

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-2020-0184

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 PHOTOGRAPHER AND VIDEOGRAPHER FOR
VALUE FOOD INNOVATION PROGRAM (VFIP) NXTFOOD ASIA 2021**
(Please see attached Request for Quotation Form for more details.)

Approved Budget	:	PHP 980,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	14 December 2020, 12:00NN
Opening of Bids	:	15 December 2020, 10:00AM

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 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 (3rd Envelope / Compressed Folder)

- 1. High quality portfolio with a minimum of (20) sample photos for product photography and videography in the field of food photography and others through online submission.**
- 2. List of equipment with specifications that the photographer/s and videographer/s or company possess and intend to use in executing CITEM requirements.**
- 3. Photographers/Videographer's 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 and videos 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. 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.


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

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: 09 December 2020

Company Name: _____

RFQ No.: 2020-0184

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: <u>n/a</u>	Time: <u>n/a</u>	Venue: <u>n/a</u>
Schedule of Opening of Bids: <u>15 December 2020</u>	Time: <u>10:00AM</u>	Venue: <u>ZOOM</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		HIRING OF PHOTOGRAPHER AND VIDEOGRAPHER FOR VALUE FOOD INNOVATION PROGRAM (VFIP) NXTFOOD ASIA 2021 <i>Please see attached Terms of Reference for more details.</i> APPROVED BUDGET FOR THE CONTRACT: <u>PHP 980,000.00</u> DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID AND QUALITATIVE EVALUATION DOCUMENTS: <u>14 December 2020, 12:00NN</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: _____

TERMS OF REFERENCE:

HIRING OF PHOTOGRAPHER AND VIDEOGRAPHER

FOR VALUE FOOD INNOVATION PROGRAM (VFIP) NXTFOOD ASIA 2021

Period of Engagement: December 2020 – May 2021

BACKGROUND	<p>The Value Food Innovation Program (VFIP) is one of CITEM’s post-COVID recommended programs to support Philippine food MSME’s in their recovery process, as they move towards the New Normal.</p> <p>Value Food Innovation refers to creating new products that deliver value and based on current consumer preferences or needs (e.g. healthier food, reduced food waste, value-for money, high nutrient density, convenient food for in-home dining, etc.).</p> <p>Anchoring the program concept from the Partner Region Program (PRP) of CITEM’s banner event for food – IFEX Philippines NXTFOOD Asia, the VFIP shall be a comprehensive and integrated assistance program for the development and promotion of new food products of Philippine SMEs.</p> <p>The PRP model is a multi-faceted intervention program which aimed to jump-start growth of identified/nominated food producers and processors in the food business from a featured region or city. As a strategic approach, the VFIP shall adapt the PRP model, wherein it shall focus on a specific geographical milieu, and for purposes of ease of coordination and movement, especially with the current issues on travel restrictions.</p> <p>Taking into consideration the proximity to the National Capital Region (NCR), and its wide contribution to at least 40% of the country's total manufacturing food supply, CALABARZON or Region 4A, is pre-identified to be the pilot regional partner of this Program. Other adjacent localities, as may be deemed appropriate may also be tapped for synergy purposes in terms of availability of resources.</p> <p>The VFIP aspires to showcase the country’s edge in developing innovative food products by working on a core team of select food MSME’s who are willing to undertake an 8-month long developmental program that includes R&D, standard and product testing, consultancy assistance in the areas of manufacturing and processing, labelling and packaging development, pricing and costing, business planning, market testing, and content marketing.</p> <p>The Value Food Innovation Program culminates to a product launch in IFEX Philippines NXTFOOD Asia in May 2021.</p>
OBJECTIVES	<p>The COVID crisis created an enormous shake to the global supply and demand, hence, the program aims to:</p> <ol style="list-style-type: none">1. To create and promote innovative and value food products that are adaptive to consumer preference;2. To improve access to market of Philippine exporting MSME’s with the development of new food products;3. To facilitate capacity-building of the MSME’s participants with technology and knowledge transfer derived from the program;4. To enable the participants grow and compete in the global market; and5. To increase the “jobs-to-be-done in many areas of the food value chain and generate higher economic activity.

