

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-2020-0102

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 PRODUCT INNOVATION DIRECTOR FOR
VALUE FOOD INNOVATION PROGRAM OF IFEX PH NXTFOOD ASIA**

(Please see attached Terms of Reference and Project Brief for more details.)

Approved Budget	: PHP 950,000.00
Pre-Bid Conference	: 10 September 2020, Thursday, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 14 September 2020, Monday, 05:00PM
Opening of Bids	: 15 September 2020, Tuesday, 02:00PM

Conduct of *Pre-Bid Conference and 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, subject to submission of Business or Mayor's permit after award of contract but before payment, shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020.

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

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)

- **Profile** that includes the following:
 - i. In-depth and highly technical knowledge in food formulation and processing, and in the creation and development of food products;
 - ii. At least combined 20 years of strong background and long experience in the local and international food business and food market, to include ingredients, cultures and people;
 - iii. Must have worked with DTI and/or government institutions for local and international audiences, in the area of product creativity and innovations for the promotion of Philippine products in the past 5 years;
 - iv. Strong ties with the food business community, both local and international;
 - v. Strong understanding of customer's needs in order to develop products to meet the market requirements or with acquired knowledge and exposure on international food culture and traditions on customer needs;
 - vi. Strong interpersonal skills in order to collaborate with research and development of marketing personnel and organizational stakeholders or have established network of contracts/dealings with varied levels of authorities and organizations/institutions

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

TERMS OF REFERENCE

HIRING OF PRODUCT INNOVATION DIRECTOR for the VALUE FOOD INNOVATION PROGRAM OF IFEX PHILIPPINES NXTFOOD ASIA 2021

I. RATIONALE

With the COVID-19 pandemic upending the global trade and economy, particularly the expected contraction of the Philippine economy for 2020 and the coming years, CITEM hopes for strong recovery of Philippine exports and intensifies its support to Philippine SMEs to build their resilience after the crisis.

Thus, through the roll out of **Value Food Innovation Program (VFIP)**, one of CITEM's post-COVID recommended programs for SMEs, innovative and improved food products--that deliver value, healthier, more convenient, generate minimal or no waste for disposal and pass the acceptable food quality and safety standards--would be developed with the promise of becoming the Philippines' next food export winners. Vis a comprehensive and integrated assistance program on the development and promotion of Philippine food products. This includes research & development, standards and product testing, labelling and packaging development, market testing, and content marketing and promotion.

The Agency brings its traditional approach to food product development projects to a whole new level with the **VFIP** that will leverage on the potentials of the Philippine food ingredients and food technology, within the framework of the food cultures of target buyers and consumers in the sophisticated markets in Europe, Americas, and Asia.

But to effectively implement the VFIP and develop specialty and healthy foods that would meet the post-COVID eating preference for food conscious and healthy activity, there is a need for a Product Innovation Director with extensive experience and judgment to plan and accomplish goals, and a strong background in the ingredients, cultures, and people of Europe and other target regional markets. He/She shall be responsible for leading the Program in research for new products, product enhancements and product redesign; and for evaluating the potential and practicality of products in the development with an underlying strength and orientation in commerciality. The end-goal of this program is to bring forward the new products to the local and international market through CITEM's IFEX Philippines NXTFOOD ASIA, and in the rest of CITEM-organized Philippine participation in food overseas fairs.

In close coordination with CITEM VFIP Project Team, the Product Innovation Director shall lead the critical stages in the product development phase with the selected VFIP companies and in cooperation with the Department of Trade and Industry (DTI) Regional Office, and the Department of Science and Technology (DOST).

II. OBJECTIVES

CITEM shall hire a Product Innovation Director in order for the program to achieve the following objectives:

1. Create and develop at least 10 innovative and value food products that are adaptive to the current preferences of both local and target international consumers/buyers;
2. Improve access to market of Philippine exporting-SMEs with the promotion of new food products via CITEM's traditional and online platforms;
3. Facilitate capacity-building of the SME-participants with technology and knowledge transfer derived from the Program;

4. Enable the SMEs to compete in the global market by delivering world-class Philippine value food products; and
5. Generate higher economic activity in many areas of the food value chain through the increased livelihood opportunities.

