

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-2021-0156P

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 CREATIVE DIRECTOR FOR IFEX PHILIPPINES 2022

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

Approved Budget for the Contract	:	PHP 800,000.00
Pre-bid Conference	:	01 March 2022, 02:00PM
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	:	04 March 2022, 05:00PM
Opening of Qualitative Evaluation Documents	:	04 March 2022, 05:00PM
Opening of Eligibility Documents and Financial Bid	:	08 March 2022, 02:00PM

Conduct of *Pre-bid Conference and Opening of Bids* shall be held virtually thru Microsoft Teams or Zoom and shall be open to all prospective bidders. Link of the Pre-bid Conference and Opening of Bids may be requested through the BAC Secretariat at citembac@citem.com.ph. Link shall be provided on the actual day of the procurement activity.

The *Notice of Award* shall only be issued to the lowest calculated and responsive 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)

- 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 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.
- 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.
- Latest Income/Business Tax Return**
- 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.
- 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 the following:**
 - Proof of professional leadership experience with a public or private entity relevant to sustainable products and/or services, environmental awareness, circular economy, and the like.**
 - Proof of experience with international organizations or foundations to lead/mobilize local and/or international projects or programs relevant to circular economy, sustainability, environmental awareness, and the like.**
 - Proof of active or present involvements or affiliations with organizations or companies for the causes mentioned in Terms of Reference like for the benefit of start-ups/ business enterprises/ organizations/ individuals.**
- **Screenshot or link or photocopy of Proof of features in local and/or international media outlets in the last five years for participation in projects or programs relevant to the causes mentioned in Terms of Reference.**
- **Certificate/s or Letters of Recognition Received relevant to projects or programs mentioned in Terms of Reference.**

To encourage the sanctity of the bids, bidders must submit these documents separately, on the above stated date and time, either on the following:

- Physical Submission at the CITEM Office, Golden Shell Pavilion, Roxas Blvd. cor. Gil Puyat Ave., Pasay City, or
- 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 Eligibility Documents, Financial Bid and Qualitative Evaluation Documents as 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
 Lease of Real Property and Venue
 Small Value Procurement with ABC of Php 50,001 and above
 Others: _____

Date: 24 February 2022

Company Name: _____

RFQ No.: 2021-0156P

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 or compressed folder and submitted to CITEM BAC / citembac@citem.com.ph.

Pre-bid Conference: <u>01 March 2022</u>	Time: <u>02:00PM</u>	Venue: <u>ZOOM</u>
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents: <u>04 March 2022</u>	Time: <u>05:00PM</u>	
Schedule of Opening of Qualitative Evaluation Documents: <u>04 March 2022</u>	Time: <u>05:00PM</u>	
Schedule of Opening of Eligibility Documents and Financial Bid: <u>08 March 2022</u>	Time: <u>02:00PM</u>	Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p align="center">HIRING OF CREATIVE DIRECTOR FOR IFEX PHILIPPINES 2022</p> <p align="center"><i>Please see attached Term of Reference for more details.</i></p> <p align="center">APPROVED BUDGET FOR THE CONTRACT: <u>PHP 800,000.00</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

Hiring of the Creative Director for IFEX Philippines 2022

I. Background and Rationale

The Center for International Trade Expositions and Missions (CITEM) is mandated to market and promote the Philippines as a reliable source of quality export products and services in the global market through trade fairs and missions and other export promotional programs. For this purpose, the agency organizes professionally managed, locally held signature events, and participate in international trade fair. Adapting to the global trends of digitalization and online community building, CITEM is adapting a more aggressive digital initiative. With the current global pandemic, on-site events are faced with logistics and safety issues. In order to continue fulfilling its mandate, CITEM aims to further enhance its programs and platforms through enhanced online presence, community building, and cohesive branding and communication strategies.

From among CITEM's programs and platforms, IFEX Philippines (**IFEX**) and FoodPhilippines (**FoodPH**) are geared towards the promotion of the Philippines' food sector while the Value Food Innovation Program or VFIP (**NXTFOOD**) aims to develop the most relevant and innovative food products. **IFEX** is CITEM's locally held international signature event while **FoodPH** is the flagship banner of the country in international food exhibitions and trade-related events.

