

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-2020P-0202

**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:

**LEASE / RENTAL OF DIGITAL SPACE IN AN ONLINE PLATFORM
FOR THE SINGAPORE MARKET**

(Please see attached Request for Quotation Form for more details.)

Approved Budget for the Contract: PHP 3,038,000.00

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)

Rental/Lease of Digital Space in an Online Platform for the Singapore Market

I. BACKGROUND AND RATIONALE

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry (DTI). CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises (SMEs), exporters, designers, and manufacturers by implementing an Integrated Approach to Export Marketing in partnership with other government and private entities. For three decades, CITEM has established the country's image as the premier destination for quality export products and services. It continues to set the highest standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

2020 has been a challenging year due to the pandemic. With COVID-19 travel restrictions and social distancing protocols causing the postponement and cancellation of trade shows around the world, CITEM has been on the lookout for ways to continue to promote Philippine food exports and provide online solutions for our MSMEs.

The Philippine participation in Food and Hotel Asia scheduled to be held on 3-6 March 2020 in Singapore is one of the shows that was postponed and eventually cancelled due to the pandemic.

Informa Markets Asia Ltd, the organizer of the Food and Hotel Asia, reinvented their B2B platform as an offline to online business solution to help food suppliers around the world reach their target buyers in the absence of the physical trade shows.

Saladplate is the premiere international wholesale marketplace for sourcing food, beverages and hospitality products globally. Saladplate is backed by Informa Markets Asia Ltd's extensive database of food and hospitality industry professionals. With more than 450 b2b events annually, Informa Markets Asia Ltd is recognized as one of the leading exhibitions organizer in the world.

To maintain our presence in food trade events in Asia, Europe and the US, CITEM has been exploring the online platforms and digital formats of major trade shows we participate in, as a way to adapt to the changing landscape of export promotions.

With the uncertainties brought about by the pandemic, no new schedules of shows are definite, and no funds allocation are guaranteed. To utilize the prepayments made for Food and Hotel Asia and at the same time provide MSMEs with an alternative online exposure for a year, we recommend to participate in Saladplate.

II. OBJECTIVES

1. Maintain online presence in food trade events in Asia.
2. Feature 30 Philippine food companies in an online B2B platform for one year.
3. Promote IFEX Philippines NXTFood Asia and FoodPhilippines websites.

III. REQUIREMENT

CITEM requires the services of Saladplate which offers an online B2B platform with the following qualifications and offerings:

1. Backed by a recognized B2B trade show organizer for Food and Hospitality Industry
2. Maintains a premier international wholesale marketplace for sourcing food, beverages and hospitality products globally.
3. Equipped to provide a digital catalogue and onboard 30 Philippine food companies for one year in their platform.
4. Capable of providing the following add on services:
 - a. Webinars
 - b. Featured Articles
 - c. Electronic Direct Mails
 - d. Head Banner Ads
 - e. Social Media Posts
 - f. Landing Page

IV. PERIOD OF ENGAGEMENT

Saladplate shall be contracted within a period of twelve (12) months upon awarding of contract.

V. SCOPE OF WORK AND DELIVERABLES

The Online Platform Provider shall be responsible for the following:

1. Registration and onboarding of 30 Philippine food companies
2. Hosting of two (2) webinars
3. Publication of two (2) Featured Articles
4. Release of two (2) Electronic Direct Mails
5. Placement of two (2) Head Banner Ads
6. Release of two (2) Social Media Posts
7. Provision of one (1) Landing Page in their platform.

CITEM shall be responsible for providing the list and information of the 30 Philippine food companies, as well as all the content and materials to be published, released, placed in the online B2B platform.

VI. METHODOLOGY

Since Informa Markets Asia Ltd, the organizer of Saladplate, is based in Singapore an NP-Overseas Procurement method of procurement is recommended.

VIII. PROPOSED TIMELINE

Timeline	Activity
Last week of December 2020	Approval of PR
2 nd week of January 2021	Awarding of contract/start of engagement
January – December 2021	Production & creation of content and revising & updating as necessary
3 rd week of January 2022	Submission of accomplishment report and future digital strategy recommendations

IX. PAYMENT TERMS

The proposed payment scheme are as follows:

Milestones	Payment
Upon awarding of contract	50%

Upon completion of Registration of Companies	50%
TOTAL	100%

X. ESTIMATED BUDGET

The estimated budget for the above expense shall be charged to the FOODPhilippines Content and Video Production Budget amounting to PHP 3,038,000.00 broken down as follows:


PARTICULARS	QTY	EST. UNIT COST IN USD	TOTAL IN USD	TOTAL IN PHP
Registration and onboarding of Philippine food companies	30	1,599.00	47,970.00	2,350,530.00
Hosting of webinars	2	5,000.00	10,000.00	490,000.00
Publication of Featured Articles	2	4,000.00	8,000.00	392,000.00
Release of Electronic Direct Mails	2	3,000.00	6,000.00	294,000.00
Placement of Head Banner Ads	1	2,000.00	2,000.00	98,000.00
Release of Social Media Posts	4	1,000.00	4,000.00	196,000.00
Provision of Landing Page in their platform.	1	8,000.00	8,000.00	392,000.00
SUB TOTAL			85,970.00	4,212,530.00
LESS DISCOUNT			23,970.00	1,174,530.00
TOTAL			62,000.00	3,038,000.00
LESS FHA PREPAYMENT (SGD 37,260) US\$1 = S\$1.35 (as computed by InformaMarkets)			27,600.00	1,352,400.00
GRAND TOTAL				1,685,600.00

USD1 = PHP49

Prepared by:


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Noted by:


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