</b>
<b>TECHNICAL EXECUTION</b>	<b>60 POINTS</b>
Portfolio Samples: Submit at least twenty (20) <b>sample photos for Product Photography, Stylized and action shot photography</b> (as proof of expertise of the creatives mostly on Food Photography) which the bidder will subcontract during the project implementation. Samples will be evaluated according to:	
Product Photography (Focal Point, Highlights, Shadows, and Exposure) <b>30 POINTS</b>	
Stylized and Action shot (with models) photography (Composition, Clarity, Cleanliness, and Details) <b>30 POINTS</b>	
<b>MINIMUM EQUIPMENT REQUIREMENTS</b>	<b>20 POINTS</b>
Submit a <b>specs list of equipment</b> their photography teams will use during the photoshoot. Must comply minimum requirement:  1) Professional <b>Digital SLR cameras</b> , with at least 24-megapixel full frame CMOS sensor; 2) Standard <b>equipment/accessories of tripod and external off-cam flash/es</b> <b>20 POINTS</b>	
<b>CLIENTELE</b>	<b>20 POINTS</b>
<b>Submit a list of clients</b> as proof of expertise in handling projects for local and international audiences. <b>20 POINTS</b>	
<b>GRAND TOTAL</b>	<b>100 POINTS</b>

**Bidders with an average of 85 and above points in the QE shall qualify for the Financial Bid. The responsive Financial Bid shall be considered the Official Photographer for this requirement.**




**X. TOTAL ALLOTTED BUDGET:**  
Nine Hundred Thousand Pesos (**Php 900,000.00**) inclusive of VAT.

**PREPARED BY:**

  
**MARIA PATRICIA P. BAGULBAGUL**  
Creative Arts Specialist III  
Visual Design Division

**RECOMMENDING APPROVAL:**

  
**EVA MARIE MARIQUINA**  
Division Chief, Operations Group 2

  
**CHARLES AAMES BAUTISTA**  
Department Manager, CCSD

**APPROVED BY:**

  
**PAULINE SUACO-JUAN**  
Executive Director