In 2022, CITEM is set to stage the hybrid edition of IFEX Philippines. This will combine both in-person experiences, through its physical exhibition and business matching, and digital experiences through its newly launched websites, www.IFEXConnect.com and www.FoodPhilippines.com. It is imperative that the two experiences are weaved seamlessly and make each compelling for the relevant stakeholders to participate in IFEX. Thus, it is necessary to engage the services of a Creative Director who will deliver engaging and relevant experiences and content and achieve cohesiveness of these components or fronts to stage an impactful IFEX Philippines.

II. Objectives

1. Create strategic connections between audiences and Filipino food/ingredients through impactful stories or content and engaging programs or activities for the staging of IFEX
2. Develop a narrative engrained in the existing IFEX and FoodPH branding and market strategies (Market strategies refer to Premium 7, Rising Stars, Halal, Natural/Healthy/Organic, Specialty) which will serve as the foundation for the creative execution;
3. Work closely with inhouse and outsourced content and creative producers/suppliers to organize different contents and align them with the brand identities of IFEX.

III. Scope of Work

- A. Overall Visual and Creative Direction (Event, Content, Communications)
 1. Assess the existing messaging of IFEX, FoodPH, and NXTFOOD and prescribe key messaging for the IFEX Hybrid Show.
 2. Ensure seamless translation of the key messaging to the critical components of the hybrid show from the event, content, website, and communications.
 3. Handle the designing of the activities or events of IFEX in whatever format it will be staged whether hybrid, physical, or digital with respect to the targets of CITEM, budget, and manpower.
 4. Provide inputs or recommendations on the event components such as but not limited to its program, topics, speakers, and intermission activities.

B. Event Direction

1. Oversee translation and application of the key messaging in all critical components and activities of the show, whether physical, digital, or hybrid
2. Produce, develop, and edit the main artwork that CITEM will use for its digital collateral creation
3. Provide inputs and recommendations on materials created by CITEM for the implementation of the approved plan
4. Develop content guides for, provide insights and feedback on the proposals and/or output of all third-party suppliers that will produce content for IFEX and its components or related programs or activities such as the Community Managers, Web Developers, Content Editorial Team, and the like
5. Recommend components, strategies, or content in response to insights and/or analytics provided by CITEM. These recommendations will be used should there be a need to adjust in the direction in response to the performance of IFEX, FoodPH, and NXTFOOD.

C. Others

1. The key messaging must at least cover the Thematic Concept, Overall Look and Feel, and Creative Treatment of IFEX materials
2. The program must take into consideration CITEM’s brief, the physical/digital/hybrid experiences, and the following:
 - a. The program may span throughout the year, depending on the agreed concept and existing work programs or load;
 - b. Digital components will primarily utilize, but not limited to, CITEM assets— IFEX and FOODPH websites, social media channels, Zoom, Hopin, etc.
3. The concept, experience, and programs to be curated and orchestrated must contribute to the objectives and targets of IFEX.
4. They, together with CITEM, shall ensure quality control of concept treatment and implementation.
5. They shall adhere to agreed timelines of the projects and shall give utmost importance to budget allocation for project components when proposing concepts and activities
6. They shall attend, if not preside, all coordination meetings and presentations with CITEM, DTI Main Office, or partner agencies, and suppliers.
7. Conduct debriefing session/s with the CITEM team and submit final/terminal report after the engagement
8. They shall be responsible in implementing precautionary and safety measures (Complete PPE, swab testing, social distancing) if physical presence or coordination is deemed necessary.

IV. Period of Engagement and Timeline of Deliverables

The Creative Director will be engaged from the issuance of the Notice of Award to October 2022.

