

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-2021-0120

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 ORIGINAL CONTENT CREATOR FOR THE CREATE PHILIPPINES WEBSITE

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

Approved Budget for the Contract	: PHP 650,000.00
Deadline of Submission of Eligibility Documents, Financial Bid and Qualitative Evaluation Documents	: 08 November 2021, 12:00NN
Opening of Qualitative Evaluation Documents	: 08 November 2021, 12:00NN
Opening of Eligibility Documents and Financial Bid	: 09 November 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 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)

- **Company or individual profile indicating number of years in the industries of content direction and creation**
- **Company or individual portfolio indicating list of clients (with project names and dates) from both public and private sectors**
- **List of industry recognitions received related to the Creative Industry**

To encourage the sanctity of the bids, we highly encourage bidders submit these documents separately, 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 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: 04 November 2021

Company Name: _____

RFQ No.: 2021-0120

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>08 November 2021</u> Time: <u>12:00NN</u>
Schedule of Opening of Qualitative Evaluation Documents: <u>08 November 2021</u> Time: <u>12:00NN</u>
Schedule of Opening of Eligibility Documents and Financial Bid: <u>09 November 2021</u> Time: <u>2:00PM</u> Venue: <u>ZOOM</u>

QTY	UNIT	ARTICLE / WORK / DESCRIPTION / SPECIFICATION	UNIT PRICE	AMOUNT
1	Lot	<p align="center">HIRING OF ORIGINAL CONTENT CREATOR FOR THE CREATE PHILIPPINES WEBSITE</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 650,000.00</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 Original Content Creator for CREATE Philippines Website

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 high standards of creativity, excellence, and innovation to achieve export competitiveness in the international market.

CITEM first implemented programs supporting the Philippine creative industry from 2009 until 2011. In 2017, CITEM renewed its support for the industry with CREATE Philippines, the trade industry platform that brings together the creative industry for business, networking, and knowledge sharing.

Last June 2021, alongside the 4th edition of CREATE Philippines' flagship event Creative Futures, the new website of CREATE Philippines was launched with the goal of positioning itself as a unifying platform for the Philippine creative industries by providing a reliable source of news, updates, industry insights and inspirational stories through aggregation, curation, and production of content.

To increase traffic to the website, and eventually build an online community of Philippine creatives, it is imperative for the website to be filled with fresh, relevant, and engaging original content. Since CITEM has already published all the original content that the agency has previously commissioned, it is deemed necessary to hire a content creator solely dedicated to producing additional original content for the CREATE Philippines website.

II. SCOPE OF WORK AND DELIVERABLES

A. Original Video Content Production

1. Produce, develop, and edit **at least four (4) original content pieces**, which will be published in the CREATE Philippines website. Content should highlight creativity, real-life experience, and expertise of both mainstream or established, and up-and-coming creative industry players in the Philippines.
2. The format for content pieces includes but are not limited to videos (animation, short film, educational, interview, etc.) and digital interactive activities (contests, freebies, etc.).
3. For each original video content, provide a compatible video format for social media channels (Instagram and Facebook post and story)
4. Turn over all coverage reports, data, interviews, photos, videos, and all other multimedia materials gathered from the purpose of this contract

B. Others

1. Coordinate with the CREATE Philippines project team, when necessary
2. Provide input and recommendations, when necessary, on materials created by CITEM for the promotion of the video content and interactive activity, to ensure consistency and cohesiveness with the approved original content direction for the CREATE Philippines website
3. Submit report or evaluation, which includes observations, assessments, and recommendations

TERMS OF REFERENCE

Hiring of Original Content Creator for CREATE Philippines Website

III. EVALUATION BY THE TECHNICAL WORKING COMMITTEE

Interested bidder/s should undergo Qualitative Evaluation, based on the parameters below. Only those with TWG score of at least **90 points** will proceed to financial bid. Contract shall be awarded to the lowest calculated and responsive bidder.

Qualifications	Points
The company or individual should have at least five (5) years of relevant experience as content director and creator in the fields of Creative Industry such as design, communication design, advertising, film, music, performing arts, animation, game development, visual arts, etc. <ul style="list-style-type: none">• 5 years and more - 35 points• Below 5 years - 0 points	35 points
The company or individual should have experience in working and/or is currently working with at least two (2) government agencies and three (3) clients from the private sector within the past two (2) years. <ul style="list-style-type: none">• With 2 or more clients from government agencies, and 3 clients from the private sector - 35 points• With less than 2 clients from government agencies, and 3 clients from the private sector - 20 points• With no experience - 0 points	35 points
The company (or a major Project Team member) or individual must have at least two (2) industry recognitions related to the Creative Industry. <ul style="list-style-type: none">• With 2 or more industry recognitions - 30 points• With less than 2 industry recognitions - 15 points• With no industry recognition - 0 points	30 points
Total	100 points

Aside from the documents required by the Bids and Awards Committee of CITEM, other documents to be submitted to the project team for the Qualitative Evaluation are as follows:

1. Company or individual profile indicating number of years in the industries of content direction and creation
2. Company or individual portfolio indicating list of clients (with project names and dates) from both public and private sectors
3. List of industry recognitions received related to the Creative Industry

IV. PERIOD OF ENGAGEMENT

The Original Content Creator shall be contracted upon the issuance of the Notice of Award by CITEM Bids and Awards Committee (BAC) until **January 31, 2022**. All requirements specified in the Scope of Work portion of this Terms of Reference (TOR) must be delivered within the identified period.

V. ESTIMATED BUDGET AND PAYMENT TERMS

Estimated budget for the hiring of an Original Content Creator for the CREATE Philippines Website is **PHP 650,000.00** (inclusive of applicable taxes) and shall be charged to the CREATE Philippines 2021 Budget.

TERMS OF REFERENCE

Hiring of Original Content Creator for CREATE Philippines Website

The proposed payment scheme for the project will be billed progressively upon the completion of the following milestones:

Milestone	Payment
After presentation, submission, and approval of the theme, topic, or concept for all original content pieces to be produced	50%
After publication of all content pieces in the CREATE Philippines website, and submission of report/evaluation which includes observations, assessment, and recommendations	50%
Total	100%

VI. AGREEMENT BETWEEN PARTIES

In addition to stipulations within the contract, it is understood that the original content creator agrees on the following upon his/her submission of proposal/bid to CITEM:

1. That there is a Non-Disclosure Agreement between CITEM and the contracted party;
2. All multimedia content and original materials (raw and edited) conceptualized and produced in conjunction with this contract shall be owned by CITEM, with full and exclusive rights, relative to the future use thereof both in the Philippines and internationally;
3. That the original content creator will ensure that no copyright infringement will occur in the implementation of the project; and
4. The bidder shall be subject to the assessment by CITEM according to the effectiveness of delivery of any part or phase of the project. CITEM reserves the right to terminate the services of the winning bidder should any part of the deliverables be unsatisfactory.

Prepared by:



DENNY V. IMSON

Trade Industry Development Specialist

Signature Events Team, Operations Group 1

Noted by:



MARJO F. EVIO

Division Chief

Signature Events Team, Operations Group 1

Recommending Approval:



ATTY. ANNA GRACE I. MARPURI

OIC-Department Manager

Operations Group 1

Approved by:



PAULINA SUACO-JUAN

Executive Director