

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-2020-0157

**NOTICE TO CONDUCT PROCUREMENT OF GOODS
AND SERVICES, INFRASTRUCTURE PROJECTS, AND CONSULTING
SERVICES TO BE PROCURED AND PERFORMED OVERSEAS**

Pursuant to GPPB-Resolution No. 28-2017 dated 31 July 2017, the Center for International Trade Expositions and Missions (CITEM), through its Bids and Awards Committee (BAC), hereby issues this Notice for:

**HIRING OF A MEDIA FIRM FOR THE PROMOTION OF
PHILIPPINES IN THE FRENCH/EU MARKETS**

Approved Budget for the Contract: PHP 1,200,000.00

For inquiries, please contact the CITEM Bids and Awards Committee Secretariat, at telephone no. 8312201 local 309/218 or fax no. 834-0177/8331284 or e-mail at citembac@citem.com.ph.



ATTY. ANNA GRACE I. MARPURI
Chairman, CITEM-BAC



TERMS OF REFERENCE (TOR) **HIRING OF A MEDIA FIRM FOR THE FRENCH/EU MARKETS**

I. BACKGROUND AND RATIONALE

The Philippines Participation in *Salon International de l'Alimentation* or SIAL Paris has always been one of the most successful and profitable events which CITEM regularly organizes in terms of business results.

In 2018, the biennial food trade event, housed 7,200 exhibitors from 119 countries and welcomed 310,000 visitors from 200 countries. It is considered a crossroad of world agri-business supply and demand, a launch pad for food innovation, and an observatory for food trends.

CITEM plans to hire a SIAL-accredited media firm in support of the physical participation. However, due to the current pandemic situation, the tradeshow organizer decided to postpone the show to October 2022. Because of this postponement, CITEM recognized the need to be present even more in the French market and push thru with the engagement of a media firm.

In line also with CITEM's current digital thrust, it is building up its online and digital media initiatives in its trade fairs, missions and other marketing activities in order to sustain its position as a leading export promotion agency and better perform its mandate in building the brand of the Philippines as a premier sourcing destination for quality export products and services in the world.

We require a media firm which offers multi-media software, website designing data base, trade shows and events, print and publication services particularly in the French market and nearby countries.

All promotional content and materials of the hired media firm must be tied together with the communications strategy of CITEM and the Global Food's tone and branding. The media firm is expected to plan and produce CITEM's content in the website, social media, e-newsletter and print.

II. OBJECTIVES

1. To make effective use of media and its services to connect to target audience/buyers in France/EU and nearby French-speaking countries such as Canada, Luxembourg, etc. via online and in print, despite the postponement of the show;
2. To strengthen CITEM's content-driven promotion and be able to effectively communicate that the Philippines is a source of export quality food products in the French/EU market.

III. REQUIREMENT

Hire a media firm with professional information experience and with a multi-media eco system targeting all decision-makers in the retail and mass consumption sectors.

IV. PERIOD OF ENGAGEMENT

The media firm shall be contracted within a period of three (3) months upon awarding of bid by CITEM BAC Secretariat.



V. SCOPE OF WORK AND DELIVERABLES

Scope of Work	Deliverables
Dedicated online section + 3 months promotional campaign	<p>To design and host a dedicated page in the media firm’s website, featuring Filipino food exhibitors that participate in SIAL Paris under the FOODPhilippines brand. This dedicated page will have the address of a web page of each participating Filipino food exhibitors; website users who clicked on a web page or a Uniform Resource Locator (URL) will be redirected onto the exhibitor's website.</p> <p>Deliverables/requirements include:</p> <ul style="list-style-type: none"> A. Four (4) articles to be created and to be to be posted in the dedicated website in a span of 3 months B. Will highlight 20 PH companies on the right-hand column of the page through a rotating company list with hyperlink to our IFEX NXTFOOD Asia website. C. Presence of advertising exclusivity around the article and the list page for 3 months

VI. QUALIFICATIONS

1. At least 10 years of extensive experience in the field on multi-media services in France; and
2. Recognized as one of the leaders in the field of professional information in France.

VII. TECHNICAL EVALUATION

1. EXPERIENCE AND CAPABILITY:100 points

The Media Firm to be hired should possess relevant experience in multi-media services such as multi-media software, website design, trade events, among others.

Years of extensive experience in multi-media services 30 pts	Below 10 years	10
	10-14 years	15
	15-20 years	20
	21-25 years	25
	Over 25 years	30
Number of average monthly unique visitors in company website 25 pts	350,000/mo	10
	350,001-450,000/mo	15
	450,001-550,000/mo	20
	550,001 and above	25
Portfolio of international and local clients 5 pts	Local only (regardless of number)	0
	15-20 clients	3
	21-25 clients	4
	26 and above clients	5
Proposal 40 pts	Strategy	30
	Timetable	10



FINANCIAL PROPOSAL:

Only companies who will get a score not lower than 85 points will be considered and shall proceed to financial bidding.

The contract should be awarded to the lowest bidder.

VIII. PROPOSED TIMELINE

Month/Year	Activity
2nd week of November 2020	Approval of Evaluation/Preparation of PRs
4th week of November 2020	Bidding Process
December 2020 to 1 st week of February 2021	Producing/creation of content
Mid February '21 -last week of May ' 21	Release of content material on-line

IX. PAYMENT TERMS

The proposed payment scheme for the campaign will be billed progressively upon completion of the following milestones:

Milestones	Payment %
Upon approval of the concept proposal for the PH microsite	40%
Release of content material on-line	40%
Submission of microsite performance report and future digital strategy recommendations.	20%
Total	100%

X. ESTIMATED BUDGET

The above expense shall be charged to the Web Marketing Division amounting to **Php 1.2M.**


Prepared by:


VICKY M. ARELLANO
 STIDS

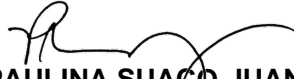
Noted by:


EVA MARIE C. MARIQUINA
 OIC-Division Chief
 OG2-OTF

Recommending Approval:


ROWENA G. MENDOZA
 OIC-Department Manager
 OG2

Approved by:


PAULINA SUACO-JUAN
 Executive Director