COMPONENTS	<p>The program will be divided into three components namely:</p> <ol style="list-style-type: none"> 1. Scanning of resources. This will involve sourcing of raw materials, the selection of products and companies (private sector proponents to be included in the program). 2. Integrated Assistance and Intervention. Products to undergo multi-level phase in innovation and development, which will include R&D, consultancy in food manufacturing, product testing, shelf-life analysis, health claims, and product registration and/or certification. 3. Promotion - Market Testing and Product Launch. The products will have its launch and aggressive promotion in all marketing platforms in target local and international buyers, media and general public. The products will have its official launch through a special showcase in IFEX PHILIPPINES NXTFOOD Asia, followed by market testing in CITEM-organized Philippine participation
PROJECT DURATION	December 2020 – May 2021 or Upon Notice to Proceed to May 2021
CONCEPT/ THEME:	<u>VALUE FOOD as the Next New Thing in Philippine Food</u>
METHODOLOGY	<p>The following steps shall be adopted by Visual Design Division for the procurement of the service provider for Value Food Innovation Program NXTFood Asia 2021.</p> <p>The procurement for the service provider shall be bid out using the quality method of procurement;</p> <ol style="list-style-type: none"> 1. Only the bidders who passed the qualitative assessment with a score of 85% shall be allowed to submit their financial bid; 2. 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 with the project outputs as indicated in these terms of reference resulting in a fair to poor performance rating. 3. Winning bidder shall coordinate closely with Visual Design Division and Operations Group 2 for the photography and video requirements.
TARGET AUDIENCE	<ol style="list-style-type: none"> 1. Both international and domestic trade buyers and influencers from the major markets of the Philippines for export trade and services. 2. CITEM exporters and aspiring MSME's. 3. Food Critics, Food Vloggers and Chefs
SCOPE OF WORK and SCHEDULE OF REQUIREMENTS	<p>PHASE 1: VIRTUAL MEETINGS WITH CITEM AND COORDINATION WITH THE PHOTOGRAPHER AND VIDEOGRAPHER FOR VFIP</p> <ul style="list-style-type: none"> • Align action plans, deadlines, and target dates of deliverables with the Photographer and Videographer; • Finalize list of exhibitors/participants • Submit a final timetable of activities to CITEM and to Photographer and Videographer <p>Timeline: After Notice to proceed – January 2020</p> <p>PHASE 2 : LOCATION SHOOT - PHOTOGRAPHY AND VIDEOGRAPHY SESSION <i>Photo document products and cover all activities/ interactions</i></p>

Photography Requirements

Product Shots per exhibitor (*Specific number of exhibitors shall be provided by CITEM*)

Note: 1 Product innovation per exhibitor

Total number of Companies: 20

1. Behind The Scenes of Production

- 5 photos of each company's production process and management

Total: 20 companies x 5 photos = **100 Photos**

2. Product Photos

- Provide at least five (5) drop out photos (.png) per product of the company.

The following photos are required:

1. Product Shots Only (2 layouts)
2. Product with Packaging (1 layout)
3. . Product Application or with Food Styling (1 layout)
4. . Omnibus (Various Product Group Photos) (1 layout)

Total: 20 companies x 5 photos = **100 Photos**

Timeline for Photography Requirements (*Can be changed due to availability of the progress of products of the exhibitors*)

January - February 2021 – 10 Exhibitors/Participants

March to April 2021 – 10 Exhibitors

Videography Requirements

Provide video stills/ coverage of the activities/interaction and environment shots

Documentation (Farm to Table)

1. Storyboard and Technical Script/Outline

1. one (1) For 30 Second Teaser Video
2. one (1) For maximum 5-Min Video

2. 30-Sec – Teaser video

1. 1080x1080 dimensions/ 1x1 aspect ratio
2. Animated slideshow
3. Peg/ Reference: <https://www.youtube.com/watch?v=PYrcqG8Z-jM>

3. Maximum 5-minute video

- May include interviews of CITEM Management and consultant
- May feature selected companies/products
- Supplier to present concept, script, storyboard and production treatment for approval

4. Production Plan

Once storyboards and technical scripts are approved, supplier will present production timetable and responsibility list.