III. QUALIFICATION OF THE PRODUCT INNOVATION DIRECTOR

The Product Innovation Director to be hired:

- a. Must be a Filipino individual or company with an in-depth and highly technical knowledge in food formulation and processing, and in the creation and development of food products;
- b. Must have at least a combined 20 years of strong background and long experience in the local and international food business and food market, to include ingredients, cultures and people;
- c. Must have worked with DTI and/or other government institutions for local and international audiences, in the area of product creativity and innovations for the promotion of Philippine products in the past 5 years;
- d. Must have the willingness to adapt and be inter-active to the current high risk rehabilitation scenario
- e. Must have strong ties with the food business community, both local and international;
- f. Must have a strong understanding of customers' needs in order to develop products to meet the market requirements.
- g. Must have strong interpersonal skills in order to collaborate with research and development or marketing personnel and organizational stakeholders.; and
- h. Must be willing to work within the given budget and time for the project.

IV. SCOPE OF WORK OF PRODUCT INNOVATION DIRECTOR

1. Research for new products, product enhancements and product redesign; and lead the product innovation phase of the program
2. Formulate a product innovation plan for the Philippine food exporting companies
3. Be able to create and develop new food products that are healthy, uses any or combination of Premium 7*, Rising Stars*, and/or GI/Collective Mark* products, and are adaptive to the new normal market;
4. Identify the areas of intervention / product development assistance to be adopted/applied per company or per product, as may be applicable
5. Conduct appropriate one-on-one tutorial with the VFI proponents as an integrated part of the product innovation phase;
6. Oversee / Supervise and monitor the progress of the prototype development of new products by SME proponents; and
7. Evaluate the potential and practicality of products with an underlying strength and orientation in commerciality.

* Please see below for the list of product classification:

Premium 7	Rising Stars	Identified Philippine GI (Geographical Indication* or Collective Mark)**
Mango	Turmeric	Guimaras Mango
Pineapple	Malunggay (or Moringa)	Davao Pomelo
Banana	Ube (Purple Yam)	Cordillera Heirloom Rice
Coconut	Pili	Bicol Pili
Coffee	Basi or Sukang Iloko	Kalinga Coffee or Batangas Barako
Cacao	Bagoong	Davao Cacao
Tuna	Muscovado Sugar	

* Geographical Indication - signs or indications used on a product to identify the specific place from which the product is made, and where the product possesses a quality, characteristic or reputation essentially attributable to its geographical origin—for instance, soil, climate, and skills, traditions and practices of the community, among others.

** Collective Mark – to protect the GI's, a trademark or service mark is used to identify a certain group or community

V. METHODOLOGY:

The program will be divided into three components namely:

1. Scanning of resources
This will involve sourcing of raw materials, the selection of products and companies. The program will work with the Partner Region's nominated companies, referred to as pilot companies or SME proponents. Each identified pilot company may be assigned to develop one or more products, as may be deemed fit, in consideration of the proponent's capacity, skillset, technologies, and resource.
2. Integrated Assistance and Intervention
Products to undergo multi-level phase in innovation and development, which will include R&D, technical intervention/assistance in food manufacturing, shelf-life analysis, health claims, and product registration and/or certification.
3. Promotion - *Market Testing and Product Launch*
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 in select overseas trade fair/s, whenever appropriate and permissible.

VI. PERIOD OF ENGAGEMENT

From the receipt of the Notice of Award until its launching in IFEX Philippines NXTFOOD Asia in May 2021.

VII. MODE OF PROCUREMENT


In view of the required skills and technical services in food innovation and its adaption to international market, the alternative mode of procurement – Small Value Procurement. See Annex A for the Qualitative Evaluation Matrix.

VIII. TIMELINES AND DELIVERABLES

The following are the project deliverables of the Product Innovation Director for payment processing.

