

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-2021-0055

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 PRODUCTION DESIGNER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN
(SPRING/SUMMER)

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

Approved Budget for the Contract	: PHP 990,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 02 August 2021, 12:00NN
Opening of Qualitative Evaluation Documents	: 02 August 2021, 12:00NN
Opening of Eligibility Documents and Financial Bid	: 03 August 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)

- 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.
- 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)


- **Portfolio indicating:**
 - Relevant work experience in set design and execution of campaigns with list of clients and/or publication, for which they were used.
 - Experience with any government agency in work related content creation/production, publication.
 - Experience in designing and building production set for editorial or creative campaigns in media or commercial industry (experience with home, fashion, and lifestyle campaign is an advantage).
 - Proof of set design produced and for which clientele
 - Experience working with multiple creative teams in media or commercial industry (experience with home, fashion and lifestyle campaign is an advantage).

Bidders shall submit these documents, 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
- 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 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 J. 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: 27 July 2021

Company Name: _____

RFQ No.: 2021-0055

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.

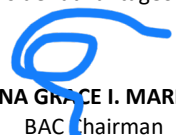
Deadline of Submission of Eligibility Documents, Financial Bid, and Qualitative Evaluation Documents:	<u>02 August 2021</u>	Time:	<u>12:00NN</u>
Schedule of Opening of Qualitative Evaluation Documents:	<u>02 August 2021</u>	Time:	<u>12:00NN</u>
Schedule of Opening of Eligibility Documents and Financial Bid:	<u>03 August 2021</u>	Time:	<u>2:00PM</u>
		Venue:	<u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p>HIRING OF PRODUCTION DESIGNER FOR 2021 HOME AND LIFESTYLE PHASE 2 CAMPAIGN (SPRING/SUMMER)</p> <p><i>Please see attached Term of Reference for more details.</i></p> <p>APPROVED BUDGET FOR THE CONTRACT: <u>PHP 990,000.00</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

Engagement of Production Designer for 2021 Home and Lifestyle (Spring/Summer) Phase 2 Campaigns



I. EVENT BRIEF

Title of Project	2021 Home and Lifestyle (Spring/Summer) Phase 2 campaigns
Location	(Digital Participations)
Product Sector	Home and Lifestyle
Total budget	PhP 990,000.00 (inc. VAT)
Period of Engagement	From release of NOA to December 2021

II. RATIONALE

Our Phase 1 campaign that launched our Fall/Winter collections across multiple digital showrooms earlier this year attracted nearly double the number of unique trade buyers we targeted for 2021. Ultimately, benefitting over 100 exhibitors from our home and lifestyle community, who reported partial export sales at nearly 1 Million USD, for the first half of the year alone.

This success is largely attributed to the compelling visual narrative that we were able to tell through a strong creative vision that was successfully brought to life. The studio, set design, proppings, and every interesting element in the foreground and background of our products played crucial roles in visually creating experience for our target buyers, and therefore encouraging them to take positive action.

With the continued cancellation of our Physical shows for 2021, it is imperative for CITEM to optimize our digital means of promotion. And ensuring, that while we're at it, we're enlisting the services of creatives who can strongly and successfully highlight our product and brand stories.

Our new collections for the next half of the year will be launched for the Spring/Summer sourcing market. And for this campaign, the role of a professional Production Designer who will work closely with CITEM-hired Digital Content Producer, to bring the art direction for our new collection, build and execute seamless and impactful set designs, deploy necessary manpower and mobilize logistics, will be crucial for this purpose.

III. OBJECTIVES

To engage a production designer who will work closely to execute the creative direction of the CITEM-hired digital content merchandiser by:

- Designing and building impactful set designs;
- Deploying necessary talents and manpower;
- Providing and mobilizing necessary venue and logistics through the duration of the campaign shoot

IV. SCOPE OF WORK AND DELIVERABLES WITH BUDGET & VALUATION

A. PRE-PRODUCTION	%	Value in PhP
1. Attend the pre-production meeting with CITEM-hired Creative Director, Photographer, and project team;	30%	297, 000.00
2. Design the overall production sets based on CITEM's approved art direction for 2021 Home and Lifestyle Phase 1 (Fall/Winter) Campaigns, including but not limited to: <ul style="list-style-type: none">- scale drawings / design board- design ideas for lighting and props		