5. Pre-production Meeting

A pre-production meeting will be held for both parties to agree on different production elements such as shot list, production design, props, logistics, etc.

Timeline for Videography Requirements (*Can be changed due to availability of the progress of products of the exhibitors*)

January - February 2021 30 sec -Teaser Video and Storyboard

March to April 2021 – Three (3) maximum 5 min-video

May 2021 – featured Brands and products in video

PHASE 3: Photo and Video Sharing

1. Submit all raw and unedited photos and videos

	<p>2. Submit edited photos with proper labels of the exhibitor/activity and edited</p> <p>3. Submit ALL requirements in 1TB Hard drive</p> <p>Timeline: May 2021</p> <p>NOTE TO THE SUPPLIER:</p> <ul style="list-style-type: none"> a. Schedule of Activities and factory visits shall be provided by CITEM b. Maximum of 5 companies per day of shoot c. 6 days of photo and video coverage for the whole duration of the project.
<p>MINIMUM QUALIFICATION STANDARDS FOR PHOTOGRAPHER AND VIDEOGRAPHER</p>	<ul style="list-style-type: none"> A. Works with a reliable network of seasoned photographers and videographers that can manage all the requirements of the project. B. Possession/usage of at least the following equipment/accessories: <ul style="list-style-type: none"> • Professional digital SLR camera, with at least 24-megapixel full frame CMOS sensor; • 3 sets of professional studio lights with modifiers/accessories (soft boxes, scrims, grids etc.); product table with white and various colored backgrounds, seamless paper background at least 6 ft. wide on stands for shooting big products like furniture, sculptures, etc.; and • At least 1 photographer with 2 support staff/assistants competent in studio photography. Additional crew/photographer are at the discretion of the service provider. <p>Has a portfolio and clientele that meet the CITEM technical requirements and international standards.</p> C. Has a good track record with CITEM or any government agency in the area of photography and videography services, for an international audience or for international marketing purposes. D. With expertise in food product and styling photography and videography with an eye for capturing photos and videos with high visual impact.
<p>RESPONSIBILITIES OF THE SUPPLIER</p>	<ul style="list-style-type: none"> 1. Reports directly to the Visual Design Division and Operations Group 2. 2. Efficiently and effectively implement the scope of work/coverage and ensure at least a very satisfactory delivery of the outputs stipulated/required. 3. Ensure the capability (in terms of equipment and personnel) to deliver the requirements. 4. Ensure the timely delivery of all the requirements 5. Attend and organize coordination meetings or assign a contact person to represent in physical, group, or virtual meetings. 7. Ensure that all revisions coordinated by the Visual Design Division and Operations Group 2. 8. Observe “New Normal” protocol which includes wearing of PPEs, SWAB/Antigen test of all the production staff and crew. 9. Submit all requirements in a 1TB Hard drive
<p>RESPONSIBILITIES OF CITEM</p>	<ul style="list-style-type: none"> 1. CITEM shall provide shot list and schedule of shoot to the supplier 2. Host a pre-production meeting that will finalize shot list, styling pegs, production design options and other production elements.

