

**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-2020-0092

**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 PROFESSIONAL PHOTOGRAPHER FOR THE PHILIPPINE PARTICIPATION IN MAISON & OBJET DIGITAL FAIR (MOM)**

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

Approved Budget	: PHP 382,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Documentary Requirements for the Qualitative Evaluation	: 03 August 2020, 05:00PM
Opening of Bid	: 04 August 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, 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**
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 (2nd Envelope / Compressed Folder)*

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

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

- **Portfolio** that includes the following:
  - i. Relevant work experience in professional photography, with professional / academic background in arts or advertising;
  - ii. Relevant published works about advertising, product, architecture / design; and
  - iii. Relevant work experience with local international brands, preferably in design and advertising

Bidders are encouraged to submit these documents to the BAC Secretariat online at [citembac@citem.com.ph](mailto:citembac@citem.com.ph) or at CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City on the above stated date and time. A password protection may be 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](mailto:citembac@citem.com.ph).

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





## TERMS OF REFERENCE

Engagement of Professional Photographer  
for the Philippines participation in Maison & Objet Digital Fair (MOM)

### I. EVENT BRIEF

<b>Title of Events</b>	Maison & Objet Digital Fair (MOM)
<b>Dates</b>	September 2020
<b>Location</b>	(Digital Participation)
<b>Product Sector</b>	Home and Lifestyle
<b>Total budget</b>	PhP 382,000.00 (inc. VAT)

### II. RATIONALE

Carrying 14 Philippine brands, CITEM is participating in Maison & Objet's Digital Fair to be held in its digital platform, the MOM.

MOM is a website that's lively all year long that aims to meet the growing need to find new products and provide non-stop visibility to brands before an audience of over 480,000 professionals from the world over. The platform's users are divided among Specifiers (52%) which include architects, interior designers, decorators, hospitality; and Distributors (48%) which include independent retailers, decoration stores, concept stores, depart stores.

Each year, the website generates 2.5 million unique visitors who view at least seven pages and spend at least 8 minutes using the platform. The website users are spread across Europe (54%), Asia (20%), Africa(12%) North America (7%) and South America (6%) and Oceania (0.5%).

The Philippines participation in MOM Digital Fair have the potential to reach these wide, global, audience and more importantly, generate business leads for the participating brands. Given the thousands of other brands vying for the attention of these users, it is important that the photos that will represent the brands will be consistent with the high-quality image we hope for our country brand to achieve; professional product images can immediately build trust and guide prospective buyers at MOM to take action either by contacting the exhibitor or even placing orders. Hiring a professional photographer to take photos of products that we will feature in MOM is therefore highly essential for this purpose.

### III. OBJECTIVE/S

To capture the attention of prospective buyers and users in the Maison & Objet Digital Fair (MOM) through high-quality, professional product images, consistent with the Philippines branding by engaging the services of a skilled professional photographer.

### IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

<b>MAISON &amp; OBJET DIGITAL FAIR (MOM)</b>	<b>%</b>	<b>Value in PhP</b>
<b>PRE-PRODUCTION</b>		
<ul style="list-style-type: none"> <li>Attend creative briefing and pre-production meeting with CITEM-hired digital content producer and curators for MOM</li> <li>Provide own equipment (e.g. camera [with at least 24megapixel full frame CMOS sensor], lens, flash, etc)</li> </ul>	<b>5%</b>	<b>PhP 19,100.00</b>
<b>PRODUCTION</b>		
<ul style="list-style-type: none"> <li>Receive and execute onsite creative and art direction from CITEM-hired Digital Content Producer and complete the pictorial for the following, within agreed schedule with CITEM and creative:</li> </ul>		

