

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-2020-0175

**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 MULTIMEDIA PRODUCTION COMPANY FOR CITEM CORPORATE AVP**  
(Please see attached Request for Quotation Form for more details.)

Approved Budget	:	<b>PHP 850,000.00</b>
Pre-Bid Conference	:	<b>10 December 2020, 02:00PM</b>
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	<b>14 December 2020, 05:00PM</b>
Opening of Bids	:	<b>17 December 2020, 10:00AM</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)*

- **Company Portfolio**
- **Work Samples (demo reel or noteworthy output, such as audio-visual presentations, narratives, documentaries, advertisements, and other multimedia marketing collaterals)**

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 maybe 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.: 2020-0175

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.

<b>Pre-bid Conference:</b> <u>10 December 2020, Thursday</u>	<b>Time:</b> <u>2:00PM</u>	<b>Venue:</b> <u>ZOOM</u>
<b>Schedule of Opening of Bids:</b> <u>17 December 2020, Thursday</u>	<b>Time:</b> <u>10:00AM</u>	<b>Venue:</b> <u>ZOOM</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1		<b>HIRING OF MULTIMEDIA PRODUCTION COMPANY FOR            CITEM CORPORATE AVP</b>  <i>Please see attached Terms of Reference for more details.</i>  .....  <b>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 850,000.00</u></b>  <b>DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL            BID AND QUALITATIVE EVALUATION DOCUMENTS:</b> <u>14 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]*

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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 (TOR)**  
**HIRING OF MULTIMEDIA PRODUCTION COMPANY**  
**FOR CITEM CORPORATE AVP**

**I. BACKGROUND**

The Center for International Trade Expositions and Missions (CITEM), the export promotion arm of the Department of Trade and Industry (DTI), is mandated to promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs, missions and other marketing initiatives. The Agency organizes professionally managed and locally held signature events as well as international trade fair participation in key cities worldwide.

CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities. For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

**II. RATIONALE**

As CITEM continues to provide added services to the export sectors that it caters by keeping up with the latest technology and trends, the agency spearheads setting up Digital Trade Community Platforms (DTCP) for IFEX Philippines NXTFOOD ASIA and FOODPhilippines for the food and beverage industry, Manila FAME for the home, fashion and lifestyle industry, CREATE Philippines creative industry and Sustainability Solutions Expo (SSX) for the sustainability industry.

Putting up these DTCPs are part of CITEM's initiatives to build an online community for interaction, information exchange, research insights, content production, content curation, social media integration and revenue generation. Other CITEM digitization efforts include strengthening its social media platforms, email promotions and online client servicing.

Moving forward, CITEM wants to update its AVPs to capture and promotion its digitization initiatives. However, the current set up of CITEM under the Communications and Creative Services Department (CCSD) does not have a full-blown video production and editing team that can produce a Corporate Audio-Visual Presentation (AVP). This predicament presents the need for CITEM to outsource its AVP requirements to a qualified Multimedia Production Company which has the manpower, technical expertise and the capabilities to make new AVPs for CITEM.

**III. OBJECTIVES**

The AVP is eyed to be a tool to hype CITEM's digitization efforts which should be relevant for a three-year period. The AVP should be developed using photo images, motion graphics, animation, voice narration or online interviews, among others, from the archive of CITEM and the service provider without any ground shoots or factory visits. It should also be conceptualized with the following purpose:

- **PROMOTE** CITEM's digital thrust and transformation, which includes introducing its new Digital Trade Community Platforms (DTCP).
- **INFORM** CITEM stakeholders on how they can leverage on CITEM's digital initiatives
- **ENGAGE** CITEM stakeholders into using, contributing, and signing up on CITEM's new DTCPs

#### IV. PERIOD OF ENGAGEMENT

The service firm shall be contracted within a period of four (4 months) after Notice of Award has been issued.

#### V. DELIVERABLES AND SCOPE OF WORK

The Multimedia Production Company shall come up with a full blown CITEM corporate AVP with motion graphics for SSX with the following video iterations:

- 1 CITEM AVP Mother Video (2 minutes max) with 30-sec short version
- 1 Video on Food and Beverage Industry (1 minute – 45 sec) with 10-sec supercut
- 1 Video on Home and Fashion Industry (1 minute – 45 sec) with 10-sec supercut
- 1 Video on Creative Industry (1 minute – 45 sec) with 10-sec supercut
- 1 Video on Sustainability Industry (1 minute – 45 sec) with 10-sec supercut
- Provision of stock images/videos on Sustainability and Creative Industry

The Multimedia Production Company is expected to adhere on the following phases of video production:

<b>Milestone</b>	<b>Date</b>
CITEM Briefing about Requirement	1 week after issuance of Notice to Proceed
Submission of Storyboard	1 month after briefing
Submission of Mother Video	2 months after briefing
Submission of videos for the Food and Beverages and Home and Fashion Industries	3 months after briefing
Submission of videos for the Creative and Sustainability Industries	4 months after briefing

The Multimedia Production Company must submit to CITEM its accomplished material and raw multimedia assets in a 1-TB hard drive.