	<p>3. Have exclusive ownership of all images/concepts created or developed by reason of this engagement/contract; and</p> <p>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.</p> <p>5. Shuttle will be provided to the supplier for the whole duration of the shoot. <i>There will be (one (1) pick up and drop off point only for the CITEM staff and supplier.)</i></p>
<p>PAYMENT TERMS</p> <p><i>The winning bidder can bill CITEM using an output delivery payment scheme</i></p> <p><i>Please see equivalent amount per deliverables</i></p>	<p>PHASE 1: VIRTUAL MEETINGS WITH CITEM AND COORDINATION WITH THE PHOTOGRAPHER AND VIDEOGRAPHER FOR VFIP Timeline: After Notice to proceed – Dec 2020 Equivalent Amount: 10% of the Bidded Price</p> <p>PHASE 2 : LOCATION SHOOT - PHOTOGRAPHY AND VIDEOGRAPHY SESSION <i>Photo document products and cover all activities/ interactions</i></p> <p>Photography Requirements Product Shots per exhibitor (Specific number of exhibitors shall be provided by CITEM) <i>Note: 1 Product innovation per exhibitor</i></p> <p><u>Timeline for Photography Requirements</u> January - February 2021 – Behind the Scenes Production Equivalent Amount: 20% of the Bidded Price</p> <p>March – April 2021 – Product Photos Equivalent Amount: 20% of the Bidded Price</p> <p>Videography Requirements <i>Provide video stills/ coverage of the activities/interaction and environment shots</i> Documentation (Farm to Table) <i>Note: Photos and videos taken in-house (CITEM) prior to hiring of official photographer and videographer will also be shared for possible use</i></p> <p><u>Timeline for Videography Requirements</u> January - February 2021 – Storyboard Equivalent Amount: 10% of the Bidded Price</p> <p><u>March - April 2021 – 30-Sec – Teaser video</u> Equivalent Amount: 10% of the Bidded Price</p> <p><u>March - April 2021 –Maximum 5-Min Video</u> Equivalent Amount: 20% of the Bidded Price</p> <p>PHASE 3: Photo and Video Sharing <u>May 2021</u> Equivalent Amount: 10% of the Bidded Price</p> <p><i>NOTE: Schedule of Activities and factory visits shall be provided by CITEM</i></p>
<p>BUDGET</p>	<p>Nine Hundred Eighty Thousand Pesos (Php 980,000.00) inclusive of VAT</p>
<p>EVALUATION SYSTEM</p>	<ol style="list-style-type: none"> Interested bidders shall undergo a qualitative mode of procurement. The Qualitative Evaluation (QE) shall be made up by an in-house panel composed of the CITEM division /department representatives. For evaluation, the bidder shall provide the following:

	<p>i. High quality portfolio with a minimum of (20) sample photos for Product photography and Videography in the field of food photography and others through online submission.</p> <p>ii. List of equipment with specifications that the photographer/s and Videographer/s or company possess and intend to use in executing CITEM requirements.</p> <p>iii. Photographers/Videographer's 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 and videos used in publications, print material and digital platform. <u>(Bidders who failed to submit portfolio and other requirements, shall not be included in the qualitative evaluation)</u></p> <p>3. Only bidders who passed the qualitative mode of procurement with the score of 85% shall submit the bid documents</p>
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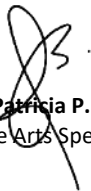
SELECTION CRITERIA

Document Required	Statement of Compliance
TECHNICAL EXECUTION	60 POINTS
Portfolio Samples: Submit at least twenty (20) sample photos for Product photography and Videography in the field of food photography and others through online submission. (as proof of expertise of the creatives mostly on Food Photography and videography) which the bidder will subcontract during the project implementation. Samples will be evaluated according to:	
Product Photography (Focal Point, Highlights, Shadows, and Exposure) 15 POINTS	
Stylized and Action shot (with models) photography (Composition, Clarity, Cleanliness, and Details) 15 POINTS	
Videography (Color Correct, Story line and Final Output quality) 30 POINTS	
MINIMUM EQUIPMENT REQUIREMENTS	20 POINTS
Submit a specs list of equipment their photography and videography teams will use during the location shoot. Must comply minimum requirement: 1) Professional Digital SLR cameras , with at least 24-megapixel full frame CMOS sensor; 2) Standard equipment/accessories of tripod and external off-cam flash/es 20 POINTS	
CLIENTELE	20 POINTS

<p>Submit a list of clients as proof of expertise in handling projects for local and international audiences. 20 POINTS</p>	
<p>GRAND TOTAL</p>	<p>100 POINTS</p>

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.

Prepared by:



Maria Patricia P. Bagulbagul
Creative Arts Specialist III

Recommending Approval



Charles Aames Bautista
Department Manager, CCSD



Rowena G. Mendoza
OIC – Department Manager, OG2

Approved by:



Pauline Suaco – Juan
Executive Director