<p><b>Day 1:</b> min. 40 Individual Products in various angles and scales plus 4 stylized collective/ vignettes of these products</p> <p>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p>	<b>10%</b>	<b>38,200.00</b>
<p><b>Day 2:</b> min. 40 Individual Products in various angles and scales plus 4 stylized collective/ vignettes of these products</p> <p>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p>	<b>10%</b>	<b>38,200.00</b>
<p><b>Day 3:</b> min. 40 Individual Products in various angles and scales plus 4 stylized collective/ vignettes of these products</p> <p>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p>	<b>10%</b>	<b>38,200.00</b>
<p><b>Day 4:</b> min. 40 Individual Products in various angles and scales plus 4 stylized collective/ vignettes of these products</p> <p>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p>	<b>10%</b>	<b>38,200.00</b>
<p><b>Day 5:</b> min. 40 Individual Products in various angles and scales plus 4 stylized collective/ vignettes of these products</p> <p>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p>	<b>10%</b>	<b>38,200.00</b>
<p><b>Day 6:</b> min. 40 Individual Products in various angles and scales plus 4 stylized collective/ vignettes of these products</p> <p>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p>	<b>10%</b>	<b>38,200.00</b>
<p><b>Day 7:</b> min. 40 Individual Products in various angles and scales plus 4 stylized collective/ vignettes of these products</p> <p>Share all RAW images to CITEM project team after the pictorial (either via shared cloud folder or via hard drive)</p>	<b>10%</b>	<b>38,200.00</b>
<b>POST- PRODUCTION</b>		
<ul style="list-style-type: none"> <li>Submit all edited images to CITEM maximum 10 working days after the pictorial; and grant CITEM the full and perpetual rights and ownership to modify, distribute, and use all images (RAW and EDITED) in MOM and all of its platforms, including but not limited to its own website and social media pages.</li> </ul>	<b>25%</b>	<b>95,500.00</b>
<b>GRAND TOTAL</b>	<b>%</b>	<b>PhP 382,00.00</b>

## VI. TIMELINE & PAYMENTS

Activities	Timeline	Requirement for payment	% of payment
<b>PRE-PRODUCTION</b>			

<ul style="list-style-type: none"> <li>Pre-production creative meeting</li> </ul>	2 <sup>nd</sup> – 3 <sup>rd</sup> Week of August	Submitted Raw Images from pictorial (either via cloud folder or hard drive)	50%
<b>PRODUCTION</b> <ul style="list-style-type: none"> <li>Day 1 – 7 of Pictorial</li> <li>Submission of Raw images to CITEM Project team</li> </ul>	3 <sup>rd</sup> Week of August		
<b>POST- PRODUCTION</b> <ul style="list-style-type: none"> <li>Editing and selection of images</li> <li>Submission of final edited images to CITEM Project team</li> </ul>	Max. 10 days after Day 7 of pictorial	Submitted Final Edited Images from pictorial (either via cloud folder or hard drive)	50%

The engagement is valid from release of Notice of Award to October 2020, or upon satisfactory completion of all deliverables, whichever comes later.

## V. EVALUATION

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

CRITERIA	VALUE POINT
<b>A. Experience in Professional photography, with professional/academic background in arts or advertising is a plus:</b> <ul style="list-style-type: none"> <li>i. More than 5 years of experience in professional photography with professional/academic background in arts or advertising; 30 points</li> <li>ii. More than 5 years of experience in professional photography; 20 points</li> <li>iii. 4 years, and less, of experience in professional photography; 15 points</li> </ul> (Contractor to present a Portfolio (either online or in print))	<b>30</b>
<b>B. Breadth and quality of published works</b> <ul style="list-style-type: none"> <li>i. Advertising + Product + Architecture / Design = 45 points</li> <li>ii. Architecture / Design + Product = 30</li> <li>iii. Product = 20</li> </ul> (Contractor to present a Portfolio (either online or in print))	45
<b>C. Has experience working with local international brands, preferably in design and advertising</b> <ul style="list-style-type: none"> <li>i. Experience working with at more than 5 international brands/campaigns; 25 points</li> <li>ii. Experience working with at least 4 or less international brands/campaigns; 15 points</li> </ul>	25

<p>iii. <b>Experience working with at least 3 or less international brands/campaigns; 15 points</b></p> <p>(Contractor to present a Portfolio (either online or in print))</p>	
<b>TOTAL</b>	<b>100</b>

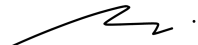
Only those who receive a passing score of **85** shall proceed to the opening of financial bid. The lowest calculated and most responsive bidder shall be declared the winner of the contract, subject to post-qualification, if required.

**VI. BUDGET**

A total of Php 382,000 is earmarked for this engagement (inclusive of all applicable taxes), to be sourced from Manila FAME 2020 budget for OTF and digital participation. (See above budget vis a vis scope of deliverables).

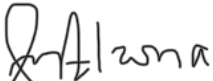
Mode of Procurement: Small Value Procurement

**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