Deliverable	Timeline	Payment Schedule
Submission of the Product Innovation Plan	One (1) month after the consultation meetings with participating companies and partner agency/ies	Forty percent (40%) of the contract amount
Prototype Products (min. of 10 new products), with DOST testing results	By 30 December 2020, or until the completion of the product prototyping, but no later than 15 May 2021	Fifty percent (50%) upon completion of the 10 new products and approval from CITEM approving authorities
Report Submission	Immediately after the market tests in IFEX NXTFoodAsia 2021	Ten percent (10%) of the contract amount

IX. BUDGET

The total budget for the Hiring of Product Innovation Director, which shall cover the Professional Fee, is **Php 950,000.00, VAT inclusive.** 

In the conduct of his/her product innovation tasks, domestic travel expenses such as

transportation, insurance, hotel accommodations and meals shall be on the account of CITEM. Said travel expenses have a corresponding allocation in the IFEX budget and shall be kept only within the appropriated amount.

Prepared by:



MA. SAGRADA VILLENA
Senior TIDS, OG2-SET

Recommending Approval:

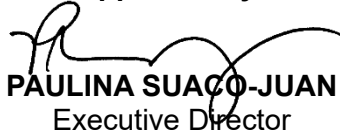


ROWENA MENDOZA
OIC-DM, OG2



MA. LOURDES D. MEDIRAN
Deputy Executive Director

Approved by:



PAULINA SUACO-JUAN
Executive Director



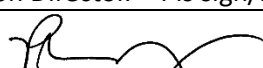
HIRING OF PRODUCT INNOVATION DIRECTOR**QUALITATIVE EVALUATION**

A qualitative evaluation shall be conducted as an integral part of the selection process. A Technical Working Group will be assigned to evaluate the interested bidders using the following criteria:

CRITERIA		
1. In-depth and highly technical knowledge in food formulation and processing, and in the creation and development of food products; With technical and work background on (cumulative rating): Research & Development = 10 points Product Creation and Innovation = 10 points F&B Services and other food business -related experiences = 5 points	25	
2. At least a combined 20 years of strong background and long experience in the local and international food business and food market, to include ingredients, cultures and people; a. 25 years and above = 20 points b. 22 to 24 years of experience = 15 points c. At least 20 years of experience = 10 points	20	
3. Must have worked with DTI and/or other government institutions for local and international audiences, in the area of product creativity and innovations for the promotion of Philippine products in the past 5 years (cumulative rating); a. Worked on projects/events for local / Filipino audience = 8 points <ul style="list-style-type: none"> • 3 and above = 8 points • 1 or 2 projects = 4 points b. Worked on projects/events for international audience = 12 points <ul style="list-style-type: none"> • 3 and above = 12 points • 1 or 2 projects = 6 points 	20	
4. Must have strong ties with the food business community, both local and international; With strong network with (cumulative rating): International Food Business Community = 10 points Philippine Food Business Community = 5 points	15	
5. Must have a strong understanding of customers' needs in order to develop products to meet the market requirements <ul style="list-style-type: none"> • With acquired knowledge and exposure on international food culture and traditions and customer needs 	10	
6. Must have strong interpersonal skills in order to collaborate with research and development or marketing personnel and organizational stakeholders <ul style="list-style-type: none"> • Have established network of contacts/dealings with varied levels of authorities and organizations/institutions 	10	
TOTAL		100 points

The bidder must meet the cut-off score of **90 points**.

This Annex A forms part of the TOR for the Hiring of the Product Innovation Director. Pls sign/initial.

		
ROWENA MENDOZA	MA. LOURDES D. MEDIRAN	PAULINA SUACO-JUAN

VALUE FOOD INNOVATION PROGRAM BRIEF

Project Title:	Value Food Innovation Program
Sector/s:	Food
Inclusive Dates	September 2020 to May 2021
Target Participants/Beneficiaries	Philippine Food SMEs
Profile of Target Participants	Exporter-Manufacturers and/or Ready-to-Export Manufacturing Companies
Project Description:	
<p>The Value Food Innovation Program (VFIP) is one of CITEM's post-COVID recommended programs to support Philippine food MSMEs 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 VFI Program 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.</p> <p>As a strategic approach, the VFI Program 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 VFI Program aspires to showcase the country's edge in developing innovative food products by working on a core team of select food MSMEs 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 and promotion.</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 SMEs with the development of new food products;
3. To facilitate capacity-building of the SMEs participants with technology and knowledge transfer derived from the program;
4. To enable the participants grow and compete in the global market; and
5. To increase the “jobs-to-be-done in many areas of the food value chain and generate higher economic activity.

