

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-0213

**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:

**ENGAGEMENT OF A MARKET SPECIALIST FOR THE PHASE 1 (FALL / WINTER) HOME &
LIFESTYLE CAMPAIGNS 2021**

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

Approved Budget	: PHP 980,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 22 February 2021, 12:00NN
Opening of Bids	: 23 February 2021, 02:00PM

Conduct of *Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph.

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 shall be accepted as alternate documentary document during community quarantine or similar restrictions declared, in accordance with GPPB Resolution 09-2020. However, a valid Business or Mayors permit must be submitted after award of contract but before payment.
- 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/Business Tax Return**
- 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)

- **Resume / Curriculum Vitae (CV) indicating:**
 - i. Length of relevant experience in home & lifestyle product design.
 - ii. List of international trade/arts events/ exhibits conducted.
 - iii. List of features / articles in local or engagement in local and international publications (printed or online)

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, online submission to the BAC Secretariat through email 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



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, Roxas Blvd. Cor. Sen. Gil Puyat Avenue, Pasay City
Tel.: (632) 8-831-2201 local 309/294 E-mail: citembac@citem.com.ph

REQUEST FOR QUOTATION

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

Date: 18 February 2021

Company Name: _____
 Address: _____
 Contact No.: _____

RFQ No.: 2020P-0213

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.

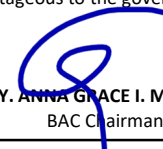
Schedule of Opening of Bids: <u>23 February 2021</u>	Time: <u>2:00PM</u>	Venue: <u>CITEM OFFICE / ZOOM</u>
---	----------------------------	--

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
		<p align="center">ENGAGEMENT OF A MARKET SPECIALIST FOR THE PHASE 1 (FALL / WINTER) HOME & LIFESTYLE CAMPAIGNS 2021</p> <p align="center"><i>Please see attached Terms of Reference for more details.</i></p> <p align="center">APPROVED BUDGET FOR THE CONTRACT: <u>PHP 980,000.00</u></p> <p align="center">DEADLINE OF SUBMISSION OF ELIGIBILITY DOCUMENTS, FINANCIAL BID, AND QUALITATIVE EVALUATION DOCUMENTS: <u>22 February 2021, 12:00NN</u></p>		

Terms and Conditions:

- 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 overwriting 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): _____
 Email: _____



TERMS OF REFERENCE

Engagement of a Market Specialist
for the PHASE 1 (Fall / Winter) Home & Lifestyle Campaigns 2021

I. EVENT BRIEF

Project Title	PHASE 1 (Fall / Winter) Home & Lifestyle Campaigns 2021
Location	(Digital Participation)
Product Sector	Home and Lifestyle
Total budget	PhP 980,000.00 (inc. VAT)
Period of Engagement	Upon release of NOA until June 2021

II. BACKGROUND & RATIONALE

The pandemic has rapidly evolved the trade show industry. Exhibitors are becoming more and more challenged not only in emphasizing their brand value to buyers who now, only ever experience products virtually, but also in keeping up with the dynamic pace that digital B2B trade platforms operate.

Our experience in our first overseas digital fair last year, through Maison & Objet, has reinforced the fact that in digital, content remains as king. New products and up to date contents have shown to generate more traction and attention. Discoverability is triggered by any latest product addition. The concept of year-round sourcing has grown from being a mere catchphrase to real-life, and real-time value proposition that even our non-digital savvy brands had been seen to benefit from.

This is the dynamic, new landscape that CITEM currently operates in. This era represents critical opportunities to reorganize our strategies into a more streamlined and integrated approach that will: 1) reduce time-to-market cycle for our exhibitors; 2) implement cost efficient product development and content production; 3) optimize our efforts and the use of our manpower and resources, with improved efficiency, to ultimately serve up the right content and inspiration, at the right time, in multiple high-performance hubs that connects brands with international buyers online.

In September, the campaigns we launched in Maison & Objet paved the way for our companies to be featured in multiple local and international media platforms. We were featured prominently on the cover, and in 4 out of 8 trends by WGSN, the global authority on consumer design trends and have received feature request for another Global trend authority, Pantone, for 2022. Our exhibitors reported over \$3.183 million in sales, which is 179% of our target, and over 780 inquiries from more than 500 unique visitors of the Digital Fair.

Bringing this perspective into view, we are rethinking our approach and rolling out an integrated product-development-to-market approach throughout 2021. With this, we are no longer approaching our efforts on a project-basis, but on a holistic, integrated effort that will deliver our campaigns based on the strengths of our exhibitor base and the target market requirements, in two phases: Phase 1 (Fall/Winter Market) and Phase 2 (Spring/Summer market). See below 2021 process framework.

Previous Manila FAME study showed that the primary reasons why trade buyers source at trade shows were to meet new suppliers and see new products. This reinforces the need for us to carefully select our line-up of participants and strategically showcase collections that can cater to the specifiers' requirements whose purchasing behavior is based on style, price segment, and their need for identification.

2021 Process Framework



2021 will feature a continuous product audit, selection, development, and production shoots integrated with fameplus product development —the results of which will form part of our campaigns for OTF digital events, in two 'seasons' or phases.