#### VI. QUALITATIVE AND TECHNICAL EVALUATION

CITEM will conduct a procurement process in accordance with RA 9184. To fully satisfy and so as not to compromise the quality of the requirements, a qualitative evaluation is necessary in the selection process.

A Technical Working Group will be assigned to evaluate the interested bidders using the following criteria:

<b>QUALITATIVE BID (90% passing score)</b>	<b>Requirements</b>	<b>POINTS</b>
<b>i. Proof of Services Offered (20 points)</b> <ul style="list-style-type: none"><li>• Company Profile - +10 pts</li><li>• Demo Reel - +10 pts</li></ul>	Company Portfolio	20 points

<b>ii. Production Experience and Credentials (40 points)</b> <ul style="list-style-type: none"> <li>• Proof of previous or ongoing engagement with creative agencies and/or film productions - +20 pts</li> <li>• Capacity to produce different types of projects (i.e. Narrative, Documentary, Events) +20 pts</li> </ul>		40 points
<b>iii. AVP Production Quality (40 points)</b> <ul style="list-style-type: none"> <li>• Quality of submitted work samples in terms of Direction, Cinematography, Video Editing, Motion Graphics and Sound Design - +40 pts</li> </ul>	Work samples* (demo reel, audio-visual presentations or other video collaterals)	40 points
<b>Total</b>		<b>100</b>

\*Sample submission can either be through a universal serial bus (USB) hardware or by providing links to online portfolio or video channel that contains the video materials.

Only the bidder/s with a passing score of 90 points shall proceed with the opening of the Financial Bid. The contract shall be awarded to the lowest calculated and responsive bidder.

## VII. RESPONSIBILITIES OF THE SERVICE PROVIDER

1. To conduct an alignment and coordination meeting with CITEM representatives on/before two (2) working days after the issuance of job order (JO).
2. Submit an AVP outline proposal with storyboard, key visuals, production timeline and breakdown of expenses, subject to the approval of CITEM Management. The proposal must be submitted on/before ten (10) working days after the service provider received the visual assets from CITEM to make the AVP.
3. To edit and modify all and each of the multimedia material produced during the period of engagement up to three (3) maximum number of revisions with no cost to CITEM.
4. To handle and shoulder all the necessary logistical requirement and expenses of its own production staff in conducting meetings and post-production activities with no cost to CITEM.
5. To efficiently and effectively implement the scope of work/deliverables and ensure, at least, a very satisfactory delivery of the deliverables stipulated/required;

## VIII. RESPONSIBILITIES OF CITEM

1. To coordinate with and assist the service provider/contractor in facilitating access to all production locations, if needed; This includes turning over the relevant visual assets to the service provider to make the AVP.
2. To exclusively keep the rights and ownership of all materials produced by reason of this engagement/contract; and to penalize, if deemed necessary or deduct from the contract price if violations are incurred, such as delay in delivery, reduction in quality of service or non-compliance to the project guidelines, among others.

## IX. PAYMENT TERMS

The expenses shall be charged to Institutional Promotions – Corporate Communications (IP CorpComm) budget with a total budget allotment of Eight Hundred Fifty Thousand Pesos (PHP 850,000.00), inclusive of all applicable taxes, commissions, bank charges and other fees as may be incurred in the process. The payment scheme is as follows:

Output/Milestone	Payment Schedule	Payment %
Approval of AVP Concept and Storyboard with shoot timeline	Thirty (30) working days after submission of out.	30%
Turnover of long-form and short-form mother video.		30%

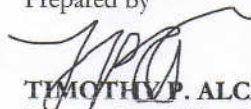


Turnover of industry-focus iterations and raw multimedia assets.	40%
Total	100%

## VII. OTHER TERMS AND CONDITIONS

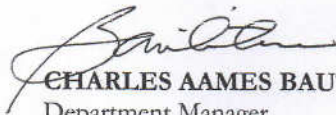
1. All multimedia content and original materials conceptualized and produced in conjunction with this AVP shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally.
2. Requirements in the contract that were not implemented for whatever reason shall also be revised or modified by the winning agency and at no cost on the part of CITEM and for the purpose of modifying said segment(s) for future implementation.
3. Should CITEM find cause to rescind or terminate the campaign, CITEM may negotiate the contract starting with the second lowest calculated/highest rated bidder for the project, in consideration of the bidder's original bid price. If the negotiation fails again and in cases where there are no other bidders, a shortlist of at least (3) eligible agencies shall be invited to submit their bids, and negotiation shall be made starting with the lowest calculated/highest rated bidder.

Prepared by



**TIMOTHY P. ALCANTARA**  
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Communications Management Division

Recommended by



**CHARLES AMES BAUTISTA**  
Department Manager  
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Noted by



**MARIA LOURDES D. MEDIRAN**  
Deputy Executive Director

Approved by



**PAULINA SUACO-JUAN**  
Executive Director