DELIVERABLE	TIMELINE	BUDGET PERCENTAGE
Presentation of initial concept study/ies for the key messaging, digital show components, and digital event ideas	Two weeks maximum after the onboarding	30%
Submission of the following based on the approved key messaging: - Main artwork	Two weeks maximum upon approval of the concept	60%

- Visual and copy guide - Components and Activity or Program Line-Up		
Submission of the completion report	30 days maximum after the conclusion of the IFEX Hybrid show or whatever format may be decided	10%

The above milestones and production time and the timetable to be submitted will serve as guide and will be subject to constant review, monitoring of the delivery of the service, and, if necessary, revisions. All revisions on the timetable will be considered final upon approval of the Head of the Agency or the Project Director, whichever is applicable.

V. Technical Evaluation and Mode of Procurement

The individual or company or its main representative or key officials within the company must have:

Qualifications	Documentary Requirements	Total Points
Proof of experience in the field of digital marketing or advertising, design, and culinary arts <i>More than 5 years: 30 points</i> <i>At least 3 years to 5 years: 20 points</i>	Company or Individual Portfolio and/or Resume reflecting years of experience in the creative and food industry, organizations or projects led, and awards received	30
Proof of directorial engagements to lead and manage creative and culinary or food products or services <i>More than 3 directorial engagements: 20 points</i> <i>1-2 directorial engagements: 10 points</i>		20
Proof of local and/or international awards and recognition for creative outputs produced (5) <i>At least 3 awards: 20 points</i> <i>1-2 awards: 10 points</i>		20
Proof of active or present involvements or affiliations with organization or companies in food and/or creative industry-related organizations <i>At least 3 active or present involvements: 30 points</i> <i>1-2 active or present involvements: 20 points</i>		30

A Technical Working Group will be created to screen and evaluate the prospective bidders. The company or individual who complies with the CITEM- Bids and Awards Committee eligibility requirements and reaches the cut-off score of 85% shall proceed with the opening of financial bid.

In accordance with R.A. 9184, this hiring shall be conducted through Small Value Procurement.

VI. Budget and Schedule of Payment

The Approved Budget of the Contract (ABC) is **Eight Hundred Thousand Pesos (PHP 800,000)** inclusive of taxes and other applicable charges (e.g. bank charges, etc.). It shall also cover all other incidental costs to be incurred in the implementation of its services (e.g. meeting expenses, communication expenses, health safety protocols expense, etc.)

MILESTONE	PAYMENT
Upon approval of the Concept Studies for the Key Messaging, Digital Show Components and Digital Event Ideas and upon submission of the Main Artwork, Visual and Copy Guide, and Components and Activity or Program Line-Up based on the approved key messaging	50%
Upon conclusion of the IFEX Hybrid Show or whatever format may be decided and submission of the final report which will outline the following but not limited to: - Services undertaken and/or deliverables submitted to ensure seamless translation of the key messaging to the critical components of IFEX - Recommendations	50%

VII. Terms and Conditions

1. All creative concepts and original materials formulated and designed in relation with this engagement shall be exclusively owned by CITEM, and with full exercise of discretion and rights on future use.
2. The Creative Director can site this engagement for portfolio purposes.
3. Should the Creative Director be unable to serve a total of 100% of the deliverables due to unforeseen circumstances or *force majeure*, and other factors beyond their control, CITEM shall pay an amount based on the total services rendered.
4. Should CITEM deem the services of the Creative Director unsatisfactory and fails to produce or deliver a satisfactory alternative or replacement or revision within the prescribed timeline, or the supplier violates any of the agreed upon terms anytime within the duration of the contract, the supplier shall only receive 80% of the equitable value of each unsatisfactory deliverable based on the indicated budget percentage per deliverable above.
5. CITEM shall inform the supplier of any changes or adjustments in the schedule and line- up of programs for the supplier’s information and calendar.

Prepared by:



Rianna Elaine Custodio
TIDS, OG2-SE

Recommending Approval:



Rowena G. Mendoza
OIC-DM, Operations Group 2

Noted by:



Ma. Lourdes D. Mediran
Deputy Executive Director

Approved by:



Paulina Suaco-Juan
Executive Director