A market specialist who understands the needs of current and potential buyers and can assess and steer our product development and selection efforts, to satisfy these needs and increase our products' market potential, is crucial for this purpose.

III. OBJECTIVES

To engage a market specialist for our Phase 1 - Fall/Winter Home and Lifestyle campaigns for 2021, who understands the needs of current and potential buyers and can steer our product development-to-market efforts through:

1. Product audit and market and demand-based product development, selection and curation;
2. High-concept and trend-based creative product direction;
3. Creative collaboration with digital content producers and marketers.

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

Scope and deliverables	%	Value in PHP
<p>A. PRODUCT DEVELOPMENT AUDIT, SELECTION, & CURATION</p> <ul style="list-style-type: none"> - Conduct review and assessment of existing products and designs developed from CITEM's product development activities for the home and lifestyle sector, as well as the products and designs that will be nominated by the companies, to determine which market and/or campaigns they fit best; - Provide overall product design directions to the exhibitors (including but not limited to creative brief, product moodboards, collective design theme and colorway, etc.), for the first phase of the 2021 Home and Lifestyle campaigns; - Provide minimum of six (6) designs and conduct product development and consultations to a total of 25 companies, to be showcased in the Phase 1 (Fall/Winter) Home & Lifestyle campaigns, which will be featured in the following milestone events: <ul style="list-style-type: none"> • Maison & Objet – Digital Days, March 2021 • ASEAN Furniture Expo, March 2021 • FAMEPlus – January to June 2021 campaigns <p>Where necessary, enter into a separate agreement with companies regarding intellectual property, ownership, royalties and/or other special agreements on the companies' outputs; will not hold CITEM responsible for any issue that may</p>	60%	588,000.00

arise pertaining to agreements with companies regarding intellectual property, ownership, royalties and/or other special agreements.		
B. CREATIVE DIRECTION <ul style="list-style-type: none"> - Conduct pre-production creative briefing and planning with CITEM and CITEM-hired creative team including with the digital content merchandiser, production designer, and photographer; - Review the post-production/editing of the CITEM-hired official photographer, in coordination with CITEM-hired digital content merchandiser - Conduct final selection of images and all relevant materials and content from CITEM-hired creative team 	20%	196,000.00
C. BRAND AMBASSADORSHIP & REPORT WRITING <ul style="list-style-type: none"> - Engage in all various activities arranged by CITEM and other public or private media titles, intended for the promotion of the Philippines Maison & Objet, ASEAN Furniture Expo, and FAMEPlus, such as but are not limited to live or pre-recorded interviews, news features, webinars, portraits across various media platforms, etc. - Submit design concepts and/or any additional documents in support of payments made by CITEM; - Provide assessment and identify next steps by submitting a comprehensive post-event terminal report detailing delivered undertakings, observations, and recommendations for succeeding Home and Lifestyle campaigns. The terminal report should be submitted no later than one month after the show. 	20%	196,000.00
GRAND TOTAL	100%	980,000.00

VI. PAYMENTS

Activities	Requirement for payment	% of payment
Submission, approval of product/creative direction Pre-production	Approved Creative Direction	40%
Product Development, Audit and assessment, Consultation, Selection and curation	Submission of product design progress report and final line selection	30%
Post-production and report writing	Submission of final report for the campaigns with links to media features/exposures	30%
		100%

The engagement is valid from release of Notice of Award to June 2021, or upon satisfactory completion of all deliverables.

V. EVALUATION

For the Qualitative Evaluation, bidders can either be an individual designer or a company, who will be assessed based on the following criteria:

Criteria	Value point	Document/s to be submitted
Should have a proven track record of at least 15 years of experience in home & lifestyle product design;	Length of relevant experience <ul style="list-style-type: none"> • 15 years and more (35 points) • 10 - 14 years (30 points) • 9 - 13 years (25 points) • below 9 years (15 points) 	1. Curriculum Vitae 2. List of international trade/arts events/ exhibits conducted
Should have at least 5 years experience in international trade show /art exhibitions	<ul style="list-style-type: none"> • 10 events and above (35 points) • 9 events and below (25 points) 	1. List of Events/ exhibits conducted 2. Portfolio
Knowledge of local and global trends and innovations in the lifestyle and design industry, with good reputation and influence in the design community	<ul style="list-style-type: none"> • 3 – 5 previous and current industry affiliations, international speaking engagements and/or design publication (30 points) • 1 – 2 previous and current industry affiliations, international speaking engagements and/or design publication (15 points) 	1. Curriculum Vitae 2. List of features / articles in local or engagement in local and international publications (printed or online)
	TOTAL: 100 points	


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. BUDGET

A total of PhP 980,000 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from Manila FAME budget. (See above budget vis a vis scope of deliverables).

Mode of Procurement: Small Value Procurement

Prepared by:


 Windy P. Anonuevo
 Senior – TIDS

Noted by:


 Anna Marie R. Alzona
 Division Chief, OTF

Recommending Approval:


 Atty. Anna Grace Marpuri
 OIC – Department Manager

Approved by:


 Paulina Suaco-Juan
 Executive Director