Theme/Concept:

VALUE FOOD as the Next New Thing in Philippine Food

Components:

The program will be divided into three components namely:

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 testing, shelf-life analysis, 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 in select overseas trade fair/s, whenever appropriate and feasible.

Program Details and Mechanics

1. PRODUCT FOCUS. The main product feature in this program shall generally be from the product classification:

Premium 7	Rising Stars	Identified Philippine GI (Geographical Indication* or Collective Mark)**
Mango	Turmeric	Guimaras Mango
Pineapple	Malunggay (or Moringa)	Davao Pomelo
Banana	Ube (Purple Yam)	Cordillera Heirloom Rice
Coconut	Pili	Bicol Pili
Coffee	Basi or Sukang Iloko	Kalinga Coffee or Batangas Barako
Cacao	Bagoong	Davao Cacao
Tuna	Muscovado Sugar	

* *Geographical Indication - signs or indications used on a product to identify the specific place from which the product is made, and where the product possesses a quality, characteristic or reputation essentially attributable to its geographical origin—for instance, soil, climate, and skills, traditions and practices of the community, among others.*

** *Collective Mark – to protect the GI’s, a trademark or service mark is used to identify a certain group or community*

2. For purposes of this program, Product Innovation or New Product is defined as any of the following three (3) forms: 1) An entirely new product, 2) An improved performance in an existing product, 3) A new feature added to an existing product.
3. A Product Innovation Director shall be hired to effectively implement identified interventions and achieve the goals of the program
4. The products shall be Identified and developed based on consumer centricity approach.

5. The program will work with the Partner Region's nominated companies, which will be referred to as pilot companies or SME proponents, specifically who meet the following minimum qualifications/criteria:
 - a. Must be a duly registered Philippine food manufacturing/ processing company that carry or use majority locally-made raw materials/products
 - b. No pending valid business or administrative complaint/s filed by third parties, CITEM, DTI, or any Philippine court;
 - c. No obligation with CITEM;
 - d. Not included in the DTI Watchlist; and
 - e. Preferably, promotes observes eco-friendly or environment-friendly practices and/or incorporate CSR program in the company
6. The identified pilot companies may be assigned to develop one or more products, as may be deemed fit, in consideration of skills, technologies, and resource.
7. Strategic alliances and partnership with Department of Science and Technology (DOST) for product registration, microbial testing, nutritional facts, shelf life analysis etc and DTI Regional Operations Group for products or companies to be selected or involved, and with other relevant institutions
8. A cost-sharing scheme with the Partner Region, and the pilot companies shall be implemented to ensure commitment of proponents to complete the program.
9. Private sector proponents are discouraged from withdrawal of participation from the time that program implementation commences.
10. Communication protocol between partners and proponents must be strictly observed by virtue of the high confidentiality of the program.
11. CITEM may change or revise implementation of activities in the program, as necessary, and upon agreement with the regional DTI office concerned and the consultant.
12. Private sector proponents must agree with the terms and conditions of the program, in relation to the exclusivity and/or proprietary rights to the process/technology and/or the finished/developed products.

PARTNERS

1. DTI – ROG through DTI Region 4A
2. Department of Science and Technology -PCIEERD, PCAARD, ITDI, PRDC
3. Design Center of the Philippines
4. Intellectual Property Office
5. Food and Drug Administration

13.0 PROJECT TEAM

Project Lead:	Rowena G. Mendoza
Assistant Lead :	Zharita Bagayas
Project Coordinators:	
Research, Food MSME Coordination:	Maria Sagrada Villena / Rosemarie Panotes
Technical Coordination / DOST:	Giselle Erese
Product Innovation Director	