<ol style="list-style-type: none"> 3. Identify and shoulder the cost for location/ studio rental (within Metro Manila); 4. Craft production plan and timeline for reference of the companies and the production team; 5. Hire, engage, and provide for all the expenses required by own production department/team including set design builders (i.e. carpenters, painters, electrician) to execute and build the approved set design; 6. Hire, engage, and provide for all the expenses required for 1 (pax) talent/model with her hair, make up, and styling team through the duration of the shoot 7. Shoulder the cost of administration of COVID RTPCR testing to all the members of the production team (max. 35 pax), including the assigned onsite project team of CITEM, before the actual shoot 		
B. PRODUCTION PROPER		
<ol style="list-style-type: none"> 1. Obtain necessary permits and ensure the onsite production team’s compliance to AITF health protocols including PPEs, facemasks, presence of health and safety officer, throughout the duration of the shoot, within the timeline approved by CITEM and the creative team; 2. Construct set designs (lease / rental basis) and provide necessary props and lighting requirements, for the 22 vignette layouts directed by the CITEM-hired Digital Content Producer, for the following shows: <ul style="list-style-type: none"> - NY NOW Spring/Summer Market August 2021 - Maison & Objet and MORE (MOM) September 2021 - FAMEPlus Design Commune September – December 2021 <p>within agreed timeline with the CITEM-hired digital content merchandiser, the official photographer, and the CITEM project team.</p> 3. Provide meals for the production staff throughout the duration of the shoot, in compliance to standard health protocols, as well as necessary transportation and logistics that will be required for the members of the production team, throughout the duration of the shoot; 	40%	396,000.00
C. POST – PRODUCTION		
<ol style="list-style-type: none"> 1. Shoulder cost of the administration of COVID antigen testing to all the members of the production team, (max. 35 pax.), including the assigned onsite project team of CITEM, by the end of the shoot, as exit medical clearance, in compliance to AITF health protocol. 2. Rental and disposal of materials and equipment used shall be sole responsible of the contractor. 	30%	297, 000.00
GRAND TOTAL	100%	

VI. TIMELINE & PAYMENTS

The engagement is valid upon the release of NOA until December 2021.		
Activities	Requirement for payment	% of payment
Conceptualization, approval of art direction, Pre-production	<ul style="list-style-type: none"> Approved production timeline, set design and production plan, 	30% of contract cost
Production proper	<ul style="list-style-type: none"> Photo documentation of fully constructed set design with the list and corresponding designation of creatives and manpower/talents engaged 	40% of contract cost
Post-Production proper	<ul style="list-style-type: none"> Proof of validation / inspection of CITEM representative of the set design/set-up. Submission of copies of COVID tests results of all members of the production team (max. 35 pax) 	30% of contract cost
		100%

V. EVALUATION

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

CRITERIA	VALUE POINT
<p>I. Experience with any government agency in work related content creation/production, publication.</p> <p>i. With government experience - 15 points</p> <p>ii. With no government experience - 5 points</p> <p>(Document required: Portfolio indicating relevant work experience in set design and execution of campaigns with list of clients and/or publication, for which they were used)</p>	15
<p>II. Experience in designing and building production set for editorial or creative campaigns in media or commercial industry (experience with home, fashion and lifestyle campaign is an advantage):</p> <p>i. 5 and above previous set designs executed for media or commercial industry with experience in home, fashion, and lifestyle – 40pts.</p> <p>ii. 3 – 4 previous set designs executed for media or commercial industry without experience in international home, fashion and lifestyle – 25 pts.</p> <p>iii. 1- 2 previous set designs executed for media or commercial industry – 10pts.</p> <p>(Document required: Portfolio indicating relevant work experience in set design and execution of campaigns with list of clients and/or publication, for which they were used)</p>	40
<p>III. Quality of set design produced and for which clientele</p> <ul style="list-style-type: none"> Leverage on concept, props, and lighting execution Impactful aesthetics that effectively convey product stories / editorial message International clientele is an advantage <p>(Document required: Portfolio indicating relevant work experience in set design and execution of campaigns and for which client and/or publication)</p>	25

IV. Experience working with multiple creative teams in media or commercial industry (experience with home, fashion and lifestyle campaign is an advantage) - (Document required: Portfolio indicating relevant work experience in set design and execution of campaigns and for which client and/or publication)	20
TOTAL	100


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.

V. BUDGET

A total of PHP 990,000 is the approved budget for the contract (ABC) of this requirement (inclusive of all applicable taxes), to be sourced from 2021 Home and Lifestyle Campaigns budget. (See above budget vis a vis scope of deliverables).

Mode of Procurement: Small Value Procurement

Prepared by:


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Noted by:


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Paulina Suaco-Juan
 Executive Director 