Republic of the Philippines Department of Trade and Industry

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

Golden Shelf Pavilion, Roxas Blvd. Cor. Gil Puyat Ave., Pasay City

Solicitation No.: CITEM-2020-0067

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 ART DIRECTOR FOR THE PHILIPPINE PARTICIPATION IN FUORISALONE 2020

Approved Budget	:	PHP 600,000.00
Pre-Bid Conference	:	03 March 2020, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	:	06 March 2020, 05:00PM
Opening of Bid	:	10 March 2020, 02:00PM

The Notice of Award shall only be issued to the lowest calculated bidder who has complied with the following documentary requirements below, enclosed on a sealed and properly labeled envelope:

Eligibility Documents (1st Envelope)

- 1. Mayor's Permit for the current year or for individuals, BIR Certificate of Registration
- 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 or Business Tax Return stamped and received by BIR
- 4. Notarized Omnibus Sworn Statement
- 5. Notarized Special Power of Attorney, Notarized Secretary's Certificate or Board/Partnership Resolution for partnership, corporation, cooperative, or joint venture, whichever is applicable

Financial Bid (2nd Envelope)

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

Qualitative Evaluation Documents (3rd Envelope)

- · Portfolio indicating the following:
 - o relevant work experience in content creation/production
 - o relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials
- Content portfolio created / produced / published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals, specifying media formats used, and the respective quantities for each

Kindly submit these documents to the BAC Secretariat, CITEM, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time.

A payment of non-refundable fee of Five Hundred Pesos (Php 500.00) may be paid at the CITEM Cashier Office for the bidding documents.

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

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Date Submitted Signature over printed name of the Authorized Company Representation											

TERMS OF REFERENCE

Engagement of an Art Director Fuorisalone 21 -26 April 2020 Milan, Italy



I. EVENT BRIEF

Title of Events	Fuorisalone 2020
Dates	21 – 26 April 2020
Location	Brera Design District, Milan, Italy
Product Sector	Furniture/Lamps and Lighting/Home/Fashion
Pavilion Size	100sqm
Total Budget	Php 600,000.00 (inclusive of all taxes)

II. RATIONALE

CITEM shall organize the Philippines' participation in Fuorisalone 2020 in Milan Italy on 21 – 26 April 2020.

Fuorisalone is the set of events distributed in different areas of Milan on the same days when the Salone Internazionale del Mobile takes place. Every year, in April, Salone and Fuorisalone define the Milan Design Week, the most important event in the world of design.

Fuorisalone is not a fair, and does not have a unique organization office but, rather a spontaneous event, organized by individuals or group of companies, reunited under a common project. Studiolabo is the author of the platform of Fuorisalone specifically in the Brera Design District.

Since 2003, Fuorisalone, is the official guide to the event. It is a communication platform, which offers a support system to companies, agencies, private people or associations for the conception, creation and promotion of events during the Milano Design Week.

Thus, it becomes necessary to effectively communicate the launching of the participating brands to different design stakeholders in Europe through engaging the services of an Art Director.

The Art Director to be hired for Fuorisalone 2020 must be capable of crafting the art/creative/content direction to drive traffic, encourage engagement, and ensure audience retention. The consultant to be hired must also be capable of creating graphics that will complement the brands' identities and create a unifying brand logo to represent the Philippines' participation at the event. These graphics shall be used for all promotional platforms – print and online.

III. OBJECTIVES

- 1. To craft the art/creative direction needed to drive traffic, encourage engagement and ensure audience retention for the Philippine participation in Fuorisalone 2020;
- 2. To create original graphics, including logos to be used for digital and PR releases;
- 3. To promote the participating Philippine brands through content that are engaging, creative and informative.

IV. SCOPE OF WORK AND DELIVERABLES

MONTH	SCOPE OF WORK AND DELIVERABLES	TIMELINE					
	Fuorisalone 2020						
March - April	Art Direction/Creative Direction	Second week of March					
2020	 Photography (Art/Creative Direction and Production) of products for digital and PR purposes. 	Second week of March					
	3. Logo Design	3. Second week of March					
	Text Design on Glass/Walls	4. Second week of March					
	Lay-out/Design of E-cards (5)	Third week of March - April					
	Lay-out/Design of printed postcard/brochure for distribution	6. Third week of March – April					
	7. Lay-out/Design of press kit	7. 4 th week of March - April					

Note: Specifications/details/directions of the deliverables must be anchored on the approved concept/creative brief.

V. EVALUATION

For the Qualitative Evaluation, bidders will be assessed based on the following criteria:

For the Qualitative Evaluation, bidders will be assessed based on the	
CRITERIA	VALUE POINT
a. Experience with any government agency in work related content creation/production and publication.	
i. With government experience - 10 points	10
ii. With no government experience - 5 points	10
(Document required: Portfolio indicating relevant work experience content creation/production)	
 b. Quality of published content created/produced in various multi-me formats showing effective and optimized content that: 	edia
Leverage on visuals – photos, videos, illustrations, demonstrations, etc.;	
 Have takeaway messages that are clear, consistent, innovat and fresh, and 	tive,
 Have potential to generate online conversations and buzz, s "viral" interest 	pawn
(Document Required: Content Portfolio created/produced/publishe traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals.)	ed in
 c. Quantity and diversity of published content in various multi-media formats: 	20
i. At least three (3) published content - 5 points in video format	
ii. At least three (3) published content - 5 points in any of the following formats: long-form write-up, feature articles/advertorials, listicles, short bios	
iii. At least three (3) published content - 5 points in any of the following formats: blogs/vlogs	
iv. At least three (3) published content - 5 points other than online	

(Document Required: List of content created/produced and published in traditional, online, and social media channels, and/or applied in commercial marketing and promotional collaterals, specifying media formats used, and the respective quantities for each.)	
d. Experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials for at least 10 entities/brands/ companies:	25
i. Experience with 10 outfits or more - 25 points ii. Experience with less than 10 outfits - 0 points	
(Document required: Portfolio indicating relevant work experience in creating visual content using original photos/images, graphics, videos, infographics and other relevant materials)	
e. Knowledge of local and global trends and innovations in the home and fashion industry	20
(Evaluator to refer to the Content Portfolio submitted)	
TOTAL	100

Only those who receive a passing score of **85** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

VI. ESTIMATED BUDGET

Total Budget

- PHP 600,000.00 (inclusive of all taxes)

Procurement Mode

- Small Value Procurement

VII. CONDITIONS OF PAYMENT

The contracted firm shall be compensated Six Hundred Thousand Pesos (PHP 600,000.00) only, inclusive of taxes. Payment shall be processed based on the following terms:

50% upon submission of creative concept/photo artworks

50% upon satisfactory delivery of the remaining output commitments

Prepared by:

Noted by:

Marie Dominique M. Rustia

STIDS

Fashion Lifestyle Division

Anna Marie R. Alzona

Division Chief

Fashion Lifestyle Division

Recommending Approval:

Atty. Anna Grace Marpuri

OIC - Department Manager

Approved by:

Pa Ev

Paulina Suacb-Juan Executive Director

Operations 1