

**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-2020-0069

**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 DEVELOPER (STORYTELLER) FOR THE  
PHILIPPINE PARTICIPATION IN FUORISALONE 2020**

*(Please see attached Terms of Reference for more details)*

Approved Budget	: PHP 100,000.00
Pre-Bid Conference	: 10 March 2020, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 13 March 2020, 05:00PM
Opening of Bid	: 19 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 (1<sup>st</sup> 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. Notarized Omnibus Sworn Statement
4. 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 (2<sup>nd</sup> Envelope)*

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

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

- Portfolio / CV that includes the following:
  - i. Relevant work experience in content creation / production and publication;
  - ii. Content/s created / produced / published in print and digital;
  - iii. Brands worked with;
  - iv. Awards / recognitions received

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 Two Hundred Pesos (Php 200.00) 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](mailto:citembac@citem.com.ph).

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



## REQUEST FOR QUOTATION

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

Date: 3-Mar-2020  
RFQ No: 2020-0069

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

Schedule of Pre-Bid Conference:	<u>10 March 2020</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>
Schedule of Opening of Bids:	<u>19 March 2020</u>	Time:	<u>2:00PM</u>	Venue:	<u>Meeting Room 1</u>

QUANTITY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<b>HIRING OF CONTENT DEVELOPER (STORYTELLER) FOR THE PHILIPPINE PARTICIPATION IN FUORISALONE 2020</b>		
		<i>Duration: March to June 2020</i>		
		<i>Please see attached Terms of Reference for more details.</i>		
		<b>APPROVED BUDGET FOR THE CONTRACT : PHP 100,000.00</b>		
		<b>DEADLINE FOR SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID AND DOCUMENTARY REQUIREMENTS FOR THE QUALITATIVE EVALUATION</b>		
		<b>: 13 March 2020, 05:00PM</b>		

**Terms and Condition:**

- 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 overwritings 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) \_\_\_\_\_

E-mail: \_\_\_\_\_

**TERMS OF REFERENCE**  
Engagement of a Content Developer  
Fuorisalone  
21 -26 April 2020  
Milan, Italy



## I. EVENT BRIEF

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

## II. RATIONALE

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

Fuorisalone is a 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.

Our participation in Fuorisalone is geared towards marketing and promoting of the Philippines as a destination that reflects the presence of young, new design movement with innovative/design-driven and high value products. We would like to show the most critical design and business audience in the world that the Philippines has a long history of craftsmanship as seen in our material manipulation and design acumen.

Thus, it becomes necessary to effectively communicate the launching of the participating brands to different design stakeholders in Europe through engaging the services of a Content Developer.

The Content Developer to be hired for Fuorisalone 2020 must be capable of crafting strategic narratives/content to drive traffic, encourage engagement, and ensure audience retention through effective storytelling.

Storytelling is important in making authentic human connections and the better we are at it, the deeper connections we make. Thus, the Content Developer must be able to tell the big picture story that inspires and influences which go beyond the buzzwords but convey the visions like a real human. It is about inspiring others to follow our lead through the art of storytelling.

### III. OBJECTIVES

1. To develop compelling and authentic brand stories/portraits through research and fieldwork.
2. To develop a distinct language and tone of voice for the participants.
3. To create a content strategy and story angles and concept that value Filipino craftsmanship and imagination as manifested in our culture, living traditions and the environment.
4. To promote the participating Philippine brands through stories that are engaging, creative and informative.

### IV. SCOPE OF WORK AND DELIVERABLES

MONTH	SCOPE OF WORK AND DELIVERABLES	
	<b>Fuorisalone 2020</b>	
<b>March – June 2020</b>	<b>PRE – EVENT</b>	
	1. Copywriting for press releases (2)	March 2020
	2. Copywriting for e-card campaigns (3)	March 2020
	3. Copywriting for the printed postcard for distribution Content: About the Philippines, the companies, and the concept	April 2020
	4. Essay for the wall or the video (1)	April 2020
	5. Text of 1000 characters, which summarizes the concept of the 2020 exhibition for the Fuorisalone magazine	April 2020
	<b>EVENT PROPER</b>	
	1. Copywriting for e-card (opening of the show)	June 2020
<b>April – June 2020</b>	<b>POST - EVENT</b>	
	1. Copywriting for e-card (closing of the show)	June 2020
	2. Post-event release (1)	June 2020

### V. EVALUATION

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

Qualifications	Value Point
<p>Relevant experience of the company/individual as a creative strategist/ creative consultant/content creator in the area of creative writing/copywriting.</p> <ul style="list-style-type: none"> <li>- 5 years and more (35 points)</li> <li>- 1 - 4 years (20 points)</li> <li>- No experience (0 points)</li> </ul> <p><b>(Document Required:</b> CV/Portfolio indicating relevant work experience in content creation/production and publication)</p>	35
<p>Quality of published content created/ produced in various multi-media formats showing effective and optimized content that:</p> <ul style="list-style-type: none"> <li>- Have compelling and convincing storylines;</li> <li>- Have takeaway messages that are clear, consistent, innovative, and fresh</li> </ul> <p><b>(Document Required:</b> CV/Portfolio presenting the content created/produced/published in print and digital)</p>	35

Reputation and influence in the community - Past and current relationship/industry affiliations with key players/ influential personalities - Awards/Recognition received (30 points)  (Document Required: CV/Portfolio indicating the brands the company/individual have worked with and awards/recognitions received)	30
<b>TOTAL</b>	<b>100</b>

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 100,000.00 (inclusive of all taxes)  
 Procurement Mode - Small Value Procurement

**VII. CONDITIONS OF PAYMENT**

The contracted firm shall be compensated one hundred thousand pesos only (PHP 100,000.00), inclusive of taxes. Payment shall be processed based on the following terms:

- 50% upon submission of the 2 press releases and 3 e-cards.
- 50% upon satisfactory delivery of output commitments and submission of a Summary Report specifying all content media formats delivered.

Prepared by:



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 STIDS  
 Fashion Lifestyle Division

Noted by:



**Anna Marie R. Alzona**  
 Division Chief  
 Fashion Lifestyle Division

Recommending Approval:



**Atty. Anna Grace Marpuri**  
 OIC – Department Manager  
 Operations 1

Approved by:



**Paulina Suaco-Juan**  
 Executive Director

